



# SAPO24.EE SANITAARPOLITSEI

## CAMPAIGN OVERVIEW

Sewerage pipes are meant to discharge wastewater, water and toilet paper. Everything else may cause blockages, which are time-consuming and expensive to fix.

On a daily basis, nearly 2 tons of waste ends up in the sewerage system. One of the reasons of that happening is people's low awareness of what can be thrown into the sewerage and what cannot.

The main aim of the campaign was to explain to people and thereby increase their awareness on what could be flushed. As the message is unattractive, the challenge was to communicate that message in an interesting, informative and humorous way.

## IDEA AND IMPLEMENTATION

The idea behind SAPO (the Sanitary Police) was to talk about a rather complicated issue as toilet culture in a witty, humorous and interesting way. The objective of SAPO as a fictional notification unit was to decrease the mis-usage of the sewerage system and thereby the number of blockages that cause many inconveniences to people.

The focus was to identify the Sanitary Police as a strict law enforcement that communicates via humorous way by attracting interest among the public, including the media.

The campaign started with an official press announcement that explained the background and objectives of creating SAPO. This was followed by visually easy to understand and memorable outdoor media campaign.

The SAPO advertising clip raised numerous discussions. The clip tells a humorous story of the imaginary situation, when all sewerage systems and toilets would be under strict control and observation. This means that people flushing down things that cause blockages would no longer be anonymous and could be easily identified.

Campaign related issues are covered on the informative SAPO web page.

## SUMMARY OF THE CAMPAIGN RESULTS

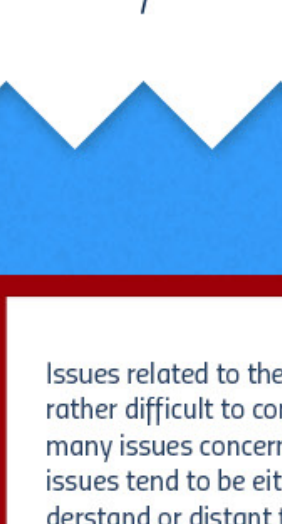
The risk of exceeding the acceptable limits of a social awareness campaign was well worth it. SAPO created a long discussion among people and in the public domain.

SAPO is a sustainable long-term concept providing the output for continuous work regarding increasing the awareness of people in the future.

Thanks to the successful campaign, a very strong start has been made on the way to improve awareness and change the attitude and behaviour of people in order to stop them acting as if the toilet was a bin.

Results: Recall of the campaign: 69%

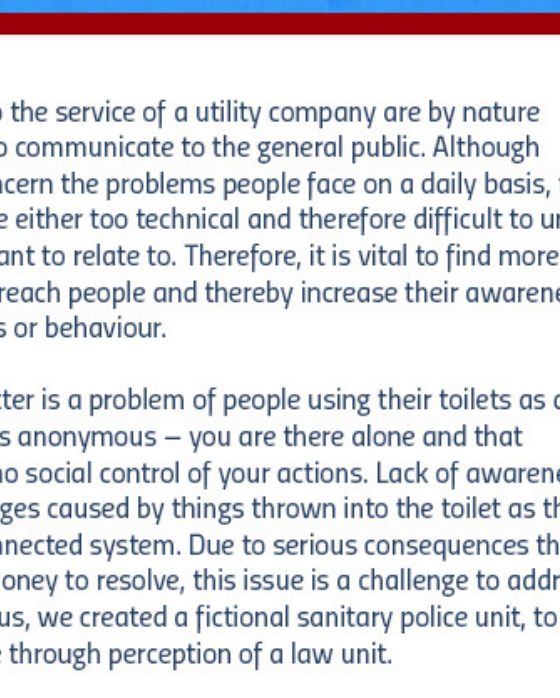
SANITAARPOLITSEI



## ABOUT

SAPO is "Don't flush" campaign by AS Tallinna Vesi - company providing water and wastewater services to nearly 1/3 of Estonia's population.

SAPO – Initials of **Sanitary Police** is a made-up unit with the responsibility to control toilet behaviour. Instead of being a real unit it is a word meant to communicate the idea to discipline people through a perception of a law unit.



## PROBLEM



Issues related to the service of a utility company are by nature rather difficult to communicate to the general public. Although many issues concern the problems people face on a daily basis, the issues tend to be either too technical and therefore difficult to understand or distant to relate to. Therefore, it is vital to find more playful ways to reach people and thereby increase their awareness, change attitudes or behaviour.

One subject matter is a problem of people using their toilets as a bin. Toilet itself is anonymous – you are there alone and that means there is no social control of your actions. Lack of awareness results in blockages caused by things thrown into the toilet as the pipes form a connected system. Due to serious consequences that take time and money to resolve, this issue is a challenge to address to the public. Thus, we created a fictional sanitary police unit, to discipline people through perception of a law unit.

An idea of the actual law unit keeping an eye on toilet behaviour was aimed to attract attention. Although the unit itself is not real, the communication created the impression as if it was. Lush away whatever he likes.

## SAPO

raises public discussion and thereby enables to address the core issue

## NAME

Name suggests a serious law enforcement, sounding like abbreviations of Tallinn Municipal Police (MUPO) or Estonian Defence Police (KAPU)

SA nitaar  
PO litsei

= SAPO

## ATTITUDE

SAPO visual communication is intentionally similar to official law enforcements. The main aim of strict and simple visual communication is to be taken seriously and combined with humorous approach is to raise public debate and thereby bring attention to the actual issue. The visual approach is intentionally very clear to understand.

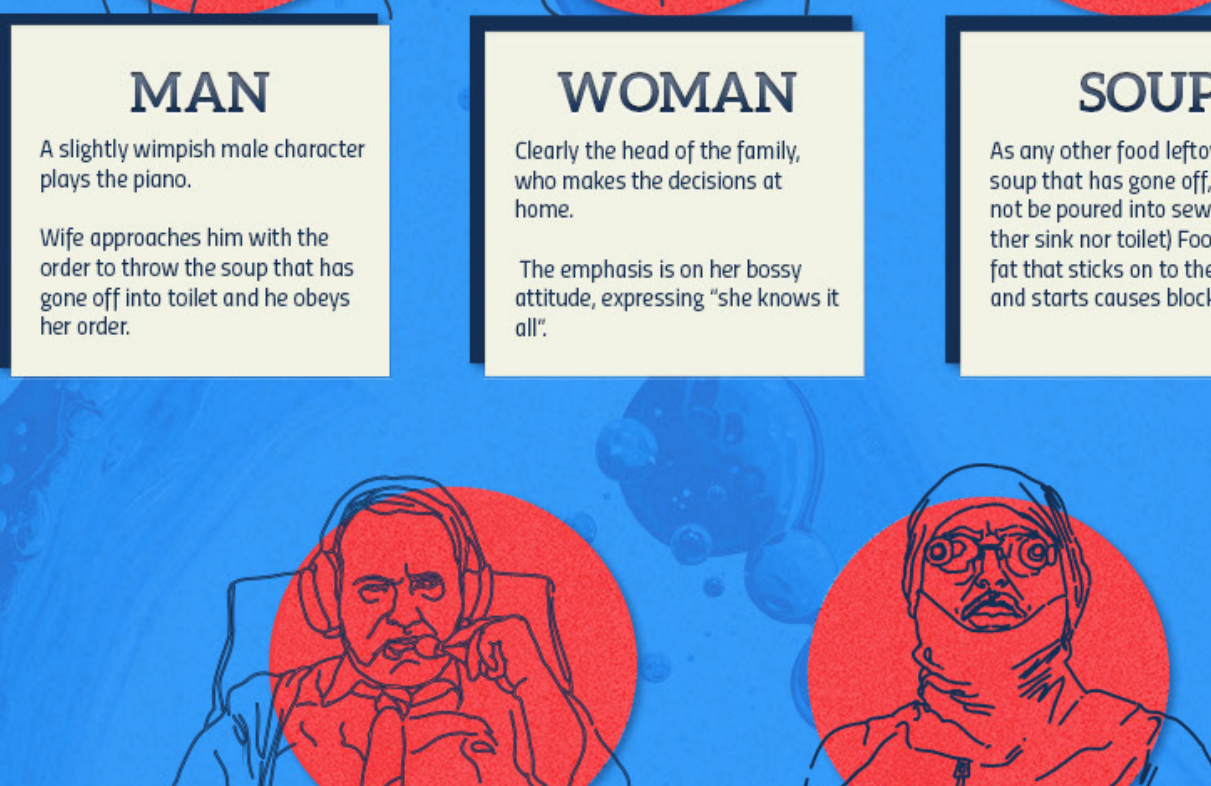
## SHAPE



## COLOR

## BEGINNING

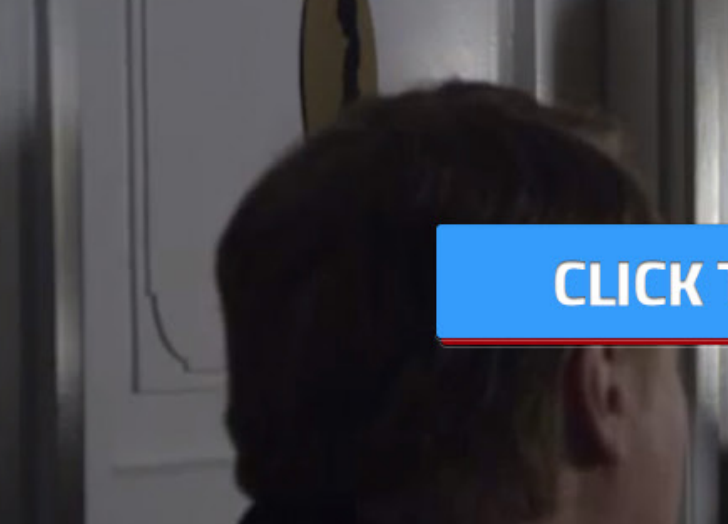
Campaign started with the official press release about sanitary police unit. Nor AS Tallinna Vesi logo or any other link to the company was emphasized.



## OUTDOOR



Next - outdoors appeared in public places. With minimal design, similar to governmental communication.



## TV COMMERCIAL



### MAN

A slightly whimsical male character plays the piano.

Wife approaches him with the order to throw the soup that has gone off into toilet and he obeys her order.



### WOMAN

Clearly the head of the family, who makes the decisions at home.

The emphasis is on her bossy attitude, expressing "she knows it all".



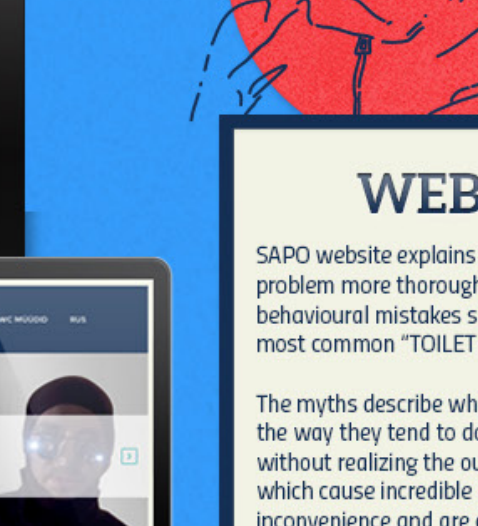
### SOUP

As any other food leftovers, the soup that has gone off, should not be poured into sewerage (neither sink nor toilet). Food contains fat that sticks on to the pipe walls and starts causes blockages.



### ADMIN (ADMINISTRATOR)

He knows about every trouble in the sewerage systems in Tallinn.



### PLUMBER

Mystical character, who is easy to relate with any superhero to "save the day" by his looks. He clears every blockage and fixes every problem in the sewerage system. His role is to discipline people by informing them and pointing out behavioural mistakes people often do not realize they are making.

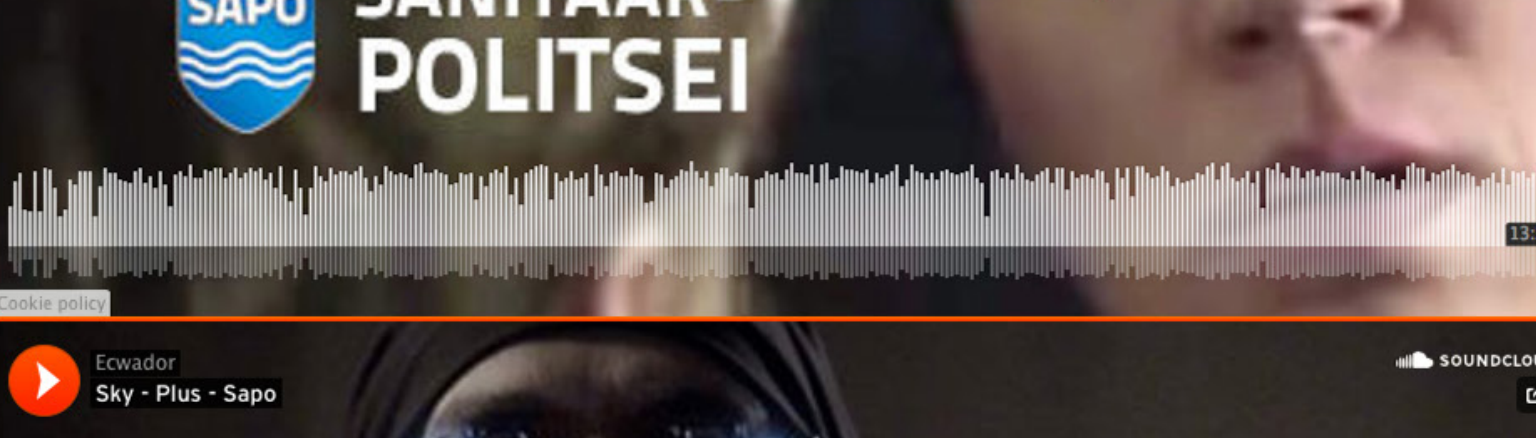
## VIDEO

Tells us a story about a common situation from our daily lives, reflecting the very typical habit mistakes driven by low awareness. One being that pouring food waste into toilet is the cause of blockages. The video represents only one aspect of the causes of blockages, but thereby emphasises the overall problem – toilet is not a bin!

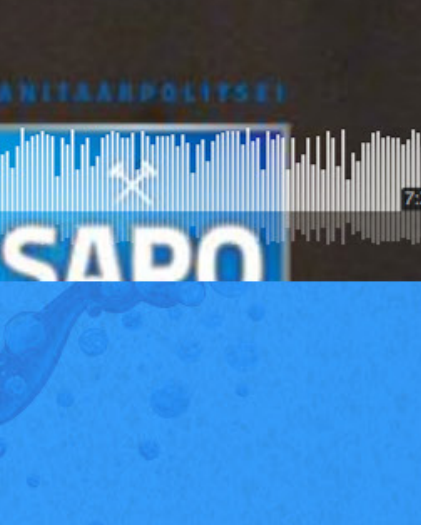
SAPO pikklugu

CLICK TO PLAY

## INSERT



## WEBSITE



### WEB

SAPO website explains the core problem more thoroughly. The behavioural mistakes start with most common "TOILET MYTHS".

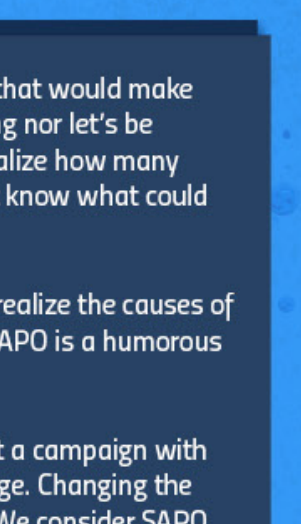
The myths describe why people act the way they tend to do in toilets without realizing the outcome, which cause incredible amount of inconvenience and are quite expensive and time consuming to fix. The myths aim to draw attention to the fact that toilet is not a bin.

CLICK HERE

WWW.SAPO24.EE

## RADIO

Radio commercials were not intentional output of the SAPO campaign. Yet, as the intriguing name raised questions and made people talking, the message was widely covered in radio programmes. This was a clear demonstration that our objective to raise public discussion with a little mystery behind the campaign in addition to the name was achieved.



CLICK TO PLAY

CLICK TO PLAY

## CLIENT FEEDBACK



It's always a challenge to speak to people in a way that would make them interested. Sewerage is not the most interesting nor let's be honest, very attractive issue. Yet we don't tend to realize how many problems we ourselves cause only because we don't know what could and what could not be thrown down the toilets.

To make people think before they flush and thereby realize the causes of blockages, you first need to attract their attention. SAPO is a humorous way to initiate serious discussion.

SAPO and its core message "Toilet is not a bin" is not a campaign with an end – this is continuous work, continuous message. Changing the mind-set, behaviour or habits of people takes time. We consider SAPO a very successful initiative, as we received so much attention and "free publicity" only by the name itself.

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