

steel can association of nz

007-04



Launch of CANZBAC

ENTRANT

Steel Can Association of New Zealand
c/- Donovan Boyd Communication
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CATEGORIES ENTERED

Educational / Promotional Programme
Encouraging Materials
Recovery





Recover NZ
reduce - reuse - recycle


Improved Consumer Information
and Involvement


COCA-COLA  AMATIL

SPECIAL FEATURES

 In 2005 the Steel Can Association appointed Donovan Boyd Communications to raise the profile of steel can recycling. The strategy was to launch a new identity to represent the public face of steel can recycling in NZ.

 CANZBAC was developed and established to educate and inform the New Zealand public about the importance of diverting steel cans from landfill and the role that they can play. Target audiences were councils, brand owners and householders.

 A free phone - 0800 CANZBAC - for people wanting more info on steel can recycling.

 An email address and website were launched in 2006 enabling the public to tap into information on recycling, educational resources, kids activities, news and innovation in steel can recycling and packaging, along with a printed newsletter, CANZCHAT produced quarterly and distributed to more than 500 organisations. In 2007 CANZCHAT was created in an electronic version and forwarded to 250 recipients.

 CANZBAC was launched at the 2005 WasteMinz conference, had a stand at Foodtech Packtech 2006 and more recently teamed up with Food In A Minute

 In June 2007 - Hanable the CAN-able was launched, a programme targeted at children.