

Consumer Research: Metro Vancouver



Media Agency: In-house
Creative Agency: Jungle Media
Client: Metro Vancouver
Year: 2017

Metro Vancouver wanted to let their citizens know how they should be disposing their household grease and the best way to show people the repercussions of grease in the drain is to literally SHOW people what happens. The execution of this transit shelter really does not leave anything to interpretation, which is a great way to prove your point – grease down the drain results in a “fatburg.” Fatburg = no bueno. This transit shelter featured actual household piping, a cross-section of a household sink, and a demonstration of a forming fatberg.

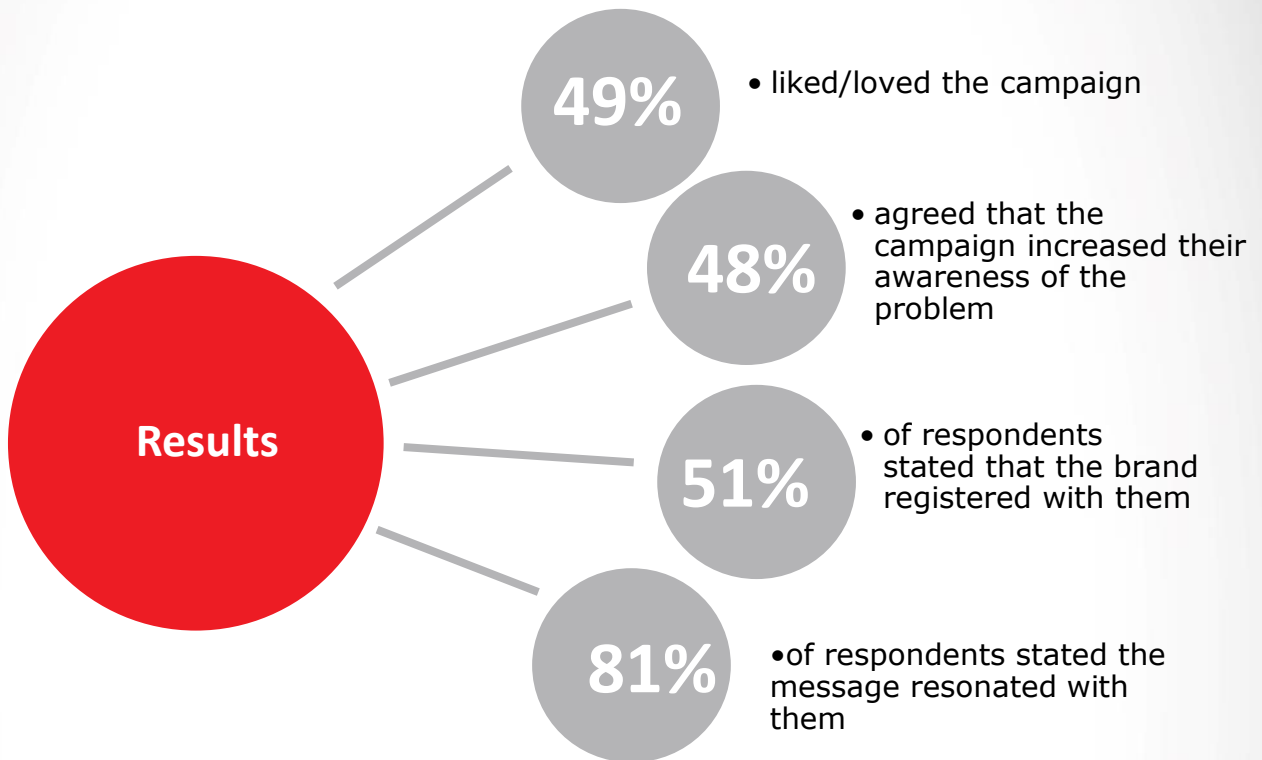


Research Sample

- Vancouver Adults 18+ who own or rent their home.

Main Message Key Feedback

- The overall message was understood. However the source of the ad wasn't clear to everyone which may have increased credibility or urgency to the message.



▶ Consumer Comments on Main Message

"Don't throw out dirty oil in garbage or sink, put in the green bin."

"Prevent grease from going down the drain when cleaning dishes"

"Don't put greasy products down the drain"

"Go green, dispose of grease, etc., in a safe way so drains aren't plugged."

Source: BrandSpark Consumer Panel 2018