

**ECOMEGOT COMMUNICATION PLAN:**  
USING CREATIVE AND IMPACTFUL STRATEGIES  
FOR THE GREATER GOOD



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## LIST OF ABBREVIATIONS

- **ATAWAD:** Any Time, Any Where and Any Device
- **B2B:** Business to Business
- **B2C:** Business to Consumer
- **CPM:** Cost per mille / Cost per impression
- **CSR:** Corporate Social Responsibility
- **E-WOM:** Electronic Word-of-Mouth
- **DPT:** Dual-Process Theory
- **IM:** Influence Marketing
- **IoT:** Internet of Things
- **KOL:** Key Opinion Leader
- **KPI:** Key Performance Indicator
- **ROI:** Return on Investment
- **SNS:** Social Network Sites
- **SM:** Social Media
- **SMI:** Social Media Influencer
- **SMM:** Social Media Marketing
- **WOM:** Word-of-Mouth

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## ABSTRACT

The growing concerns towards environmental issues and the raising awareness of the importance of sustainable development and recycling efforts have modified the way people behave or at least their intentions of having more responsible behaviors. Not to mention the digital revolution with the advent of social media coming along with the society evolution which have forever changed the communication's landscape.

These factors have pushed some organizations to take action for the greater good but it is crucial for them to understand how to effectively communicate their actions so that they reach the desired target in the most impactful way. Let alone the information overload due to our very connected world that will force these organizations to use innovative and powerful strategies to grab people's attention and guide them toward more responsible behaviors.

In this project thesis, the focus will be in developing and proposing an innovative and effective communication plan for EcoMegot, an association dedicated to the cigarettes' pollution sensitization and the collect and recycling of cigarette butts, which definitely needed assistance to design, with a very small budget, impactful strategies to successfully achieve its ambitious goals and vision. Therefore, the main goals of this project are first to increase general awareness and knowledge of EcoMegot, but also to increase its reach and visibility, to finally increase its number of sensitized people and find creative and impactful strategies such as gamification or nudging to close the gap between intentions and actual behaviors toward cigarettes butts' pollution.

In order to do so, a literature review has been conducted around the disruptive factors and new strategies of the communication landscape but also on the drivers under people intentions and actual behaviors. Combined with an internal analysis of EcoMegot which has allowed having a better overview of its constraints and objectives; an empirical study has been performed to grasp people's perceptions, motivations, and current behaviors but more importantly to have a greater understanding of the discrepancy between their intentions and actual behaviors.

In regards to the overall project findings, several strategies have been designed aiming at addressing EcoMegot issues in an inventive and impactful ways. These findings have allowed the creation of an innovative, impactful and effective communication plan that will be a turnkey solution addressing EcoMegot issues and meet its ambitious goals.

*Key terms: Communication Plan; EcoMegot; Innovative Strategies; Recycling Behaviors.*



## RESUMO

As preocupações crescentes com as questões ambientais e a sensibilização para a importância do desenvolvimento sustentável e dos esforços de reciclagem modificaram a forma como as pessoas se comportam ou, pelo menos, as suas intenções em terem comportamentos mais responsáveis. Ainda, a revolução digital com o advento das redes sociais influenciou novas atitudes na sociedade e impulsionou novas formas de comunicação.

Estes fatores têm impulsionado algumas organizações a agirem para um ambiente sustentável, mas é crucial que elas entendam como comunicar suas ações de forma eficaz para que atinjam o alvo desejado da forma mais impactante. Sem mencionar que a sobrecarga de informação devido ao ambiente muito competitivo pressiona essas organizações a usar estratégias inovadoras para atrair a atenção das pessoas e orientá-las para comportamentos mais responsáveis.

Nesta tese de projeto, o foco estará em desenvolver e propor um plano de comunicação inovador e eficaz para a EcoMegot, uma associação dedicada à sensibilização da poluição dos cigarros e à recolha e reciclagem de pontas de cigarro, que precisava de assistência para definir, com um orçamento muito pequeno, estratégias impactantes para alcançar com sucesso suas ambiciosas metas e visão. Assim, os principais objetivos deste projeto são: (1) aumentar a conscientização geral e o conhecimento do EcoMegot, (2) ampliar o seu alcance e visibilidade, (3) atingir um maior número de pessoas sensibilizadas e encontrar estratégias inovadoras e impactantes para promover a convergência entre intenções e comportamentos reais perante a poluição com beatas de cigarro.

Para isso, uma revisão da literatura foi conduzida em torno dos fatores disruptivos e novas estratégias do cenário de comunicação, mas também sobre os fatores determinantes nas intenções e comportamentos reais das pessoas. Combinado com uma análise interna do EcoMegot que permitiu ter uma melhor visão geral de suas restrições e objetivos; um estudo empírico foi realizado para entender as percepções, motivações e comportamentos atuais das pessoas, mas sobretudo ter uma maior compreensão da discrepância entre suas intenções e comportamentos reais. No que diz respeito aos resultados gerais do projeto, várias estratégias foram desenhadas com o objetivo de abordar as questões do EcoMegot de forma inovadora e impactante. Estas conclusões permitiram a criação de um plano de comunicação inovador, impactante e eficaz que será uma solução chave-na-mão para resolver os problemas da EcoMegot e cumprir os seus objetivos ambiciosos.

Palavras-chave: *Plano de Comunicação; EcoMegot; Estratégias Inovadoras; Comportamentos de Reciclagem.*



## EXECUTIVE SUMMARY

As part of my Marketing Master's degree, I have chosen to develop a communication plan for EcoMegot, a French association dedicated to the cigarettes' pollution sensitization and the collect and recycling of cigarette butts. EcoMegot definitely needed assistance to design, with a very small budget, a realistic but innovative and effective communication plan using creative and impactful strategies to successfully achieve its ambitious goals and vision which will later be displayed. Therefore, this project thesis has several objectives:

- 1. Increase general awareness and knowledge about EcoMegot and its concept** among the French population, smokers or non-smokers and more particularly to reach the young generations because it is important to sensitize as early as possible.
- 2. Increase EcoMegot reach and visibility to make EcoMegot a top-of-mind player** in the French circular economy and seen as the major actor of cigarettes butts recycling allowing EcoMegot to easily expand its private and public partnerships and possibly export and duplicate its model abroad.
- 3. Increase the number of people sensitized by EcoMegot and find strategies to close the gap between intentions and actual behavior** toward cigarettes butts pollution in order to make EcoMegot a main actor of change toward more responsible behaviors and attitudes among the French population.

In order to do so, a literature review has been conducted around several topics which have been identified to have an impact on EcoMegot strategies toward the achievement of its goals. First, it has been crucial to understand how to create a realistic but successful and impactful communication plan; the main findings have spotted seven steps and several guidelines to follow in order to create it.

Then, an overview of the evolution of communication strategies disrupted by the digital revolution and the advent of social media have been necessary to examine in order to understand the new trends, needs and expectations that will frame the communication plan proposal. Also, due to a general mistrust toward brands and traditional media, the emergence of increasingly growing marketing strategies, namely social media marketing and influencers marketing has been observed.

Nowadays, their vital roles to expand the reach and attract new clients while enhancing marketing and communication efforts are no longer to be proven. An even truer statement when it comes to target and reach young generations. Combined with the effect of peer influence, WOM and E-WOM, they are powerful tools to be used by organizations as they greatly impact the formation of people attitudes and behaviors and are considered as the most impactful means of transmitting information and influencing people.

Thereafter, in order to understand and have a better overview of the studied organization ecosystem and universe, an analysis of the industry it is evolving in has been performed. Findings have demonstrated the crucial and urgent need of EcoMegot activities. Indeed; more than 16 millions of French are smoking which represent one out of three people aged from 15 to 75 years old and most of the time they will throw their cigarettes on the floor, polluting their environment without even really realizing it. This real scourge constitutes a real pollution problem and despite several social marketing strategies including sensitizing communication campaigns, this issue is far from being solved.

Therefore, it was important to understand why these social marketing campaigns have failed in changing people behaviors for the greater good and more particularly why smokers' behaviors were not affected. As demonstrated by the literature review and several reports, people are aware and willing to change their behaviors however their intentions are not always translated into real changes. Thus, innovative and impactful strategies have been developed such as the gamification or the nudge techniques referring to powerful and creative tools to foster the transition from intentions to actions.

Moreover, an internal analysis of EcoMegot has been conducted in order to have a better overview of its background, ecosystem, activities as well as its current communication strategies and the objectives to be achieved by this communication plan proposal. These precious informations will form a solid foundation on which new strategies can be developed for the construction of the future communication plan and help to give insights on how to design the most appropriate and impactful communication plan for EcoMegot, which is the main goal of this project thesis.



In order to do so and complete the theoretical findings, an empirical analysis has been performed, using both qualitative and quantitative methods. First, the qualitative approach through the EcoMegot founder's interview, using an in-depth interview questionnaire has permit to give crucial insights on EcoMegot's environment but also on its needs and wishes.

Then, the quantitative approach though the use of an online convenient survey, has allowed to investigate EcoMegot awareness and visibility among the French population but also to grasp consumers perceptions, motivations, and current behaviors but more importantly to have a greater understanding of the discrepancy between their intentions and actual behavior.

By analyzing the collected data through the interview's transcription and by conducting a descriptive analysis using an interpretive approach of the quantitative data; the information retrieved have helped to support the developments of a more effective communication plan and point out the most appropriate, innovative and impactful communication strategies, thus bringing valuable information for the construction of EcoMegot future communication plan.

The combination of theoretical and empirical findings has allowed designing several strategies which aimed at addressing EcoMegot encountered problems in creative and impactful ways. Therefore, the communication plan proposal has been created according to its current and future objectives, needs and wishes but also constraints such as its small budget allocated to the communication department and its lack of human resources.

This proposal has been planned annually and will start in January 2020 in order to let time to organize its implementation. This communication plan introduces the goals, target audience, message, strategies and tactics which will be used for the communication mix strategies implementation, to finish with the implementation timetable, estimated budget and evaluation methods to judge the communication plan effectiveness.

Regarding the communication mix proposal, it is divided into two parts: online and offline communication strategies. Within the online strategies several actions have been recommended in order to increase EcoMegot visibility and awareness but also to have a greater reach among the population and more especially toward the young one. In this part and in regards to theoretical and empirical findings, it has been obvious that EcoMegot needed to improve its presence online and to be more active on social networks with a focus on Instagram and YouTube.



Therefore, several recommendations have been made such as the use of influencers or sponsored ads in order to increase EcoMegot visibility and reach, but also to create engaging, interesting and impactful contents through the use of Instagram contests or YouTube sensitizing video campaigns for example.

Also, several strategies and recommendations have been designed for the offline communication part. Regarding the events and experiential part, most of the recommendations have been inspired from EcoMegot's current events while adding several improving points and new possibilities by duplicating some events in different environment contexts.

Moreover, several innovative techniques have been proposed within the creative publicity part bearing in mind one of the main objectives of EcoMegot, which was to close the gap between people's intentions and actual behaviors. These impactful and creative techniques, namely gamification and nudging have proven their ability to foster the transition from intention to action. As a result, the combination of these online and offline strategies have allowed the creation of an innovative, impactful and effective communication plan that will be a turnkey solution addressing EcoMegot issues and achieving its ambitious goals.

Therefore, this project has helped develop impactful communication strategies in order to achieve EcoMegot's objectives and expectations by finding creative and inventive strategies to allow EcoMegot to increase its visibility and reach but also to stand out and become one of the main French actors of sustainable development and finally address the gap between intentions and actual behaviors by truly engaging people.

Finally, a conclusion comprising the main findings and recommendations of this communication plan proposal has been drawn, underlying the project's contributions and proposal for future communication strategies alongside with the project's limitations.

# INTRODUCTION

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*In this part, the project is introduced by first the presentation of the context problem overview leading then to the project choice. Thereafter, the project plan design will be announced.*

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## I | CONTEXT PROBLEM OVERVIEW

### 1) CONTEXT OVERVIEW

To the question: have you ever seen a smoker throw his cigarette butt on the floor? It is pretty sure that you will answer YES. Indeed, some smokers have developed this bad habit and may think that their action is harmless. However, the cigarette butt is a source of visual, chemical and organic pollution. About 40 billion cigarette butts are thrown on the ground every year in France. All you have to do is walk down the street to see dozens of them on the ground. But be careful, a single cigarette butt represents more than 2,500 chemical components and it will take up to 12 years to degrade depending on the environment. More, 40% of wastes found in the Mediterranean are cigarette butts (Surf Rider Foundation report, 2016).

In response to this alarming observation, EcoMegot has decided to take action. But...

Where to start? Being an actual smoker and having myself already volunteered in EcoMegot events, I know how hard it is to change behaviors and habits even for the greater good.

Despite growing concerns toward environmental issues and increasingly interests on sustainable development, circular economy and recycling; people still struggle to align their intentions with their actual behaviors. Therefore, what could be the best strategies to put in place and how to create an impactful yet effective communication plan in order to encourage people adoption of more responsible behaviors?

In order to do so, a literature review forming the foundation of this project has been performed to better understand which existing theoretical findings have been found around communication evolution and trends but also on the different communication strategies used nowadays, thus hopefully helping to develop successful strategies to guide communication plan proposal and achieve EcoMegot ambitious goals. Coupled with an internal analysis of EcoMegot fuelled by the founder's declarations collected during the interview done for the purpose of this project; several problems have been observed. First, a huge gap has been noted



between intentions and actual behaviors and second it has been highlighted that it is difficult to attract and retain people's attention and more particularly the one of the young generations.

As a result, several key theoretical findings have been found based on scientific articles on related topics namely: communication plan strategies; social media marketing; influencer marketing and opinion leadership; WOM and E-WOM; social and peer influence; consumer intentions and behavior; people's attitudes towards recycling and sustainable development; social marketing; gamification and nudge theory. These topics were important for the development of a successful communication plan and strategies to achieve EcoMegot goals which are, to briefly sum up, 1) Increase general awareness among the French population and more particularly to reach young generations; 2) Increase EcoMegot reach and visibility; and 3) Increase the number of sensitized people and find innovative and impactful strategies to close the gap between intentions and actual behavior toward cigarettes butts pollution.

## 2) PROJECT CHOICE

This project has been chosen for personal curiosity and professional interest. Indeed, as a future marketer, the domains studied in this present project will most likely be part of the brands' strategies I will work for in the future. Thus, it is important to know what are their impact and implications and how to successfully implement them. It is also crucial to have a better understanding of the enormous power that different marketing strategies and communication tactics can have over people's behavior and attitudes, but also investigate their impact as catalysts of brands' efforts.

Moreover, as mentioned earlier, as an active volunteer of EcoMegot actions, it was important for me to contribute to the success and expansion of its concept. This is why, it has been obvious for me to help them by designing an innovative and impactful communication plan that could participate to EcoMegot growth and supports the achievements of its objectives.

## 3) PLAN ANNOUNCEMENT

After this introductory part presenting the context problem overview, this project has been divided into five main chapters, starting by the literature review used as the project's foundation. This *first chapter* will describe the steps to build a successful communication plan but also the evolution of communication due to the digital revolution and growing importance of social media. Then, it will focus on the impact of social media marketing and influencer



marketing as new powerful communication channels. This part will intend to better understand the impact of SMM and IM as well as the E-WOM generated and enhanced by them in shaping peoples' attitudes and perceptions. Thereafter, the focus will be on consumer behavior toward social marketing but also on the impact of social and peer influence on people attitude and intentions. Moving to the next part which will display the general trends and key numbers of the tobacco industry but also focalizing on the sustainable development trends and driving forces as well as citizens' behaviors toward recycling. To finish by a part that will have a closer look at the gap between intention and actions and how to address it by investing innovative techniques such as gamification and nudging.

Thereafter, the *second chapter* is about the internal analysis of the studied entity named EcoMegot, which has been realized in order to pinpoint necessary elements of EcoMegot ecosystem, current communication strategies and the objectives to be achieved in order to give insights on how to design the most appropriate and relevant but also impactful and effective communication plan, which is the main goal of this project thesis.

Then, the *third chapter* will present the methodology used to achieve the project's objectives followed by the data collection methods and analysis techniques which have been used. Subsequently, the *fourth chapter* will present the empirical results combined to the theoretical findings. The aim here is to examine and discuss all the collected information in order to bring out recommendations and propose an effective communication plan which will point out the most appropriate tools and strategies to be used by EcoMegot, thus bringing valuable information for its success and growth.

Thereafter, the *fifth chapter* will focus on the communication plan proposal recalling goals, target audience, message, strategies and tactics of this communication plan. Then, the communication mix proposal and way of implementations will be presented, followed by the implementation's timetable, estimated budget and evaluation methods to judge the communication plan effectiveness. Finally, a conclusion will be drawn presenting the main findings, the project's contributions and proposal for future communication strategies are introduced alongside with the project's limitations.



## CHAPTER 1 | LITERATURE REVIEW

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*This part will present the literature review used as the study's foundation, starting with a chapter on crucial steps to create a successful communication plan, followed by the evolution of communication disrupted by the digital era and social media. Thereafter, influencer marketing alongside with E-WOM and peer influence on communication will be discussed. Finally, an overview of the French tobacco industry key trends will be presented to finish by a chapter on social marketing and sustainable development, and more particularly on behavioral intention and real behavior and attitude toward citizenship and recycling.*

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### I | COMMUNICATION PLAN AND STRATEGIES

#### 1) COMMUNICATION PLAN CREATION STEPS

When trying to build customers' relationships, brands can use their ability to inform, listen and answer. **Communication is thus at the center of a brand strategy** (Duncan & Moriarty, 1998). However, communication within the marketing mix is not the only source of brands' messages; "everything an organization does or does not, its values and missions will send a message that can have several different impacts" (Schultz, Tannenbaum & Lauterborn, 1993).

According to Patterson and Radtke (2009), the "communication planning process have measurable goals for reaching, informing and motivating the audience; which are essential to organizations' mission and objectives". Moreover, the **communication plan must be "realistic, creative, flexible, measurable and useful"** (Tennyson & Ray, 2005). Indeed, an appropriate communication plan goals must be possible to achieve and must be a tool that can be adapted to a new situation or crisis for example. The measurability is very important in order to extract the real performance, thus KPIs and ROI must be possible to identify and measure. Finally, the communication must be creative to stand out from the competition but also useful to achieve the organization goals (Tennyson & Ray, 2005).

According to Steyn (2003), developing a corporate communication strategy involves **analyze the company profile, vision, missions, values, ecosystem and strategies**; but also **identify target audience and its needs and expectations** in order to decide on what must be communicated and develop an effective communication plan and strategies to meet the organization's goals.

Indeed, according to Patterson and Radtke (2009), a "**successful communication plan must reflect the vision, missions, goals, objectives and strategies** that has been established to **fulfill its vision with the aim of better reaching and impacting its target audience**".

Based on these findings, seven steps toward the creation of a successful and efficient communication plan have been formulated:

### *1. Goals identification*

The first step to create a successful communication plan is to set **clear goals** for the organization to achieve and also the communication objectives i.e.: raise awareness or reach a wider target audience. According to Patterson and Radtke (2009), "successful communication objectives are **SMART**" meaning that they must be **specific, measurable, appropriate, realistic and time-bounded**. Finally, the brand's objectives must be supported by the overall organization's communication activities to avoid inconsistencies and lack of coherence which can damage its image (Tennyson & Ray, 2005)

### *2. Target knowledge*

Segmentation can be useful for an organization as it targets different customers with different expectations and these differences will require different information and communication. Indeed, **it is crucial for the organization to have a good knowledge of its target audience and a clear understanding of their needs and expectations** (Tennyson & Ray, 2005). For a successful communication plan it is important to "put the information needs and preferences of the audience first (Patterson & Radtke, 2009).

### *3. Message creation*

According to Patterson and Radtke (2009), **effective and persuasive messages must inform, motivate but also involve the target audience and more importantly, messages must be "mission driven, audience focused and action oriented"**. Messages are statements that convey key points and enable organizations to create their communication in a way that will be understood and retained by its target audience. Finally, for its communication plan, an organization should focus on no more than **three main messages that support the organization's goals** (Tennyson & Ray, 2005).

#### 4. *Strategy development*

Strategy development is an important step for a successful communication plan (Tennyson & Ray, 2005). One crucial strategy to think about is the dissemination strategy. Indeed, it is very important for an organization to choose the message support and channel to communicate it with the aim to reach and impact as much as possible. According to Patterson and Radtke (2009), “**messages should take several formats for maximum impact on target audience;** and it can utilize five different forms of communication support namely face-to-face; print; audio; video or electronic communication”. Finally, they also have added that **online and offline communication strategies must be in accordance** and they encouraged the **use of multi-communication channels to maximize the reach and impact on target audience.**

#### 5. *Priority*

It is important for an organization to define the **priority order of each designed communication strategy**, but also to **assign levels of effort and budget resources** to each one of them (Tennyson & Ray, 2005).

#### 6. *Action plan creation*

The action plan is about the implementation, it can be a timetable, a chart or anything that will **show tasks, responsibilities and deadlines** of each communication strategy and should clearly **identify who is responsible for what and when it has to be done** in order to reach the plan objectives.

#### 7. *Evaluation*

The final step of a successful communication plan is critical and it is its evaluation. Indeed, it will help companies better understand if the communication plan was effective in achieving the established goals. Indeed, clear measures make it easier to ascertain what is working and what need to be change (Patterson & Radtke, 2009). Therefore, **monitoring and evaluation are crucial.** This evaluation can be made through the analysis of the KPIs and the ROI depending of the initial objectives of the organization. It can also be done using survey questionnaire to collect audience feedback and precious information on the communication impact. Finally, **evaluation also includes the ability to be flexible and adapt the communication plan to the future needs** (Tennyson and Ray, 2005).

## 2) COMMUNICATION STRATEGIES IN THE SOCIAL MEDIA ERA

The digital era has allowed new opportunities to arise with the creation of new tools such as websites or social network sites. This **digital revolution has forever changed the communication landscape and people's way of searching for information**. The expansion of smartphone technologies, the free and easy access to internet enabling its popularization and the growing importance of social media and the development of SNS have allowed people to be **connected wherever and whenever they want**.

Therefore, the ways used to communicate have drastically changed. People have now access to a wider network of information than ever before, and SNS have accelerated the information diffusion process by allowing a more immediate and instantaneous communication and information exchange (Audigier, 2014). However, in this fast-paced and complex world, many people feel overwhelmed by the **information overload** they experience daily. Indeed, due to the growth of social media and the ATAWAD, people are more interconnected but are struggling to know where to look and what to listen due to this large amount of information.

Due to this information overload, it is increasingly **difficult to attract and retain people's attention** who are constantly bombarded with a ton of publicity and commercial offers in any type of supports they use (Maunier, 2008). Thus, **organizations are now competing for customers' attention and desperately need new ways of reaching their customers**.

Moreover, the impressive growth of social media influences in our daily life, on people's behaviors and attitudes generating new needs and expectations especially regarding young generations. The results of an Ipsos study on social media usage by French people (2017), are revealing that people are not only **constantly using social media, which are now part of their daily life with 69% of the respondents using them at least once a day, but more importantly, they are looking at it as primary sources of news and information**.

As a result of this **constant connectivity, significant opportunities but also challenges** have emerged for organizations. In fact, people and more specifically the young generation are using social media and internet on a daily basis to search information, seek advices, discover new trends or just to be entertained. They are not anymore only targets and passive observers but rather ambassadors and active actors with new needs and expectations regarding organizations and society constructs.



Moreover, since the beginning of the 2000s, research has proven **a paradigm shift in marketing from traditional marketing to digital marketing** (Wertime & Fenwick 2009), people are less likely to engage in traditional marketing and means to ignore traditional advertising are increasing (Rancati, et al. 2015; Malthouse et al. 2013).

Indeed, traditional marketing strategies are not as welcomed as before and the general consumers' **mistrust toward brands and traditional media has generated a shift toward social media and influencer marketing strategies** (Barry and Girona, 2018). Moreover, people and especially digital natives have very different expectations and needs, thus, brands must adapt their communication to these new trends and by doing so, develop their SMM and IM strategies (Barry and Girona, 2018).

## II | INFLUENCER MARKETING AND E-WOM

### 1) FROM OPINION LEADERSHIP TO INFLUENCERS

Katz and Lazarsfeld introduced the term of “opinion leadership” in 1955. Their work aimed at showing the importance of groups and interpersonal relationships in modeling opinions. Based on their findings, a new conceptual model has been created in 1955: the **two-steps flow model**. Within this model, the information is conveyed through the mass media to opinion leaders who finally transmit the message in a more personal conversation to other recipients. **Opinion leaders are thus perceived as relays and transmitters of information and therefore they can have a significant influence over the information transmitted.**

Katz and Lazarsfeld (1955) define opinion leaders as “*a person who influences the opinions and decision making process of others by interacting with them regularly*”. Completed by another definition given by Rogers (1983); “*the degree to which an individual is able to influence others’ attitudes and to model desired behaviors*”. Thus, an opinion leader would be a “*person whose opinions about something such as a product or issue have a great influence on others’ opinions*” (Cambefort, 2016).

According to the work of Katz and Lazarsfeld on personal influence (1975), “a person becomes an opinion leader when he or she has sufficient interest in a particular domain and actively participates in that domain”. Therefore, this person becomes a **reference point** in that particular domain (Laurens, 2010). By their leader’s characteristics, opinion leaders have a **unique position in the social system**; they are at the center of the interpersonal networks which generate a mimicking behavior from other members of the system. Opinion leadership is not necessarily linked to a high social status but rather associated to “special” people respected and recognized by others as change agents (Gladwell, 2000).

Today, in this digital world, a new source of information and expertise has emerged, the “digital opinion leaders” also called “influencers”. Indeed, **opinion leaders have evolved with the society and became digital**. This new influence phenomenon is particularly touching the young generations as they were born and grew up with it (Olapic, 2018). With the advent of SNS, the first influencers named bloggers and “youtubers” were born, quickly followed by an always growing community of followers, most of them from millennials generation (Dookhoo, 2015).

This new trend has given the opportunity for a **new type of social influence: the Influencer Marketing**. This type of Marketing use influencers, considered as opinion leaders by their community of followers, providing message, advice, entertainment but also guidance. They are able to **impact people's behaviors** and the way they perceived products and brands. This is why; brands and marketers have rapidly understood the interest and huge potential of this new channel of information distribution and influence as new marketing tool. In the context of marketing actions, these influencers are increasingly sought as partner by brands. Thanks to their influence and engagement with their community, organizations have seen an opportunity to reach targets they don't have access to and better spread their brands' messages. Therefore, **IM represents an important lever into nowadays digital strategy of brands**.

## 2) THE RISE OF INFLUENCER MARKETING

Nowadays, the **vital role of SM and IM to expand the reach and attract new clients is no longer to be proven** (Barry and Gironda, 2018). It is even truer if the brand is targeting young generation such as millennials as they are very digitally active on social media and are increasingly following influencers. As mentioned before, people and more particularly the new generations are no longer frequenting the old media, they trust people who look like them, whose lives seem to be similar to their own and who are almost part of their daily lives. Indeed, according to Ipsos study (2017), 75% of people purchased a product because they saw it on influencers post. Thus, **influencers are powerful communication tools for brands**.

In any case, brands will have to embrace this new trend of IM as millennials will represent 75% of the French active population in 2030 (La Tribune, 2017). This generation represents the world's future most powerful group of consumers and will hold the future spending power. Thus, it is crucial for brands to adapt their strategies and eventually adopt IM.

One can wonder if IM will be the future of marketing. Indeed, IM has a rather positive vision among 18-34 year olds. More than 40% of them consider that advertising in collaboration with influencers is more authentic, personalized, effective but also enjoyable. More, already **one third of French people are following influencers on SM** whether it is for inspiration and advices or to find promotions and discounts (Ipsos, 2017). Moreover, according to Maunier (2008), even if traditional communication channels are still necessary and play an important role especially in the first phases of the product life cycle, they are gradually substituted by interpersonal communication such as ambassadors or opinion leaders like SMI.



Traditional marketing methods (print and radio ads, billboards, and direct mail), which can be best described as unidirectional forms - meaning that is originated by a company and directed to the target audience - of advertising techniques, are not anymore welcome by consumers. When it comes to millennials, only **1% of them are trusting advertisements** (Forbes, 2015). More, these strategies are seen as “manipulative and of no value to consumers or society” and the “plummeting value of traditional advertising has been obvious for decades” (Forbes, 2018). Therefore, Influence marketing appears as the best channel of influence and possibly become a major communication channel in few years.

According to an Influencer Marketing Benchmark report (2019), IM has matured as an industry. Indeed, influence marketing has continued “to grow as an industry over the last few years: it was a \$1.7 billion industry in 2016, increasing to \$3 billion in 2017 and then \$4.6 billion in 2018, it is expected to continue its upward trajectory in 2019 to potentially become a \$6.5 billion industry” (Influencer marketing benchmark 2019).

*But why influence marketing is so lucrative?* With demand for attention on rise and the information saturation, consumers are beginning to lose sight of who they can trust. Influencers have succeeded to catch people’s attention, which is a very scarce and valuable resource nowadays. As shown into numerous survey and report, **influencers are not only guiding people through this overwhelming environment but they are more importantly influencing their behavior and attitude**. Indeed, “social influencers are increasingly prompting consumers to consider purchasing a product or service, particularly in the US and UK: 44 % of all respondents said they have considered purchasing a product or service based on a social influencer post; 31 % said they have already purchased a product or service based on an influencer post; and 24 % said they have recommended a product or service based on an influencer post” (Psychology of Following, CITE Research).

With influence, comes trust: through social media, SMI generate information exchanges, drive engagement, and set cultural trends. The degree of influence they possess depends on their degree of perceived power. More, the credit granted to a recommendation will depends on the “perceived similarity between the source of the message and the receptor” (Ardelet and Brial, 2011). Thus, **influencers with high social presence will be more persuasive and credible than newspaper’s articles as they can easily relate to them** (Salgues, 2017). Indeed, people tend to give more credit and trust to influencers as they are perceived as peers.



Ardelet and Brial (2011) point out the fact that people trust is strengthened when information or products are featured by influencers. This phenomenon is due to the closeness perceived between people and influencers compared to more official or traditional sources. Moreover, identification is facilitated by their “ability to inspire their followers” (Barry & Gironda, 2018). Indeed, they **inspire trust among their community and are seen as role models and trendsetters**. Their authoritative position is further strengthened by a game of sheer numbers, a large number of followers, shares and likes will provide people with a form of social proof.

### 3) IMPACT OF E-WOM AND PEER INFLUENCE ON ATTITUDES AND BEHAVIORS

E-WOM is a process of **interpersonal influence**, in which online communications between the sender and receiver can change the receiver's attitude and purchase intent (Cheung et al., 2009). The WOM is defined as "flows of communication, conversation, exchanges of information, ideas, and comments between individuals" (Anderson, 1998; Kim et al., 2001).

The **impact of E-WOM and peer influence on consumer behaviour and attitudes** has been highlighted in several research studies (Hammouda et al., 2014). In practice, their power was discovered in a study on the influence of the mass media on voting behavior realized by Lazarsfeld, Barelson and Gaudet (1944). Contrary to the authors' expectations voting behaviour was not influenced by the mass media but rather by interpersonal communication and influence. Since then, **WOM is considered to have a strong persuasive force on people's attitudes and behaviors through its perceived credibility and reliability** (Chatterjee, 2001). Moreover, E-WOM is more effective than traditional WOM because of its high accessibility (Chatterjee, 2001). The Internet and especially social networks have therefore given Internet users the power to influence others at a larger scale through a variety of tools (Cheung & Thadani, 2012).

Nowadays, **E-WOM is an essential tool in organizations' communication strategies** (Chen & Xie, 2008). Indeed, the digital era has created a “generation of researchers” meaning that people are increasingly looking for information, reviews or ratings especially on social media. The growth of social networks has changed the way information is transmitted (Jalilvand & Samiei, 2012). In this sense, Bruno (2010, p 207) states that: *"In the context of online social media, influence is exerted through communication by diffusion from one person to another and is added to the word-of-mouth transmission in the physical world"*.



Therefore, **WOM and E-WOM contribute enormously to the formation of consumer attitudes and behaviors**. This has been highlighted by Katz and Lazarsfeld (1955) who showed that WOM is seven times more effective than magazines and newspapers, four times more effective than vendors and, finally, twice as effective as radio in influencing consumers. Thus, it has been considered as **one of the most influential means of transmitting information**, (Jalilvand & Samiei, 2012). More, an Ipsos study (2017), demonstrate that 88% of French people have been influenced by online reviews or comments.

Furthermore, Lee et al. (2008), argue that **peer influence** through advices, ratings and reviews **has an important impact on people's information processing and decision making**. Indeed, since always, people intuitively turn to sources of information they trust such as friends, family or acquaintances in order to request an advice or an opinion. As we are not expert in everything we need others' help to guide our decisions, this is why people are looking to individuals they consider expert or competent in a specific field.

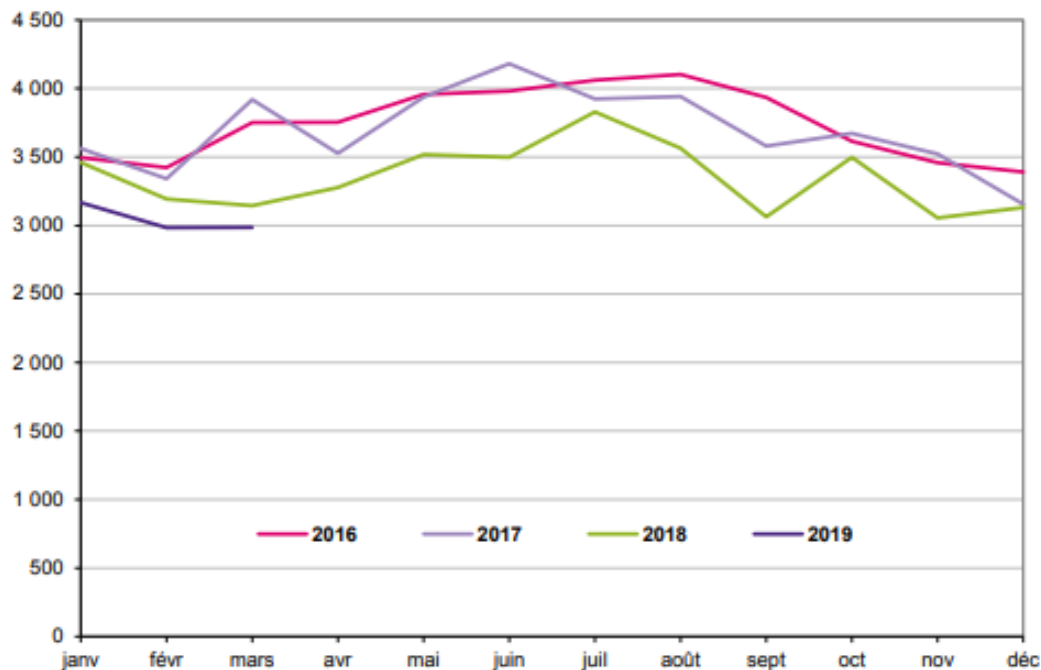
Finally, several authors have shown that **E-WOM can also have a significant impact on people's decision-making** (Hennig-Thurau et al, 2004; Lee et al, 2006). Consequently, **attitudes and intentions are significantly influenced by E-WOM** (Xia & Bechwati, 2008). E-WOM and peer influence are now means of communication and information diffusion with enormous persuasive power because of their perceived authenticity, credibility and reliability (Jalilvand & Samiei, 2012). Tabane and Hamouda, (2013), consider E-WOM as a means with a strong influence on both people and organizations. Indeed, it has a positive influence on customers' purchasing intentions but also contributes significantly to the creation of a favorable image of the company and reduces promotional expenses.

### III | POLLUTION AND SUSTAINABLE DEVELOPMENT

#### 1) TOBACCO FRENCH MARKET OVERVIEW

According to the French observatory for drugs and drug addiction (OFDT), there are nearly **16 million smokers in France in 2018**; meaning that **one out of three people aged 15 to 75** years old is smoking (OFDT report, 2018).

**Figure 1: Cigarette sales 2016 – 2019 in France**



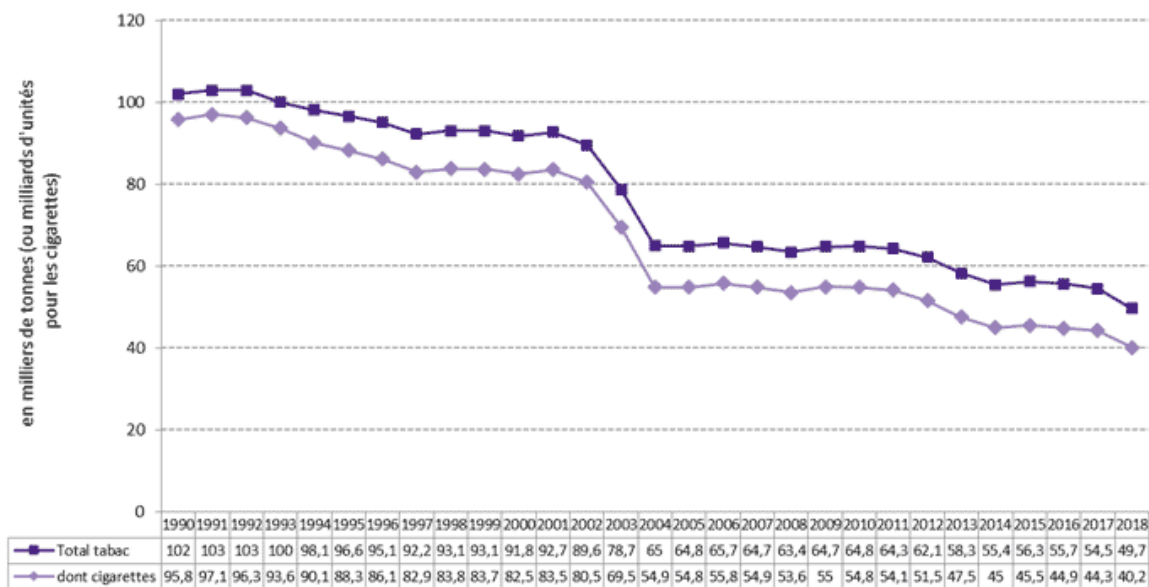
*Cigarette sales 2016-2019, in millions of units (source: OFDT, 2019)*

As seen on the graph, despite a **slight decrease these past years due to several governmental actions** such as price rise or sensitizing social marketing campaigns; the tobacco industry **still remains very lucrative** in France and the sales of cigarettes is not about to fade out. Indeed, since the beginning of this year, already more than **9,000 million units of cigarettes have been sold** as shown by the graph above (OFDT report, 2019).

In France, cigarette sales represent the bulk of tobacco sales, although their share has decreased slightly in favor of cheaper rolling tobacco these past few years as shown by the graph below (OFDT report, 2018).



**Figure 2: Tobacco and cigarette sales evolution since 1990 in France**



*Tobacco and cigarette sales evolution since 1990 (source: OFDT, 2018)*

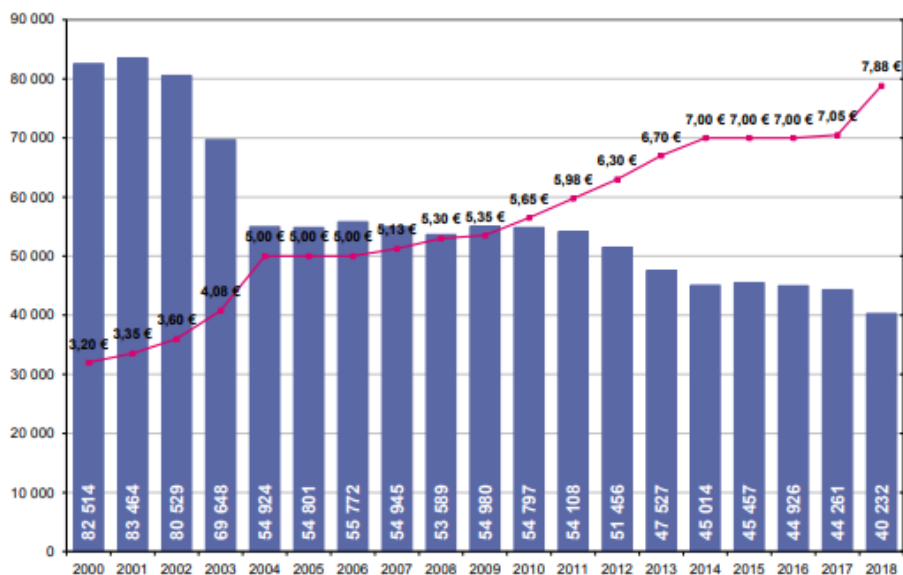
Moreover, the **social marketing strategies** of the French government with **sensitizing communication campaigns** combined to successive **price increases** decided since 2000 and intensified in 2003 and 2004, accompanied by other **anti-smoking measures**, led to a particularly **sharp drop in cigarette sales** in 2003 (-14%) and 2004 (-21%) and therefore in **tobacco consumption** over the last ten years according to the 2018 report of the OFDT.

From 2010 onwards, prices were raised by a few tens of cents each year (+40% over the past 10 years), leading first to a slow decline in sales and then to a significant decline between 2012 and 2014 (-12.5% for cigarettes). This could be explained by the above mentioned factors combined with the development of alternative products such as electronic cigarettes.

In 2018, the downward trend in official tobacco sales observed since 2016 is confirmed but, above all, is increasing, thanks in particular to the price increases that occurred on March 2018. Tobacco sales fell by 9%. **To reduce tobacco consumption, the French government has planned to reach a price of 10 Euros per pack of cigarettes in 2020 and to apply new national social marketing campaigns to sensitize the French population and change consumers' behavior and consumption of tobacco products (OFDT, 2019).**

In 2018, **more than 40 billion cigarettes units were sold in France** which is 4 billion less than in 2017 but still a very impressive number as shown on the graph below which also illustrate how the rise in prices is impacting the sales of cigarettes in France.

**Figure 3: Cigarette sales and prices of the best-selling brand of cigarettes in France**



*Cigarette sales (in millions of units) and prices of the best-selling brand of cigarettes (source: OFDT, 2018)*

Moreover, it is important to note that **tobacco is a highly regulated product in France**. The conditions of sales are strictly supervised with for example the prohibition of advertising due to the 1991 Evin law. However, **no law about the recycling of cigarette butts has been instructed yet**, but this is about to change by the end of this year as sensitizing campaigns and efforts are not bringing the expected results.

Indeed, a new law is about to be voted by the French government regarding the recycling of cigarettes, as this little waste is greatly contributing to environmental pollution. These small pieces of plastic containing a lot of harmful substances are widely left on the public roads and spaces, and cigarette butts are among the main wastes found in the ocean, according to the NGO Surf Rider Foundation in its 2016 report. Therefore, the future circular economy law main objective is requiring cigarette companies to pay to manage the end-of-life of cigarettes. Cigarette butts have become a public enemy and despite numerous governmental or associative sensitizing campaigns, the pollution still continues. **To remedy this scourge, the government has decided to apply the "polluter pays" principle which is supposed to implicate cigarettes firms to take care of this waste or pay for it, but also targeting the smokers that pollute by throwing their cigarettes on the floor by fining them.**

## 2) SOCIAL MARKETING AND INFLUENCE ON BEHAVIOR

As previously mentioned, the French government is largely using social marketing campaigns to impact tobacco consumption and cigarettes pollution. Indeed, **social marketing has the power to frame and shape our behavior but also our health, environmental, social and societal behavior** (McGinnis 2006).

Marketing is a neutral tool; however, within our society it is most of the time implicated in promoting harmful behaviors such as overconsumption or food waste (Anderson & Cavanagh 2000; Lovato 2003; McDermott 2005). Therefore, if organizations through their marketing efforts succeed in making us over-consume (i.e.: fast fashion) even if it is against our interest, encouraging us to do the opposite can be possible thanks to social marketing.

Social Marketing founding father, the American sociologist Gerhard Wiebe was the first to suggest in 1952, that commercial marketing techniques could serve purposes other than profit by its famous question “*Why can’t we sell fraternity like we sell soap?*” (Wiebe, 1952). In 1971, Kotler and Zaltman introduce social marketing in their article named “*An approach to planned social change*”. They defined it as “the design and implementation of a programme to influence the acceptability of social ideas” (Kotler & Zaltman, 1971). In 1990, they agreed on a definition placing “**behavior change in the interest of the individual and the society as the absolute mission of social marketing**”.

Martin and Schouten (2012) defined social marketing as a marketing technique seeking “to develop and integrate marketing concept with other approaches to **influence behaviors that benefits individuals and communities for a greater social good**”.

Following the concept of social marketing and due to the growing concerns caused by social and environmental issues and concerns such as pollution, global warming, or inequalities, a new marketing concept has been created: **sustainability marketing** which combined **social marketing, environmental marketing** also called green marketing and **CSR**. Sustainability marketing “expands the concept of green and social marketing to include the triple bottom line of economic, environmental and social issues of the sustainable development model” (Belz & Pettie, 2012).



According to the United Nations Organization, **sustainable development** is the "*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*". Based on 3 dimensions which are all inter-linked:

- **Ecological:** preservation of nature and the environment for future generations
- **Economic:** economic offers must bring a solid basis for the benefit and well-being of all
- **Social:** developing a viable society and achieving social balance

With a **general consciousness awakening** among population and new **trends toward more responsible behavior and consumption, sustainable development and environmental consumerism which** refers to environmentally friendly consumer behaviors, also referred to as “green consumerism” (Stern, 2000) are rising in importance. Indeed, the development of internet and the advent of **social media have shed light on these issues and are vectors of social and environmental movements**. Moreover, social media provides tremendous opportunities to encourage environmental activism. Not to mention that social media is, next to WOM communication, one of the most environmentally-friendly marketing tools.

Thus, **social media are powerful tools enhancing the effects of sustainability marketing**. Without SM, ethical, social and environmental issues would not have much visibility. As citizens often cannot experience the real consequences of environmental degradation, SM play an important role in “informing the public, raising their awareness around environmental problems, and making suggestions on environmentally friendly actions” (Olausson, 2011; Östman, 2014). Therefore, social media by “*providing information and cultivating attitudes about green choices, act as significant factors to stimulate citizens’ engagement in environmental and social issues*” (Olausson, 2011; Östman, 2014).

Increased visibility of issues thanks to internet and social media has shifted the balance of power from the hands of the few to the masses. **While SM activism brings an increased awareness about social and environmental issues, questions remain as to whether this awareness is translating into REAL change among the population**. Indeed, social sharing has encouraged people to express their concerns on social and environmental issues without actually having to engage themselves actively in real life. Therefore, people show their support by pressing the like or share button.



The ease with which people can **quickly support environmental and social campaigns can be powerful for information sharing and diffusion**, but also “*has the potential to lead to a diffused environmental movement in which most supporters only participate through acts of ‘clicktivism’ that don’t necessarily translate to environmental transformation*” (Dookhoo, 2015). Indeed, it is “**difficult to ascertain the long-term involvement and depth of engagement of people who are readily clicking to support messages**” (Dookhoo, 2015).

### 3) FROM INTENTION TO ACTION

Worldwide, **more than 4,500 billion of cigarette butts are thrown** into the nature every year, and **137,000 cigarette butts are thrown away every second** or more than 8 million by minutes according to the latest World Health Organization 2017 report on the environmental consequences of tobacco. In its annual report, the American NGO Ocean Conservancy states that this is the first marine plastic waste found on the coast. A statement corroborated by Surf Rider Foundation Europe saying that the cigarette butt is ranked 1st in the "Top 10 of waste collected on the beaches".

According to Actu-Environment (2017), it is estimated that more than **70 billion cigarette butts are produced each year in France and that almost half of them would end up on the ground**, which represent almost 40 billion cigarette butts. In Bordeaux, it is about 200 million cigarette butts or 35 tones which are reportedly thrown on the floor every year, according to Natura-Science (2018).

Beyond the visual pollution caused by the omnipresence of cigarette butts in public places and nature, there is also all the pollution that we do not see. **Despite its small size, a cigarette butt considerably pollutes the environment. A small cigarette butt alone pollutes the equivalent of 500 liters of water and, in the mountains, a cubic meter of snow!** Cities and citizens are tired of cigarette butts. It is a real scourge as they are found by thousands on the ground and constitute a critical pollution problem.

In Paris, 350 tones of cigarette butts are reportedly found on the ground each year, which has led the city to fine those responsible 68 Euros (Actu-Environment, 2017). Many cities have adopted a dissuasive solution to combat this pollution combined with large sensitization communication campaigns. **However, is being informed of the cigarettes’ pollution and that cigarette butts can be recycled enough to encourage us to throw it in an ashtray or garbage instead of the floor? Not so sure....**





More importantly, it is essential to understand why are the cigarette butts thrown on the floor? According to Surf Rider Foundation, there are several main reasons for this action:

1. **The lack of appropriate infrastructures** (ashtrays, garbage cans) at key locations such as bus stops, faculties, bars, etc.
2. **Lack of awareness and knowledge** about the impact of cigarette butts: some people think that the butt is totally biodegradable and thus allow themselves to throw it on the ground. Others think that given its small size, it does not really have an impact.
3. **The snowball effect**: given the number of cigarette butts already on the ground, due in particular to the difficulty of picking them up, some people throw them out by mimicry, plus this gesture has become almost banal among smoking population.
4. **The anchored habits and the pleasure of blowing it off**, which is often part of the "cigarette break" ritual. For some people, this gesture is systematic and unconscious.

*So how do we prevent it from ending up on the ground?* This is where social marketing with its sensitization communication campaigns combined with creative and impactful strategies such as the Nudge and the gamification techniques enter in action.

**Most behaviors are intentionally determined** and therefore **under the control of our will**. Behaviour change can be seen as a process that involves knowledge, transformation of perception and belief, and then intention to act (Ajzen & Fishbein, 1997). According to Ajzen (1991), communication is an "ideal lever to support this process" and it makes it possible to inform and convince through rational arguments, to modify perception and to encourage action by playing on different emotions such as sadness, fear, joy, etc.

**However, bringing knowledge, changing perceptions and beliefs are not always enough to achieve the desired behavioral change** (Kahneman, 2012). A Bradley Corporation study (2015) showed that 92% of Americans were aware of the importance of washing their hands after visiting toilet, but only 66% actually did so. These results emphasize the **gap between attitudes and intentions** (what people want) **and their actual behaviors** (what people do).

According to Fishbein and Ajzen (1975), this gap can be explained by various factors such as: **lack of motivation or knowledge, bad habits** (behaviour is not "physically" anchored) or the **cognitive biases** that govern many of our actions (these include loss aversion, perception of social norms or aspiration to the status quo).



Therefore, inventive and creative strategies must be considered and performed to truly transform people's behaviors. According to Robson et al. (2015), **Gamification**, or how to reinforce the intrinsic motivation (through gamification) and extrinsic motivation (through reward) of individuals, is a **good strategy to move from intention to action**. It is about using game mechanics such as competition, rewards or a sense of accomplishment. Dale (2014) defined it as the process of taking the mechanics of the game including videogames and gamified apps, and applying them to areas that are not originally intended for fun. Therefore it is particularly suited for recycling which is perceived as pretty constraining. Indeed, for many people, recycling is a constraint and even if they have in mind that it is good for the environment; the constraining side can push them not to do so.

**Gamification and nudge techniques have the effect to promote desired behaviors.** These techniques are “*strong tools to change behaviors but also to active people, create a true engagement and help them making better decisions for the greater good*” (Dale, 2014). They permit to **engage people in many unique, innovative, original and sometimes fun ways**.

Nudging and gamification are considered as **tools to facilitate the transition from intention to action**. Quit smoking, do more sports, do not pollute.... There are many cases where our good intentions are not necessarily followed by actions. How can we have such a list of virtuous behaviors in mind and fail to apply them?

*Why such a gap between intention and action... And above all, how can it be reduced?* Behavioral economics, a field of economics that has developed at the end of the 20th century, gives us a clue. It analyses the way we make our decisions, with an assumption that goes against classical economic theory: **we are not rational beings**; people make their decisions by analyzing the so-called "return on investment". While we all know rationally what is good for us or for the community, our behaviors often run counter to those beliefs.

*So what prevents people from choosing the right direction?* Daniel Kahneman, Nobel Prize winner in economics, gives an explanation in his book "System 1, System 2, the two speeds of thought". He explains that our brain has two decision-making systems, which it activates according to the situation:

- **System 1 is fast, intuitive and could be described as "automatic pilot"**. The one that makes us salivate over a nice ice cream or makes us think of the number 4 in front of the operation "2+2=".

- **System 2 is slower, more rational and analytical**, we consciously use it when we have to solve a complex problem, to which we are not accustomed (i.e.: "23 x 54").

However, contrary to what is supported by the classical economy, our **system 1 is activated much more frequently than we think, and guides our choices, often in spite of ourselves**. Our brain regularly puts itself on 'autopilot', and uses 'biases' or 'mental shortcuts' to process the information it is confronted with. The most surprising thing, and this is what Dan Ariely, one of the other founding fathers of behavioral economics, reveals in his book "It is really me who decides?", is that these biases are most often systematic, and therefore predictable.

Biases that tend to produce certain inertia, even if the changes prove to be in our interest. Therefore, **by understanding how individuals make their decisions and the biases that influence them, we can use them as levers to guide them towards the right decision**: the one that will simplify their lives, protect them or make them working for the common good.

Based on these lessons, Cass Sunstein and Richard Thaler have created a new way to subtly guide individuals' behavior, in regards to the knowledge of the decision-making biases. They called it "nudge". **Nudge** is "*a change in the architecture of choice that encourages (rather than compels) individuals to make better choices for themselves and the community*" (Sunstein & Thaler, 2008). This **nudge strategy can be very effective and above all, at very low costs! Plus, they apply wherever intentions are difficult to translate into action**: to promote compliance, limit fraud, encourage sustainable practices...

There are different nudge techniques that can be used. For example, the public pre-commitment, based on the observation that people more easily respect their commitments when they are made in a public way. Another famous technique use social norms to foster behavioral changes. Indeed, in terms of sustainable development, nudge can also be very effective in helping individuals adopt more environmentally friendly actions, and in removing the many obstacles that exist, whether material, financial or psychological. For example, an experiment has been done in US to decrease energy consumption by using four different types of messages: a message containing an economic incentive; an ecological incentive; an eco-citizen incentive and a message comparing their consumption to their neighbors...and guess what? By simply displaying the behaviour adopted by the majority, the powerful lever of the social norms has been activated and succeeds in decreasing household energy consumption.

The power of social norms and social influence have been studied for decades starting with Asch's conformity experiment (1955) who has demonstrated the social influence of a majority over individuals with a very famous and simple experience. For the record, five people with only one tested and the other accomplices had to compare the size of three lines and say which one was the same as the reference one. This experiment unveiled the fact that an individual will most of the time conform to others judgment even if the person thinks to have the right judgment. Asch explains these results by the fact that most of the people tend to conform to others due to the social influence they have experienced. Turner (1991) has defined social influence as “the processes whereby people are directly or indirectly influence by the thoughts, feelings and actions of others”. Indeed, this influence will slowly shape people's intentions, attitudes and behaviors.

In 1955, following Asch's work, Deutsch and Gerard have proposed the **Dual-Process Theory** (DTP) model to evaluate the impact of influences on individuals' decisions. According to it, they have demonstrated the existence of two kinds of influences that can affect peoples' judgment: *normative influence* (compliance) and *informational influence* (internalization).

The **normative influence** relates to the *compliance to others' expectations*, meaning that an individual will act in accordance to others' expectations and conform to the group norm in order to be accepted and gain approval. It refers to the fact that people look to others to identify correct behaviors but also to seek approval of their own behavior (Deutsch and Gerard, 1955). This influence is simply based on our desire to be liked and the need to belong. In recent studies, it has been illustrated that sometimes the “desire of acceptance is strong enough to outweigh an individual's moral code” (Garandean and Cillessen, 2006). In practice, Garandean and Cillessen highlight the role of normative influence in bullying and demonstrate that the “victimization of another child provides the group with a common goal creating on all group members a need to comply” (Garandean and Cillessen, 2006).

The **informational influence** refers to the *acceptance of information exchanged by others as evidence of reality*. It is linked to the fact that people accept information from an individual or a group as an evidence of the truth, as the person wants to “adhere to the norm or reinforce their own beliefs” (Deutsch and Gerard, 1955). In other terms, people seek guidance from others to stay is the “right path”. The DPT model suggests that the “first driver of attitudinal

changes and consequently of behavior changes, is external information” (Baumeister & Leary, 1995). Indeed, new information allows new possibilities, causing one to think about other alternatives and eventually change the person’s attitude and behavior. Other studies demonstrate that people judgment could be influenced by the knowledge of others’ reactions and as a result produced large shifts in people judgments (Fein et al., 2007).

Coming back to the nudge, a theory developed by the 2017 Nobel Prize in Economics Richard Thaler, another technique also based on people biases is to propose a default choice. Indeed, Status quo bias is the natural tendency of individuals to follow predefined options, out of intellectual ease or fear of change. Based on this observation, to help them adopt the right behaviour, it may therefore be useful to offer them by default options that promote their health, well-being or even the preservation of the environment. Not to mention the most famous example of nudge: a fly drawn at the bottom of the urinals of Schipol Airport near Amsterdam to avoid splashes which impressively reduced its cleaning expenditure by 80%. Similarly, nudge techniques have been deployed to prevent people from throwing their garbage on the street, municipalities provide bins, but they still have to be used! This is where the nudge comes in: by putting green steps on the ground to indicate where the nearest bin is and make it more visible for example.

To sum up: **the nudge theory assumes that the "homo economicus" who would always make decisions in his own interest does not exist.** He suffers from behavioral biases caused in particular by his environment. This sometimes pushes him to make decisions that are not the right ones for him (not throwing waste into a bin, not wearing seat belt, etc.). The nudge then changes his environment, and therefore his "architecture of choice" to encourage him (and not force him) to make the right decision; while gamification will encourage and guide people toward the right direction using original and fun strategies. Therefore, **nudge and gamification are complementary to traditional means of action and could help public policy and associations such as EcoMegot to go from intentions to REAL actions.**

## CHAPTER 2 | ECOMEGOT INTERNAL ANALYSIS

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*This part will present an internal analysis of EcoMegot, starting by its history and business activities, mission, vision, values and target audience. Then, EcoMegot's objectives and current communication strategies will be displayed in order to have a solid background for the construction of the future communication plan of the studied entity.*

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### I | ECOMEGOT BACKGROUND

The purpose of this chapter is to shed light on the background and activities and more importantly to have a better overview of its current communication strategy in order to have a solid foundation on which a new strategy can be developed. It is important to note that the following information were extracted from the EcoMegot's website and social networks but also thanks to the information collected through the founder's interview and several newspapers articles found on the net.

#### 1) HISTORY AND PRESENTATION

##### ***The EcoMegot story:***

EcoMegot is an association created in July 2016 in Bordeaux, evolving within the social and solidarity economy. The EcoMegot concept was born from a simple observation and motivated by the growing interest in sustainable development and the challenges of wastes recycling and more particularly for cigarette butt. It is important to note that EcoMegot was the winner of the Committee 21th for the Environment and Sustainable Development, French association acting in favor of the sustainable development and environmental protection in accordance with the objectives of the COP21 and the Paris agreement adopted by the UN general assembly in 2015.

EcoMegot is a complete, eco-friendly and local solution that supports private and public structures in the creation of zero cigarette butts areas and the development of the cigarette recycling sector. Its purpose is to have a positive impact on the environment and to sensitize people on cigarette butts, which have a strong environmental impact and that unfortunately represent a small waste that can be found everywhere. EcoMegot headquarters are currently based in Bordeaux and since the beginning of this month a second entity has been created in

Lyon. However, EcoMegot is not only present in these two cities but is expanding nationally with already numerous cities, mostly located in the south, which have decided to partner up with EcoMegot such as Paris, Marseilles, Montpellier, Arcachon, Tarbes or Royan and even at the international level with the city of Monaco.

***The EcoMegot team:***

Erwin Faure is the president and founder of EcoMegot. He is supported on a daily basis by his executive directors, Mrs. Poilpré and Mr. Vergé. Also, EcoMegot has currently nine permanent employees located in Bordeaux and Lyon, not to mention the temporary contracted freelances and numerous volunteers to support the growing activities of the association.

***The EcoMegot ashtray offer:***

EcoMegot provides solidarity ashtrays that are 100% French, 100% artisanal and resistant and are manufactured by a local integration site. Indeed, EcoMegot has chosen to partner up with Fil de Faire, an “Atelier et Chantier d'Insertion” (ACI) for the production of its ashtrays. ACIs provide training and support to unemployed people facing social and professional difficulties. The aim is to promote their social integration and to seek the right conditions for a sustainable professional future.

Therefore, one ashtray purchased corresponds to seven hours of reinsertion for a person in difficulty. It is important to note that since 2017; more than 200 solidarity ashtrays have been installed. EcoMegot manufactures three different models of ashtrays which can be differentiated by their size M, L or XL as shown below. These ashtrays are designed to be adaptable to existing furnitures and not to visually pollute the environment by remaining as discrete as possible.

**Figure 4: EcoMegot ashtrays' models**



*Source: EcoMegot website*

Since few months the top of the ashtrays has adopted the orange color, the EcoMegot color, so that it can be easily noticeable and recognizable. Also, EcoMegot can provide voting ashtrays such as what has been done with Kedge Business School as shown below.

**Figure 5: EcoMegot ashtrays in Bordeaux**



*Source: EcoMegot Twitter account and Kedge BS - Bordeaux Twitter account*

### ***The EcoMegot overall solution:***

EcoMegot provides a flexible and complete offer that has a positive impact on environment and local employment.

The first step of this solution is to diagnose the collect point. In order to do so, EcoMegot will analyze the structure in order to define its needs and determine the number of ashtrays according to an estimate number of cigarette butts to be collected.

The second part is about the installation of EcoMegot ashtrays on site. After that comes the users' awareness and sensitization. Indeed, to reach zero cigarette butts it is important to communicate to stakeholders on the EcoMegot concept and by doing so, to promote sustainable development by insisting on the circular economy and recycling. Therefore, EcoMegot provide the structure with a digital and print awareness campaign and can also conduct workshops, training and conferences around the topic.

The third part is about the collect of the cigarette butts. EcoMegot has set up a collection format that minimizes their carbon impact for example by collecting by bike in Bordeaux. Two types of offers are possible: 1) a direct collect where everything is done by EcoMegot





including maintenance and cleanliness of ashtrays or 2) a rotating collect meaning that the structures equipped by EcoMegot will send their stocks and get a new ashtray in exchange.

The fourth part concerned the cigarette butts valorization by transforming them into reconditioned plastic, furnitures or energy producer. Since January 2018, EcoMegot is working on a research and development project to determine a 100% clean-up and more responsible technique in order to recycle the three streams: tobacco, paper and filter. The mission is to create the first industrial recycling tool that 100% depollutes cigarette butts.

### ***Why and for who?***

The EcoMegot approach supports public and private structures in the creation of zero cigarette butt spaces with the aim of depolluting cities and natural environment while creating local jobs. Its fields of action are cities, seaside, mountain, companies, campus, events, etc. This initiative is both intended to public and private structures but also to every citizen by the means of sensitizations to put finally an end to soil and water pollution by cigarette butts.

### ***Partners***

EcoMegot work with different public and private structures and has been able to attract more than 200 strategic partners such as cities like Bordeaux; private companies like CDiscount, Suez, Mercure Hotels, SNCF or Nexity; Schools like Kedge, ENM or the University of Bordeaux-Montaigne; research institute like FCBA or IFP or associations like Emmaus and much more.

Also, EcoMegot has partnered up with cultural and musical events such as the Reggae Sun Ska, ODP festival, Mayday or the international fair of Bordeaux and more, which allow the company a greater visibility and reach in terms of customers

Moreover, EcoMegot is supported by the French government through the regional office of the Ministry of Ecological and Solidarity Transition and the region of Nouvelle Aquitaine as well as by the European Union as part of the Europ'Act programme through the Europe in France initiative which involved the European Regional Development Fund and the European Social Fund.

## 2) VISION, MISSIONS, OBJECTIVES AND VALUES

### *Vision*

- **Zero cigarette butts objective:** Make our cities and world, zero cigarette butts areas

### *Objectives*

- **Sensitize people** on the topic of pollution and recycling
- **Clean up cities and natural environment** of cigarette butts
- **Encourage local economy** by creating local jobs
- **Have a positive impact** on the planet and encourage sustainable development
- **Become a reference** in the circular economy and the main French actor of cigarettes butts recycling

### *Missions*

- **Raise awareness** among the population around the cigarette butts pollution
- **Collect** cigarette butts waste and transform it into a valuable and sustainable product
- **Promote** recycling benefits while encouraging sustainable behaviors and development

### *Values*

- **Environment protection:** aim to reduce environmental impact as much as possible for example with a bicycle collection of cigarette butts in Bordeaux.
- **Value and job creation:** sensitization of the population and support to private and public structures in their efforts toward sustainable development but also local job creation for people who are in need of reinsertion into the world of work.
- **Collaboration:** EcoMegot believed that nothing can be done alone and is therefore committed to work with very diverse partners and seek to develop them toward long term relationships. Also, all EcoMegot partners (suppliers, service providers, etc.) are structures of the social and solidarity economy that develop local employment and work toward a more sustainable world and responsible behaviors.

## II | ECOMEGOT CURRENT COMMUNICATION STRATEGY

The main goal of this chapter is to find new communication opportunities that have not yet been explored by EcoMegot but also to improve the ones that are already implemented. Again, the following information were extracted from EcoMegot's website and social networks but also thanks to the information collected during the founder's interview.

### 1) ONLINE COMMUNICATION STRATEGY

The digital marketing is an important channel for Ecomegot in order to convey messages and raise awareness at low costs; however, EcoMegot current digital strategy is pretty weak as we will see in the following lines. Indeed, EcoMegot is a young association, created 3 years ago, it than still as its first steps and does not have the sufficient funds to allocate a big budget for communication purpose. Even though EcoMegot is in the middle of a fund-raising campaign with already almost 30 000€ which has been raised, with the objective to reach 200 000€; the collected funds will primarily served to develop its cigarette butts way of valorization by improving the technique to recycle and transform these waste.

In order to analyze the online communication strategy of EcoMegot, it is important to have a look at the channels used by the company such as its website and social networks. In order to do so, combined results from *Google analytics* and *Semrush* were used to analyze current performance of each channel. Below results of this analysis are displayed:

#### *Website traffic*

When analyzing a website it is important to have a look at some basic KPIs in order to analyze and improve the website's performance. According to FGP agency, the traffic source, number and length of visits, bounce rate and devices used are the most important and basic indicators to take into account (FGP Agency, 2018).

Regarding traffic source, there are five different possibilities:

- 1) **Direct:** when users is directly typing the website url meaning that the users already know the website page
- 2) **Referral:** when the users is coming from another page redirecting them to a new page.
- 3) **Search:** when users is searching keywords on the net and opening the website page
- 4) **Social:** when users are coming from social networks
- 5) **Paid:** when a company is paying for Google ads for example in order to attract visitors



In the case of EcoMegot, the traffic source is on average coming at 14% from direct source, 26% from referral source, 28% from search source and 32% from social source over the last six months. There is no paid source as EcoMegot is not yet paying for any ads, a reason explained by their lack of budget.

During the last six months, an average of 919 visits' numbers per months has been observed, with a huge peak of 2000 visits during May, surely due to the communication campaign for the launching of EcoMegot in Lyon and the fund-raising campaign which has just started.

Regarding the duration of visits to the website all devices included, EcoMegot reach an average of 7 minutes. Ideally, the longer the duration is, the better it will be for the entity, but nowadays, it is hard to catch and keep consumers' attention due to their versatility and the information overload they experienced as seen in the literature review.

The bounce rate refers to the users' percentage that enters a website page and quit it without visiting another webpage. It is an important indicator of the website traffic measurement and content quality. According to Google Analytics, an acceptable bounce rate is situated between 40% and 60%; a score superior to 60% will indicate that there is still room for improvement. EcoMegot average bounce rate 57, 8% over the six last months, which is very acceptable especially due to the recency of the entity.

To finish, the devices the most used to access the website are mobiles through smartphone reaching an average of 58% over the six previous months while desktop search is stagnating below 50% and has an average of 42%.

### ***Social networks***

EcoMegot communication strategy on SNS is mainly focusing on Facebook and Twitter were it has the most of its followers, but as discussed with EcoMegot founder a shift is about to be done in order to increase EcoMegot presence in Instagram and YouTube as it seems to be the best channels especially to reach younger generation. Indeed, these platforms are constantly growing such as Instagram which have reached 1 billion monthly active users in 2018; or YouTube with more than 1 billion monthly active users which represents a third of the world's internet users (Influencer marketing benchmark report 2019).

In order to increase their presence on SNS, it is first important to analyze each of the channels EcoMegot is using in terms of presence and activity. Below a table summary across each EcoMegot SNS have been drawn by looking at each SNS in terms of followers in order to spot the visibility and reach of EcoMegot but also in regards of its activities such as the likes, views or publications in order to see the engagement and attractiveness:

**Table 1: EcoMegot followers and activity on its social networks**

<b>FACEBOOK</b>	2 003 FOLLOWERS	1 928 LIKES
<b>TWITTER</b>	629 FOLLOWERS	485 TWEETS
<b>INSTAGRAM</b>	803 FOLLOWERS	32 POSTS
<b>LINKEDIN</b>	500 FOLLOWERS	30 PUBLICATIONS
<b>YOUTUBE</b>	15 FOLLOWERS	3 527 VIEWS

*Source: EcoMegot social networks (26<sup>th</sup> June 2019)*

As noticeable in the above table, the social networks activity of EcoMegot is still very low, especially on Instagram and YouTube. Indeed, its community of followers is pretty small, not to mention that the number of publications is still not enough to drive engagement and convert people into loyal followers. However, this is justified by the recency of EcoMegot and the small team it has at its disposition. Let alone that communication is not the first priority of EcoMegot which is currently focused on the R&D and development of its business model in other cities.

As discussed with EcoMegot founder, it is very important to have a digital presence and to be active on social networks to reach a maximum of citizens and be visible in order to attain potential partners. Not to mention that the costs of using social media marketing are pretty low, a suitable solution for EcoMegot small communication budget. These wishes will be taken into account when proposing the communication plan and recommendations for communication strategy.

## 2) OFFLINE COMMUNICATION STRATEGY

Compared to its online communication the offline one is much advanced. Indeed, EcoMegot often organizes or co-organizes events but also participates to tradeshows, fairs and festivals. Indeed, thanks to diverse partnership and collaborations, EcoMegot has been able to augment its offline presence and visibility.



Since 2017, EcoMegot has participated and organized various events and allowed to collect more than 7 millions of cigarette butts which represents one ton, not to mention the hundreds of citizens who have been sensitized around cigarettes pollution and recycling. According to the founder, more than 3600 person has been sensitized by EcoMegot since its beginning. Furthermore, EcoMegot participation to tradeshows, fairs or festivals, has allowed gaining visibility but also to reach more citizens and meet future potential business partners and development funds to help the growth of EcoMegot.

Only some events will be highlighted in the following lines, because there are so many that it would take too long to present everything. Below some examples of the diverse events EcoMegot has participated in since its creation:

### *Clean-up events*

EcoMegot organize or co-organize various events such as “*Bastide fait sa belle*”, a clean-up event in partnership with the city of Bordeaux and Zero Waste France. The 2017 first edition has allowed collecting more than 40 000 cigarette butts and for the second edition in 2018, more than 60 000 were gathered by the participants. It is important to mention that Bastide district has the challenging aim to be the first French district to be zero cigarette butts area.

Another famous clean-up event in which EcoMegot participate each year is named “*Le Père Noël n’est pas une ordure*”. This initiative is organized by Darwin Bordeaux and Surf Rider Foundation in partnership with EcoMegot and the last edition of 2018 has permitted to harvest more than 65 000 cigarettes butts.

In 2018, in partnership with Rotaract, a cigarette butts’ clean-up gathering hundred of person has made it possible to collect in only two hours, 1,2 kg which represents 7000 cigarette butts.

Recently, EcoMegot has partnered up with Suez France and co-organized the *Suez4ocean* operation. This operation intended to raise awareness among citizens on the ocean pollution were cigarette butts are the first polluter even before plastic bags and straws. At this occasion, more than 16kg has been collected representing about 80 000 cigarettes butts.

Moreover, in June 2019, the *KeolifeWeek* organized by Keolis, also a partner company of EcoMegot, has dedicated an entire day to the collect and awareness rising on cigarette butts, allowing to harvest more than 6kg of cigarette waste.



Finally, it is important to mention the *Clean Walk Challenge*, a clean-up walk initiative launched by EcoMegot in partnership with Ecosia and Clean Walker. This challenge is not only intended for cleaning and sensitizing but also to reforest the planet as for 10 cigarette butts collected 1 tree has been planted. Each edition encounters a large success, with the last edition to which I have participated where more than hundred of participants have gathered.

### ***Students' sensitization to cigarettes pollution***

One of the objectives of EcoMegot is to raise awareness around pollution and sustainable development. This is why; EcoMegot has decided to sensitize citizens and more importantly students who will be the future main actors toward a more sustainable world.

EcoMegot has organized conferences and workshops in school, high school and university such as Science Po Bordeaux or University Bordeaux-Montaigne. Also, several solidarity ashtrays have been installed to encourage students to adopt a more responsible behavior.

### ***Tradeshows and fairs***

Since its creation, EcoMegot has been very active in participating to tradeshows and fairs in order to expand its visibility and raise awareness. Recently, EcoMegot has taken part of the *2019 World Impact Summit* held in Bordeaux but also to the tradeshow *Produrable* thanks to its partnership with BPI France and *Pollutec Lyon* through its alliance with Suez France.

### ***Festivals***

As festivals are places where hundreds of people are coming and unfortunately polluting, it was thus obvious for EcoMegot to be present in that kind of events such as the Reggae Sun Ska and its 27000 participants.

These festivals represent a huge opportunity for EcoMegot to sensitize the people but also to collect the cigarettes smoked during these events. EcoMegot has, among many others, been present in “*Dansons sur les quais*”, a 2017 edition of dance festivals in partnership with Bordeaux, which has allowed collecting 10000 cigarettes butts.

Not to mention that EcoMegot is also participating to each edition of *Bordeaux Open Air* which is taking place every week during summer time. Also, EcoMegot has participated to *Zero Waste Lyon festival* but also to numerous local and smaller festivals such as *Un R'festif*, *Ahoy*, *ODP festival*, *Mayday festival* or *ZZ festival*.

Thanks to these many participations in events, tradeshows and festivals, French Medias have started to be interested in the EcoMegot concept and granted numerous interviews and articles on EcoMegot initiatives. Therefore, it is more than twenty print or digital media with a greater or lesser impact at the national and international level that have been talking about EcoMegot. To be short, a summary table has been created based on the founder's interview combined with the articles on EcoMegot found online:

**Table 2: EcoMegot appearance on media**

Print	Le Monde; Le Figaro; Liberation; Le Point; 20 Minutes; Sud-Ouest...
TV & Radio	France 3; BFMTV; CNews; RTL; France Bleu Gironde; France Info...
Online media & blog	Brut; Konbini; Actu-environnement; NeozOne; Carenews...

*Source: EcoMegot founder and online articles found*

To conclude this internal analysis of EcoMegot's current communication strategies, several key findings have been unveiled. First the **need to increase EcoMegot online presence** especially on the social platforms Instagram and YouTube but also, to be more active on each of its social media channels by regularly posting interesting contents in order to further engage its audience. Regarding its offline strategies, EcoMegot should **continue and intensify its efforts in organizing and participating in events, festivals and tradeshows** as they seem to greatly increase its visibility and reach and have permit to signed several partnerships and drove media interest to spread the EcoMegot's concept and missions. Finally, it is important to **find creative and impactful strategies** that will help EcoMegot on its sensitizing missions **to close the gap between intentions and actual behaviors** which is, as a reminder, one of the main goals of this association.



## CHAPTER 3 | METHODOLOGY

*This part presents the methodology through which the project empirical study was conducted, including reminder of the project's objectives. Thereafter, the methods used and analysis techniques are explained, covering the data collection.*

### I | PROJECT OBJECTIVES

The main goal of this project is to create a communication plan for EcoMegot. In order to do so, it is necessary to have a better overview of EcoMegot and its audience characteristics and behaviors. Therefore, both qualitative and quantitative methods have been performed.

First, a qualitative approach through an interview of the EcoMegot's founder will permit to have a better understanding of EcoMegot background, objectives and current communication strategy. Second, a quantitative approach with a convenience survey has been designed to investigate the brand awareness among the French population but also to better understand citizens' attitude toward recycling and more particularly their actual behavior compared to their intentions.

As a result of this combined approach, a communication plan and recommendations will be proposed later taking into account the EcoMegot wishes, constraints and objectives but also citizens' expectations and behaviors toward recycling in order to have the most appropriate and impactful communication plan which will best suits EcoMegot objectives and missions.

As a reminder, EcoMegot objectives and missions are:

<b>MISSIONS</b>	<ul style="list-style-type: none"> <li>● <b>Raise awareness</b> among citizens</li> <li>● <b>Collect</b> cigarette butts waste</li> <li>● <b>Encourage</b> recycling and responsible behaviors</li> </ul>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>● <b>Sensitize people</b> on the topic of pollution and recycling</li> <li>● <b>Clean up cities and natural environment</b> of cigarette butts</li> <li>● <b>Encourage local economy</b> by creating local jobs</li> <li>● <b>Have a positive impact</b> on the planet by recycling</li> <li>● <b>Be the main French actor</b> of cigarette butts recycling</li> </ul>

## II | METHODS USED AND DATA COLLECTION

This chapter will present more in depth the methods used to collect data for the empirical study of this project. It is important to note that during the data collection, both primary and secondary data can be used. Primary data refers to the data collected by the researcher through different approaches namely qualitative (focus group, interview, etc.) and quantitative (survey questionnaire); while secondary data designates pre-existing data which can be collected by a review of the existing literature on the topic. (Saunders, Lewis & Thornhill, 2009).

For the purpose of this project, both primary and secondary data has been gathered to compile theoretical and empirical results in order to find the most appropriate strategies to apply. For primary data, it is important to remind that this project is using a mixed approach combining both qualitative and quantitative approaches in order to allow a better understanding of the ground reality through EcoMegot founder's eyes (qualitative data) while gathering consumers' perception and attitude toward pollution and recycling (quantitative data).

### 1) QUALITATIVE APPROACH - INTERVIEW

In order to have a clear overview of EcoMegot ecosystem, ground reality, current strategy and objectives, an interview with its founder Erwin Faure has been performed. In order to do so, an in-depth semi-structured interview questionnaire has been designed.

In order to perform the interview and respect the academic guidelines, Mr. Faure has been reach by mail. This mail was precisng the project purpose as well as the main interview's themes and proposing him a 20-30 min interview realized by phone to be more convenient. In an attempt to make the answers more authentic and spontaneous, questions were not unveiled before the interview. Lastly, it is important to note that the interviewee has voluntarily participated with the reward of being able to use the results in order to improve EcoMegot communication strategy.

This questionnaire was composed of five questions, general enough to let the interviewee the freedom to express himself but focused enough to grasp meaningful and useful information for the purpose of this project. Thus, the two first questions were designed with the aim to have a better overview of EcoMegot ecosystem, activity and audience. Then, the two following questions intended to shed light on EcoMegot challenges, opportunities and goals. Finally, the last question concerned its communication strategy and objectives.

Therefore, the questionnaire has been constructed as follow:

- 1) Can you explain the story of EcoMegot, its activities and target audience?**
- 2) Who are your partners and other stakeholders involved in this project?**
- 3) What is the evolution since 2016 and what are the main goals for the future?**
- 4) What are the main challenges of your industry and your main competitors?**
- 5) Which strategy do you use to communicate your messages (online and offline)?**

Moreover, as the “nature of this semi-structure interviews demand the collection of data to be recorded by audio-recording or/and by taking notes” (Saunders, Lewis & Thornhill, 2009); the interview has been recorded in order to ensure an effective data collection and analysis.

As previously discussed, the main goal of this interview was to have a look on how EcoMegot currently operates. On one hand, it was crucial for the purpose of this project to know its history and its evolution in the last years; but also its main goals, mission, vision and values; not to mention its target audience and finally, the type of communication strategy used. On the other hand, EcoMegot ecosystem, main competitors and challenges to face were necessary to be investigated in order to understand the main factors to consider when designing the communication plan. Also, it is important to note that the interview was realized in French for convenience and then translated. Thus, the translated information might have lost some meaning and some information was dismissed as off-topic. Finally, the complete qualitative questionnaire can be found in the appendices of this project.

## **2) QUANTITATIVE APPROACH - SURVEY**

For the quantitative study, qualitative interview results and theoretical findings from the literature review have helped the development of the survey questionnaire. Therefore, a convenience online survey questionnaire has been made with Google survey for practical purpose and due to time constraints. These questionnaires have been sent through my personal network and relayed by my family and friends networks on social media platforms such as Facebook, LinkedIn and Twitter or by mail in order to maximize the potential reach and collect as many answers as possible. Moreover, it is important to note that partly-filled questionnaires were not included.

The main goal of this survey questionnaire was to investigate EcoMegot awareness among the French population but also to have a greater understanding of citizens’ attitude and motivations toward recycling and more particularly their actual behavior compared to their



intentions. By analyzing the collected data, the information retrieved from the answers will help to support the developments of a more effective communication plan and point out the most appropriate tools when communicating with the audience, thus bringing valuable information for the EcoMegot success and growth.

To this end, the questionnaire was divided into three distinct parts starting with a short presentation of EcoMegot activity and logo which were displayed with a link to its website for further information. Then, 20 questions divided according to the three parts were displayed. This survey composed of different types of questions such as: two-point question, free short answers and scaled questions using "Likert scale", which is a "psychometric tool for measuring an attitude in individuals which consists of one or more statements for which the respondent expresses his or her degree of agreement or disagreement" (Rensis Likert, 1932).

### **1. Brand awareness and perceptions of EcoMegot (7 questions)**

This part intends to gauge the awareness of EcoMegot among surveyed persons but also their perceptions toward EcoMegot and its activity. For the awareness dimension, five questions were asked on if yes or no the participants have heard about EcoMegot before and how they have heard about it, but also if they already have participated in EcoMegot events or use its service. Then, for the perception dimension, two questions were asked on the participants' perception of EcoMegot concept and their willingness to use its service.

### **2. Citizens behavioral intentions and real behavior (9 questions)**

This part aimed at better understanding the intentions and real behavior of the surveyed sample. The first questions were about what kind of smokers participants were if smoker at all. Then, it was important to examine the influence of other people on their own behavior, but also their knowledge of cigarette butts pollution. Thereafter, a question around satisfactory structures for collecting cigarettes in cities and public spaces was asked. Finally, their behavior as smokers was investigated with the purpose to better understand what pushes the smokers to throw their cigarettes on the floor instead of a bin and to understand how important recycling is for them and what their attitudes toward it are.

### **3. Socio-demographic questions (4 questions)**

This part intended to gather information on participants in order to draw a respondents' profile. Thus, questions on gender, age, education and current employment status were asked.



### III | DATA ANALYSIS TECHNIQUES

Data analysis was conducted through the use of the interview's transcription as well as the statistical results of the data collected through the quantitative method.

Regarding qualitative analyses, the in-depth interview has been transcribed using the actual words which were audio-recorded and the complete interview transcription will be found in the appendices (see appendix I).

Therefore, the process used to analyze these data was “summarizing of meanings” which means that a summary of the interview has been made by rephrasing the interview into briefer statements while keeping the main sense of what has been said but rephrased in a few words (Kvale, 1996; Robson, 2002). This interview's transcription has been mostly used for the construction of EcoMegot internal analysis.

For the quantitative data analysis part, an interpretive approach has been chosen as it is highly suitable for exploration (Creswell, 2007). However, the risk that bias occurs is very likely as this approach has a subjective nature, thus it is important to note that it might have an impact on the data's representativeness and reliability.

Indeed, in that case, data analysis is highly dependent on the researcher's perspective and bias as it is an interpretation of the collected data which seek “to establish the meaning of a phenomenon from the participants' view” (Creswell, 2003). Therefore, a descriptive analysis of the findings has been done with the aim to identify general patterns and has been mostly used to build the communication plan. Finally, it is important to note that the survey's answers have been transposed into graphs for a better visual comprehension and are displayed in the appendices of this project (see appendix II).

## CHAPTER 4 | DATA ANALYSIS AND DISCUSSION OF FINDINGS

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*This part displays the study's empirical results of the qualitative and quantitative approaches, which are then analyzed and summarized in order to highlights the key findings.*

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### I | EMPIRICAL FINDINGS PRESENTATION

#### 1) INTERVIEW SUMMARY

The purpose of this interview was to understand EcoMegot ecosystem and how as it has been evolving since its creation. Moreover, its target audience, competitors and the communication strategy currently used has been investigated. As mentioned previously, the analysis of the qualitative data will be made in summary by rephrasing the answers into briefer statements.

##### **1. Can you explain the story of EcoMegot, its activities and target audience?**

As explained by the founder during the interview, EcoMegot is an association created in 2016 with three main purposes: raise awareness on pollution, collect and recycle cigarette butts and create local jobs. Indeed, EcoMegot aims at helping private and public structures toward zero cigarettes butts pollution by offering an innovative, complete, green and local solution to recycle cigarettes butts into reconditioned plastic, furnitures or energy producer. Another purpose of the association is to raise awareness about this small waste, which is nevertheless very polluting for environment and try to influence the adoption of the right actions and behaviors. Finally, EcoMegot ashtrays also contribute to create local job for people in needs thanks to its partnership with an insertion site.

In short, EcoMegot has a double benefit, first an environmental benefit because it clean up cities and the environment by collecting cigarette butts and raising awareness of their impact which hopefully will prevent more pollution. Secondly, it has a social benefit, through the creation of direct and indirect local jobs and especially with people in difficulty and need of reinsertion. Moreover, as discussed with EcoMegot founder, there is no particular target audience. EcoMegot solution is flexible and adaptable to everyone (smokers and non-smokers, young and old etc) and every structure (company, association, event, city etc).

##### **2. Who are your partners and other stakeholders involved in this project?**

EcoMegot has partnered up with more than 200 entities such as public structures like cities and municipalities or region and private ones such as companies or investment funds. It is



also working with associations, foundations, schools and cultural and musical events. In short, EcoMegot aims at bringing together various stakeholders and involve each of them at their own level within the project of zero cigarette butts areas.

### **3. What is the evolution since 2016 and what are the main goals for the future?**

EcoMegot evolution and results are impressive. Indeed, in three years, they have installed more than 200 solidarity ashtrays in several cities across France but also abroad with the city of Monaco. The team passed from three people to twelve and is currently recruiting as volunteer help is not sufficient enough with the activity constantly growing. In terms of butts collection, more than 7 million were gathered which represent one ton. Regarding awareness rising around cigarette butts' pollution, more than 3600 citizens across France were sensitized thanks to EcoMegot operations, not to mention the impact, not possible to measure, of the word-of-mouth generated.

EcoMegot main goal but also challenge for the future is to develop an efficient chain of valorization and recycling process of cigarette butts in order to be a reference in the circular economy. In order to do so, EcoMegot is currently making test in order to develop the first industrial recycling chain that 100% depollutes cigarette butts including the filter which is the most difficult part. In brief, EcoMegot goals are first develop and patent their recycling solution in order to start collecting and recycling as much cigarette butts as possible. Another goal which has emerged from the interview is the ambition to install more than 800 solidarity ashtray across France within three years and develop more partnerships to reach and sensitize as many citizens as possible by increasing its communication and visibility as main actor of cigarette butts recycling. Finally, EcoMegot want to export and duplicate its model in other countries and thus foster the planet protection and sustainable development at a greater scale.

### **4. What are the main challenges of your industry and your main competitors?**

During the interview, it was mentioned that the French cigarette butts recycling sector is still in its infancy as no 100% recycling process exist yet. Therefore, the main challenge for EcoMegot will be to find its way without a model to follow and become a reference in its sector. Moreover, in France, a law on the circular economy is to be passed requiring that cigarette companies will have to finance the collection and recycling of cigarette butts, which is good news for EcoMegot activity. However this same law may soon classified cigarette butts as hazardous waste which would lead to new regulatory constraints to clean up the filters



and thus complicate the recycling of butts. Furthermore, another main challenge would be to have a real impact on citizens and change their mentalities and behaviors for real. Indeed, there is a huge gap between intentions and actions.

Regarding EcoMegot main competitors, there are only three other entities in France which collect and propose the recycling of the cigarette butts namely Eco Action Plus thanks to its Mé-Go service and has been identified as EcoMegot main competitor by its founder because it propose several solution and has already forged numerous partnerships, however, this company located activities are more focus on the north of France while EcoMegot is more developed in the south of France. The two other competitors namely Cy-Clope and Cendricom are not really competitors according to the interviewee. Indeed, they just offer the collect and management of smoking areas but not the recycling part. However they have recently partnered up with Eco Action Plus and also a foreign company named TerraCycle which is the world famous specialist in the collection and recycling of "difficult" waste.

Finally and as noted during the interview, cigarette butts recycling has a high financial cost due to the decontamination steps and the volume of the product to be recycled. Unlike other types of waste, its recycling is not very lucrative. This partly explains why so few competitors have taken up the field.

##### **5. Which strategy do you use to communicate your messages (online and offline)?**

EcoMegot communication strategy is primarily based on events organization and participation to festivals and tradeshows in collaboration with its partners. Indeed, according to the founder the communication budget is pretty small as communication is not the first priority, thus partnerships allows EcoMegot to not spend too much money in that department. This strategy has been fruitful as numerous traditional media (TV, Radio, Print) and digital ones (Online media, blogs etc) have written an article or interviewed EcoMegot founder and executive director, and EcoMegot did not have to pay for it.

Regarding online communication strategy, there is an urgent need to further develop EcoMegot presence and activity but as spotted by its founder, the lack of time and ideas prevent EcoMegot to increase its online presence even though online communication through EcoMegot website and social media could be a suitable option to explore for EcoMegot small communication budget.



## 2) DESCRIPTIVE ANALYSIS OF THE QUANTITATIVE DATA

Now that we have discovered EcoMegot ecosystem, objectives and strategy through the eye of its founder, we have a better overview of the strengths and weaknesses of EcoMegot. However, in order to design an appropriate communication plan, it is also important to examine the awareness of EcoMegot among the French citizens and to know how they feel about this concept. Also, it is crucial to investigate citizens' attitudes and motivations and more particularly their actual behavior compared to their intentions toward cigarette butts pollution and recycling.

In order to do so and as earlier mention a survey questionnaire has been designed and sent. It received 215 valid responses out of 232 collected surveys as 17 surveys have been discarded as they were uncompleted. Also, 69 respondents were non-smokers, thus they were not take into account in the question optional for them. As said previously, the quantitative survey's answers have been transposed into graphs for a better visual comprehension and are displayed in the appendices of this research study (see appendix II). Below, a summary of the survey results is displayed according to the three parts of the survey:

### -- SOCIO-DEMOGRAPHIC QUESTIONS

#### *Age*

Most of the respondents came from a **predominantly young population aged between 18 and 34 years old which represent 64% of the total survey respondents**. These results are not surprising since the questionnaire was sent on social networks where the majority of users are quite young. In addition, as this questionnaire was sent to my circles of friends and family who then shared it with theirs, these results were expected. Respondents between 35 and 54 years old represent 29% while participants above 55 years old refer to only 7%.

#### *Gender*

Moreover, the **population sample is mostly female with 54%** while 45% are men and 3% did not want to display their gender.

#### *Education*

Among the population sample, 15% has a high school diploma or an equivalent; 32% has a bachelor level; 36% has achieved a master degree and 5% has reached the PhD level, meaning that the **sample population seems rather educated, with 41% of the participants having**



**completed a master or higher diplomas.** The remaining people (12%) have either no diploma or a lower diploma than the high school one.

#### *Employment status*

Regarding employment status, **most of the respondents were still students (39%)** which can be justify by the high percentage of young respondents as seen previously. 31% of the participants are employed while 16% are not. 8% were self-employed and only 1% was retired. The remaining 5% represent people did not want to share their profession.

#### **-- ECOMEGOT AWARENESS AND PERCEPTIONS**

##### *Have you heard of EcoMegot before?*

**80% of the respondents have already heard about EcoMegot concept;** among them 19% know very well its concept, 26% knowing it more or less while 35% who have just heard about it but do not know much about the concept. Only 20% never have heard about it.

##### *How have you heard about EcoMegot?*

22% of the respondents have heard about EcoMegot thanks to their friends and family while 24% have heard about it via social media and 16% by participating to an EcoMegot event, suggesting that the **WOM through friends, family and events but also the E-WOM via social media seems to have an important impact on EcoMegot visibility.** Only 10% have heard about the concept thanks to EcoMegot website underlying the urgent need to increase EcoMegot awareness. Only 8% of the participants have heard about the concept through traditional media, a result which can be explain by the high percentage of young respondents who are definitely more digital. Finally, 20% of the respondents have heard about it thanks to this survey as they never heard about it before.

##### *Have you ever participate in EcoMegot events (i.e.: Clean Walk Challenge) or be part of an event using EcoMegot ashtrays (i.e.: festivals such as Reggae Sun Ska)?*

**41% of the surveyed respondents have already participated in an EcoMegot event** while 59% have not done it yet.

##### *Would you be willing to participate to EcoMegot events?*

**68% of the respondents have shown an interest to participate to EcoMegot events.**



*What is your opinion toward EcoMegot concept?*

**82% of the participants have a rather positive (45%) or positive (37%) opinion toward EcoMegot concept** and only 6% have a rather negative (4%) or negative (2%) opinion of it. 12% have a neutral opinion.

*Will you use EcoMegot ashtrays in the future? (Optional for non-smoker)*

**67% of the smokers' participants strongly agreed to this statement** with 32% strongly agreeing and 35% agreeing. Only 14% were not about to use them and 19% did not know if they would use them or not.

*Have you ever use EcoMegot ashtrays? (Optional for non-smoker)*

**Only 37% of the participants have already used EcoMegot ashtrays** while 63% have not.

## **-- CITIZENS BEHAVIORAL INTENTIONS AND REAL BEHAVIOR**

*Are you a smoker?*

As mentioned earlier only **69 persons were non-smokers which represent 32% of the total population sample**. The 146 other person (68%) defined themselves as: heavy smokers (12%); regular smokers (18%); Occasional smokers (21%) and very occasional ones (17%).

*If more people would not throw their cigarettes on the floor, I would not do it*

(Optional for non-smoker) **69% of the smokers strongly agreed (30%) or agreed (39%) with this statement** while 22% neither agree nor disagree to it. Only 9% did not agree to it with only 1% strongly disagreeing

*I am aware of the environmental impact of cigarettes*

**Only 31% have said to be aware of the environmental impact of cigarettes** with 13% strongly agreeing to this statement and 18% agreeing to it. 15% did not really know and more importantly 54% of the population sample was not aware of the impact of cigarettes.

*Cities and public spaces provide satisfactory resource for collecting cigarettes (bin, ashtray)?*

Only 24% of the total respondents thought that cities and public spaces provide satisfactory resource for collecting cigarettes. Again 15% neither agree nor disagree to this statement. More interestingly, **61% of them did not think the public installations were enough**.



*In general, I try to throw my cigarettes butts in a bin or ashtrays instead of the floor?* (Optional for non-smoker) **63% of the smokers said trying to not throw their cigarettes on the floor** with 31% strongly agreeing to this statement and 32% agreeing to it. 16% neither agree nor disagree and 21% rather disagree to it with 8% strongly disagreeing to it unfortunately.

*Have you ever throw a cigarette butts on the floor?* (Optional for non-smoker)

19% of the surveyed smokers have answered that they do it most of the time; 25% admit to do it quite often; 32% said to do it sometimes and 21% very rarely. **Only 3% said to never have throw cigarette butts on the floor.**

*What are the reasons that push you to throw it on the floor?* (Optional for non-smoker)

The main reasons evoked by the smokers were as summarized and ranked according to their recurrence in their answers as follow:

- 1. No bin or ashtray around**
- 2. No time to search for a bin or ashtray**
- 3. Cigarette butts already present on the floor**
- 4. It is unconscious / I'm used to it / By habits**
- 5. I did not know the real consequences**
- 6. It falls and I was too lazy to grab it**
- 7. By pleasure to throw it with style / To show off**
- 8. When driving I don't like to smell cold tobacco / easier to throw it by the window and forget about it**

*Now that you know that cigarettes butts can be recycled would you be more willing to throw them in specific ashtrays collecting them?* (Optional for non-smoker)

**40% of the smokers said that they would be absolutely willing to throw their cigarettes butts into specific ashtrays.** However 45% said that it depends where the ashtrays are located surely because they don't have time to search as it was one of the main reasons to throw them on the floor. Only 14% said that they were not willing to use specific ashtrays.

*Recycling and more particularly cigarette butts is important to me.*

For the participants, **recycling is pretty important** with 37% of them saying that it is highly important and 29% moderately important. Only 8% said that it was no important.

## II | KEY FINDINGS DISCUSSION

In this section, the results from both qualitative and quantitative data will be compared to the theoretical findings emerging from the literature review and key findings will be summarized.

### 1) QUALITATIVE ANALYSIS SUMMARY

Presentation: As noted in the interview, EcoMegot has three main **objectives: raise awareness on pollution, collect and recycle cigarette butts and create local jobs**. The association is bringing a **double benefits**, first **environmental** with the cities clean-up and awareness rising to prevent more pollution and second **social** through the creation of direct and indirect local jobs and especially with people in difficulty and need of reinsertion.

Target audience: It is important to note that there is **no particular target audience**. EcoMegot **solution is flexible and adaptable** to everyone (smokers and non-smokers, young and old etc) and every structure (company, association, event, city etc).

Main goals for the future: install **more than 800 solidarity ashtray across France within three years** and develop **more partnerships to reach and sensitize as many citizens as possible** by increasing its communication and visibility as **main actor of cigarette butts recycling** and then, **export and duplicate EcoMegot model in other countries** and thus **foster the planet protection and sustainable development at a greater scale**.

Main challenge: One of the main challenges EcoMegot would have to face is to **have a real impact on citizens and change their mentalities and behaviors for real**. Indeed, there is a huge **gap between intentions and actions**.

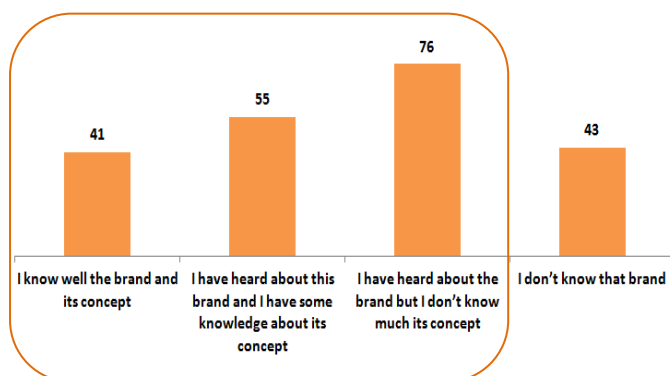
Competition: Regarding EcoMegot main competitors, there are only **three other entities** in France which collect and propose the recycling of the cigarette butts: **Eco Action Plus**, thanks to its Mé-Go service which is EcoMegot main competitor, **Cy-Clope** and **Cendricom**. However, **barriers to entry are high** as cigarette butts recycling have a **high financial cost** due to the decontamination steps and the volume of the product to be recycled. Unlike other types of waste, its recycling is **not very lucrative**.

**Communication:** EcoMegot has a **small budget** allowed for communication purpose as the most part of its revenue is going to the R&D department in order to develop and improve their recycling solution. Therefore, EcoMegot **communication strategy** is primarily based on **events organization and participation to festivals and tradeshow in collaboration with its partners**. Indeed, partnerships allow EcoMegot to not spend too much money in communication. This strategy has been fruitful as numerous media (TV, Radio, Print, Online media, blogs etc) have written articles or ask for interviews, and EcoMegot did not have to pay for it. Regarding **online communication strategy**, there is an **urgent need to further develop EcoMegot presence and activity**. Plus, online communication through EcoMegot website and social media could be a suitable option to explore for EcoMegot small communication budget.

## 2) QUANTITATIVE ANALYSIS SUMMARY

Thanks to the individual view of the questionnaire responses, it has been possible to draw a respondent profiles on their attitude toward pollution and recycling of cigarette butts according to their socio-demographics data. Therefore, according to surveyed respondents' answers it has been observed that in older people (above 35 years old) are less likely to pollute by throwing their cigarettes and recycling is more important for them than the young ones (18-34 years old), maybe due to an higher consciousness of environmental impact. Also, education seems to play a great role as more people are educated less they will tend to pollute and recycling has a higher importance for them because of sensitization, while employment status seems to not have a big impact on people behavior. Thus it would be interesting to further investigate the impact of age and education on people attitude and behavior regarding pollution and recycling of cigarette butts.

### -- *Ecomegot awareness and perception*



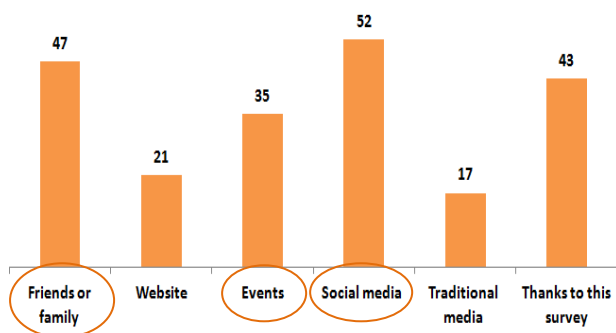
**Graph 1: Awareness of EcoMegot concept**

**80%** of the surveyed respondents have already heard about EcoMegot concept however among these 80% only 19% know very well its concept, 26% know it more or less while 35% have heard about it but do not know much.



Therefore it can be noted that EcoMegot need to **increase its visibility and further raise awareness around its concept**, but this is due to the recency of EcoMegot which only exist since three years.

**Graph 2: Visibility and awareness means**



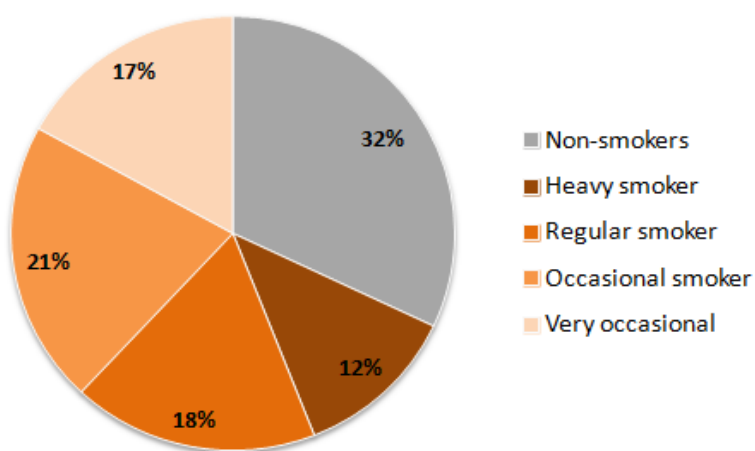
Regarding how people have known EcoMegot concept, it is clear that **WOM and E-WOM but also SM have a significant role** as **22%** of the respondents have heard about EcoMegot thanks to their friends and family while **24%** have heard about it via social media. However, merely

10% have heard about the concept thanks to the EcoMegot website, this can be explained by the lack of EcoMegot awareness among the population and only 8% of the participants have heard about the concept through traditional media, therefore it won't be relevant to further increase communication through this channel.

To continue, even though only **16%** have heard about EcoMegot concept by participating to its events, 41% of the respondents have already participated in an EcoMegot event and more importantly 68% of the respondents have shown an interest to participate to EcoMegot future events. This is why; the proposed communication plan should **focus on events organization**.

*-- Citizens behavioral intentions and real behavior*

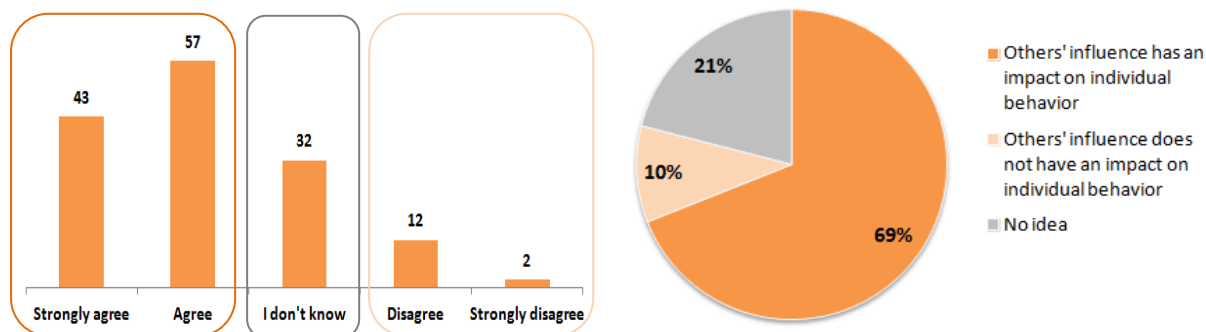
The surveyed population was composed of 32% of non-smokers (69 people) and the 68% remaining (146 people) defined themselves as: heavy smokers (12%); regular smokers (18%); Occasional smokers (21%) and very occasional ones (17%).



**Graph 3: Percentage of smokers and non-smokers in the sample population**

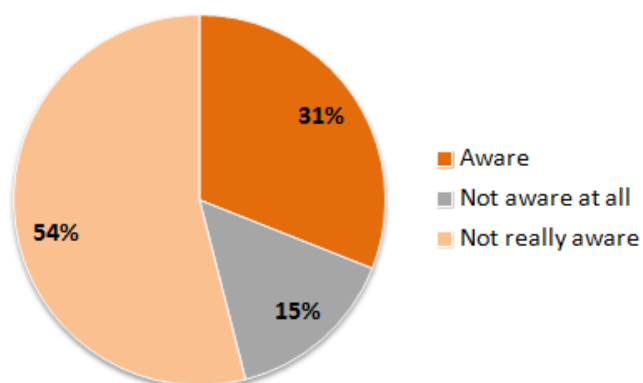
Within the smokers’ surveyed population, **69%** of them agreed on the fact that if more people would not throw their cigarettes on the floor, they would not do it as shown on the graph below. This result is further demonstrating the **influence of others on individual behavior**.

**Graph 4: Influence of others on smokers behaviors**



Regarding participants’ awareness of the environmental impact of cigarettes, only 31% have said to be truly aware of it and 15% did not really know, more importantly 54% of the population sample was not aware of the impact of cigarettes.

**Graph 5 : Environmental impact awareness**



These results show the **lack of knowledge and the importance of raising awareness on cigarette butts pollution among French citizens and further justify EcoMegot work.**

Moreover, only 24% of the total respondents thought that cities and public spaces provide satisfactory resource for collecting cigarettes and more interestingly, 61% of the participants did not think the public installation were enough. Thus, **EcoMegot ashtrays and concept are further justified by this discovery** and as seen in the survey results, most of the respondents seemed to be **favorable to EcoMegot concept.**

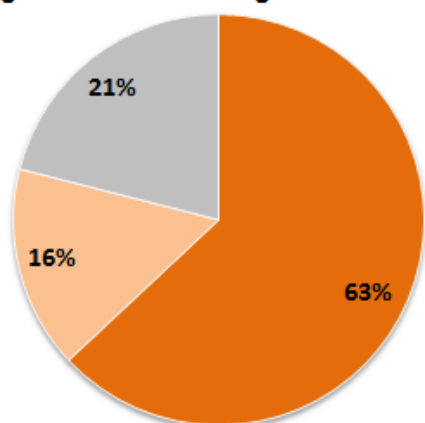
Regarding smokers behaviors, **63%** of them said that in general they are trying to not throw their cigarettes on the floor but rather in a bin or ashtrays while **21%** do not try and **16%** saying that it depends (see graph 6).



However, in reality, only **3%** said to never have throw cigarette butts on the floor. 19% of the surveyed smokers have answered that they throw it most of the time on the floor and 25% admit to do it quite often representing **34%** of smokers who do it regularly. 32% said to do it sometimes and **21%** very rarely which represent **53%** of the surveyed smokers (see graph 7). **Therefore, these results depict well the gap between the intentions and real behavior, as illustrated in the graphs below.**

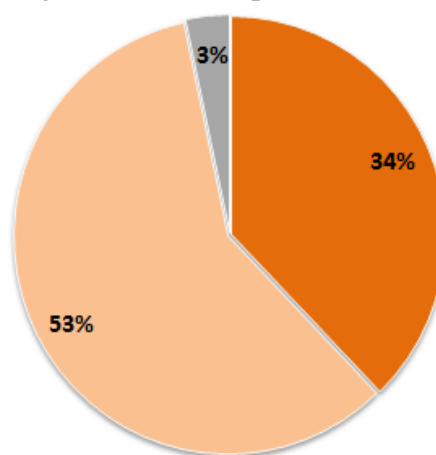
**Graph 6: Intentions vs. Actual behavior**

Trying to not throw their cigarettes on the floor



■ Rather yes ■ It depends ■ Rather no

Have you ever throw a cigarette on the floor?



■ Yes regularly ■ Yes, time to time ■ No

Regarding the reasons that push them to throw it on the floor, the four main ones evoked were as follow:

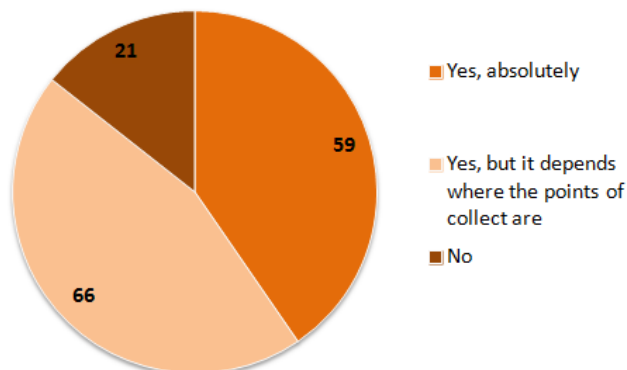
1. No bin or ashtray around or no time to search for it
2. Cigarette butts already present on the floor
3. It is unconscious / I'm used to it
4. I did not know the real consequences

These top four reasons further demonstrate:

1. The discrepancy **between intentions and real behavior** as they know that they should have find a trash to throw it but still did not do it
2. The **influence of others on their behavior** as they mimicked others bad behaviors by throwing their cigarettes on the floor as well.
3. Their **behavioral habits deeply anchored in their decision-making process** that they are not even conscious of this as it is perceived as the **social norm**
4. Their **lack of knowledge and awareness** on this topic.

Finally, to the question: “Now that you know that cigarettes butts can be recycled would you be more willing to throw them in specific ashtrays collecting them?”, **40%** of the smokers said that they would be absolutely willing to throw their cigarettes butts into specific ashtrays.

**Graph 7: Percentage of smokers willing to use specific ashtrays to recycle cigarettes butts**



However **45%** said that it depends where the ashtrays are located surely because they don't have time to search for them as it was one of the main reasons to throw them on the floor.

Therefore, the **ashtrays location is something that EcoMegot must take into account as it has a major impact on the actual people behavior** to throw their cigarettes in a specific ashtray even though for them the recycling is important, still they don't seem to want to make more effort and waste time looking for an ashtray.

To sum up, based on these results, the communication plan proposal should focus on **increasing EcoMegot awareness** using **WOM and E-WOM** but also **Social Media and event organization** which have a significant role in raising EcoMegot visibility. Also, the answers have shown that there is a **lack of knowledge on cigarettes pollution** therefore demonstrating the importance of raising awareness; further justifying **EcoMegot work which will have to be intensified on this part.**

More importantly, a **gap have been confirmed between people's intentions and their real behavior**, as we all know that a cigarette does not belong to the floor, but still people are mainly unconsciously throwing it on the floor by habits. Moreover, results have highlighted the fact that the **influence of others has a significant impact on individual behavior**. Not to mention that, the **ashtrays location** is something that EcoMegot must take into account as it has a **major impact on the actual people behavior**. Therefore, the communication plan proposal will have to **use the power of social influence and create innovative strategies to fill this discrepancy between intentions and actions.**

## CHAPTER 5 | COMMUNICATION PLAN PROPOSAL

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*This chapter is dedicated to the proposition of the communication plan in regards to the empirical and theoretical findings that emerged during the writing of this project. The first part is starting by the goals to achieve, the target audience in order to better adjust the communication strategy to its needs and expectations, moving to the message to be transmitted by this communication strategy which should be coherent and adequately fitting EcoMegot identity. Finally, the strategy and tactics which has been chosen according to the internal analysis and respecting EcoMegot objectives and wishes will be proposed. The second part will display the chosen communication mix and its possible ways of implementation and finally, the third part will focus on the implementation schedule and evaluation methods of this communication plan proposal.*

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### I | COMMUNICATION PLAN

#### 1) GOALS

The main goal of this project is to develop and propose a realistic but innovative and effective communication plan using creative and impactful strategies in order to achieve the ambitious objectives of EcoMegot, a young association working toward a zero cigarette butts world. Indeed, its vision is to make our cities and environment cleaner by collecting and recycling cigarette wastes. According to above research and analysis but also in regards to EcoMegot objectives, constraints and wishes, this communication plan will hold three main goals.

1. **Increase general awareness and knowledge** about EcoMegot and its concept among the French population, smokers or non-smokers and more particularly to reach the young generations because it is important to sensitize as early as possible.
2. **Increase EcoMegot reach and visibility** in order to make EcoMegot a top-of-mind player in the French circular economy and seen as the major actor of cigarettes butts recycling allowing EcoMegot to easily expand its private and public partnerships and possibly export and duplicate its model abroad.
3. **Increase the number of people sensitized** by EcoMegot and find innovative strategies to close the gap between intentions and actual behavior toward cigarettes butts pollution in order to make EcoMegot a main actor of change toward more responsible behaviors and attitudes among the French population.



## 2) TARGET AUDIENCE

As previously mentioned there is **no particular target audience**. Indeed, EcoMegot **solution is flexible and adaptable to everyone** (smokers and non-smokers, young and old, women and men) **and every structure** (company, association, event, city, etc). However, the message communicated through the communication strategy will still have to be adjusted according to the different target audience. For example, the message will be adapted to whether it is intended to smokers or non-smokers, by further insisting with the smoker's group on the impact of their behavior when throwing a cigarette on the floor but also by raising awareness on the possibility to recycle cigarette butts.

Also, the communication strategy will be adapted to B2B or B2C, as the objectives are not the same. Indeed, B2C communication will be more focused on raising awareness on cigarettes pollution and impact of people behavior on environment while B2B communication will be more focused on commercial objectives as EcoMegot is selling its solution to them, therefore the communication will be more commercially persuasive. Although B2B communication will have to be adjusted whether it is for public or private entity, as the cities and companies needs and expectations are not the same even though the objectives in any case remain the same: zero cigarette butts objective and a cleaner world.

In regards to the objectives mentioned above, this communication will further **focus on B2C** communication, as in any case it will also impact the B2B world thanks to the WOM and E-WOM generated by citizens, it is believed that public and private structures will experienced a growing interest in EcoMegot concept. Indeed, private (i.e.: company) and public (i.e.: municipality) structures are composed of people working within them; therefore if EcoMegot succeed to reach those people, they might spread the word around EcoMegot concept and thus push the structure to become interested by EcoMegot.

## 3) MESSAGE

Messages hold a vital role in communication strategy. Indeed, the **message must be coherent with the sender's values and objectives but also be consistent in the overall communication strategy** or the receiver will experienced difficulties to understand the message. Thus, the message should be in compliance with EcoMegot identity and objectives.



EcoMegot values are based on *environment protection* with the environment clean-up and awareness raising on environmental pollution but also on *value* and *job creation* through the recycling and creation of ashtrays with an *insertion site employing people with difficulties*, not to mention the collaboration part with private and public structures as EcoMegot strongly believed that nothing can be done alone. Thus, in order to allow target audience to better grasp those values, **message communication must express and valorize the social, economical and environmental dimensions of EcoMegot.**

Indeed, the communication must promote and highlight EcoMegot's vision, missions and values as people and especially young generation are increasingly sensitive to pro-social and pro-environmental discourse due to growing concerns around environmental issues (Forbes, 2018). Meanwhile, the economical dimension must not be forgotten, especially in B2B communication as the local direct or indirect job creation is an asset that EcoMegot should emphasize.

Finally, it is relevant to take into consideration the information gathered in the research analysis in regards to people's expectations. Thereby, the message display into the communication strategy of EcoMegot should be **sensitizing and impactful** but also **short and visual** as people's attention is very hard to catch due to the information overload.

#### 4) STRATEGY AND TACTICS

In this section, the message support and channels to disseminate it will be discussed alongside with the strategy and tactics to put in place to achieve the communication plan goals. Indeed, an effective and successful communication strategy will be measured in function of its goals' achievement. In our case, a **combination of push and pull strategies** will be embraced. Indeed, these two strategies are often complementary and a good marketing and communication campaign must alternate with the two concepts according to its objectives.

A pull strategy motivates people to actively seek out for a specific brand or product. It consists in "pulling" the customer towards the product. This strategy is well suited to target the general public and is essentially based on advertising communication via the mass media and promotional campaigns. It involves the promotion of marketing effort and focus on any tactics an organization can use to generate demand, interest and create a positive impact about the organization. For instance, direct communication through social media networks in order



to generate the E-WOM effect. Therefore, the idea will be to **communicate in a very people-focused way and promote the key values, objectives and actions of EcoMegot which will hopefully increase its visibility and create the desire of participating to EcoMegot's missions in people's mind.**

While a push strategy consists in "pushing" the product towards the consumer. It is effective in making people aware of the product or the brand but also in creating long term relationships with them. Very often the "push" strategy is associated with young companies. Unknown to the general public, the company reaches out to its prospects and introduces them to its products in a less costly way than with a pull strategy. In practice, the use of advertising and promoting messages through ambassadors and influencers on social media but also the distribution of pocket ashtrays with EcoMegot logo on them during events will hopefully lead to raise awareness around EcoMegot concept and eventually enhance users' loyalty.

Moreover, according to Patterson and Radtke (2009), "communication is about building understanding and is a key to successful social change as it is mission driven, audience focused and action oriented". They also add that communication is about "crafting the message so that it motivates target audiences to act in a desired manner" (Patterson & Radtke, 2009). Therefore, communication will primarily use the below-the-line methods which use less conventional methods and consist on a more direct communication approach in order to establish a lasting relationship with target audience. Moreover, a focus on digital communication and more especially on social networks such as Instagram or YouTube will be done as it is less expensive than traditional ones and thus suitable to EcoMegot small communication budget. Here the main idea is to **create real and long-term engagement by increasing the interactions between EcoMegot and its audience through events organization, marketing and communication campaigns and experiences.**

Regarding the channels used, a company must select the more appropriate message delivery channels to release the information they want (print, multimedia or online) in order to guarantee the most impact in regards to its objectives (McAllister, 2012). As mentioned earlier, **online channels will be prioritized because it is less expensive, and combined with direct communication through events participation and organization.**

## II | COMMUNICATON MIX PROPOSAL AND IMPLEMENTATION

According to Kotler and Keller (2012), the marketing communication mix consists of “eight major modes of communication: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing and personal selling”. However, this communication plan proposal will only treat four of these modes namely events and experiences, publicity, interactive marketing as well as WOM and E-WOM. The strategies proposed here will be based on **creating inventive and impactful experiences while transmitting the message in creative and original ways which will last in people’s minds.**

### 1) COMMUNICATION OFFLINE

#### *Events and experiences*

Events reinforce audience perceptions of organization image, reputation while increasing its awareness and hopefully favorable associations. The main goal of experiential marketing is about the creation of long term relationships and the generation of emotion and commitment. It is about creating unique and original experiences for the audience. Therefore, the main purpose is not to sell but rather demonstrate how an organization can enrich a person’s life. For this communication plan, a similar and new concept of events to what EcoMegot currently does with its audience will be proposed.

#### *1. Clean Walk Challenge in partnership with the cities - France tour (summer time)*

Similar to what EcoMegot does every year in Bordeaux and Lyon which encounter quite a success as we have seen earlier; it is proposed to extend the concept of the Clean Walk Challenge to others already partner cities such as Paris, Marseilles, Montpellier, Royan, Tarbes, Arcachon, and much more in order to do a kind of a France tour. It could be an annual citizenship’s event still in partnership with Ecosia, Clean Walker and each partner city which will raise awareness about EcoMegot concept while collecting waste and cleaning the cities.

**Figure 6: EcoMegot presence in France**



Source : EcoMegot website

At this occasion, EcoMegot pocket ashtrays could be distributed as goodies to the participants, between one and two hundreds ashtrays distributed per cities will be taken as the last editions of the Clean Walk Challenge gathered less than 200 volunteers.

Therefore, if 10 cities are chosen for the France tour, a thousand of ashtrays will be sufficient plus an extra stock in case which will represent a cost of 875€ (2500x0,35), if EcoMegot decide to use Objetrama as supplier, one of the cheapest found on internet. However, according to its founder, its current ashtrays' supplier is covering 1500€ for  $Q = 5000$  meaning that the price per units is 0, 30€. These ashtrays featuring the EcoMegot ashtrays will serve as publicity and should generate some WOM which will raise Ecomegot awareness and visibility among the French population.

**Figure 7: Unit price reference for pocket ashtrays production**

Quantité	1	100	250	500	1000	2500
Prix unitaire	0.45	0.43	0.41	0.39	0.37	0.35

*Source: Objetrama website*

Moreover, for the organization, EcoMegot will still count on volunteers as it used to do in previous Clean Walk Challenge editions. Therefore the logistics and organizational costs will be very low or even non-existent because the sponsorships might cover the expenses generated. The announce and promotion of this France tour will be focus on social media channels such as Facebook, Twitter and Instagram in order to generate E-WOM and spread rapidly the message but also on EcoMegot website, as it will be inexpensive. Not to mention that the partner cities might be willing to advertise it by using local radio and TV channels as it has been the case with Bordeaux for the last 2018 edition.

Also, in order to attract more people and create a unique and engaging experience, it could be interesting to combine this clean-up walks with cultural tour or street art tour for example. In order to do so, EcoMegot can contact some local tour guides and propose them to guide the walk voluntarily, therefore not generating further costs.

Finally, in order to create the buzz and generate more interest and engagement, a national competition of cigarettes butts collected could be implemented. For instance, EcoMegot could launch at the occasion of this France tour a national ranking of “which city is the best” in accordance with the total amount of collected waste. Therefore, citizens will be even more interested in participating in this kind of events in order to support their city.





## *2. Clean Walk Challenge with high school, university and business school – School contest*

Similar to the Clean Walk challenge mentioned above, the concept could be duplicated with the EcoMegot partner schools in order to sensitize students on cigarettes pollution as it is often there that students start smoking mimicking others' behavior, thus it is important to sensitize them since the beginning.

Same as already mentioned above a national challenge and ranking could be implemented in order to motivate students to support their school. Moreover, EcoMegot pocket ashtrays could be also distributed as goodies to the students, an average of a couple hundred ashtrays distributed per schools should be enough.

Finally this kind of events concept could be duplicated and adapted to other places or context. For example a Beach Walk Challenge as Surf Rider Foundation, another EcoMegot partner, is already organizing. Also a Clean Walk Challenge could be organized each time EcoMegot sign a new partnership with a city in order to raise awareness among its citizens about the arrival of EcoMegot. This will further contribute to increase the general awareness and knowledge about EcoMegot and its concept among the French population by increasing its reach and visibility but also its number of sensitized person which are part of the main objectives EcoMegot have.

## *3. Festival Zero Waste in partnership with Zero Waste France and Bordeaux municipality*

Similar to what Zero Waste France has done in Paris in partnership with EcoMegot and the city of Paris, a smaller edition could be created in Bordeaux still in partnership with Zero Waste France but this time with Bordeaux, which are both already partner of EcoMegot. The programme of this festival could include musical shows, panels and conferences and workshops as its initial model, but much more dedicated to the sensitization around cigarette butts pollution and then, pollution in general if wished.

It would be organized in an EcoMegot space meaning that EcoMegot ashtrays will be at disposition of the public such as the Quinconces place which is the largest square of Bordeaux but also of France and one of the largest in Europe with its 12ha, often welcoming concerts or circus. This square is already equipped with several EcoMegot ashtrays thus there would be no need for supplementary cost of ashtrays implementation and only several mobile ashtrays could be displayed around.

In order to not have too much organizational cost, EcoMegot could contact local associations revolving around recycling and pollution fight and local artists who are not that famous yet in order to make them performed for free. They will gain in visibility and EcoMegot won't have to pay their performance, thus it is a win-win situation. Again, couple hundreds of pocket ashtrays could be distributed at this occasion further raising EcoMegot visibility and awareness while being useful for people in this type of crowded events.

For promotion purpose, again social networks and website will be mainly used as it is the less expensive way. Also, EcoMegot could ask the local associations and artists who will participate to spread the word to their networks in order to generate greater WOM and E-WOM and reach a bigger number of people. Finally, this festival would be organized in May where the majority of cultural and musical events are held in Bordeaux as the weather is more favorable and a lot of day-off are present.

For this three types of events, corporate sponsors could be contracted to finance the generated organizational and logistics costs, further decreasing the expenses of EcoMegot. Indeed, companies are increasingly willing to participate to these kinds of events, first for brand visibility through the display of their logos but also for their image as their customers are increasingly concerned about environmental concerns and issues, it is good for them to show support to these kinds of events and display a corporate citizenship image.

### ***Creative publicity***

According to Kotler and Keller (2012), publicity is “any communication about an organization, its products and policies that is not paid by the organization”. Publicity communication mode is known for its cost benefits. Indeed, the organization does not have to pay any costs as it is the case in other means of promotion. Therefore, it has been obvious for the communication plan proposal to use this kind of communication as it is highly suitable with EcoMegot small budget.

#### ***1. Voting EcoMegot ashtrays***

As discussed in the literature review, gamification can be a powerful strategy to better engage people in creative and inventive ways. Therefore, opting for "incentive" systems, like the voting ashtrays, will help to better capture this small waste while engaging the audience in a fun and original experience.

**Figure 8: Voting ashtray example**



Source : EcoMegot website

Voting ashtrays have already been used by EcoMegot in Kedge and some other EcoMegot partner schools. These voting ashtrays with the EcoMegot logo on it are a creative publicity which is inexpensive for the association as it is the school itself that is ordering and paying for it. These voting ashtrays have a double benefit, first probe the smokers on various themes and collect their opinions but also encourage smoker to adopt a more responsible behavior.

The message display in the voting ashtrays could be a question and people will give their opinion by choosing one side as the above picture asking what people side is regarding the name of French pastry which is a national and funny debate between the people native from the north of France calling it “Pain au chocolat” and the people native from the south calling it “Chocolatine”. This example is pretty funny and many examples can be found such as “rather tea or coffee” for instance. However, the question could be more serious and have a sensitization purpose such as “How long do you think cigarettes butts take to degrade in nature” for example forcing people to think about consequences.

In addition to the playfulness and practicality of these ashtrays, there are easily movable and can be put in many locations such as festive events, near schools, around train stations and bus stops or beaches. Thus EcoMegot could further push the gamification by creating a competition like a sort of ashtray hunt where people will be challenge to find the new voting ashtrays location and the winner could earn a reward such as a gift or a discount in nearby shops. Therefore it is a cost free strategy to sensitize and engage a greater audience and raise awareness and visibility around the EcoMegot concept. Therefore, EcoMegot should further develop it with its corporate and public partners such as municipality but also with schools with a particular focus on them as students are fond of this kind of “game”.

## *2. Nudge techniques*

As seen in the literature review, nudge is considered as a tool to facilitate the transition from intention to action as it changes people’s environment and their "architecture of choice" to encourage them to make the right decision. People's littering behaviors bring collective harm that lead to significant societal costs, and even if the intentions of fighting it are there, actual behaviors are not in adequacy. Indeed, there is a major gap between 'what people want' and 'what they really do' which could greatly benefit from a little nudging. As an example the caramel and green footprint experiment conducted in 2011 by Roskilde University in Copenhagen has been a real success. The concept was simple, first students have handed out

free caramels to pedestrians and then they have counted the number of wrappers on the street and in the nearby bins. Second, they did the same experience but they have added green footprints that led to the bins. The result was a surprising 46% decrease in wrappers ending up on the streets further demonstrating the power of this simple but effective technique.

As discussed in the descriptive analysis of the quantitative data ashtrays location is something that EcoMegot must take into account as it has a major impact on actual people behaviors to throw or not their cigarettes on the ground. Indeed, even though people try to not to pollute, still they don't seem to want to make more effort and waste time looking for an ashtray and most of the time the cigarette end up on the floor.

Therefore it is important to find impactful techniques to make people adopt the right behavior. The footprints nudge technique as visible reminder can be very effective and “make things easier” by simply making ashtrays more salient which really helps people achieve what they initially want which is getting rid of their cigarette without polluting.

Therefore, this technique can be beneficial for EcoMegot as one of its main objectives is to close the gap between intentions and actual behavior toward cigarettes butts pollution. In order to do so, EcoMegot could use visual cues to encourage the use of EcoMegot ashtrays among citizens by for example putting green steps on the ground to indicate where the nearest ashtray is and make it more visible for people lacking time and willingness to search for it.

**Figure 9: Example of Nudge technique in practice**



*Source: Nudge Unit Greece*

To go even further, EcoMegot could use the help of famous street artists to design these steps or other visual cues such as painting on walls or directly on the ground. For example in Bordeaux, there is a lot of street artist that could be interested by contributing to an eco-friendly project as they already did with Darwin an eco-place where people like to hang out and discover alternatives solution related to planet protection but also to discover art and music. To name just a few: Landroïd, Vinie Graffiti or Rooble. Also, a collective of street artist named Le Cocktail is composed of a large group of independent artist engaged in art promoting the development of alternatives energies and planet protection by often voluntarily participating to events or exhibitions.

Therefore, EcoMegot won't lack of choice to find a street artist willing to voluntarily help. Plus, a digital communication campaign could be done by letting people choose the location and design, in collaboration with this artist, therefore strengthening the buzz and E-WOM around EcoMegot concept.

## 2) COMMUNICATION ONLINE

### *Interactive marketing and E-WOM*

As seen on the literature review, online channels are increasingly growing on importance to communicate with people. Nowadays, people and more especially young generation also named digital natives spend most of their time online and more particularly on social networks sites such as Facebook, Twitter or Instagram. Recent trends showed that internet and SNS are tremendously becoming the communication tool to have in order to stay competitive and reach people more effectively (La Tribune, 2017).

Moreover, the E-WOM generated through internet and SNS have a great impact on people behaviors. As seen in the literature review, WOM greatly contributes to the formation of people attitudes and behaviors. Katz and Lazarsfeld (1955) showed that WOM is seven times more effective than magazines and newspapers, four times more effective than vendors and, twice as effective as radio in influencing consumers. Not to mention that E-WOM is more effective than traditional WOM because of its high accessibility (Chatterjee, 2001). In practice, an Ipsos study (2017), demonstrate that 88% of French people are influenced by online reviews or comments which represent a huge opportunity for EcoMegot visibility and awareness. Plus, positive WOM and therefore E-WOM can occur with little advertising and no expenses, thus it is particularly suitable for small organization such as EcoMegot.

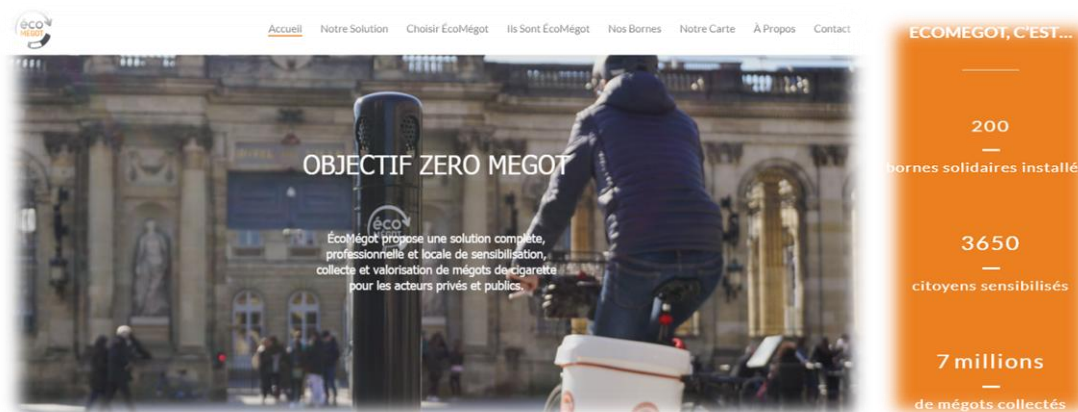
Furthermore, social media networks are means for people to search and share information with each other but also with organizations. More, these platforms allow organizations to establish an active presence and a public voice on the web which will reinforce their communication efforts. However, it demands a daily activity and monitoring, and encourages organizations to stay innovative, creative, consistent and relevant in their communication strategy. The idea here is to **increase EcoMegot awareness, knowledge and visibility but also foster collaborative, interactive and long term relationship with its audience.**



## 1. Website

EcoMegot website is user friendly and easy-to-use displaying clearly the vision, missions, values and objectives of EcoMegot but also key numbers on the results achieved since its creation in terms of number of cigarette butts collected, number of sensitized citizens or number of ashtrays installed as shown by the below pictures.

**Figure 10: EcoMegot website home page screenshot**



Source: EcoMegot website

**Figure 11: Menu displayed on EcoMegot home page**



Source: EcoMegot website

Nevertheless, there are some aspects that should be added in order to increase its attractiveness for more curious audience. For instance, a page dedicated to EcoMegot events could be created. This page will serve to highlights EcoMegot actions and achievements as it currently only use its social networks to communicate that with its audience.

Therefore, it would be interesting to create this dedicated page combined with a calendar of the next events directly linked with EcoMegot Facebook page where most of its audience register and show their interest toward EcoMegot events, thus, facilitating the registering part while increasing the reach and visibility of its events. Also, to increase even more EcoMegot events' visibility, a link to EventBrite could be added. EventBrite is a free platform that helps events' management and display. People are using it to search for nearby events, as they would do it with Facebook nearby events. Using this platform could increase EcoMegot events visibility and eventually reach a greater number of people.

Finally, a blog could be added to EcoMégot webpage allowing visitors to find more detailed information and interesting facts on cigarette butts recycling and pollution but also on EcoMégot achievements in order to keep visitors' interest and encourage them repeat visits. This blog could also be a space where visitors share their EcoMégot moments, fun or interesting facts, photos or videos around cigarettes pollution or actions against that pollution in order to generate a greater interactivity with its audience as it is the case on EcoMégot social networks. However, as discussed with the founder, EcoMégot has only 12 employees and the creation and monitoring of a blog is very time-consuming therefore it would be an option to think about in the future but not conceivable now due to the lack of time and people.

## 2. Social networks

As seen in the literature, people and more especially young generations now look to their social media streams as primary sources of news and information and spend a great amount of time looking for information or inspiration. Therefore, it is crucial for EcoMégot awareness and visibility to be present and active on these powerful informational channels. As mentioned earlier, EcoMégot presence online is still weak and an urgent need to augment its activity there has been observed and corroborated by EcoMégot founder, especially on the platforms Instagram and YouTube. Finally, it is important to note that LinkedIn won't be our focus as it is more for B2B purpose while this communication plan is focused on B2C.

### Facebook and Twitter

EcoMégot is pretty active on Facebook and Twitter and use these channels to communicate its events and achievement with its audience. Both channels are managed on a daily basis by EcoMégot employees who create contents, news update and manage audience relationships by answering comments or questions.

**Figure 12: EcoMégot Facebook and Twitter home page screenshots**



Source: EcoMégot Facebook



Source: EcoMégot Twitter

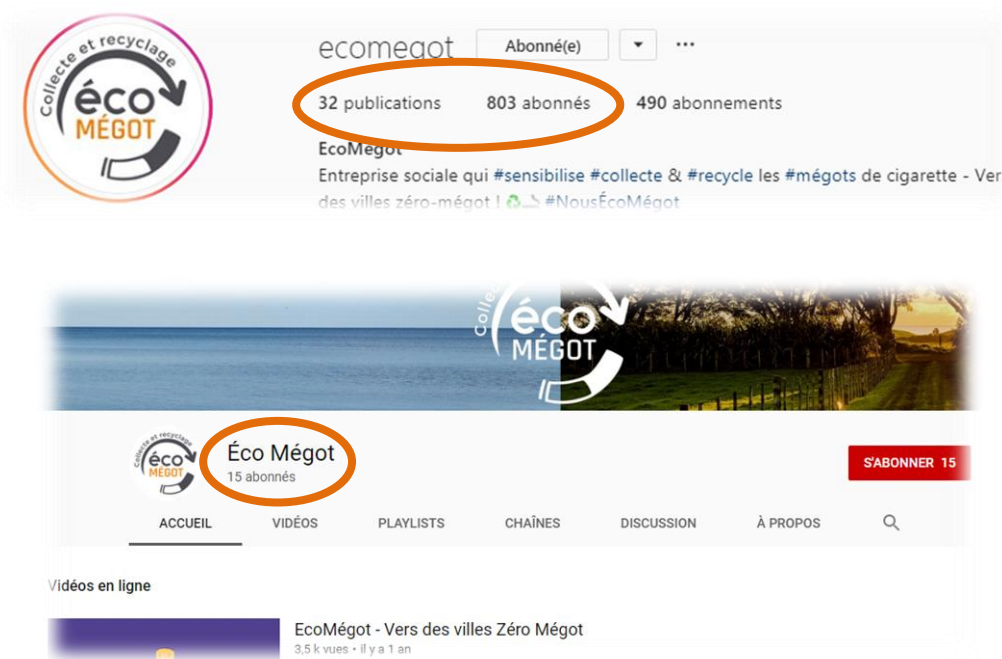
Some improvements can be done, but on overall, EcoMégot is on the right path to create engaging digital experiences on these channels. Still, a recommendation would be to use the new Facebook tools such as live video or story. For instance, these tools could be used during EcoMégot events in order to further increase EcoMégot reach and engagement with its audience. The same will apply with twitter using the Live Tweet function. Also, EcoMégot could use Facebook ads to further increase its visibility and achieve a greater audience reach which will eventually accelerate its growth and success in achieving its objectives.

However, the main recommendations will be focus on Instagram and YouTube channels. Indeed, EcoMégot is not really active on those channels by lack of time and idea as discussed with EcoMégot founder. Therefore, the objective is to increase EcoMégot presence on them.

### *YouTube and Instagram*

EcoMégot presence on Instagram and YouTube is very low with only 803 followers and 32 publications on Instagram and 15 followers and 1 video on YouTube, as shown by the below pictures. It is therefore urgent to change this. Indeed, both channels are constantly growing such as Instagram which have reached 1 billion monthly active users in 2018; or YouTube with more than 1 billion monthly active users which represents a third of the world's internet users (Influencer marketing benchmark report 2019).

**Figure 13: EcoMégot Instagram and YouTube home page screenshots**



*Source: EcoMégot Instagram and YouTube*



First, it is recommended to add the YouTube icons next to other social networks ones as shown in the below picture. Indeed, it will allow people to navigate on the different EcoMegot channels, it is thus crucial to link every channel with each other.

**Figure 14: Social Networks icons**



*Source: EcoMegot website*

As spotted during the founder interview, EcoMegot lack of time and ideas, several recommendations will be given in the following lines.

- **Instagram contests**

These contests can have an informational and sensitizing purpose by creating a quiz on the topic of cigarettes pollution for example. It can appear in Instagram story for example which is fast and easy to create. An example of question could be “*Do you know how many cigarettes are thrown on the floor each year worldwide?*”.

Also, a challenge contest can be created with the aim of better engaging EcoMegot audience and strengthening EcoMegot knowledge. For instance, after a clean-up event, EcoMegot could encourage people to take a picture of collected butts and put it in their story identifying EcoMegot and using the hashtag #NousEcoMegot which is the official hashtag of EcoMegot. The most creative photo or the greatest number of collected butts will be chose by EcoMegot and share in its story. Therefore, EcoMegot won’t have much to do except to choose the pictures to be featured. Also, EcoMegot could use people votes according to the poll features of Instagram; therefore it will just have to share the most voted pictures on its story without even have to select the “best” ones which is a huge gain of time.

These contests will allow a greater E-WOM and therefore increase general awareness, knowledge, visibility and reach of EcoMegot among the French population which are some of the main objectives of this communication plan mentioned earlier. Another recommendation will be to use different hashtags such as #megotchallenge; #zeromegot; #zerodechet and #zerowaste as they will ease the research and referencing of EcoMegot contents, not to mention that hashtags as drivers will facilitate the E-WOM and sometimes the Buzz like for example the #fillthebottle or #trashchallenge that have quickly spread worldwide engaging people in an useful challenge for the greater good. Regarding the choice of hashtags the two



first proposed are not yet used while *#zerodechet* has already more than 500 000 posts and *#zerowaste* more than 3 million ones. Therefore, it is the decision of EcoMegot to create its hashtags by choosing the first two or used existing ones. However, it is important to note that it can be beneficial to use already existing ones, as people will generally look for something they already know. Language is also an important criterion of choice and will depend of the targeted audience. In our case, as EcoMegot is based in France it might be relevant to first choose French language, but as it wants to expand abroad, English is not a bold choice.

- **Instagram and YouTube influencers**

Another suggestion will be to create communication partnerships with influencers, bloggers or youtubers. These influencers would allow EcoMegot to reach a greater audience and amplify its voice using the influencers' networks and the influencers as relay and loudspeakers of EcoMegot messages.

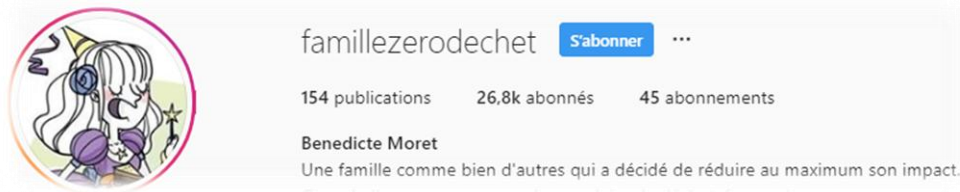
As most of influencers are looking to be paid, it would be smarter to start collaborating with micro influencers that have less than 15 thousand of followers who will be more willing to partner with EcoMegot without being paid. Also, micro influencers are known for their greater engagement and interactivity with their community, therefore it would be an appropriate choice for EcoMegot. Influencer with more followers also called macro influencers could be later used to increase EcoMegot visibility but they might not want to partner up for “nothing”. In any case, EcoMegot must look for influencers sharing the same values and interests as it would be more relevant for the audience but also easier to convince those influencers to partner up and then create a lasting relationship with them.

Regarding micro influencers and for convenience purpose, they could be choose among EcoMegot audience according to their recurrent participation to EcoMegot events or their activity on EcoMegot social media account. If it is still too difficult or time-consuming, EcoMegot could use, here again a contest during few weeks asking people to use the hashtag *#superfanecomegot* each time a person comments something for example. Followers who will records the higher number of super fan hashtags will be choose as EcoMegot ambassadors.

Regarding macro influencers, there is plenty of choice again and EcoMegot will have to choose the ones that best fit their values and missions. However it could be a strategy for later purpose as it would be hard to convince them without paying them because it is their job and they need something to live. However, they could be interested in EcoMegot concept and

willing to help for free. This is something that EcoMegot will have to figure out by reaching them and discussing opportunities. Below three examples of influencers that could be reached by EcoMegot:

> Famille Zero Dechet. A family which have decided to reduce as much as possible its waste and could fit the EcoMegot values. They have more than 26 thousand of followers on Instagram and have a great engagement and interactivity with their community.



Source: Famille Zero Dechet Instagram

> La Barbe. A famous youtuber engaged in planet protection and waste reduction that has more than 210 thousand of followers on YouTube and has already collaborated with Surf Rider Foundation which is one of EcoMegot partners. The video displayed in the picture below has had more than 190 thousand views, which is far from the 3500 view of EcoMegot video.



Source: YouTube

> Lea Camilleri. Located in Marseille where EcoMegot already operates, she has more than 360 thousand followers on Instagram and therefore a great impact on her community. She is involved in several environmental projects and has already promoted several times citizenships actions such as clean walk as the one displayed in the picture.



Source: Instagram

- **Video awareness campaign on Instagram and YouTube**

Another recommendation would be to create short sensitizing videos that could be in collaboration with influencers or online media such as Brut, Loopsider or Konbini in order to access their followers networks and better reach people and especially young generations. Also, these videos could be created by EcoMegot itself if time and resource available could make it possible. These short video campaigns should be visually impactful and short enough meaning that no more or five minutes to grab people attention and interest without making them boring. For instance, it could be sensitizing videos around the key numbers of cigarettes butts pollution per partner cities like for example “Do you know that in Bordeaux about 200 million cigarette butts or 35 tons are reportedly thrown on the ground every year” or “do you know that in Paris 350 tons of cigarette butts are reportedly found on the ground each year”. Another format of sensitizing campaign could take the form of a tutorial on how to be a more responsible citizen using impactful sentences such as “if you’re not part of the solution, then you’re part of the problem”

- **Environment dedicated social platforms (bonus)**

Finally, EcoMegot could register and engage in social platform dedicated to the environment such as Koom.org, social-planet.org, ZEI.com, newmanity.com, wiser.org which gather on associations, NGOs, social enterprises and actors of global change. It would be inexpensive and valuable tools to monitor subjects and follow trends that interest EcoMegot but also help EcoMegot spread the word while developing a network of people already engage in citizenship behavior and ready to help for a cleaner world.

### III | IMPLEMENTATION TIMETABLE AND EVALUATION

#### 1) COMMUNICATION SCHEDULE AND COSTS

Scheduling will help the organization prioritize its communication activities according to the costs generated and seasonality, in order to achieve its established goals. Communication budget has not been unveiled during the founder interview, except that it is a small one.

Therefore; the communication plan has been mainly based on having the minimum expenses as possible, thus the budget proposal won't exceed 5000€. However, costs associated with time spent, logistics and implementation are hard to predict, not to mention the negotiation factor which is difficult to measure. Nevertheless, the following table will show a possible timetable alongside with estimated costs of activities:

**Table 3: Schedule and Budget**

Activities	2020												Price
	J	F	M	A	M	J	J	A	S	O	N	D	
<b>Events and Experiences</b>													
Clean Walk Challenge - France tour													450 €
Clean Walk Challenge - School contest													600 €
Festival Zero Waste													150 €
<b>Creative Publicity</b>													
Voting EcoMegot ashtrays													N/A
Nudge techniques													N/A
<b>Interactive Marketing and E-WOM</b>													
Website													N/A
Facebook and Twitter													N/A
Facebook ads													500 €
Instagram contests													N/A
Influencers													1 000 €
Video awareness campaigns - Brut example													1 875 €
<b>TOTAL</b>													<b>4 575 €</b>

The starting point of this annual communication plan will be in January 2020, to let the necessary time to prepare and organize everything for EcoMegot. Currently two people are in charge of the communication department under the supervision of the executive directors and the EcoMegot founder. Therefore, these two people will be the main responsables of the communication plan implementation. Also, after discussing with EcoMegot founder an intern will soon be hired and will help to implement the proposed communication strategies. Not to mention EcoMegot's partners and volunteers that will also help for the implementation.

The following lines will detailed the implementation and associated costs of each of the proposed strategies:

<> The Clean Walk Challenge (France tour) is calculated on the basis of 10 cities and the cost of an estimated average of hundred pocket ashtrays distributed per city plus an extra stock of 50 if needed thus  $Q= 1500$  (the selected price per unit is 0,30). The organizational and logistics costs are not included here as EcoMegot will count on corporate and public sponsorships funding which should cover these expenses. For the human resources, as detailed in the previous part, EcoMegot will rely on volunteers for the organization of this event, as it currently does to decrease organizational costs. Finally, it is scheduled during spring time as the weather is more favorable. Not to mention that is the holiday's period and a lot of tourists might be present and willing to participate, further developing EcoMegot reach.

<> The Clean Walk Challenge (School contest) is calculated on the basis of 10 schools with an average of 200 ashtrays distributed, thus  $Q=2000$ . The organizational and logistics costs are also not included here as EcoMegot will be in collaboration with schools which should cover these expenses by financing these events. Plus, as for the France tour, this school contest Clean Walk Challenge will rely on volunteers but also on students associations to help for the event's organization. Finally, it has been chosen to do it during winter-spring time to not bother students in exam periods.

<> Regarding the festival, it has been chosen to do it in May as the weather is more favorable and there is a lot of day-off in France. Similarly to the Clean Walk Challenges, volunteers will be used for the organization, not to mention the partnership with Bordeaux and the several corporate sponsorships that will help minimize the organizational and logistics costs. For the festival programming, and again as detailed in the previous part, local associations and artists will be contacted in order to not have extra expenses. Finally regarding goodies distribution an average of 500 pocket ashtrays has been took.

<> For the creative publicity, both of the mentioned activities can be done at any time during the year and will thus depends on EcoMegot capacity to sign partnerships willing to finance its actions and depending on the agreement of city for nudge and gamification techniques. However, if EcoMegot wishes it can put in place an EcoMegot ashtray without signing any financing partnerships and in that case it will cost less than hundred Euros including materials purchase and employee's salary as discussed with EcoMegot founder while the footprints could just be painted on the floor and the only cost would be to buy the painting.

◁> Regarding interactive marketing and E-WOM, again the mentioned activities can be performed at any time and will therefore depend of EcoMegot wishes. However, it is recommended to activate social networks few weeks before an event in order to announce and promote it properly among the target audience, but also during the event in a more intensive manner using website's articles or social media stories, live videos and publications to increase WOM and E-WOM and generate buzz and finally after, to communicate results and achievements. Also, it has been chosen to not do more than 5 Instagram contests per year in order to not bother people if too often, but still keep EcoMegot in their minds and ease the life of EcoMegot employees as it is still a small team that cannot focus 100% of their time on communication purpose.

For the Facebook ads, it is possible to set a threshold that is not to be exceeded. In order to stay below the 5000€ budget limit, the threshold has been set at 500€ annually, money that EcoMegot can use when it thinks it is the best suited, even though it is recommended to advertise when closer to an event or special moment. Regarding the collaboration with influencers, an average costs have been estimated based on the comparison of three influencers' agency prices which I have been calling asking for a quotation. As a result, a basis of 200€ per post have been retained for an influencer with around 50k followers. Therefore, for 5 posts included in its influencer's campaign EcoMegot will have to pay 1000€

Finally, it is advised to make at least one video campaign per year. In the above table, the budget associated has focus on a video campaign in collaboration with the online media Brut. After reviewing their pricing online, a 3 minutes sponsored video edited by and disclosed on Brut's contents will costs 2500€, nevertheless several discounts are applicable because it is an advertising of general interest or because EcoMegot has an association status, therefore a discount of 25% can be applied which represent only 1875€.

To finish, the total budget is very low, in accordance with EcoMegot wishes. However, as mentioned above, costs associated with time spent, logistics and implementation are hard to predict even though tactics used here are the less expensive possible and the fact that EcoMegot will use sponsors financing and volunteers to support its workforce, still this overall budget might have to be taken upwards but normally should not exceed 5000€ if well negotiated, which is highly suitable for a small budget and therefore absolutely respecting EcoMegot wishes.

## 2) EVALUATION METRICS

Once the communication plan is created and implemented, it is crucial to measure its effectiveness to achieve the settled goals. Indeed, clear measures make it easier to ascertain what is working and what need to be change (Patterson & Radtke, 2009). Therefore, monitoring as well as evaluation are crucial and can be made through the analysis of the KPIs and the ROI depending of the initial objectives of the organization. It can also be done using survey questionnaire to collect audience feedback and precious information on the communication impact.

This evaluation must allow being flexible and being able to adapt the communication plan to future needs (Tennyson & Ray, 2005). Therefore, the following table is summarizing the main measurement and evaluation criterias for each communication actions previously presented:

**Table 4: Evaluation Metrics**

COMMUNICATION STRATEGY	METRICS AND EVALUATION TOOLS
Events: Clean Walk Challenges Festival zero waste	<ul style="list-style-type: none"> <li>• Number of participants</li> <li>• Number of collected cigarettes butts</li> <li>• Number of photos or publications posted by attendees about the events and EcoMegot</li> <li>• Number of distributed EcoMegot pocket ashtrays</li> <li>• E-WOM generated according to number of posts and EcoMegot hashtags used</li> </ul> (for hashtags analysis on Twitter, trend topic is a good tool to analyze the buzz generated)
Gamification technique: Voting EcoMegot ashtrays	<ul style="list-style-type: none"> <li>• Number of cigarette butts collected compared to the one collected in normal ashtrays</li> <li>• E-WOM generated according to number of posts (photos or publications) and EcoMegot hashtags used</li> </ul>
Nudge technique: Visual cues	<ul style="list-style-type: none"> <li>• Number of cigarette butts collected compared to the one collected in ashtrays non using nudge techniques</li> <li>• E-WOM generated according to number of posts (photos or publications) and EcoMegot hashtags used</li> </ul>



Website	<ul style="list-style-type: none"> <li>• Number of visits</li> <li>• New sessions (percentage of new visitors on website)</li> <li>• Percentage of known visitors (measure loyalty)</li> <li>• Average time spent (duration of visit)</li> <li>• Bounce rate (to measure content quality and relevance)</li> </ul> (Using Google Analytics and Semrush to easily analyze KPIs)
Facebook live and story	<ul style="list-style-type: none"> <li>• Number of views, likes, comments and shares</li> <li>• Number of new followers on EcoMegot Facebook account</li> </ul>
Facebook ads	<ul style="list-style-type: none"> <li>• Number of CPM (Not to mention that Facebook propose its own analytics which give great insights on the performance of the campaign in terms of audience and reach)</li> </ul>
Twitter live	<ul style="list-style-type: none"> <li>• Number of views, likes, comments and retweets</li> <li>• Number of new followers on EcoMegot Twitter account</li> </ul>
Instagram contests	<ul style="list-style-type: none"> <li>• Number of contest participants</li> <li>• Number of views, likes, comments, shares and reach</li> <li>• Level of interactions and engagement</li> <li>• Number of new followers on EcoMegot Instagram account</li> <li>• Number of direct messages and EcoMegot hashtags used</li> </ul>
Instagram and YouTube influencers	<ul style="list-style-type: none"> <li>• Number of views, likes, comments, shares and reach</li> <li>• Number of click and redirection to EcoMegot website</li> <li>• Number of EcoMegot hashtags used</li> </ul>
Video campaign (YouTube and Instagram)	<ul style="list-style-type: none"> <li>• Number of views, likes, comments and shares</li> <li>• Number of click and redirection to EcoMegot website</li> <li>• Number of new followers on EcoMegot Instagram account</li> <li>• Number of new followers on EcoMegot YouTube account</li> </ul>

All of these metrics can be found using reports from Google analytics or Semrush which are free tools to analyze website activity, but also using Trend Topic also called TT showing the trending topics on Twitter according to filters such as location, time or hashtags. Also, it is possible to use SNS free analytics such as YouTube Analytics, Instagram Insights, Facebook Insights or Twitter Analytics.

# CONCLUSION

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*In this part, a summary of the key findings and recommendations will be drawn followed by the project contributions and proposal for future strategies, to finally address the limitations which have been faced during the writing of this project.*

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## I | PROJECT CONCLUSION

The main goal of this project was to propose a realistic but innovative and effective communication plan using creative and impactful strategies for EcoMegot, a French young association dedicated to the collect and recycling of cigarette butts, which definitely needed a little assistance to design, with a very small budget, better strategies to successfully achieve its ambitious goals namely:

- 1. Increase general awareness and knowledge about EcoMegot and its concept** among the French population, smokers or non-smokers and more particularly to reach the young generations because it is important to sensitize as early as possible.
- 2. Increase EcoMegot reach and visibility to make EcoMegot a top-of-mind player** in the French circular economy and seen as the major actor of cigarettes butts recycling allowing EcoMegot to easily expand its private and public partnerships and possibly export and duplicate its model abroad.
- 3. Increase the number of people sensitized by EcoMegot and find innovative strategies to close the gap between intentions and actual behavior** toward cigarettes butts pollution in order to make EcoMegot a main actor of change toward more responsible behaviors and attitudes among the French population.

With its specific objectives and constraints coupled with the particular market it is evolving in, classical communication strategies are not enough. For this purpose, a thorough literature review combined with an internal analysis of EcoMegot and an empirical analysis has been carried out in order to better understand the origins of the obstacles and challenges it is currently facing. After having established a solid knowledge foundation and having a better overview of all the components to take into account, key findings emerged and has been used as foundation to the communication plan proposal.

First, the theoretical teaching and findings of the literature review have been crucial to have a better understanding of the main scientific domains impacting EcoMegot ecosystem and influencing its communication strategies.

Starting with an academical research on how to create a successful and impactful communication plan, the main findings have discover seven steps and several guidelines to follow in order to create an effective communication plan. Then, an overview of the evolution of communication strategies disrupted by the digital revolution and the advent of social media have been crucial to understand the new trends, needs and expectations that will frame the communication plan proposal.

Indeed, the increased connectivity, information overload and new people's expectations and behaviors have completely changed the communication landscape. The increasing difficulty to attract and retain people attention has forced organizations to adjust and find new communication strategies that are innovative and impactful in order to reach their audience especially in regards of the young generations. Moreover, the literature review has proven a paradigm shift in communication from traditional approaches to digital ones.

Also, a general mistrust toward brands and traditional media has boosted the emergence of new strategies that are nowadays increasingly growing, namely social media and influencers marketing. Indeed, social media are used on a daily basis by the major part of the French population as several studies and reports have demonstrated and the influencers are seen as opinion leaders, trusted by their community and greatly impacting their followers' behaviors and attitudes. Therefore, organizations looking to stand out of the competition and develop impactful strategies have used these new channels of information diffusion and influence as important lever into their digital communication strategies.

Nowadays, the vital role of social media and influencer marketing to expand the reach and attract new clients while enhancing their marketing and communication efforts are no longer to be proven. An even truer statement when it comes to target and reach young generations. Combined with the effect of peer influence, WOM and E-WOM, are powerful tools to be used by organizations. Indeed, they greatly impact the formation of people attitudes and behaviors and are considered as the most impactful means of transmitting information and influencing people (Ardelet & Brial, 2011).



Thereafter, in order to have a better overview of the studied organization ecosystem and universe, an analysis of the industry it is evolving around has been performed. Findings have demonstrated the crucial and urgent need of EcoMegot activities. Indeed, more than 16 millions of French are smoking which represent one out of three people aged from 15 to 75 years old and most of the time they will throw their cigarettes on the floor, polluting their environment without even really realizing it. This real scourge constitutes a real pollution problem and despite several social marketing strategies including sensitizing communication campaigns, this issue is far from being solved.

Therefore, it was important to understand why these social marketing campaigns have failed in changing people behaviors for a greater good and more importantly why smokers' behaviors were not affected. As demonstrated by the literature review and several reports, people are aware and willing to change their behaviors however their intentions are not always translated into real changes (Fishbein & Ajzen, 1975). Thus, innovative and creative techniques have been developed such as the nudge or the gamification which refers as powerful tools to facilitate the transition from intentions to actions.

Based on these findings and with the objectives, missions and values of EcoMegot emerged from its internal analysis in minds, it was necessary to conduct an empirical study in order to grasp the real people's perceptions but also to better understand their motivations in order to close the gap between intentions and actual behavior. The results have spotted several rooms for improvement in the current EcoMegot communication strategy which will be summarized as follow:

- 1. Development of EcoMegot experiences and impactful events** in order to achieve a greater reach, sensitize and guide people toward the right path and the greater good.
- 2. Implementation of powerful and innovative techniques** such as the nudge, gamification and the use of influencer marketing in order to close the gap between intentions and actions and encourage more responsible behaviors at larger scale.
- 3. Greater focus on digital strategies** and more especially the use of social networks to enhance EcoMegot communication efforts at inexpensive costs and reach the young generations easily.

## II | CONTRIBUTIONS AND PROPOSAL FOR FUTURE STRATEGIES

Regarding the project contributions, in addition to what have been enunciated above, theoretical findings from the literature review of this project might have important implication for marketers and serve as foundation for further research around several subjects such as social marketing, social media marketing, influencer marketing, EWOM, peer and social influence or on the effect of nudge and gamification on intentions and real behaviors. It also shed light on key numbers of the French tobacco industry and more importantly provide the crucial steps for the creation of an efficient and innovative communication plan using creative and impactful strategies such as nudging or gamification. Also, this project can also serve as guidelines on how to conduct in-depth interview using semi-structured questionnaire as well as online survey questionnaires and the methodology used in order to analyze the findings.

Regarding the strategies that EcoMegot should investigate and exploit in the future in order to further increase its visibility and awareness around its concept, EcoMegot could create a blog as mentioned earlier. A blog could greatly increase EcoMegot credibility by bringing interesting and meaningful contents and storytelling. However, it is not a strategy for the nearer future as EcoMegot lack of employee resources will prevent the daily monitoring of the blog which is crucial for its success.

Another strategy that could be used by EcoMegot in the future is the use of buzz marketing techniques to increase its visibility and foster E-WOM around its concept. EcoMegot could use the same concept of the *#IceBucketchallenge* or *#trashchallenge* which have become viral worldwide encouraging people to individually commit themselves, therefore EcoMegot could use the same concept by adapting it to its goals the collect and recycling of cigarettes butts while sensitizing people and thus create its own *#EcoMegotchallenge* in order to increase its visibility and become a reference in its sectors. However, this marketing strategy can be very harmful if not properly monitored as EcoMegot won't have any control on it, it is thus important to be reactive in order to avoid the bad buzz, therefore demanding time and human resources that EcoMegot does not seem to have right now according to its founder.

Also, EcoMegot could use guerilla marketing strategies in order to have a greater impact on its target population. The guerilla marketing has been introduced by Jay Conrad Levinson in 1984 and consists of a set of unconventional marketing strategies and techniques that, to



achieve its objectives, requires ingenuity and creativity, rather than massive investments in advertising. Thus, the guerilla marketing could suit the small budget of EcoMegot while achieving a greater reach and visibility. In order to do so, we can imagine a huge optical illusion on the cigarette pollution theme, drawn on the floor of famous squares in big cities such as Paris for example or a giant collaborative sculpture where people will participate to its creation by adding their cigarettes butts and only when the sculpture is full the design or the message will be revealed to the public generating desire of participation and impatience, thus E-WOM and engagement among the population.

Thereafter, EcoMegot could use as its advantage the IoT's advances and create connected ashtrays that could distribute points to the people using them. These points will allow people gaining promotion on nearby shops thus encouraging the development of local economy which is one of the EcoMegot missions while encouraging people to anchor that more responsible behavior in their daily life. In order to so, EcoMegot will have to further develop local partnerships. Nevertheless, it could be very time consuming to search for local partnerships and the follow-up.

Finally, EcoMegot will have to develop its collaboration with social influencers as it is trendy and effective in particular to reach younger generations; and more particularly, EcoMegot could create a worldwide competition which will consist in choosing an EcoMegot ambassador who will make a world tour all expenses paid, to spread and increase the visibility of the EcoMegot concept and sensitize people all over the world, but also to discover elsewhere techniques of fighting cigarettes pollution and sharing it to the EcoMegot community. However, this project might require a big monitoring and logistics costs that EcoMegot cannot afford now.



### III | PROJECT LIMITATIONS

Many limitations were faced during the writing of this project thesis. First, it has been impossible to find statistics on the French recycling industry of cigarettes butts as it is still in its early stage. Then, it has been hard to find recent academics studies on several themes such as for example the guidelines to create a successful communication plan.

Also, another limitation would be related to the methodology used to analyze both qualitative and quantitative data. Indeed, interpretivism has been the chosen philosophy therefore bias might have occurred. Not to mention that the results of the quantitative approach have shown a limited age group representation seen with a high percentage of millennials, due to the survey diffusion on social media platforms where millennials are the most active group.

Moreover, time constraints have prevented the realization of a more in-depth interview with the founder and more particularly to make an interview with the communication responsible of EcoMegot who could have bring valuable information such as the approximate budget allocated to the communication and marketing department. Without this information it has been difficult to propose the most adequate communication plan and the only basis was to have the minimum of expenses possible. Finally, costs associated with time spent, logistics and implementation are hard to predict, not to mention the negotiation factor which is difficult to measure. Thus, the proposed budget and costs associated are mainly based on approximations.

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## APPENDICES

### Appendix I | INTERVIEW QUESTIONNAIRE – EcoMegot founder

#### 1) Can you explain the story of EcoMegot, its activities and target audience?

EcoMegot is an association created in Bordeaux in July 2016. It is part of the social and solidarity economy and help private and public structures toward zero cigarettes butts pollution by offering an innovative, complete and local solution to recycle cigarettes butts but also to raise awareness. We have started from a simple observation: cigarettes butts are everywhere. It is a small waste but it has a strong environmental impact and it is not a positive one. In France for example it is about 40 billion of cigarettes butts that are thrown on the floor every year...can you imagine? Anyway, for us cigarette butt is no longer a waste but a resource. At EcoMegot we wanted to make the cigarette butt a meaningful subject, whether in an environmental or social way. First, environmental because our objective is to clean up as many cities as possible and then, social because we work with an Insertion Workshop (Fil de Faire) to manufacture our solidarity ashtrays and help reinsert people in the world of work. Not to mention the sensitization of the citizens.

Through awareness raising and cigarette butt collection, we aimed at develop a local recycling channel. Our solution has several points:

**Manufacture of solidarity ashtrays by an insertion site:** An ashtray represents about 7 hours of work, thus these ashtrays contribute to the creation of local jobs. Moreover, it is made in Bordeaux, and they are handmade.

**Face-to-face awareness-raising:** It is carried out by awareness-raising agents. They travel one or two half-days in the partners' structure as needed and they help sensitize people during events.

**The collection part:** It is provided in a green way, i.e. by bicycle. We remain committed to an ecological and green approach.

**The recycling part:** we can recycle the plastic butt since it is made of cellulose acetate by transforming them into reconditioned plastic, furnitures or energy producer. We now stock 1.2 million cigarette butts to take the time to study as we are working on a R&D project to determine a 100% clean-up and more responsible technique in order to recycle the three streams: tobacco, paper and filter. The paper and tobacco are pretty easy to recycle but regarding the filter there is still no 100% efficient solutions to recycle them. Thus our mission is to create the first industrial recycling tool that 100% depollutes cigarette butts.





To be more specific, our activity has a double benefit. So as I said earlier, an environmental benefit because we clean up cities and the environment by collecting cigarette butts and raising awareness of their impact. Indeed, a cigarette butt alone can pollute up to 500L of water as it contains more than 2500 chemical and toxic substances and it takes 12 years to degrade. All the cigarette butts collected are as many butts as we do not find in nature. A lot of work is being done to raise awareness of the damage caused by the cigarette butt. It is also of social utility, through the creation of local jobs (direct and indirect) but also through the willingness to work with people in difficulty.

There is no particular target audience. At EcoMegot, we work with everyone. Whether it is a community, a company, an association, an event, a beach... Our offer is flexible and adaptable.

So in brief, EcoMegot is an association that works to raise awareness, collect and recycle cigarette butts. Raising awareness about this small waste, which is nevertheless very polluting for the urban and natural environment, allows the adoption of the right actions. Collection and recycling offers communities, private individuals and festivals a solution for recovering and processing cigarette butts.

## **2) Who are your partners and other stakeholders involved in this project?**

EcoMegot aims to bring together a large number of stakeholders by involving them each at their own level within the project. We therefore have very diverse partnerships, more than 200 today, so to name just a few:

- Bordeaux Metropole: Main stakeholders in the project
- Fil de Faire: Manufacture of cigarette butt solidarity ashtrays
- Hurlu: Solidarity ashtrays design
- DREAL, Water Agency, Aquitaine Region: Project financing
- JAIS Network: Support in terms of network and financing
- ADI: Project financing and support
- Corporate clubs: Support for project implementation and business development
- Keolis: Partners which help in the installation of cigarette butt ashtrays at tram and bus stops
- Surf Rider Foundation : Help with raising awareness and organization of responsible events
- Departmental and Regional Council: Work on awareness raising and citizenship

And many others, the list is very long; we are working with public partners such as cities like Lyon or Toulouse and private partners such as SNCF, Suez France, Cdiscount etc... You can find more on our websites if you want.



### **3) What is the evolution since 2016 and what are the main goals for the future?**

In terms of results since our creation we have installed more than 200 solidarity ashtrays in several cities across France but also abroad with the city of Monaco. We have collected more than 7 million of cigarette butts which represent 1 ton and we have sensitized more than 3600 citizens through our operations. The project here is the development of the valorization and recycling chain of cigarette butts. During 2019, we will collect more than 4 million cigarette butts and it is becoming imperative to find a recycling chain solution in order to be a real player in the circular economy. This is why we are currently raising funds with the ambitious objective to attain 200000€ in order to finance our R&D and create the first industrial recycling tool that 100% depollutes cigarette butts. Therefore, the main goals for the future are first to develop and patent this solution, install more than 800 solidarity ashtray within three years, collect and recycle as much cigarette butts as possible, reach and sensitize as many citizens as possible by increasing our communication and visibility as main actor of cigarette butts recycling and finally export and duplicate our model in other countries as done with other French regions and thus foster the planet protection and sustainable development at a greater scale.

### **4) What are the main challenges of your industry / market and your main competitors?**

At the moment, the cigarette butt recycling sector is still in its infancy and in France, no 100% recycling process exist yet. Recycling projects exist but none have yet given full satisfaction. This is very challenging as we don't have an existing model to copy on how to 100% depollutes cigarette butts. This is why; we are committed to developing our own industrial tool, at a local level. Thanks to this, we will have all the necessary transparency and visibility for the treatment of a waste such as cigarette butts and also we will be able to create local jobs. The other advantage of a local industrial tool is the low carbon footprint in terms of transport and transport of cigarette butts.

Moreover, in France, a law on the circular economy is to be passed before the end of this summer, and should create four new sectors with extended producer responsibility (toys, sports and leisure articles, DIY and garden items, cigarette butts), whose specifications are expected in 2020. As far as cigarette butts are concerned, this law would require cigarette companies to finance the collection and recycling of cigarette butts, which is very good news for us as we will bring them a complete solution and they will have to finance us. However, with this law cigarette butts may soon be classified as hazardous waste. This would lead to new regulatory constraints to clean up the filters and thus recycle butts. Another main challenge would be to have a real impact on citizens and change mentalities because we know that people agree to recycle and support the sustainable development and the planet protection when asked, but in reality, these intentions are not translated in actual behaviors and actions. Therefore, the main challenge we have to face would be to convince people and change their mentality to make them act more responsibly.



Regarding our main competitors, there are only three other entities in France which collect and propose the recycling of the cigarette butts. Since 2017, Eco Action Plus has been offering the first cigarette butt recycling unit in France to recycle them into plastic bricks thanks to the Mé-Go service. This service offers several collection solutions, one for small businesses, associations and individuals and one for structures with more than 10 employees. At the same time, it has forged partnerships with collectors throughout France.

In addition, many companies now offer collection services and enter into partnerships with Eco Action Plus or TerraCycle for treatment. As a reminder, TerraCycle is the oldest and most famous, founded in 2001 in the United States, specializes in the collection and recycling of "difficult" waste that is not recycled by conventional sorting systems and has developed its own cigarette butt recycling process. Cy-Clope offers better management of smoking areas in large companies or local authorities in partnership with TerraCycle. Cendricom offers a collection solution in public and private areas or during events in partnership with Eco Action Plus.

However, it should be noted that the recycling of cigarette butts has a high financial cost due to the decontamination steps and the volume of the product to be recycled. Unlike other types of waste, its recycling is not very lucrative. This partly explains why so few industrialists have taken up the field.

**5) In terms of communication, which strategy do you use to communicate your messages (online and offline)?**

Our communication strategy is primary based on events organization and participation to festivals and tradeshow in collaboration with our partners. Partnerships allow us to not spend much money in communication which is not our first priority as we are currently focused on the R&D and the development of our business model in other cities. This offline strategy and these partnerships have allowed us to be portrayed by very different online and offline media through articles on our solutions and I am often contacted to make interviews for print, radio, TV, blogs etc that you can find in our Facebook feed where we used to post any of our achievements.

Also, online communication through digital marketing is an important channel for Ecomegot in order to convey messages and raise awareness at low costs. As I said, we don't have the sufficient funds to allocate a big budget for communication purpose. Currently our online presence is growing but, we know that we need to develop it much more especially on social networks in order to reach a maximum of citizens and more particularly the young generation and be visible to attain new potential partners. However we lack of idea and time. Moreover, the costs of using social media marketing are pretty low, which can represent a suitable solution to explore for EcoMegot small communication budget. For more information you can have a look to our website and social networks and access our web analytics to have further details.



## Appendix II | SURVEY QUESTIONNAIRE



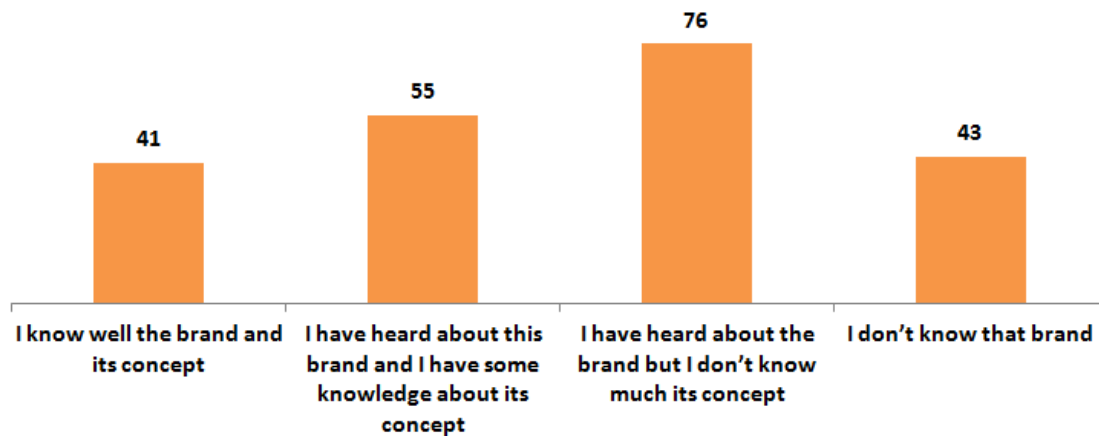
### EcoMegot presentation:

EcoMegot is an association that works to raise awareness around cigarette butts pollution while collecting and recycling them.

### -- ECOMEGOT AWARENESS AND PERCEPTIONS (7 questions)

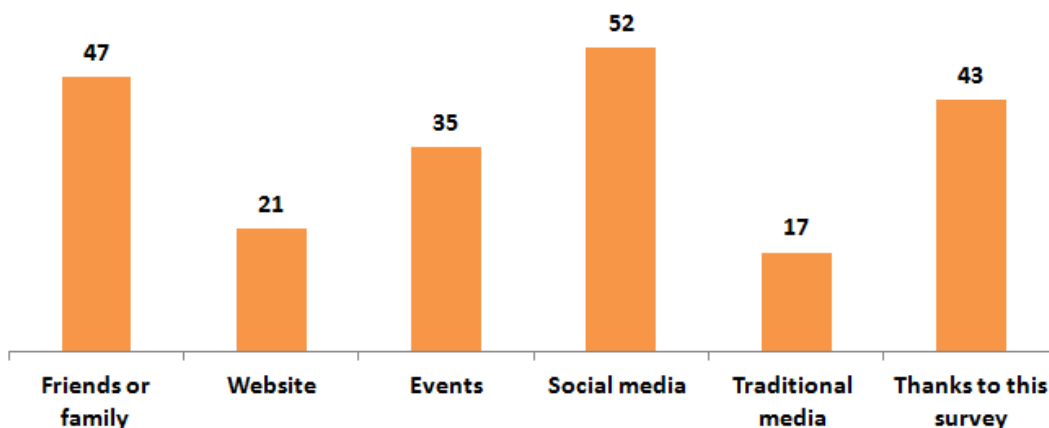
#### Q1. Have you heard of EcoMegot before?

- a) I know well the brand and its concept
- b) I have heard about this brand and I have some knowledge about its concept
- c) I have heard about the brand but I don't know much its concept
- d) I don't know that brand



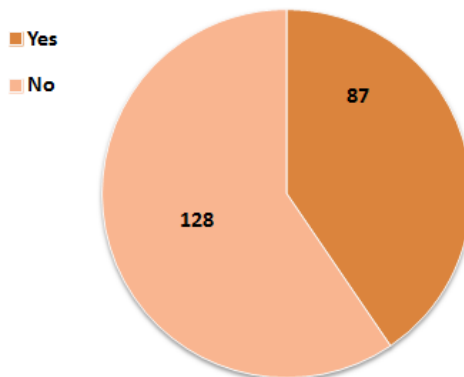
#### Q2. How have you heard about EcoMegot?

- a) Friends or family
- b) Website
- c) Events
- d) Social media (Facebook, Instagram, Twitter, YouTube, LinkedIn, blogs)
- e) Traditional media (Newspapers, Magazines, TV, Radio etc)
- f) Thanks to this survey



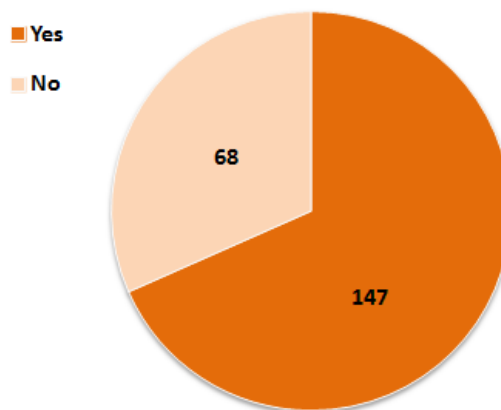
**Q3. Have you ever participate in EcoMegot events (i.e.: Clean Walk Challenge) or be part of an event using EcoMegot ashtrays (i.e.: festivals such as Reggae Sun Ska)?**

- a) Yes
- b) No



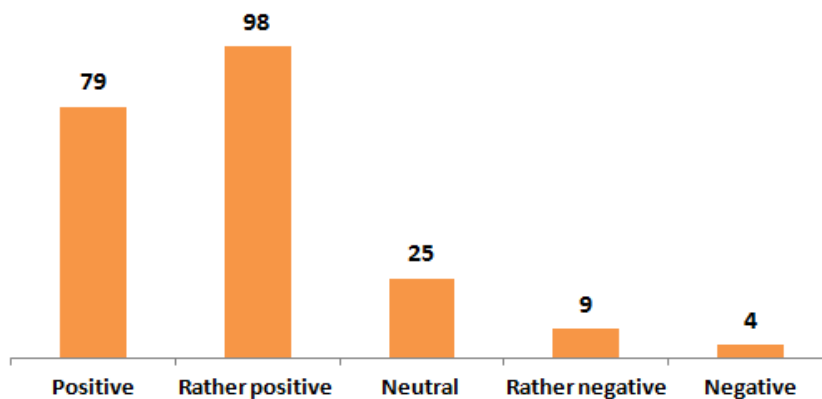
**Q4. Would you be willing to participate to EcoMegot events?**

- a) Yes
- b) No



**Q5. What is your opinion toward EcoMegot concept?**

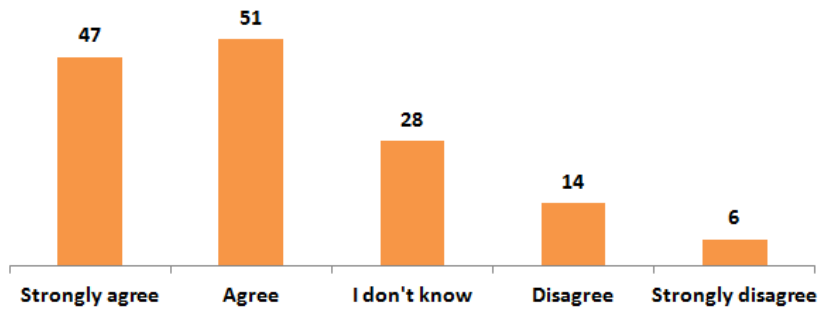
- a) Positive
- b) Rather positive
- c) Neutral
- d) Rather negative
- e) Negative





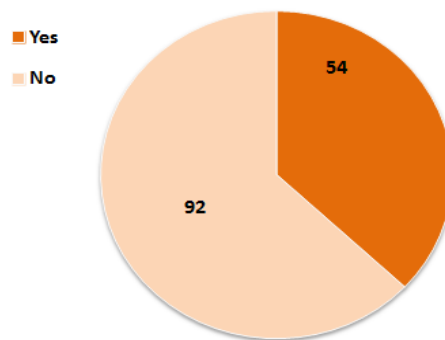
**Q6. Will you use EcoMegot ashtrays in the future?** (Optional for non-smoker)

- a) Strongly agree
- b) Agree
- c) It depends
- d) Disagree
- e) Strongly disagree



**Q7. Have you ever use EcoMegot ashtrays?** (Optional for non-smoker)

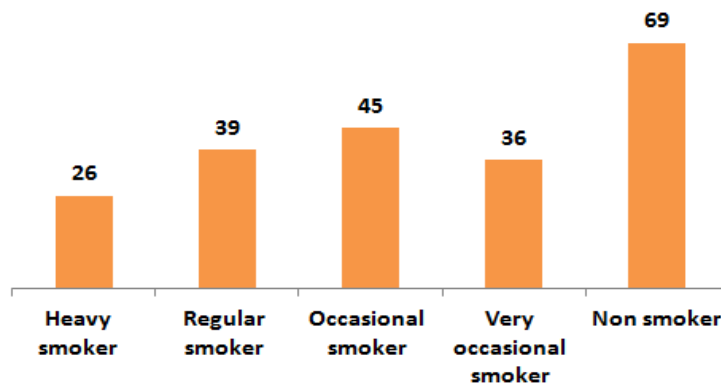
- a) Yes
- b) No



**-- CITIZENS BEHAVIORAL INTENTIONS AND REAL BEHAVIOR** (9 questions)

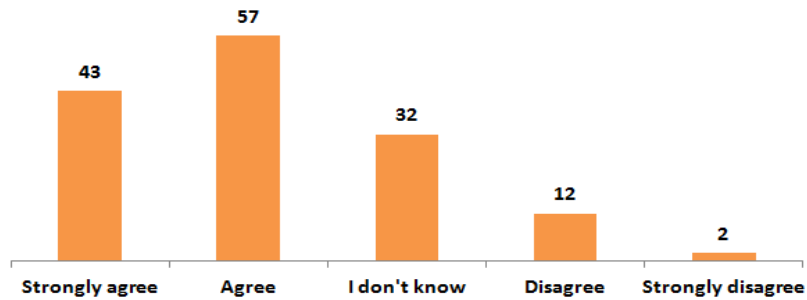
**Q8. Are you a smoker?**

- a) Heavy smoker (at least 1 pack a day)
- b) Regular smoker (more than 1 packs per month)
- c) Occasional smoker (less than 1 pack per month)
- d) Very occasional smoker (rarely smoking)
- e) Non smoker



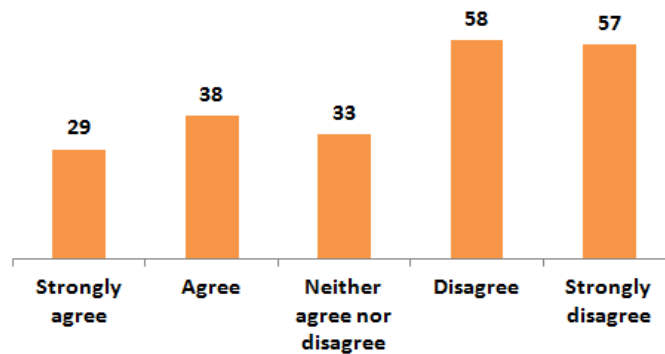
**Q9. If more people would not throw their cigarettes on the floor, I would not do it** (optional for non-smoker)

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree



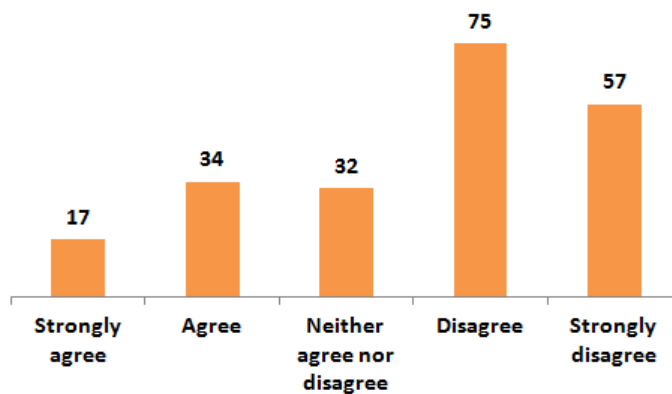
**Q10. I am aware of the environmental impact of cigarettes**

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree



**Q11. Cities and public spaces provide satisfactory resources for collecting cigarettes (bins, ashtrays)?**

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

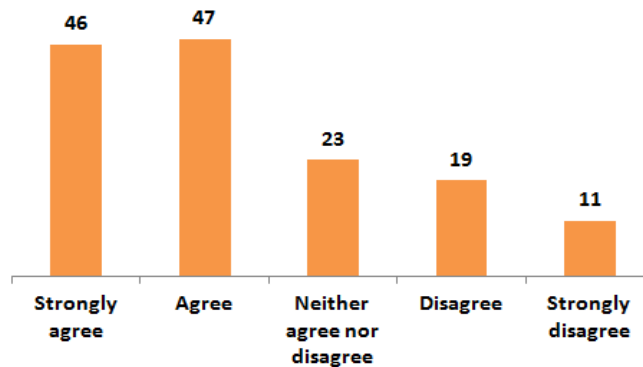




**Q12. In general, I try to throw my cigarettes butts in a bin or ashtrays instead of the floor?**

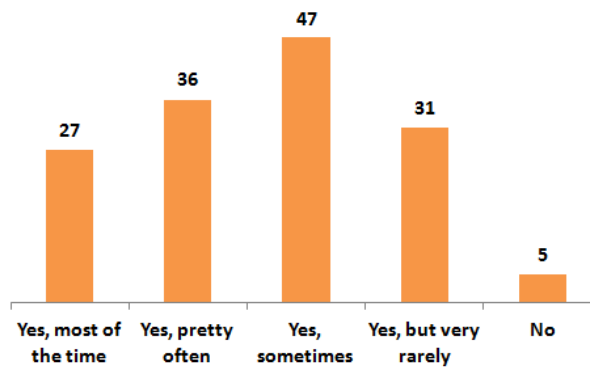
(Optional for non-smoker)

- a) Yes
- b) No



**Q13. Have you ever throw a cigarette butt on the floor?** (Optional for non-smoker)

- a) Yes, most of the time
- b) Yes, pretty often
- c) Yes, sometimes
- d) Yes, but very rarely
- e) No



**Q14. What are the reasons that push you to throw it on the floor?** (Optional for non-smoker)

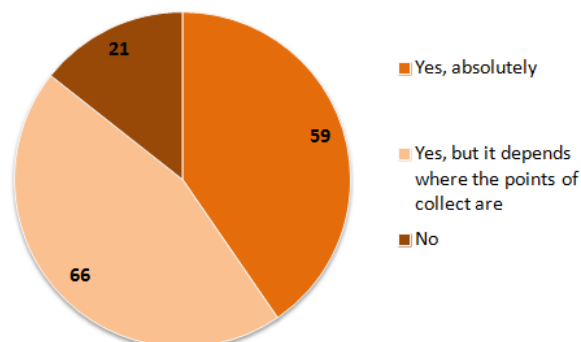
(Short open answer)

No bins or ashtrays around	No time to search for a bin or ashtray
Cigarette butts already present on the floor	It is unconscious / I am used to
When driving I don't like to smell cold tobacco	By pleasure to throw it with style / To Show off
I did not know the real consequences	It falls and I was too lazy to grab it

**Q15. Now that you know that cigarettes butts can be recycled would you be more willing to**

**throw them in specific ashtrays collecting them?** (Optional for non-smoker)

- a) Yes, absolutely
- b) Yes, but it depends where the points of collect are
- c) No

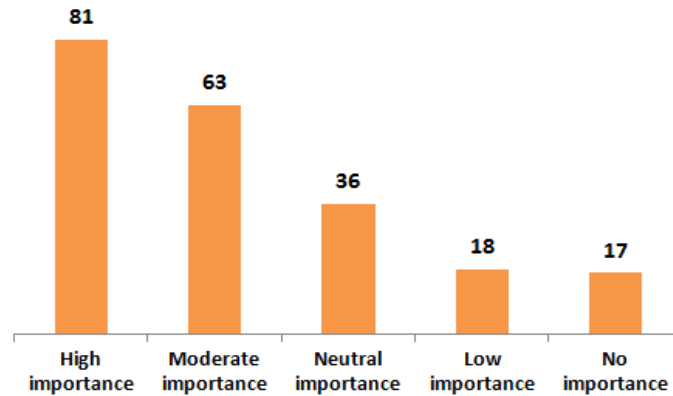






**Q16. Recycling and more particularly cigarette butts is important to me.**

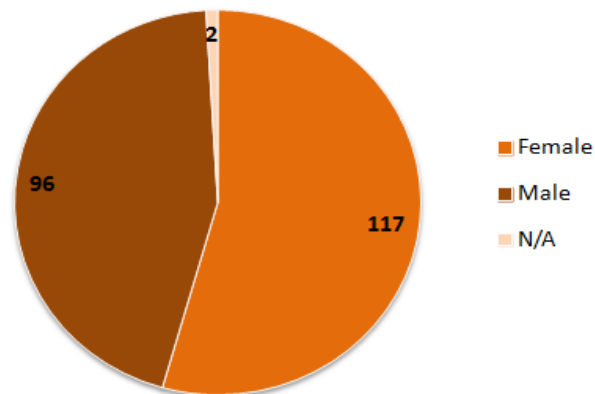
- a) High importance
- b) Moderate importance
- c) Neutral importance
- d) Low importance
- e) No importance



**-- SOCIO-DEMOGRAPHIC QUESTIONS (4 questions)**

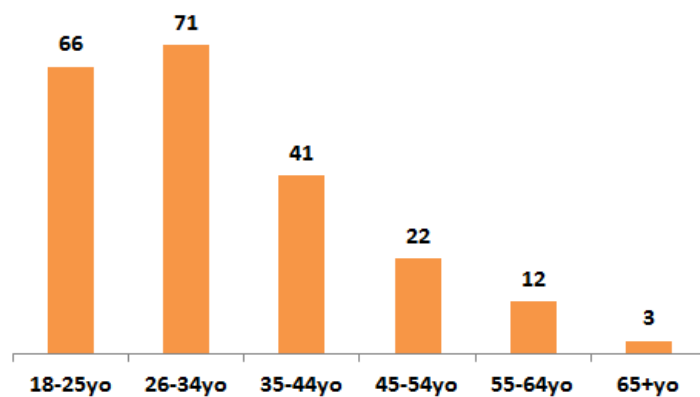
**Q17. What is your gender?**

- a) Female
- b) Male
- c) N/A



**Q18. What is your age group?**

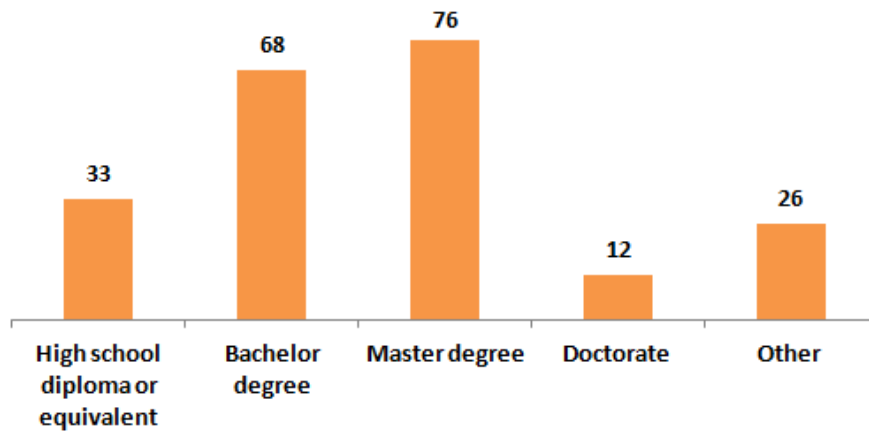
- a) 18-25 years old
- b) 26-34 years old
- c) 35-44 years old
- d) 45-54 years old
- e) 55-64 years old
- f) 65+ years old





**Q19. What is the highest degree or level of school you have completed?**

- a) High school diploma or equivalent
- b) Bachelor degree
- c) Master degree
- d) Doctorate
- e) Other (Please specify)



**Q20. What is your current employment status?**

- a) Employed
- b) Unemployed
- c) Student
- d) Retired
- e) Self-employed
- f) Other (Please specify)

