

SMANA Social Marketing Awards

Name of Intervention/Program: "What's Your Superhabit?" Single-Use Item Reduction Campaign

Category: Single Entry - Social Media Marketing in a social marketing program

The "What's Your Superhabit?" campaign aims to reduce the use and disposal of single-use items among residents, particularly those aged 18–44 who are more likely to have received a single-use item in the past day. The campaign makes strategic use of social media to create genuine moments of celebration and amplify its reach.

To increase motivation to use reusable alternatives, people need to feel a sense of accomplishment. So, the campaign strategy is to celebrate the everyday actions we take to reduce single-use items. The creative direction is called "What's Your Superhabit?" The crux of the idea is that the small actions that you take to reduce single-use items makes you an everyday superhero. These small daily actions are Superhabits.

In the second year of the campaign (summer 2022), an outreach and social media strategy complemented the paid media. We built social norms through genuine and authentic celebrations, and amplified them to increase the campaign's reach, centred around the hashtag [#WhatsYourSuperhabit](#).

- **Social media influencers.** Several social media influencers created and shared content about how they reduce single-use items in their lives. The influencers had diverse backgrounds and interests, which helped the campaign reach a wider audience. They included lifestyle influencers (outdoors, beauty, parenting, pets), radio hosts, and drag performers.
- **Working with drag performers and Vancouver Pride.** During campaign planning, working with drag performers and Pride emerged as a natural fit: both are celebratory and inclusive, and naturally attention grabbing. In addition to working with two influencers in this category, we had a booth at the Vancouver Pride Society's Sunset Beach Festival.
- **Contest to encourage social media sharing.** A contest to encourage the audience to share their Superhabits using the hashtag was effective in growing the number of Superhabits posted on social media, thus creating social norms.
- **Celebrations in the community.** A "What's Your Superhabit?" street team visited parks and beaches where people typically have picnics and barbecues. The street team gave kudos to those who were using reusables by sharing their Superhabits on social media. Anecdotally, participants were grateful to be acknowledged and excited to share the message further.
- **Social sharing.** The audience was encouraged to use the campaign hashtag, [#WhatsYourSuperhabit](#), to share their own Superhabits, or to give kudos to a person or business that was reducing single-use items.

In the 2022 campaign flight, social media delivered 3,350 social media likes, comments and shares. The social media influencers delivered an additional 280,000 reach and 21,000 likes, comments, and shares.

As of July 2023, there are over 300 Instagram posts/Reels using the campaign hashtag, [#WhatsYourSuperhabit](#), as well as dozens of Stories.

A post campaign survey showed that the campaign is capturing attention and changing attitudes:

- 31% of residents reported having seen or heard the campaign. This is a strong result and indicates the campaign was effective overall.
- 69% of those who recall the ads agree that they have reduced their use of single-use items as a result of the ads.
- 84% of those who recall the ads are able to articulate a message or idea central to the campaign.
- 61% of those who saw the advertising talked about it with others, indicating that the campaign message was shared by the audience.

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Social Media Influencers, Alignment with Drag Performers

<https://www.instagram.com/p/CfuKBbSoKYT/>



Celebrations in the Community

<https://www.instagram.com/p/CgM3wo6O7IN/>

