

**Brief:**

**Evolve or die.**

Create a new online retail brand for an ordinary, everyday product or business.

**DURACELL<sup>®</sup>**

**Online battery retailer.**

In the UK, we use **600 million batteries a year**, that's an average of **21 per household**.

**97%** of these batteries are thrown in the **bin**, ending up in **landfill**.

These batteries ending up in **landfill**, cause **toxic metals** to run into the ground and **pollute water**.

# UK has a target of collecting **45%** of its batteries for **recycling**

Target was missed for second  
consecutive year in 2017.

**How are batteries  
collected?**

# Battery collection boxes in stores.

But who actually brings their used  
batteries out with them?



**This is where the store  
comes in...**

**What if,**

**when the batteries are  
used up,**

**the customer sends the  
used batteries back?**



**Batteries  
delivered**



**Batteries  
sent back**

**Batteries  
used**



**The batteries that are sent back can then be recycled for future use.**



**Binning batteries is bad  
for the environment,  
but keeping used  
batteries in your  
house can also prove  
problematic...**



**When batteries come in to contact with metal objects, it can cause short-circuiting which results in heat generation and bursting.**



**Safe.**

**Secure.**

**Straight back to us.**

YOU +

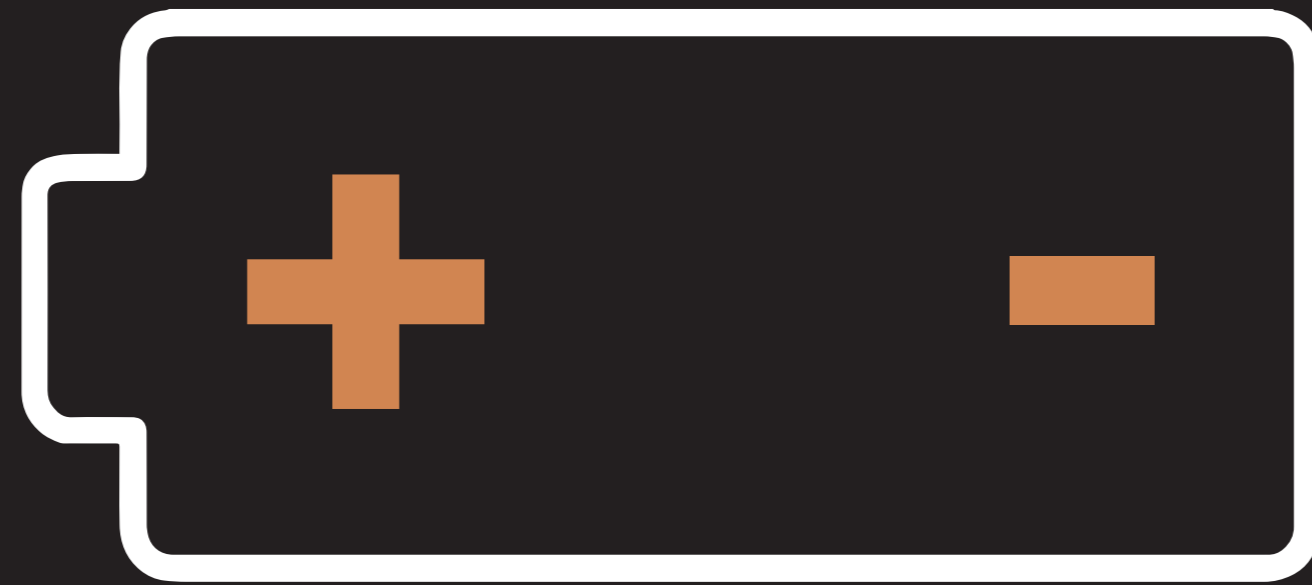


YOU + US

**YOU + US - BINS**

**YOU + US - BINS**  
**= A BETTER FUTURE**





**DURACELL**

**DURACELL**

***REVIVE***

**DURACELL**

***REVIVE***



**DURACELL**

***REVIVE***

**DURACELL**

***REVIVE***

**DURACELL**  
*REVIVE*

**MAKING THE**  
**WORLD LAST LONGER.**

**DURACELL**  
*REVIVE*

**A DEAD BATTERY  
ISN'T DEAD TO **US.****

**DURACELL**  
*REVIVE*

**A BATTERY STILL  
HAS A **LIFE** AFTER  
**DEATH.****



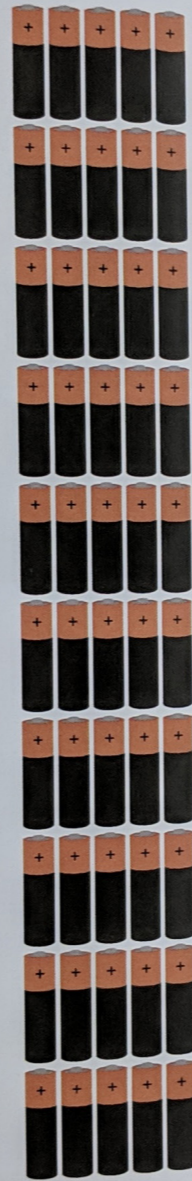


THE UK HAS A TARGET OF RECYCLING 45% OF BATTERIES EVERY YEAR

**LET'S NOT SETTLE  
FOR LESS THAN HALF**



IT  
TAKES THE  
ENERGY  
EQUIVALENT  
OF  
**50**  
BATTERIES...



...TO MAKE **1**





**ON  
AVERAGE  
A  
PERSON  
WILL  
USE  
10  
BATTERIES  
A  
YEAR**

**WHY NOT  
RECYCLE ALL  
OF THEM?**





**I RUN  
ON BATTERIES**