PAY BY WEIGHT AWARENESS CAMPAIGN





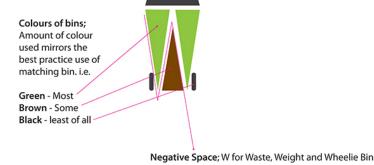


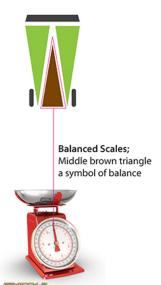


Developing the logo...

Proposed new for PBW















Applications















Print Media

Local & some national Planned for 2 weeks:

Weekend of May 20th Weekend of June 17th

Editorial to accompany advert









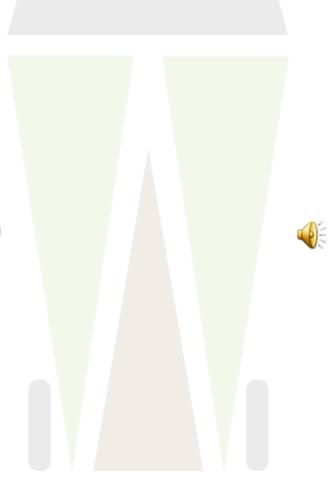


Local & national radio

2 Week campaign

Commencing: May 22nd June 19th

"If it's in the right bin, you are on the right track"













Posters









Leaflets
Digital & Pri
3 languages:
Polish,
Chinese
Irish











Brochure











Other Awareness Tools.....



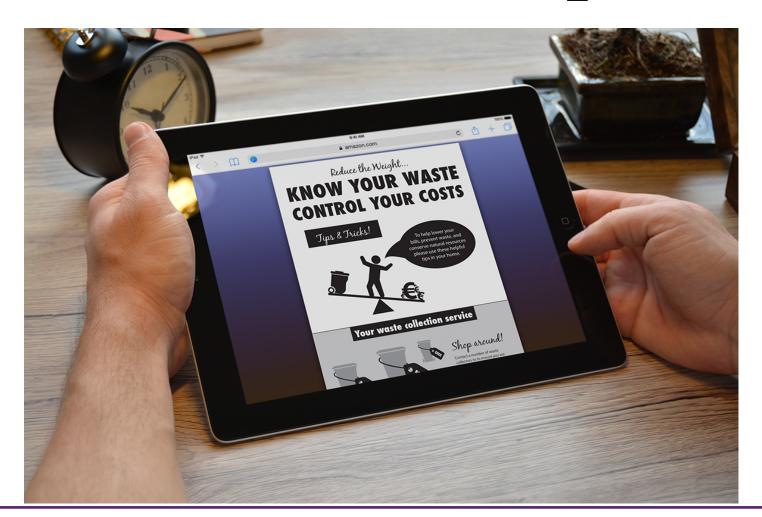








Tools under development











"If it's in the right bin, you are on the right track"









