

Evaluation of the brand PURE LOVE OF CPH



Note: This document is a translation from Danish to English commissioned by Stichting Nederland Schoon. The municipality of Copenhagen did not verify this translation, so this document might contain some errors due to translation differences.

**SAMMEN
OM BYEN**

KØBENHAVNS KOMMUNE
Teknik- og Miljøforvaltningen

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INTRODUCTION


The campaign Ren Kærlighed has been running since 2012 in various parts of the city. The campaign has been massively publicised on rubbish bins throughout the city. Kommunikation wants to have the brand evaluated with regard as to whether the brand still is effective, meaning that the users see and understand the message? Does it appeal to them? (How and Why?), or has the brand become overexposed and the message diluted?

The evaluation needs to show whether there is a reason to continue with the same

- Contents (sounds of the words, the value of the signs in the love theme etc.)
- Expressive parts (colour, layout, publicity etc.)

The groups of particular interest in the evaluation are young adults in the age ranges of 20-25 or 26-30 years old, focussing on

- Their experience of the campaign
- Whether the campaign appeals to the target groups
- Whether the campaign has a cool-factor etc.



Er brandet
overeksponeret?
Kvæler vi folk i
kærlighed?

METHODS

The evaluation is based on data collected in the following 3 ways:

- Questionnaire conducted via the TMF Borger (Technical and Environmental Administration Citizens') panel between 24th April and 8th May. There were 570 participants in total with a collective participation rate of 44%
- Vox pop in 4 lokations in the city (Indre By, Østerbro, Islands Brygge, Vesterbro)
- Two focusgroup containing citizens aged 20-25 or 26-30 year

The Technical and Environmental Administration citizens' panel is a panel of 1295 people living in Copenhagen that representative of each area of the city by sex, age and job type.

Participants were found for the focus groups from the questionnaires at the Technical and Environmental Administration citizens' panel.



CONCLUSIONS

Knowledge and evaluation

- Knowledge about the campaign is high. Many of those asked in the research (in all the methods used) know about it, especially the bins.
- Those over 40 years old are less likely to know about the campaign.
- Copenhageners feel that the campaign is still positive and associate themselves with the message of love and the message of togetherness that they experience the campaign suggests.
- The message of the campaign is easy to follow: we all have a responsibility to keep the city clean.

The parts of the campaign

- Certain parts of the campaign are particularly effective, notably, the colour used, the play on words and the frequent display of the rubbish bins.
- The green colour is eye catching, and even though there are various opinions as to whether it is attractive on the streets, everyone agrees that it works!

CONCLUSIONS - CONTINUED

- The play on words in Ren Kærlighed til KBH (Clean/Pure Love to Copenhagen) appeals directly to those questioned. Cleanliness and love of the city contain positive connotations that speaks broadly to the users of the city.
- It can be debated how much people pay attention to the text when the campaign is such an embedded part of the street. Many (in the focus group) mentioned that they did not read the text, but noticed the bins from their green colour.

The cool-factor of the campaign

- The focus groups did not think that the campaign was cool. They also did not think that the campaign was necessary. The campaign could be something other than cool, it could encompass many, and engender a sense of common responsibility. This is where the value lies!

Merchandise

- There are differing opinions about the merchandise for the campaign. Products that have a direct reference to cleanliness (pocket ashtrays and bags) are received positively. Other merchandise such as keyrings and GoCards are perceived as more rubbish.

SUGGESTIONS FOR DEVELOPMENT

Both focus groups gave suggestions for development, or methods to create increased awareness around the campaign.

- One of the focus groups suggested making linguistic versions of the campaign, as a summer gimmick where the text is translated into, for example, English, Spanish, Swedish, Chinese, Arabic etc. The aim would be to create exposure in the tourist areas to show that Copenhagen is also for tourists and that we *share* the love of Copenhagen.
- The focus groups describe that the levels of cleanliness vary markedly from one area of the city to another. Would it be possible to add something even more specific to the particular area of the city so that (as well as using the Ren Kælighed til KBH campaign) there could be area specific campaigns in the acutely affected areas and more cleaning initiatives here.
- Finally both focus groups (in different ways) mentioned continuing the campaign and continuing awareness of the campaign. Using gameification is describes as fun and effective. Bringing an element of competition will increase positive awareness around the campaign.

THEME 1: KNOWLEDGE OF THE CAMPAIGN

- The questionnaire showed that when the Ren Kærlighed til KBH is not seen 46.5% of Copenhageners say that they know of the campaign. If the elements of the campaign are shown, then 75.2% of the population say that they know of the campaign.
- It is particularly Copenhageners over 40 years old that do not know about the campaign. Of the group that do not know about the campaign, 70.9% are over 40 years old.
- In the vox pop 67 out of 76 questioned said that they knew about the campaign. The logo is recognised by many particularly from the rubbish bins in the city. 6 out of the 9 that do not recognise the campaign are over 40 years old.



THEME 2: THE DIRECT EXPERIENCE

In all three methods they were asked of their direct experience of the campaign. In general, everyone had a positive experience.

Focus groups:

- The light green colour is named by most people. It is eye catching.
- Everyone says they have seen the Ren kærlighed til KBH logo on the city's rubbish bins.
- A friendly reminder, friendliness works in a friendly way
- Font – it is bold
- Heart symbol
- Focus on "The green Copenhagen"
- Nudging (Encouragement) is good
- Visibility
- The bins are often broken
- Footprints by the bins. They are eye catching
- More focus on there not being any rubbish on the streets.
- It is about love, it is a great spin on it.
- Slanting bins are fun
- A common responsibility to keep the city clean.
- Positive – not a direct request. Neutral.
- Nearly everyone mentions rubbish bins, green footprints and posters in bus shelters.
- Gentle encouragement
- Cool slogan
- Cool initiative

Questionnaire and voxpop:

- The City should be kept clean from rubbish
- A good attempt to keep the city clean.
- The campaign has a good positive approach and tone.
- Very many people associate the campaign with the light green logo on the city's rubbish bins and the campaigns other elements. The footprints by the bins and the posters were particularly mentioned.
- Love of one's own city
- Commonality– we all have a responsibility to keep the city clean.

THEME 3: CLEANING IN GENERAL

In the questionnaire and the focus groups, questions were asked about the general cleanliness of the city. 37.7% of the questionnaire group said that the standards were good, and 31.2% stated cleanliness was "neither good nor bad," a more neutral reply. In both focus groups the standard of cleanliness was very dependent on the area. Nørrebro and Nordvest were said to be dirty areas, while Valby and Frederiksberg were considered much cleaner.

The rubbish typically seen is pizza boxes, cigarette ends, broken glass, picknick remnants etc. Many pointed out that litter is a bigger problem in the summer when people eat and are outside more.

At the same time "pseudorubbish" is discussed, for example cigarette ends and chewing gum, which, on the one hand litter and are a nuisance on the streets, but on the other hand do not really count as proper rubbish as it is more legal to drop it.

Some in the younger group (20-25 years) considered is not so much rubbish, but part of the general picture of the city.

Empirical views

"When I am cycling home through Nørrebro or er Nordvest I always notice that there are plastic bags and rubbish everywhere, whereas in Valby I don't notice rubbish in the same way. It is definitely dependent on the area."

[Focus group 1, 20-25 year old]

"I think that it is pretty tidy in Copenhagen, but it does depend on the day – the weekends are dirtier, and the summers in general."

[Focus group 2, 26-30 year-old]

"At the weekend I notice that there are burger wrappers and seven eleven bags littering, but I also notice that machines drive around in the mornings and collect rubbish so it is quickly tidy again."

[Focus group 1, 20-25-year-old]

"Which type of rubbish there is depends on who is in the area. There can be pseudorubbish such as cigarette butts, or along Nørrebrogade with all the kebab wrappers and the serviettes that litter. In the parks there are lots of bottle tops etc."

[Focus group 2, 26-30 year-old]

"But actually I am not that bothered by it, it does not ruin the street scene for me. In fact I actually find it slightly creepy when it is too clean."

[Focus group 1, 20-25 year-old]

In the questionnaire, an overwhelming majority stated that the standards of cleanliness were either good or very good.

Cleanliness standard in Copenhagen	Number of answers	Percentage
Very bad	15	2,6
Bad	136	23,9
Neither good nor bad	177	31,2
Good	214	37,7
Very good	22	3,9
Don't know	4	0,7
Total	568	100

Empirical views

The question of who is responsible for cleanliness in the city was addressed in the questionnaire where most of the citizens (91.5%) felt that it was their own responsibility.

	I have a common responsibility to keep the city clean		It is the municipality's responsibility to keep the city clean		Businesses such as restaurants, fast food chains and newsagents have a collective responsibility to keep the city clean		It is everyone's responsibility to keep the city clean	
	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>
Completely disagree	9	1,6	5	0,9	11	1,9	11	1,9
Partly disagree	0	0	30	5,3	6	1,1	2	0,4
Neither agree nor disagree	3	0,5	54	9,5	10	1,8	3	0,5
Partly agree	35	6,2	251	44,2	75	13,2	44	7,7
Completely agree	520	91,5	228	40,1	464	81,7	507	89,3
Don't know	1	0,2	0	0	2	0,4	1	0,2
Total	568	100	568	100	568	100	1	100

THEME 4: INSTRUMENTS USED IN THE CAMPAIGN

Questions were asked about the individual elements of the campaign, including the colour, the font, the play on words and the short text. Throughout, in the questionnaire, the voxpop and the focus group, the campaign was received positively.

Upon showing the Ren kærlighed til KBH logo, there was a high level of recognition of the campaign in all the methods used.

Copenhageners in general liked the play on words and valued the positive tone:

"I think that it has been cleverly thought through, in the sense that it uses "clean city" and "love for one's city."

[Focus group 2, 26-30 year-old]

"I like the fact that it uses the "now you need to change your behaviour" in the word play, but that you can almost make your own mind up about it. I like the fact that I am not being told off."

[Focus group 2, 26-30 år]

"The first time I saw it I missed the word love in the middle and just saw the words "clean Copenhagen", but the message is there anyway.

[Focus group 1, 20-25 year-old]

"The play on words demands that you see the words together with the bin, otherwise you see "Ren kærlighed til København" and you think yes, that's what I think about my city. But when I see it on a dustbin I look at it in a different way." (Ren can mean clean or pure.)

[Focus group 2, 26-30 year-old]



REN
KÆRLIGHED TIL
KBH

THEME 4: INSTRUMENTS OF THE CAMPAIGN- CONTINUED

The focus groups were very positive about the logo's green colour and the font used. The colour was associated with the environment and a green city.

"I noticed the symmetry of the logo. It almost looks as if REN and KBH mirror each other. If you couldn't see very well you could imagine that they were joined together. I think it is very clever. The other thing I have noticed is that it is very short – there is not much text."

[Focus group 2, 26-30 year-old]

"The colour is very good. It is eye-catching, and suggests nature and ecology. There is a suggestion of positivity in that colour together with it being eye-catching."

[Focus group 2, 26-30 year-old]

"I like the encouraging aspect. The part that discreetly encourages you when you have rubbish to look in this direction. Now I look for the light green bins when I have rubbish."

[Focus group 1, 20-25 year-old]



REN
KÆRLIGHED TIL
KBH

THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

About the merchandise in general

Both focus groups felt that the merchandise backing up the campaign message was very good. Other types of merchandise were thought to be irrelevant and added to the generation of rubbish.

"I don't think that this merchandise is cool, but it is okay. Sometimes I think it is very contrived when public bodies try to be cool.. I like the fact that this is not trying to be that. This is simple, and it is what it is."

[Focus group 1, 20-25 year-old]

"The merchandise should better thought through – more green and more focussed on the function. Pocket ashtrays and rubbish bags have a direct function, but postcards and keyrings are just more rubbish."

[Focus group 2, 26-30 year-old]

"I would rather have something in my pocket which is more non-descript and is not trying to change my mind. Sometimes it becomes so "try hard."

[Focus group 1, 20-25year-old]

THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

Rubbish bins with the logo and footprints

- In the questionnaire 75.2% answered that they recognised the rubbish bins with the "Ren kærlighed til KBH" logo. The rubbish bins are the element of the campaign that the majority of Copenhageners associate with the campaign. Many are pleased with the footprints and their encouraging effect.

"I think that the green footprints are a really good idea, but I also think that there are not enough of those sort of things in the campaign, and that there are too many things that are not relevant to rubbish."

[Focus group 2, 26-30 year-old]

"The green footprints give it meaning and make me aware of something that I do really know, but I get a little reminder. I think that that is a good thing."

[Focus group 1, 20-25 år]



THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

Pocket ashtrays

- 7.4% in the questionnaire knew about the pocket ashtrays.
- In the same study, 62% thought that the pocket ashtray was a good idea, which filled a need concerning the view that cigarette butts are rubbish. In both focus groups the same view was held. It was felt that there was a need to focus on this as cigarette ends are considered by many as pseudo-rubbish.
- 29.7% thought that the pocket ashtrays were a good idea, but queried whether they would be used by smokers. The focus groups were not sure if these isolated people, so that it prevented nuisance smells as well as not being sure of the lifetime of the ashtrays.

"Is the thought that the pocket ashtray is to be reused? I think that most people would think that was unpleasant. Then it would be in your bag and smell. I would throw it out if I smoked. I would not clean it and used it again."

[Focus group 2, 26-30 year-old]

" A pocket ashtray like this one is not very sexy. Is it?"

[Focus group 2, 26-30 year-old]



THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

Bags

- 3.5 % of Copenhageners recognised the bags from "Ren kærlighed til KBH" according to the questionnaire. In the questionnaire a large percentage thought that the bags were smart, and thought that an easier method of obtaining the bags, for example, using vending machines at the entrance to parks.

"Maybe they could be made more visible, for example, could the bags be placed at the entrance to parks like dog mess bags."

[Focus group 2, 26-30 year-old]

"This roll of bags is quite cool. I have heard my sister talk about them."

[Focus group 2, 26-30 year-old]



THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

GoCards

- In the questionnaire 8.3% stated that they knew about the "Ren kærlighed til KBH" GoCards before the questionnaire was conducted.
- 39.8% in the questionnaire thought that GoCards are a good idea. More think that the cards are sweet and the older age groups think that it is a good way of engaging the younger age groups.
- 48 % think that Gocards are useless. In the questionnaire many point out that using postcards is outdated and many cannot see the connection between GoCards and the campaign, as the campaign's message is being spread by merchandise that creates more rubbish.

"I think that the text is much better on the bins than on the GoCard where it is black and white. I don't think it is particularly pretty. I think they have tried to make it cool by being in black and white, but they have put a little bit of green there anyway. Actually, I think it's pretty ugly."

[Focus group 2, 26-30 year-old]



THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

Hand alcohol gel

- 2.1 % of Copenhagensers knew of the hand alcohol gel from "Ren kærlighed til KBH" before they participated in the questionnaire.
- 34.7% thought that the hand alcohol gel was an unnecessary type of merchandise. Those questioned associated the hand alcohol gel with personal hygiene, and had difficulty seeing the direct connection between the gel and the message of the campaign.

"The hand alcohol gel points in a slightly different direction, for example, another campaign about not infecting each other with diseases or a campaign for good hygiene."

[Focus group 2, 26-30 year-old]

"This hand alcohol gel does not give any purpose. I think that if the merchandise contains something called REN KBH, then it should also be something that in one way or another involves rubbish."

[Focus group 1, 20-25 year-old]



THEME 4: INSTRUMENTS OF THE CAMPAIGN - CONTINUED

Key ring

- With regard to the merchandise, there was most dissatisfaction with the key ring. The focus group felt that the keyring was more waste. It typically disappears in the volume of merchandise given out.

"The key ring is really annoying. There is no point to it, it is simply more rubbish and has not function. You get so many of these handed out all the time."

[Focus group 2, 26-30 year-old]

"It is big and clumsy. It is one of those that you use for your spare keys together with all the other advertising key rings."

[Focus group 2, 26-30 year-old]

"I would only use a key ring like this if it was from a super cool brand that I love."

[Focus group 1, 20-25 year-old]



THEME 5: EXPOSURE

One of the aims of the evaluation was to look very closely at whether Ren Kærlighed til KBH has become overexposed as a brand and whether the value has become diluted.

Neither voxpop or the focus group suggest this is the case. In contrast it appears that the message is still relevant and it is appropriate to be reminded of it again and again. The reminder is so subdued and refined that it does not affect the street scene.

Empirical views

"I don't think that I am being strangled in the campaign. There is always a need to keep the campaign on track and do new things. There was that art made of rubbish, then the bicycle bins, where you could throw rubbish on the move and then the cup holders. There is always a need to this of new elements."

[Focus group 2, 26-30-year-old]

"Are we strangling people with love? No definitely not, it is not intimidating, it is a good reminder."

[Voxpop, lakes, woman 40 year-old]

"No, it is definitely not overexposed. Actually, they could do much more, put stands up for the pocket ashtrays where people smoke etc. That would not be too much. The point is that the brand is quiet and this makes it appropriate."

[Focus group 1, 20-25-year-old]

"It is an important message and it is important that you get the message when you need it. The message is directly on the bins, and reminds us to keep the town clean."

[Voxpop, Indre by, man 46]

THEME 6: CAMPAIGN'S COOL-FACTOR

The two focus groups discussed how cool, or uncool the campaign was. Most people thought that the campaign was effective, it was subtle and discreet, but cool was not the concept they would use to describe it. They suggested that campaigns from the state do not need to be *cool* to be effective. The worst thing to be is to be seen as an attempt at cool-ness from the municipality.

Empirical views

"Sometimes I think that it is very forced when the state tries to be cool. It is ok that my bin bags do not have a really cool design, they just need to fulfill their function. It's a bit like, relax, you don't need to get Harry Styles to collect my rubbish to understand the message. Stop being so "Try Hard."

[Focus group 1, 20-25-year-old]

"Copenhagen municipality can do some good for us all by creating a clean city, but creating a cool brand is not the most important part."

[Focus groupe 1, 20-25-year-old]

"I don't think that Copenhagen's municipality can make a brand that is so cool that we will all wear it on t-shirts. That won't happen, instead they could do something functional."

[Focus group 1, 20-25-year-old]

"Whether it is coolis it supposed to be cool? I wouldn't say that it is cool. I think it is great and the campaign works, but no, I wouldn't call it cool."

[Focus group 2, 26-30 year-old]

"It isn't cool but I think it sums up Copenhagen. The campaign fits in nicely with the other activities of the municipality, for example, "Sammen om byen." (Together about the city) In that way it matches Copenhagen municipality's image."

[Focus group 2, 26-30 year-old]

THEME 7: PERSPECTIVES

To test the different instruments, the focus groups were asked to compare the instruments to other cleaning campaign in other municipalities or towns. The aim was to hear the groups' experiences of different campaigns instruments.

Campaigns were test that:

- That use installations in the street scene
- Use humour as a device
- Point to a direct responsibility
- Deliver material in more depth

Empirical views



Installation in the street scene

"It is an art to keep the city clean ren"

"I don't think that they are pretty, they don't do anything. It just stands there. If it was a more interactive piece of art, if it did something or said something.."

[Focus group 2, 26-30 year-old]

"These have reminded me of those elephants that stood around Copenhagen at one point. I mean, that this is street art of a type where I have not really understood the message."

[Focus group 2, 26-30-year-old]

"I remember that I thought that was an unfortunate tagline. "It is an art to keep the city clean," because when you say that something is an art, it is typically because it is difficult, and the message should be the opposite."

[Focus group 1, 20-25-year-old]

I Greve er man godt træt af efterladte hundehøm-høm'er, og små fødselsdagsflag skal sætte fokus på det ulækre problem.



Det lille fødselsdagsflag skal minde hundeejeren om at få samlet lorten op. Foto: Jette Damgaard, P4 København

Humour...?

Flags placed in dog excrement to draw attention to the problem.

"No, really. It's completely illogical that people waste time putting flags in dog shit instead of cleaning them up. Then you really are a useless person."

[Focus group 1, 20-25-year-old]

"I believe more in positive encouragement. People know exactly what the problem is, they just need a little nudge in the right direction."

[Focus group 1, 20-25-year-old]

"I would rather see a picture of lovely parks and how the city looks when it is beautiful and looked after. I don't want to see a flag in a dog shit!"

[Focus group 1, 20-25-year-old]

"I am wondering who is going to collect all those flags. You have just doubled the amount of litter!"

[Focus group 2, 26-30-year-old]

Ansvar

Dit affald, dit ansvar! Esbjerg kommune



De seks skiltevarianter, som i løbet af sommeren vil synliggøre kampagnebudskabet, om ikke at smide affald i naturen, ved strande og i parker, på raste- og holdepladser, samt nær genbrugspladser i Esbjerg Kommune.

Responsibility...?

6 different signs used throughout the summer
"Your rubbish, your responsibility"

"I also think that "Ren Kærlighed til KBH" appeals to taking responsibility, but just without saying it. I much prefer a campaign approach like the one Ren Kærlighed has"

[Focus group 2, 26-30-year-old]

"I think it is very optimistic to think that if you create a campaign like this, that people will say "Oh yes, it is my responsibility."

[Focus group 2, 26-30-year-old]

"Maybe it works for children but not for adults, that is clear. Also I do not want to be reminded of the beautiful parts of the city."

[Focus group 1, 20-25 year-old]

"In a while, you become immune to both intimidation and pointing fingers."

[Focus group 1, 20-25 year-old]

mst.dk/kenditaffald

Sortering nytter | Produkter af genanvendt affald | Sådan genanvender vi | Det gavner miljøet | Myter og fakta | For virksomheder

Det nytter at sortere sit affald
Det er godt for miljøet

Se, hvad dit affald bliver til
Nysgerrig efter hvad dit affald genanvendes til?

Følg dit affald på Facebook
Forsøksbehandling, ja tak!

Myter og fakta om sortering af affald
Bikræbebilan blander ikke sorteret affald

Sådan sorteres affald i din kommune

Klik på kommunen på kortet
[Se liste over kommuner.](#)

Hvor skal det hen?
Hvor skal det hen?

Følg os på Facebook
Se siden på Facebook

Kampagnen om bæredygtige produkter
Kontakt os om genanvendelse af affald

Miljøministeriet
Miljøstyrelsen

Information

This is how you separate your rubbish in your municipality

"It is actually quite good to get some information, for example, what are the consequences of sorting your rubbish."

[Focus group 1, 20-25 year-old]

"I only want the information that is relevant to me. I would never visit a website like that."

[Focus group 2, 26-30 year-old]

"I think it is hugely optimistic to think that people will go to the website and read that."

[Focus group 2, 26-30-year-old]

Background information

- In the document no.: 2015-0117761
<http://kkedoc4:8080/locator.aspx?name=DMS.Case.Details.Simplified.300001&module=Case&subtype=300001&recno=2803044>
all the appendices for the evaluation are found, including:
- Question guide for the focus group and vox pop
- Questionnaire
- Rough copy of the focus group
- Sound file from the Focus group
- Raw data from Vox pop

- Contacts for the research: Christina Sanden Andersen og Kamilla Damgaard