



**On air "The Chuckers-In", the new, integrated campaign on the topic of compostable bioplastics, created by Connexia for the Biorepack Consortium.**

*MarTech company Retex's marketing and communication brand, Retex, designed the strategy and creative concept of the Consortium's latest multichannel campaign.*

Milan, 29<sup>th</sup> May 2023 – **Biorepack**, the first European Extended Producer Responsibility (EPR) consortium system for compostable, bioplastic packaging, is back to tell us about the **new, integrated campaign for TV, radio, press, social and digital, "The Chuckers-In"**. The project is the work of the advertising team of **Connexia**, the marketing and communication agency of **Retex**, which handled the project's **strategy, creative concept and media planning**.

On air from 28 May to 17 June 2023 with a 15" format spot on the TV channels of RAI, Mediaset, CairoRCS Media, SKY, Warner Bros, Discovery and Netflix. "The Chuckers-In" enriches the already substantial TV scheduling with a 30" format radio spot through Gruppo Editoriale GEDI and CNR Media, a 20" spot on Google and Meta platforms, and an Adv page, which will appear over the coming months in the major **periodicals and national printed newspapers**. There will be plenty of **original content for social media** and a dedicated **landing page** ([www.cosamettonellumido.it](http://www.cosamettonellumido.it)), where topics can be discussed in depth.

Building on the success of "The Bioplastic Garden", an integrated campaign successfully launched in the second half of 2022, Biorepack Consortium returns to the main Italian media to continue **disseminating awareness** to citizens of **certified, compostable, bioplastic materials** and **promoting their correct usage, conferral and end-of-life management**. Biorepack also promotes the virtuous link between **correct collection of wet waste and the production of compost**: a very important resource for soil regeneration.



The creative idea behind '*The Chuckers-In*' is, in fact, to highlight the importance of making wet waste collection as pure as possible. Thus, **the organics bin becomes a very special recipient, into which it is vital to select very carefully what can and cannot be deposited.** This is why **the protagonists of the campaign are two chuckers-out - or rather - two 'chuckers-in', standing guard over the entrance to the bin and only letting in material suitable for turning into compost,** such as kitchen leftovers and certified, compostable, bioplastic packaging.

Not all materials are worthy of becoming nourishment for the Earth!

*"Educating and raising awareness about the correct way to collect compostable bioplastics is, by statute, one of Biorepack's key objectives," says **Marco Versari, President of Biorepack.** "Compostable bioplastics are relatively new materials, and it is, therefore, important to help consumers understand how to recognise them and why they should be disposed of together with household waste. Indeed, they are a valuable ally in increasing the quality of organic waste collection. They benefit the whole cycle, because quality harvesting drastically reduces waste, helps the work of treatment plants and enables increased compost production. We are confident that this multi-channel campaign will play a valuable role in helping us reach as many citizens as possible, thereby counteracting misinformation and fake news."*

*"We are delighted to be able to make our strategic and creative contribution to the spread of greater environmental awareness." In the words of **Massimiliano Trisolino, Managing Partner Strategy & Creativity of Connexia,** talking about the new communication campaign "*The chuckers-in*", "We chose to support the educational objectives of the Biorepack Consortium by developing a creative concept that, through a play on words, ironically emphasises the importance of the correct disposal of organic waste. There is increasing awareness and sensitivity to issues relating to good, daily practices in separating waste collection and, more generally, to the impact that recycling and proper disposal can have. These are all aspects that, as a Benefit Society, we feel particularly strongly about; we are happy to be able to support the promotion of virtuous and sustainable behaviour".*



WATCH THE SPOT: <https://youtu.be/SHgSP5rNhwc>

### Credits

Agency: Connexia – A Retex brand  
Executive Creative Director – Adriano Aricò  
Creative Director – Anna Vasta  
Client Director – Francesco Ferrario  
Senior Copywriter – Miriam Zaccagni  
Senior Art Director – Enzo Girardi  
Account Supervisor – Filippo Di Lella  
Executive Account – Francesca Perico

Production company: Black Mamba  
Executive Producer – Stefano Monticelli  
Producer – Virginia Magnelli  
Director – Miguel Usandivaras  
DOP – Emanuele Zarlenga  
Production Design – Luca Vitetta  
Costume Design – Simona Marchini  
Casting – Barbara Foti@Wanted  
Editing – Marcello Sanna  
Colorist – Alessio Zanardi  
Online – Alessandro Sanna  
Sound Design – EraZero  
Photographer – Marco Bertani

Media Planning: Connexia – A Retex brand  
Media Director – Paola Luzzi  
Media Strategist – Stefania Pozzoni

### Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.



# CONNEXIA

A RETEX BRAND

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. [www.connexia.com](http://www.connexia.com)

## Biorepack

Biorepack is the national consortium for the organic recycling of biodegradable and compostable plastic packaging, a sector it represents within the CONAI system. It deals with the end-of-life management of EN 13432-certified compostable bioplastic packaging (and similar fractions) delivered to the separate collection and recycling circuit of organic urban waste (wet). Established in 2018, the consortium is non-profit, operates throughout the country in accordance with the principles of the circular economy and bioeconomy, and is the first EPR (Extended Producer Responsibility) scheme to operate in Europe in the compostable bioplastic packaging sector. Its field of operation - the domestic wet waste chain - is also a first within the CONAI system. [biorepack.org](http://biorepack.org)