



WE COLLECT IT. WE BAG IT. WE BIN IT.
WE REMOVE IT. WE SHRED IT. WE PULP IT.
WE COMPOST IT. WE HAUL IT. WE SKIP IT.
WE CLEAN IT. WE RECYCLE IT.

WE PROVIDE **SUSTAINABLE WASTE**
MANAGEMENT FOR THE CITY OF LONDON.



Talking rubbish

City of London

Managing waste disposal across the City of London is a big deal. The importance of effective disposal and recycling is critical to the health of the City and its people.

Failing to comply with regulations carries serious consequences for businesses.

City of London asked to raise the profile of their waste and recycling services, but they needed to arrest attention and cut-through the plethora of information businesses receive.

We came up with the quirky campaign theme 'Talking Rubbish' and used it to develop strong typographical messaging to make people stop, think, and remember to act responsibly or seek further help and guidance.

The creative has provided City of London with a strong platform for integrated communications and more companies are now signing up for waste management solutions.

What we delivered

Campaign messaging

Literature and literature system

Marketing collateral

Relevant experience

Marketing communications

If you would like more information about how Cauldron can help you with your next communications challenge, please contact:

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