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Home > News

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## Browse by Discipline

- Agency and supplier news
- Analysis
- Appointments
- Branding
- Campaigns**
- Comment
- CRM
- CSR
- Data
- Digital marketing news
- Direct marketing
- Email
- Events
- Legislation
- Research
- Social media
- Trade bodies
- Technology
- Other

## CAMPAIGN NEWS: Marilyn brings 50s glamour to recycling campaign

### Published:

Marilyn Monroe is a big hit in the B2B digital world. Thanks to agencies JDI and Blue Ribbon Digital she has achieved click-through rates (CTR) of 13.55 per cent for recycling company RockTron.

In a joint venture the agencies used the 50s starlet to front a campaign for RockTron. The digital element of the campaign saw a CTR 135 times greater than the industry average of 0.1 per cent for a flash advertisement.

The campaign is designed to raise awareness and promote discussion around RockTron's new recycling technology. RockTron says its new technology, to transform coal-fired power station waste into valuable eco-minerals, was expected to fail and just like Monroe it proved critics wrong.

The campaign, which has also been run in *RockTron prove critics wrong in digital campaign* print, encourages viewers to visit a microsite. Matthew Greene (MD of BRD) and Duncan Richardson (MD of JDI) said, "We're confident that our unique blend of integrated traditional and digital represents the future."

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