

Metro Chicago REO Campaign Reporting



Jan. 22, 2026

Flight 1 Background & Performance



Background

Communication Goals

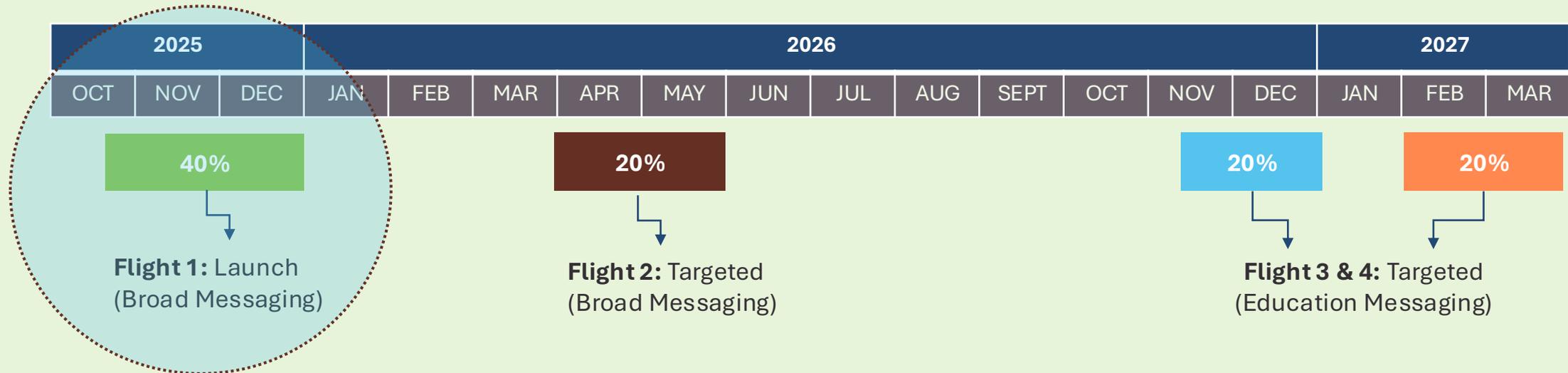
- **Get residents excited about recycling!** Reignite enthusiasm and interest in recycling.
- Create new, instantly **recognizable regional recycling brand**.

Audiences

- **Primary:** People in single-family homes in metro Chicago
- **Secondary:** Local governments

Campaign Timing

- **Flight 1: 10/20/25-12/31/25**
- Flight 2: 4/1/26-5/31/26
- Flight 3: 11/15/26-12/31/26
- Flight 4: 2/1/27-3/31/27



Performance Overview



Impressions Delivered: **50.4M**



People Reached: **1M+**



Engagements: **1.9M**



Website Traffic: **23K people**



Added Value: **\$121K**

Campaign Highlights

- **The high-impact billboards/transit and in-home video tactics played a critical role** in launching the new brand by delivering repeated, unavoidable exposure where people live, commute and consume media.
- **The social campaign significantly outperformed industry benchmarks** — driving high click-through and completion rates — to both capture attention and build awareness, successfully introducing residents to Loop and motivating them to learn more about the Feed the Cart recycling initiative.
 - The animated ad campaigns achieved a 2.68% click-through rate, more than doubling the 1.2% industry benchmark.
 - The video campaigns achieved a 40% completion rate, with viewers watching an average of six seconds, 20% higher than industry benchmarks.

Billboards/Transit

The out-of-home mix for Flight 1 included **31** billboards, **200** Metra vestibule ads and **10** digital boards, plus a high-visibility digital roadblock. These **36.4M** impressions helped to drive high visibility for the new campaign.

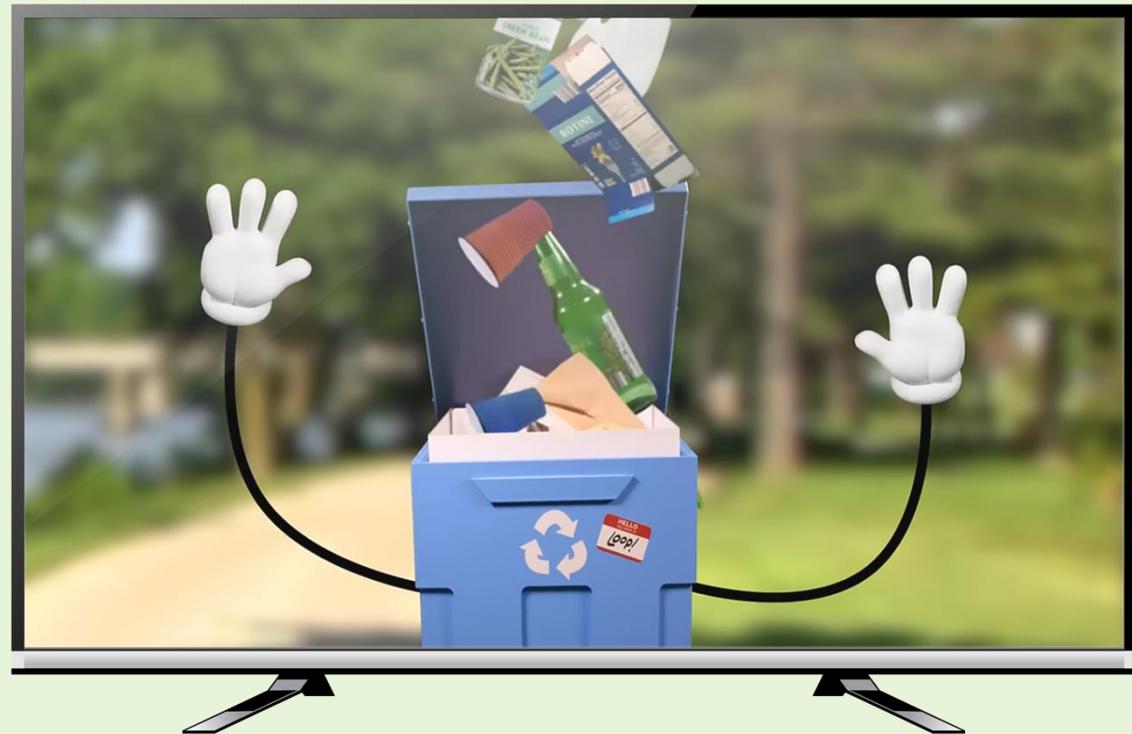
- Impressions: 36.4M
- Added Value: \$110K



Digital Streaming TV

:30 video ads on 423K home TVs helped connect with audiences when they were closest to recycling activities.

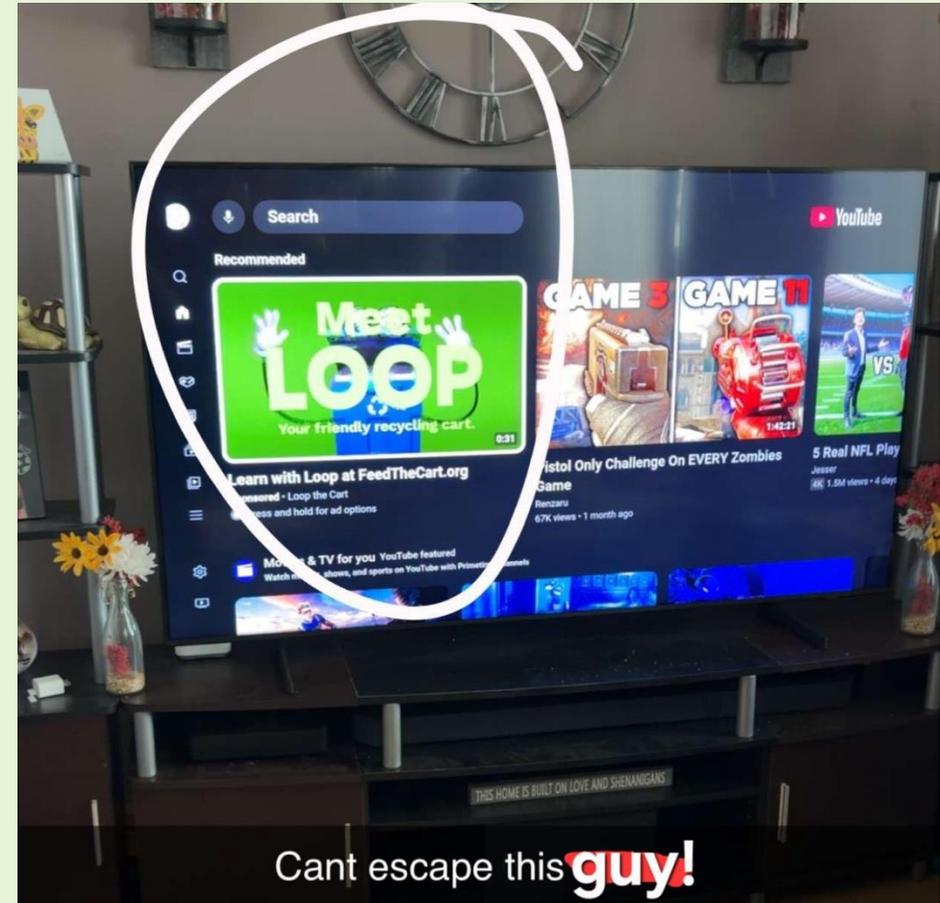
- Impressions: 1.2M
- People Reached: 423K
- Frequency: 2.93
- Added Value: \$11K



YouTube Video

:30 video on YouTube
drove significant
awareness of the Feed the
Cart recycling campaign.

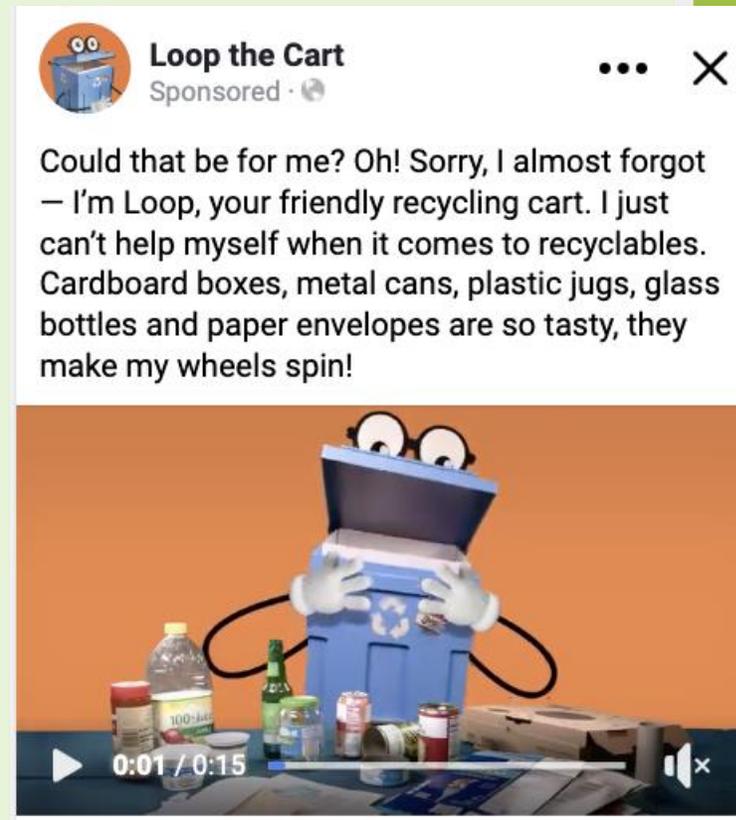
- Impressions: 8.1M
- Clicks: 876



Paid Social

Animated ads and :15 video ads appeared on **Facebook**, where audiences are consuming content up to two hours per day.

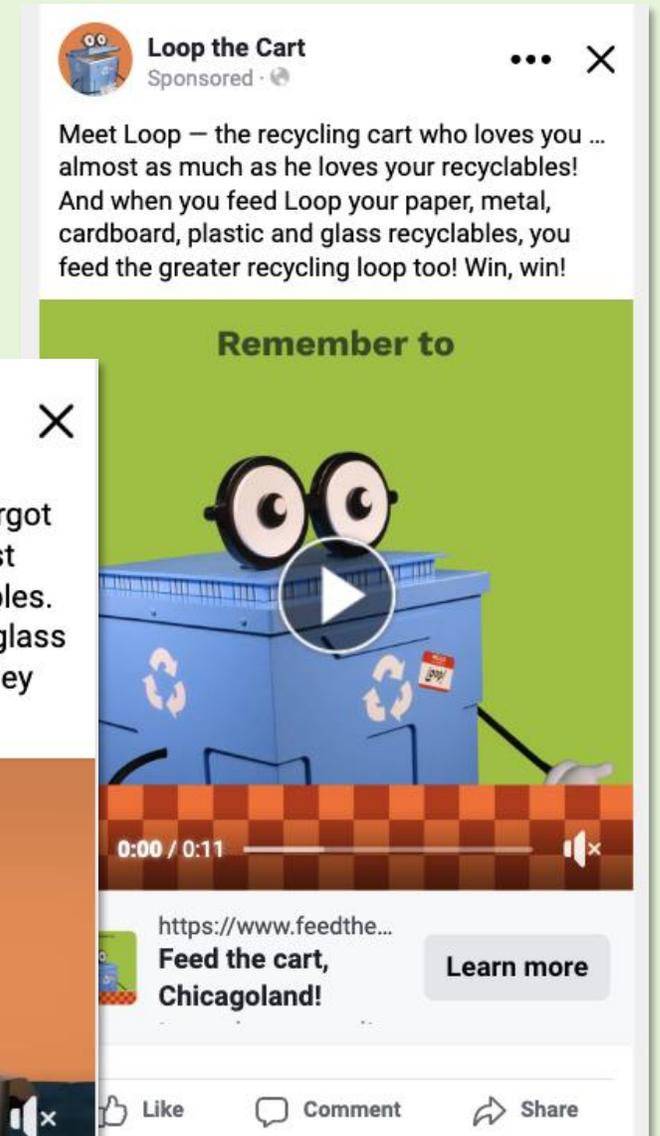
Impressions: 4.7M
Reach: 913K
Clicks: 37.4K
Engagements: 1.9M
Shares: 420



Loop the Cart
Sponsored · 🌐

Could that be for me? Oh! Sorry, I almost forgot — I'm Loop, your friendly recycling cart. I just can't help myself when it comes to recyclables. Cardboard boxes, metal cans, plastic jugs, glass bottles and paper envelopes are so tasty, they make my wheels spin!

0:01 / 0:15



Loop the Cart
Sponsored · 🌐

Meet Loop — the recycling cart who loves you ... almost as much as he loves your recyclables! And when you feed Loop your paper, metal, cardboard, plastic and glass recyclables, you feed the greater recycling loop too! Win, win!

Remember to

0:00 / 0:11

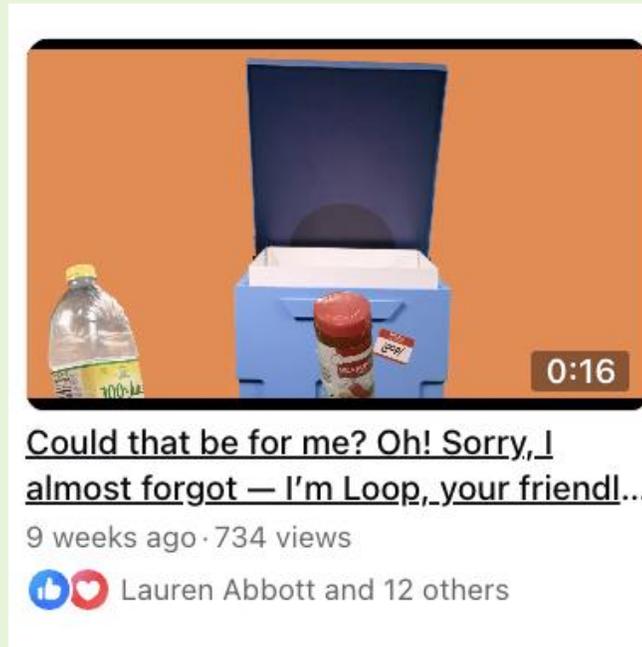
<https://www.feedthe...>
Feed the cart, Chicagoland! **Learn more**

Like Comment Share

Organic Social Activity

Key Highlights

- **Estimated 1,600 people reached** across social platforms.
- **12 total mentions:** 83.3% positive, 8.3% neutral, 8.3% negative sentiment.
- Strong partner amplification with sharing from **13+ partner organizations.**



Thank you!

