

Metro Chicago REO Campaign Reporting



Jan. 22, 2026

Flight 1 Background & Performance



Background

Communication Goals

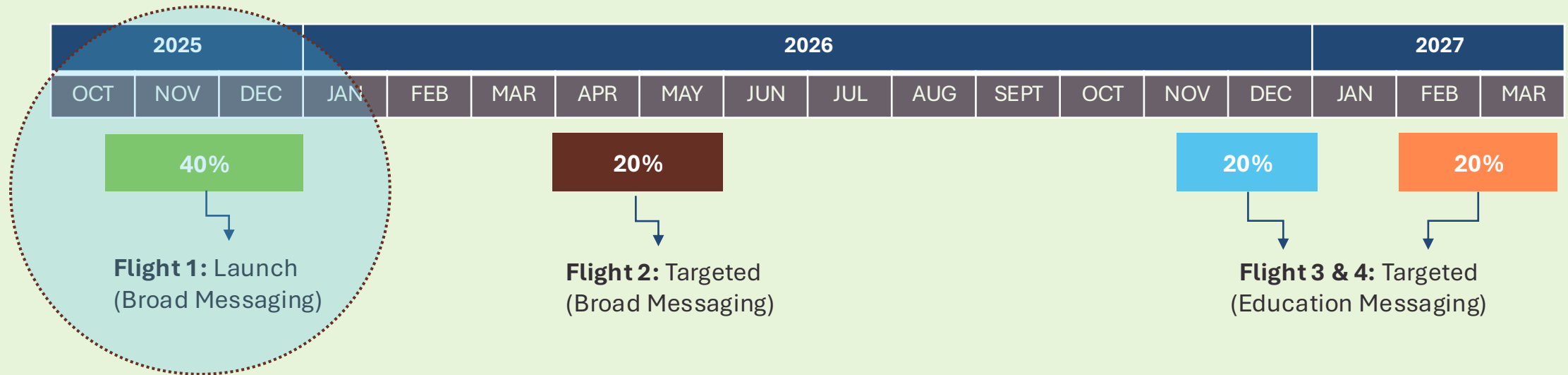
- **Get residents excited about recycling!** Reignite enthusiasm and interest in recycling.
- Create new, instantly **recognizable regional recycling brand**.

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.

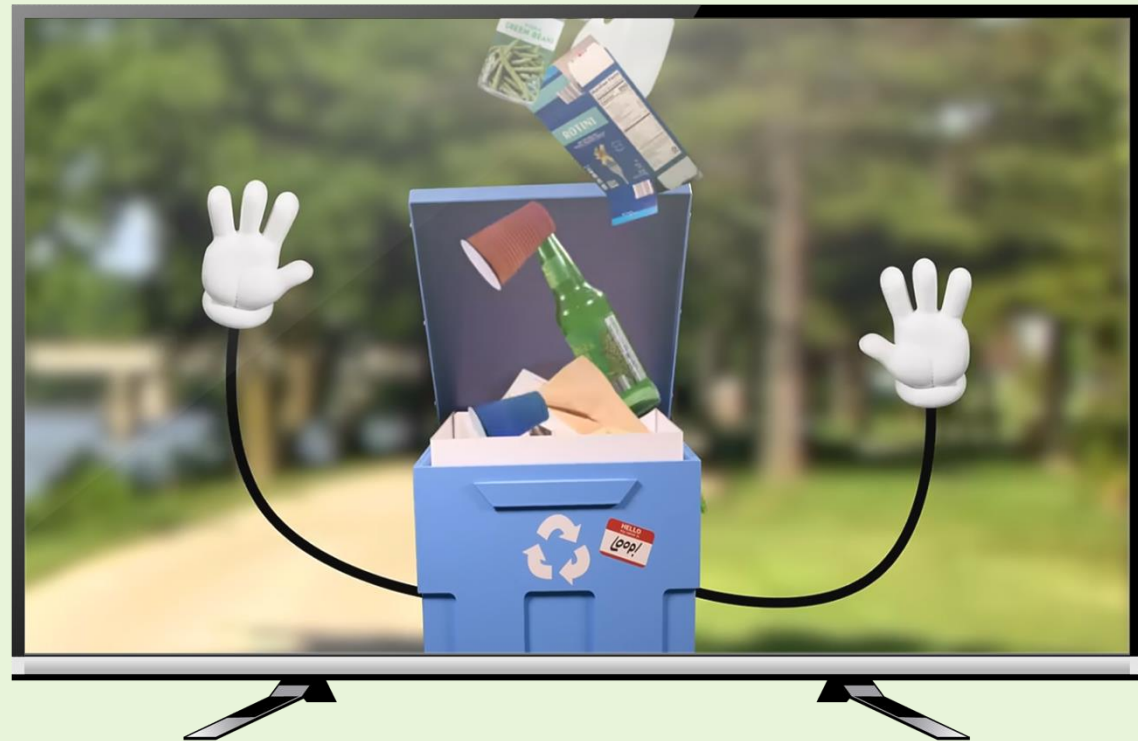
- Impressions: 36.4M
- Added Value: \$110K



Digital Streaming TV

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

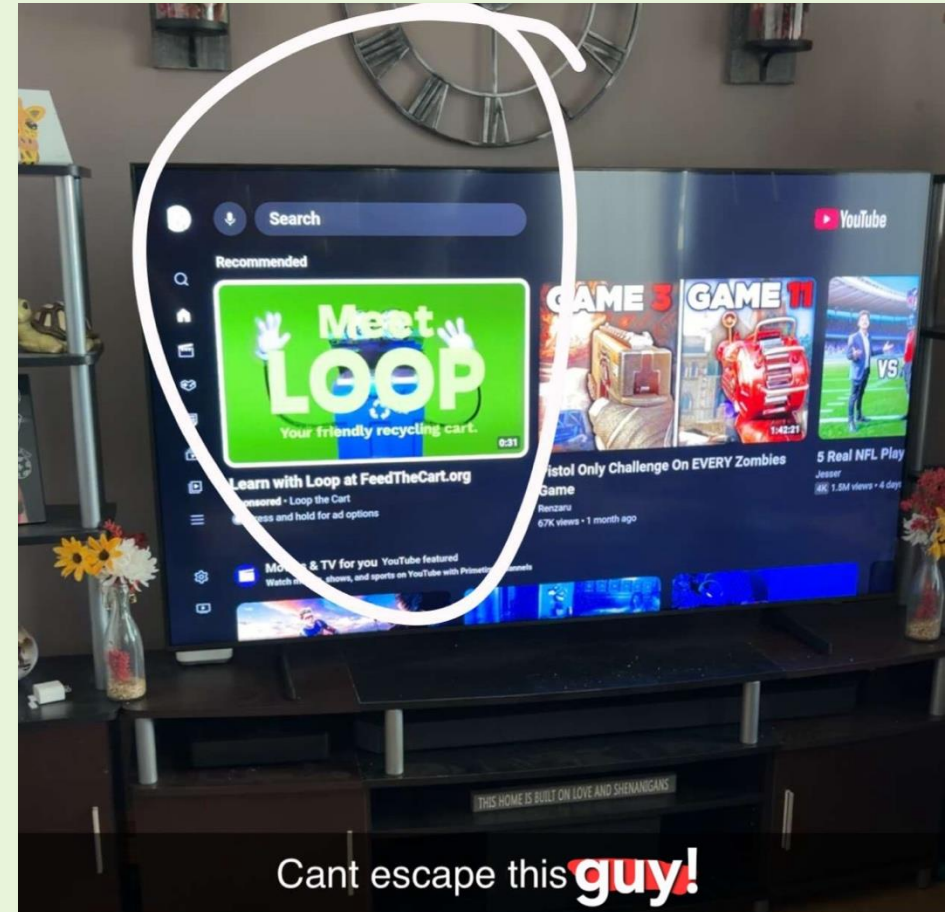
- Impressions: 1.2M
- People Reached: 423K
- Frequency: 2.93
- Added Value: \$11K



YouTube Video

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

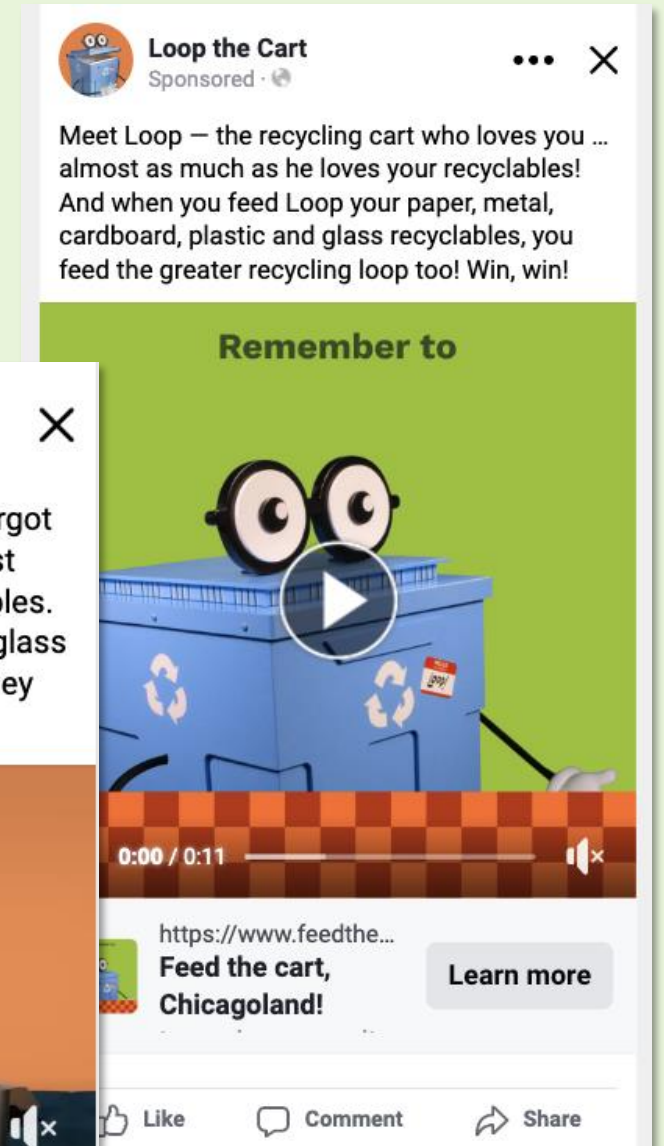
- Impressions: 8.1M
- Clicks: 876



Paid Social

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

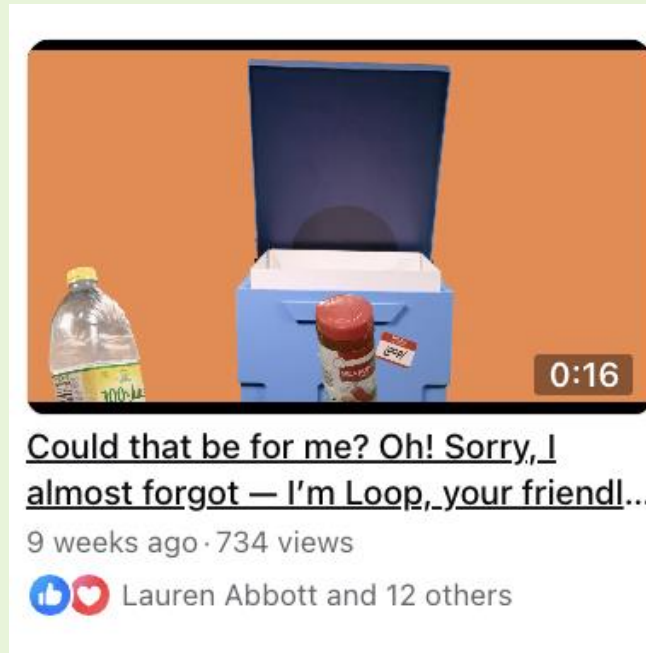
Impressions: 4.7M
Reach: 913K
Clicks: 37.4K
Engagements: 1.9M
Shares: 420



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!

