

INVOLVEMENT OF CELEBRITIES IN AWARENESS CAMPAIGNS



Background (REF: 1)

It is evident that celebrities have a strong influence on the behaviour not only of adolescents and followers, but on society in general. Many celebrities have undertaken sustainable initiatives in recent times and have manifested their environmental concern in their day-to-day life.

Therefore, it is interesting to use this power of public figures to make them serve as a model of good practices through, for example, their participation in environmental awareness campaigns.

ACTION

Appointment of a celebrity to be the public image to spread the message about the importance of recycling

Example of good practice implemented

Recycle Across America nonprofit organization – “Let’s recycle right” celebrity campaign (US) (REF: 2)



Figure-1. Nonprofit organization logo dedicated standardized labelling system for recycling bins. Source: Recycle Across America

Non-profit organization dedicated to expediting environmental progress by creating the world's first and only society-wide standardized labelling system for recycling bins to make it easier for people to begin to recycle. The campaign also combines social media and digital out-of-home to engage consumers and promote the importance of recycling right.

The organization uses celebrities as a public image to spread the message about the importance of recycling, including paper and board recycling. Some celebrities, such as Kristen Bell, Angie Harmon, Stana Katic, Ian Somerhalder, Josie Maran, Alanis Morissette, Anthony Mackie, Gabby Reece, Anna Sophia Robb, Johnny Galecki and Chris Salgado have collaborated with the cause.



Figure-2. Johnny Galecki as public figure in recycling campaign

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Keep in mind that...

- ▲ Real commitment of the celebrities should serve as an example for their behavior in the day to day and not only in advertising campaigns not to create skepticism to the consumer.
- ▲ Select the appropriate role models.
- ▲ Celebrities must be recognised locally or nationally, as appropriate.
- ▲ They should not be controversial.

How to start? (REF: 3)

- ▼ Connect the right celebrity with the right product: Choose celebrities that really feel a commitment with recycling and the environment.
- ▼ If their reputation and actions do not reflect the product, they advertise the marketing message will appear hollow.
- ▼ Make a plan to reinforce your message.
- ▼ Choose the right media to cover your campaign: Think about the public you want to target and its characteristics.
- ▼ Don't forget social networks, the message can be disseminated easily and in a cost-effective way.
- ▼ Remember to engage with your celebrities directly: Encourage them to post to Facebook, Twitter and Instagram, and then share their posts.

Potential benefits

			
Influence an important part of society		●	●
They generate behavioral changes in adolescents (sustainable change from an early age)		●	●
Broad diffusion of the message in awareness campaigns for the recycling of paper		●	●
Celebrities can use their social networks to spread the message about the importance of recycling		●	●
These campaigns improve the image of celebrities, what motivates them to serve as an example of a sustainable attitude			●



References:

1. JOSE MARÍA CUBILLO, ALICIA BLANCO (2014) – Estrategias de Marketing Sectorial. Libros profesionales de empresa, ESIC.
2. RECYCLE ACROSS AMERICA (2017) – Let's recycle right!
3. JESSE BACON (2013) – The price of fame: working with celebrities on your campaign.