News Release

CBCRA & WUNDERMAN THOMPSON CANADA WORKING TOGETHER TO RECOVER EVERY EMPTY BEVERAGE CONTAINER

As the Canadian Beverage Container Recycling Association (CBCRA) expands into Ontario, the organization partners with Wunderman Thompson & Mindshare

TORONTO – October 18, 2022 – Founded in 2010, the Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. The CBCRA has been active for over a decade in the province of Manitoba and will now introduce and operate the Recycle Everywhere program across Ontario. The program strives to educate the public on the importance of beverage container recycling and, through the provision of recycling bins, will ensure that it is convenient to do so in public places across the province.

“CBCRA, through its ‘Recycle Everywhere’ program, is setting out to achieve the Ontario government’s mandated beverage container recovery target of 75% by 2026. We’ve selected Wunderman Thompson to help us achieve this goal. Their strategic approach, knowledge, experience and track record of success will be invaluable in launching highly visible promotion and education campaigns in Ontario,” said Ken Friesen, Executive Director of the CBCRA.

Building on the success of the program in Manitoba over the past decade, CBCRA is rolling out the launch of the Ontario program later this Fall and needed an Ontario-based marketing partner to help achieve their goals. Wunderman Thompson & Mindshare answered the call. The agencies will handle all strategic planning, creative and media for CBCRA.

“The Wunderman Thompson team brings a genuine passion for the purpose of our organization and together, we will help Ontarians recycle every empty beverage container in the province. We are excited to introduce the Recycle Everywhere program in Ontario and look forward to creating a more sustainable future, together,” said Sheri Moerkerk, Director, Marketing & Communications for the CBCRA.

RECYCLE EVERYWHERE | cbcra Canadian Beverage Container Recycling Association

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Jeff Dack, CEO of Wunderman Thompson Canada, says, “We were inspired by CBCRA's values, which align so closely with our own, and their mission, which we feel we can truly help them achieve. Their thoughtful approach to agency selection solidifies to us that they truly value partnership. We’re excited to help get the people of Ontario ‘recycling everywhere’.”

Gina Banks, Chief Client Officer of Mindshare, adds “from a media and targeting perspective, the CBCRA faces a real challenge as to how to optimize communication channels to appeal to distinct generations of Ontarians. Aside from the obvious societal impact we want to have, we are inspired by the opportunity to flex our strategy, planning, and performance muscles to make a real impact for the CBCRA.”

Wunderman Thompson and Mindshare have taken on CBCRA’s business in Ontario and have recently also been awarded all creative and media work on CBCRA’s well-established business in Manitoba. The agencies are well into their first few months on the business, with the first campaign due out early 2023.

The CBCRA is proud of its long-standing success in Manitoba. In 2021, 80 per cent of all PET plastic beverage containers and 72 per cent of all eligible beverage containers sold in the province were recovered – one of the highest PET recovery rates in Canada. This milestone brings the organization one step closer to reaching the government-mandated target of recovering 75% of beverage containers sold in Manitoba. As Wunderman Thompson and Mindshare now partner with CBCRA in the province, goals for the future in Manitoba are no less ambitious.

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About CBCRA
The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded Producer Responsibility Organization whose membership includes beverage brand owners and distributors. CBCRA strives to educate the public on beverage container recycling and ensure that it is convenient to recycle empty beverage containers no matter where citizens live, work or play. Learn more at cbcra-acrcb.org.

About Wunderman Thompson
At Wunderman Thompson we exist to inspire growth for ambitious brands.
Part creative agency, part consultancy and part technology company, our experts provide end-to-end capabilities at a global scale to deliver inspiration across the entire brand and customer experience.

We are 20,000 strong in 90 markets around the world, where our people bring together creative storytelling, diverse perspectives, inclusive thinking, and highly specialized vertical capabilities, to drive growth for our clients. We offer deep expertise across the entire customer journey, including communications, commerce, consultancy, CRM, CX, data, production, and technology.

In 2020, Wunderman Thompson launched Inspire, a proprietary global platform that explores what makes brands inspiring and what inspires consumers. Rooted in a rigorous, multidimensional research methodology, the platform identifies the qualities a brand must embody, the narratives it should weave, and the experiences it can design in order to spark people's inspiration, and culminates in an annual list of the Inspire Score Top 100 Most Inspiring Brands in the World.

Wunderman Thompson is a WPP agency (NYSE: WPP).

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About Mindshare
Mindshare is a media services company that accelerates Good Growth for its clients in the age of transformation. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better. We accelerate it for our clients by using media as a multiplier to drive sales and maximize marketing investments. We use Precisely Human Intelligence that combines data science and behavioral science to understand consumers and their motivations better and we act on that intelligence by planning media with intention to connect brands with consumers around their shared values. We were the first purpose built company created by WPP and today our 10,000 people operate in 116 offices in 86 countries, helping to drive Good Growth for our clients, our people, the industry and the world.

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