

Concept Brief: No Time to Waste - Tupperware's Vision for Sustainability

Campaign Overview: Tupperware's "No Time to Waste" campaign is a global initiative designed to tackle plastic and food waste through innovative product design, sustainable materials, and strategic partnerships. The campaign encompasses Tupperware's commitment to sustainability and circular economy principles, while motivating both consumers and the salesforce to adopt more sustainable habits. The central message ties product innovation with actionable steps to reduce waste, including eco-friendly products like the ECO+ Bottle and actionable pledges to waste less.

Campaign Name/Central Concept:

No Time to Waste

Campaign Objective:

- **Primary Objective:**
To inspire Tupperware customers and its global salesforce to reduce plastic and food waste by 2025 through sustainable product offerings, educational content, and a clear commitment to a circular economy.
- **Secondary Objective:**
To promote the new **ECO+ Bottle** and other sustainable products while reinforcing Tupperware's commitment to sustainability through actionable content and partnerships.

Key Message:

"Together, we can make a lasting impact on our planet. Small changes can lead to big results. No Time to Waste."

Target Audience:

- **Consumers (B2C):** Eco-conscious individuals in North America, Europe, and select global markets, particularly those looking to make sustainable choices for their homes and daily lives.
- **Salesforce (B2B):** Tupperware consultants and distributors worldwide, emphasizing the importance of promoting sustainable products in their sales efforts and using them personally.

Core Themes:

1. **Our Commitment:**
Tupperware's long-standing dedication to sustainability through innovation, ensuring products are reusable, durable, and eco-friendly.
2. **Material Innovation:**
Introduction of **ECO+**, a material made from recycled single-use plastics, which underscores Tupperware's move toward sustainable material sourcing.
3. **Our Impact:**
Promoting partnerships with organizations like the Ellen MacArthur Foundation and World Central Kitchen to further the cause of waste reduction globally.

4. **Take the Pledge:**

Encourage consumers and the Tupperware salesforce to commit to reducing waste through simple, everyday actions, including using reusable containers, avoiding disposable cutlery, and recycling.

Deliverables/Outputs:

1. **Video Content (Storyboard & Direct):**

A key component of the campaign, the video will promote **No Time to Waste** among the Tupperware salesforce and their consumers.

- Focus on the importance of sustainability, demonstrating how Tupperware's reusable products help reduce waste.
- Showcase how Tupperware's products (such as the **ECO+ Bottle**) are made from recycled materials and contribute to a circular economy.
- *Action items:* Encourage viewers to make the pledge to reduce waste in their own lives.
- *Notes:* To be filmed during Leadership Conference. Rob will edit, post-production with motion graphics.

2. **Print & Digital Collateral:**

- **Product Catalogs:** Feature the **ECO+ Bottle** and other sustainable products, highlighting their environmental benefits and how they help reduce waste.
- **Brochures & Flyers:** Detailing the **No Time to Waste** campaign, with calls to action for consumers to buy sustainable products and pledge to reduce waste.
- **Merchandising (T-shirts, Bags, etc.):** Featuring the **No Time to Waste** logo (in English, Spanish, and French) to increase brand visibility and reinforce the campaign message.

3. **Social Media Content & Paid Ads:**

- Create impactful social media ads promoting the **ECO+ Bottle** and other sustainability products.
- Posts will tie the **No Time to Waste** message to everyday eco-friendly practices, such as avoiding single-use plastic and recycling.
- Use dynamic visuals showcasing the **ECO+ Bottle**, paired with impactful captions like "Say Goodbye to Disposable Water Bottles" and "One Bottle. Infinite Uses."
- Incorporate statistics about how much waste can be reduced by switching to Tupperware's sustainable products (e.g., **ECO+ Bottle** keeps 1,460 single-use bottles out of landfills per year).

4. Salesforce Materials:

- **Incentives & Offers:** Encourage the salesforce to promote the **ECO+ Bottle** by offering exclusive discounts or bonuses for reaching sustainability sales targets.
- **Party Perks & Training Resources:** Materials for the Tupperware salesforce to use at parties, including messaging about **No Time to Waste**, and guidance on how to educate customers about Tupperware's sustainability initiatives.
- **Pledge Campaign:** Implement a digital "pledge" platform where both salesforce members and consumers can publicly commit to reducing waste, tracked by region and incentivized by rewards.

5. Partnerships & Educational Content:

- **Partnership Announcements:** Collaborate with the Ellen MacArthur Foundation and World Central Kitchen to showcase shared values, featuring co-branded educational materials, and spotlighting joint initiatives that reduce waste.
- **E-learning Modules/Training:** Provide the salesforce with e-learning content around sustainability, how to communicate product benefits, and how to engage with eco-conscious consumers.

Tone & Voice:

- **Voice:** Empowering, optimistic, and action-oriented. The messaging should motivate people to take immediate steps to reduce waste, with a focus on positivity and possibility.
- **Tone:** Friendly, educational, and inspiring. The content should make the audience feel like they are part of something bigger and impactful.

Timeline:

- **Campaign Launch:** Summer 2019
- **Ongoing:** Quarterly updates with fresh product launches, social media content, and new partner collaborations.

Success Metrics:

- **Sales Impact:** Increased sales of ECO+ Bottle and other sustainable products.
- **Pledge Count:** Number of pledges made by consumers and the salesforce.
- **Engagement:** Social media shares, comments, and overall campaign reach.
- **Brand Perception:** Positive feedback from consumers regarding Tupperware's commitment to sustainability.

Summary: The **No Time to Waste** campaign is Tupperware's call to action to reduce plastic and food waste, leveraging the company's innovative products like the ECO+ Bottle and fostering partnerships with like-minded organizations. By empowering both consumers and the Tupperware salesforce with tools, incentives, and education, this campaign will create lasting change, promoting a circular economy while reinforcing Tupperware's sustainability commitment.