



Campaign Toolkit

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## INTRODUCTION

**Bin the Wipe is a national campaign from Water UK to tackle one of the UK's biggest issues when it comes to blocked drains and damaged sewers: flushed wet wipes. In fact, surveys show that 75% of drain blockages are caused by people flushing wet wipes down the loo.**

This is a costly issue that affects every region in the country, and it is also a leading cause of fatbergs and river/sea pollution. You and your teams at local water companies have deployed many inventive and impactful campaigns to address this issue, often with very positive results. This local engagement is crucial. However, as this is also a national issue this campaign aims to raise mass awareness with a single-minded message and in turn drive impactful behaviour change at scale.

We've assessed campaigns from across the UK and have conducted behavioural analysis of audience data to arrive at the theme and focus of this campaign. In a nutshell, we know that people flush wet wipes unconsciously and that it's often a habit they don't think about. Therefore, we must remind people to bin the wipe and focus on that simple and unambiguous behaviour whilst providing a good rationale that resonates with citizens across the nation.

We'll need your help to reach as many households as possible to raise mass awareness and make it a success!

You can get involved by using the Bin the Wipe assets in this toolkit on your own communication channels and show you are part of a campaign which is accelerating positive behaviour change. We have given asset specifications within the toolkit, but if you have any specific questions on use, please email [comms@water.org.uk](mailto:comms@water.org.uk)

**Get on board and support our fight against blocked drains and damaged sewers!**



# CAMPAIGN SOCIAL MEDIA ASSETS

Social media assets

Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 1 messaging



Social media assets

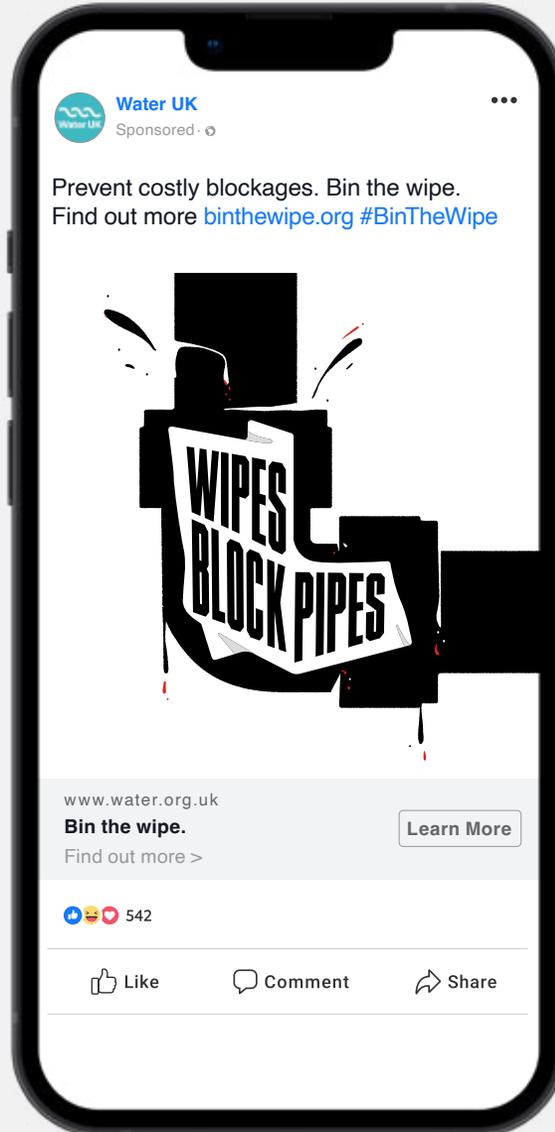
Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging (black pipe)



Social media assets

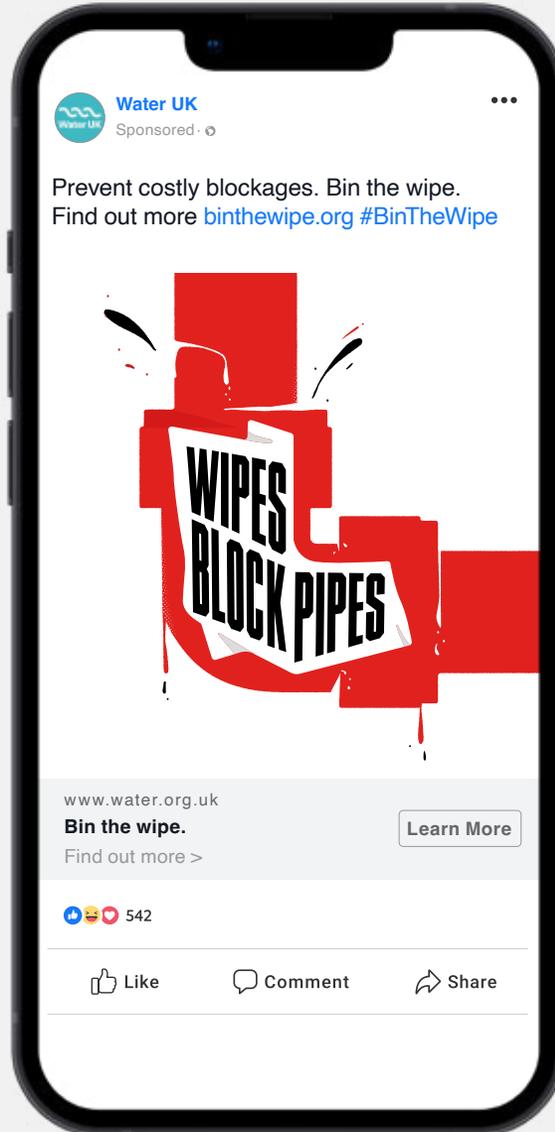
Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging (red pipe)



Social media assets

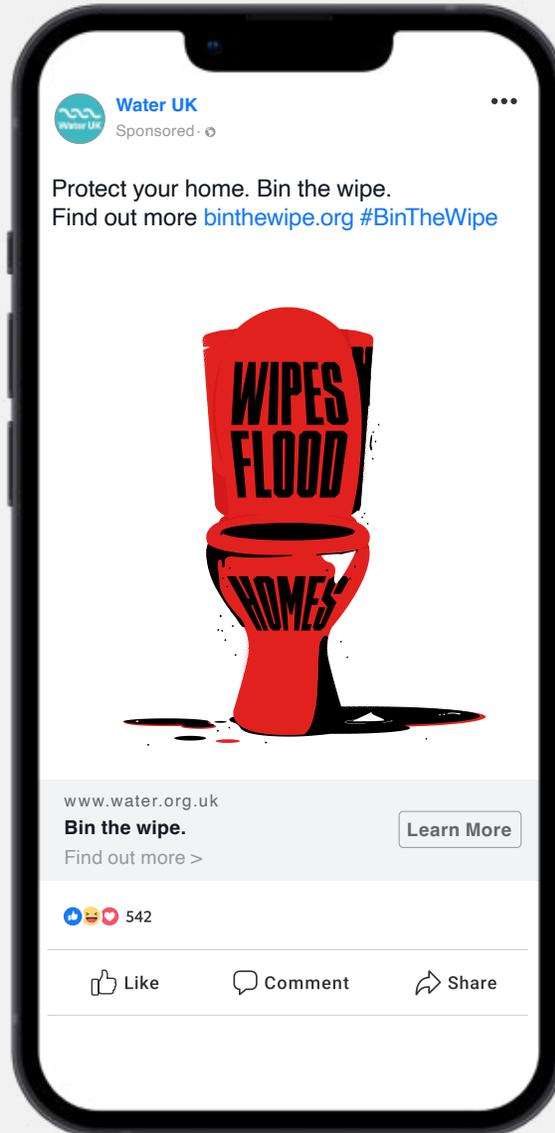
Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging



New asset

Social media assets

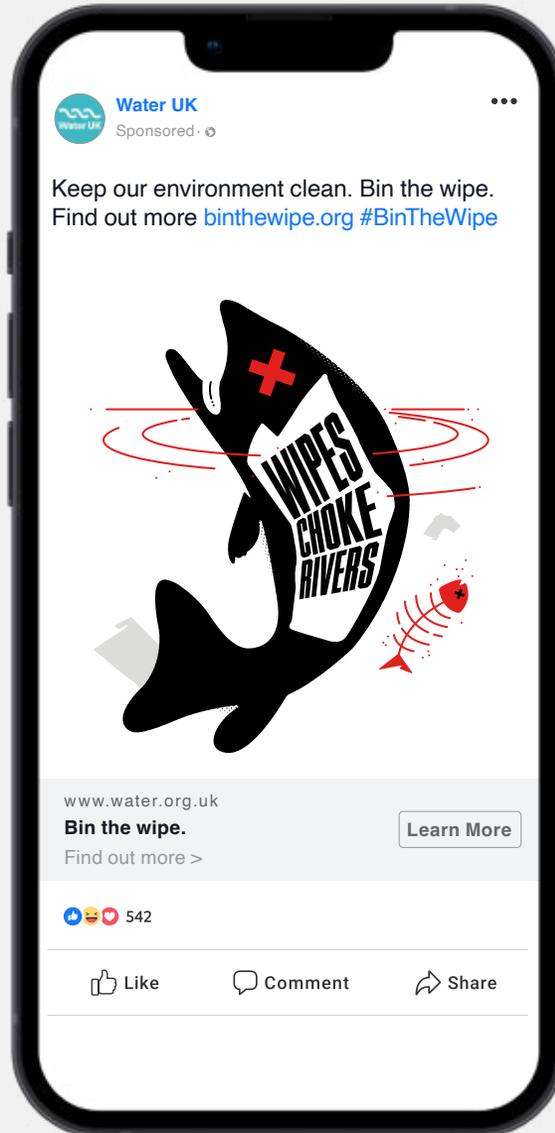
Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging



New asset

Social media assets

Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging



New asset

Social media assets

Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging



New asset

Social media assets

Animations

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging



Social media assets

Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 1 messaging



Flushing wipes  
blocks pipes.  
**Bin the wipe.**

Flushing wipes  
blocks pipes.  
**Bin the wipe.**  
  
Find out more  
[binthewipe.org](http://binthewipe.org)

Social media assets

Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging (black pipe)



Prevent costly  
blockages.  
**Bin the wipe.**

Prevent costly  
blockages.  
**Bin the wipe.**

Find out more  
[binthewipe.org](http://binthewipe.org)

Social media assets

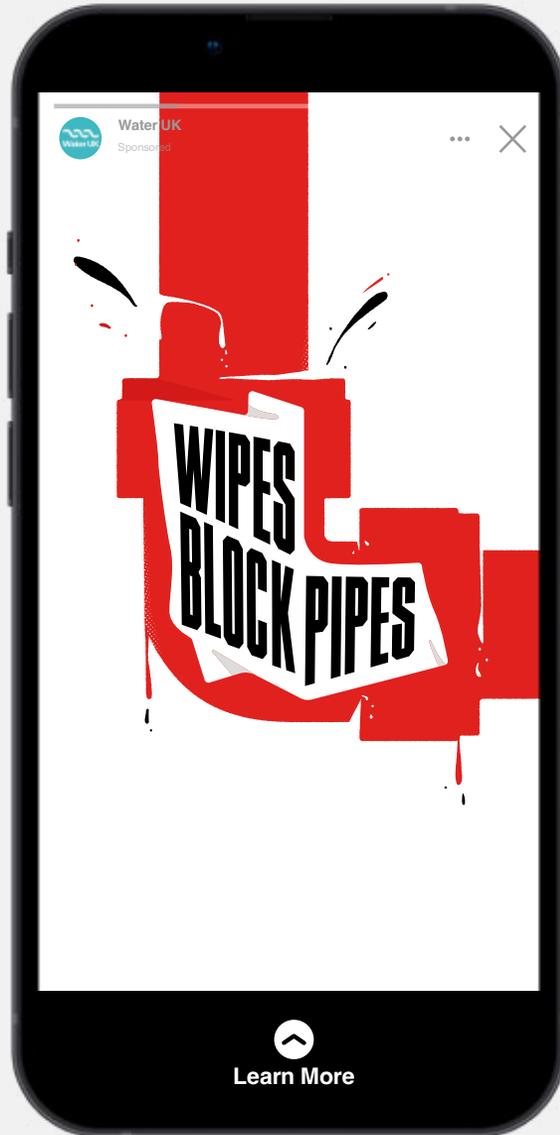
Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging (red pipe)



Prevent costly  
blockages.  
**Bin the wipe.**

Prevent costly  
blockages.  
**Bin the wipe.**

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Social media assets

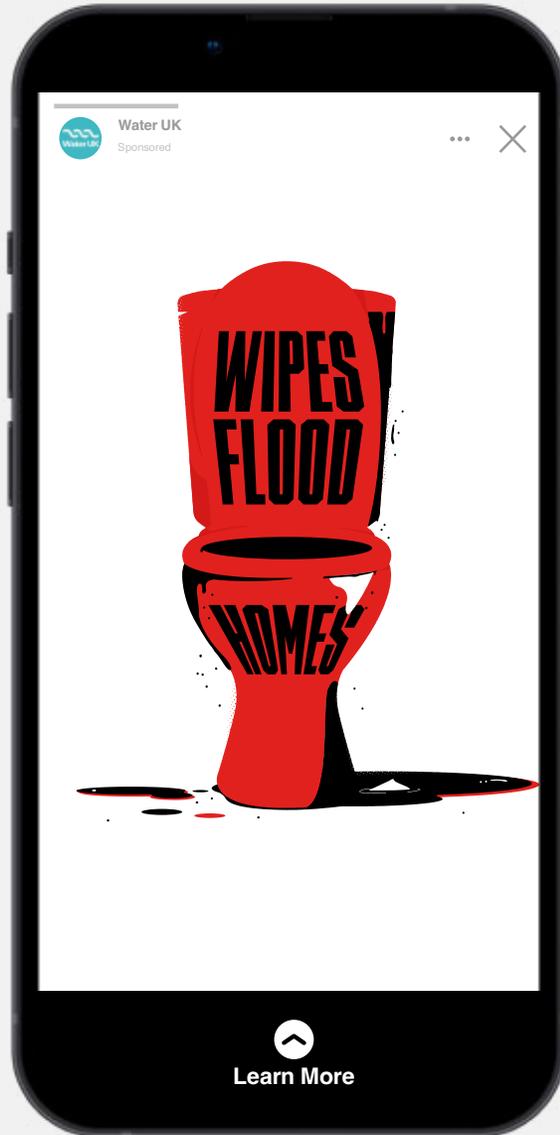
Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging



Protect your home  
**Bin the wipe.**

Protect your home  
**Bin the wipe.**

Find out more  
[binthewipe.org](http://binthewipe.org)

New asset

Social media assets

Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging



Keep our environment clean.  
**Bin the wipe.**

Keep our environment clean.  
**Bin the wipe.**

Find out more  
[binthewipe.org](http://binthewipe.org)

New asset

Social media assets

Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging



Prevent costly blockages.  
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New asset

Social media assets

Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging



Protect your home.  
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New asset

Social media assets

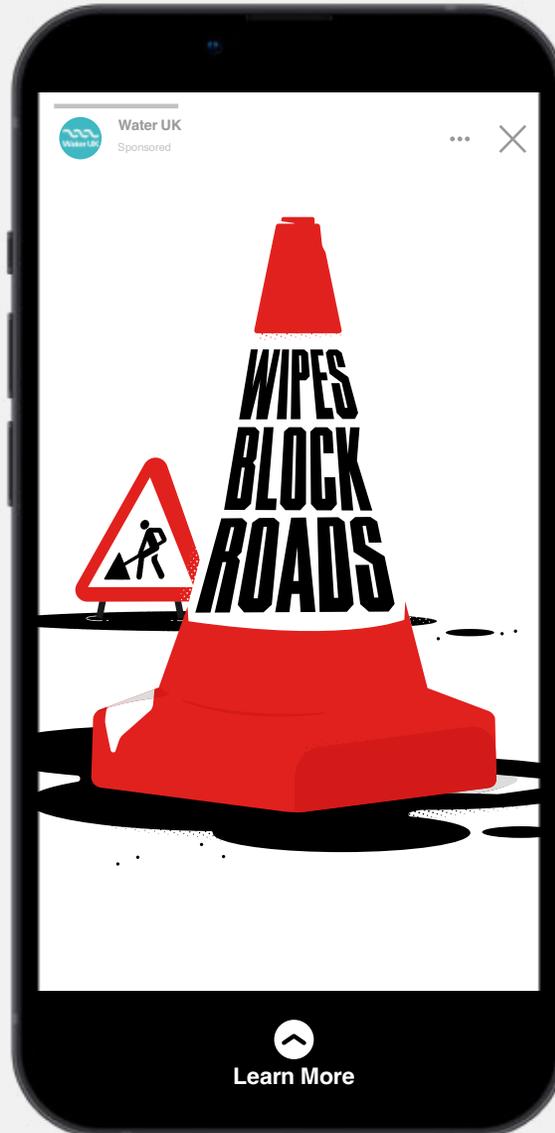
Animations

Stories 9:16 – 1080X1920px

Suitable for:



Tier 2 messaging



Protect your street.  
**Bin the wipe.**

Protect your street.  
**Bin the wipe.**

Find out more  
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Social media assets

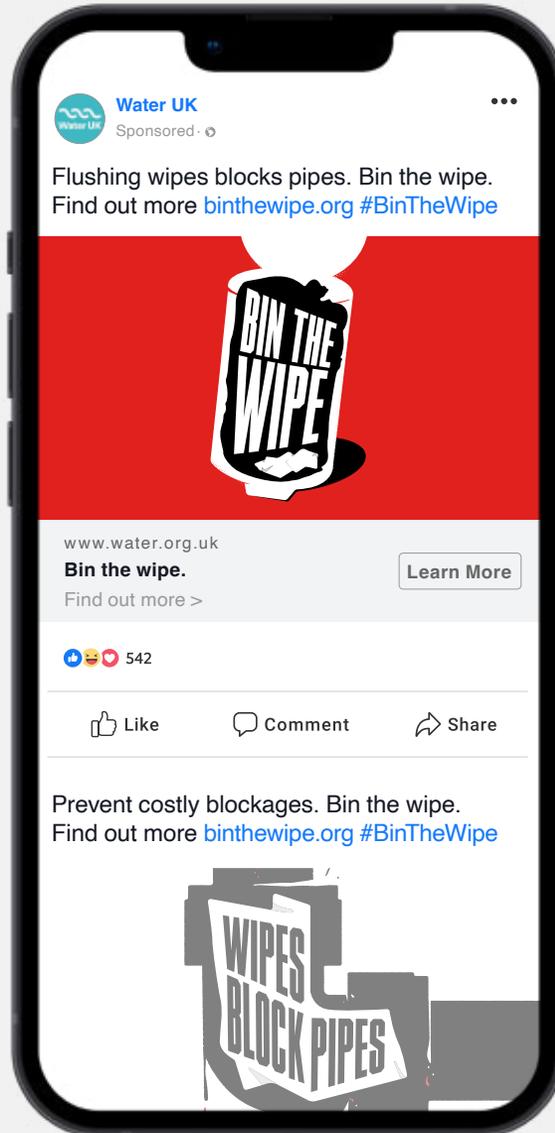
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 1 messaging



Social media assets

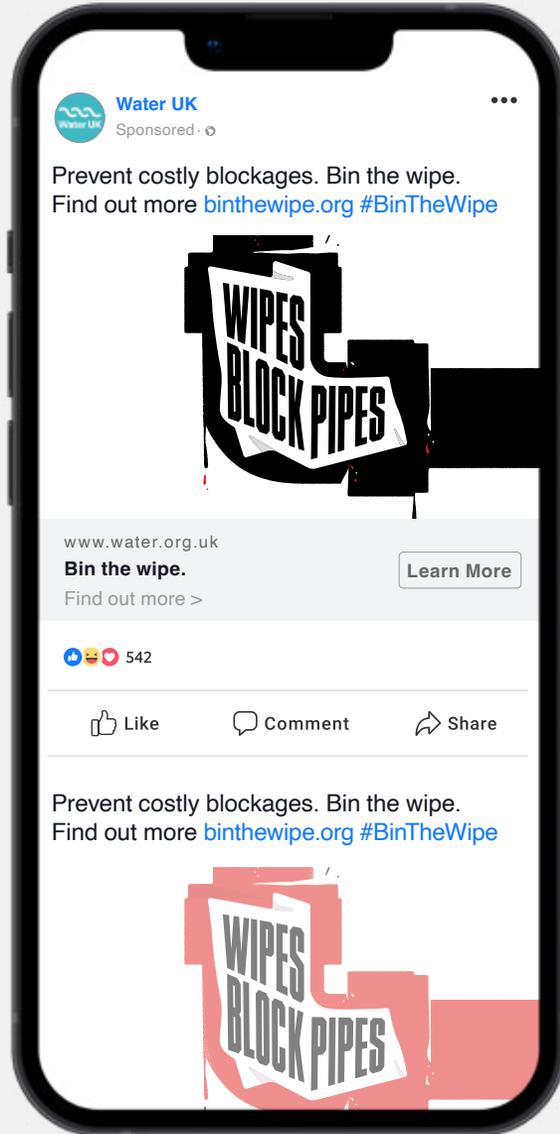
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging (black pipe)



Prevent costly blockages.  
**Bin the wipe.**

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Social media assets

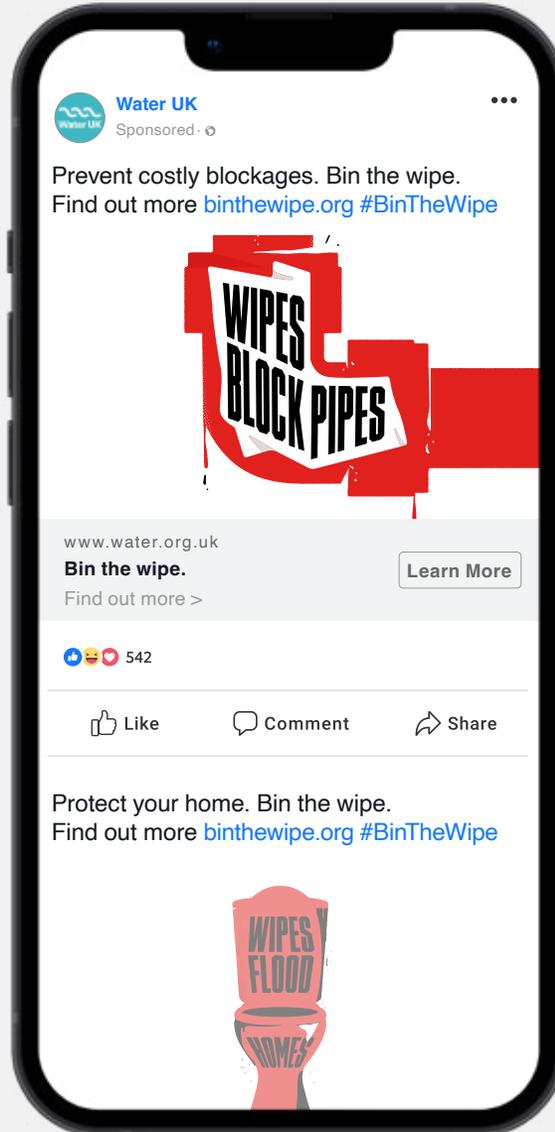
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging (red pipe)



Prevent costly blockages.  
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Social media assets

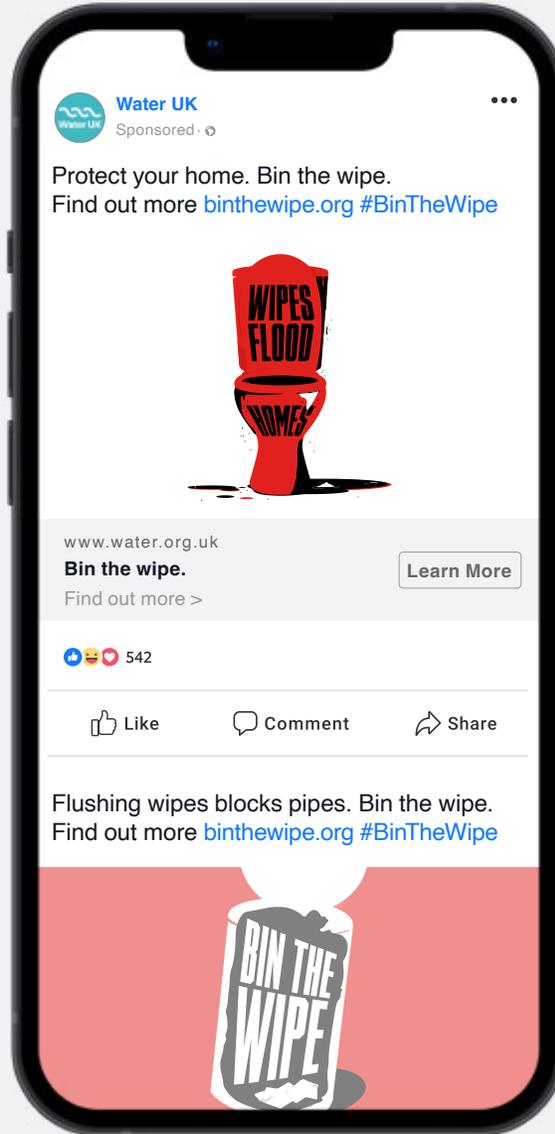
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging



New asset

Social media assets

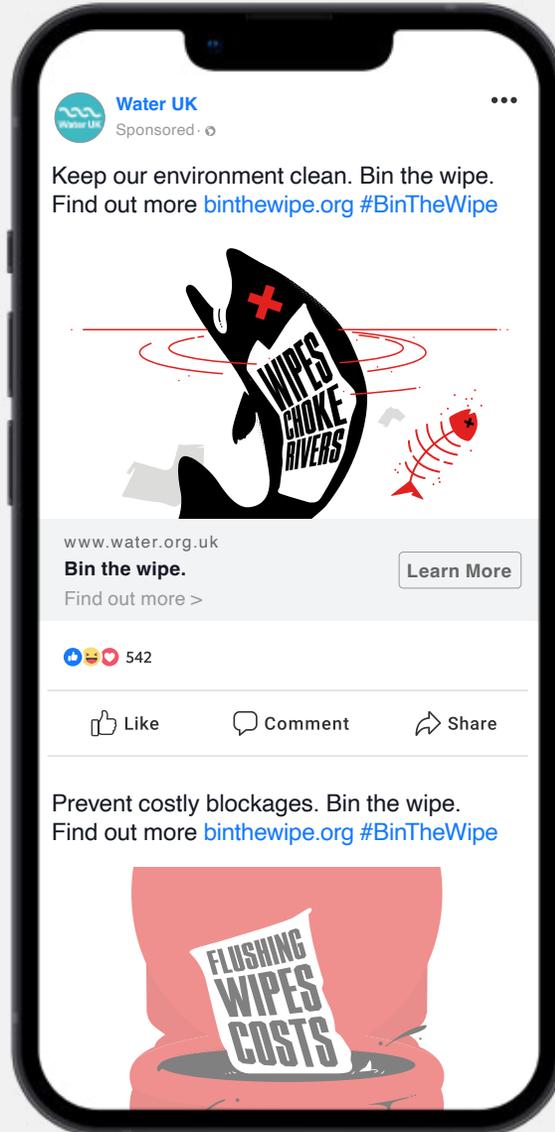
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging



Keep our environment clean.  
**Bin the wipe.**

Keep our environment clean.  
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Find out more  
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New asset

Social media assets

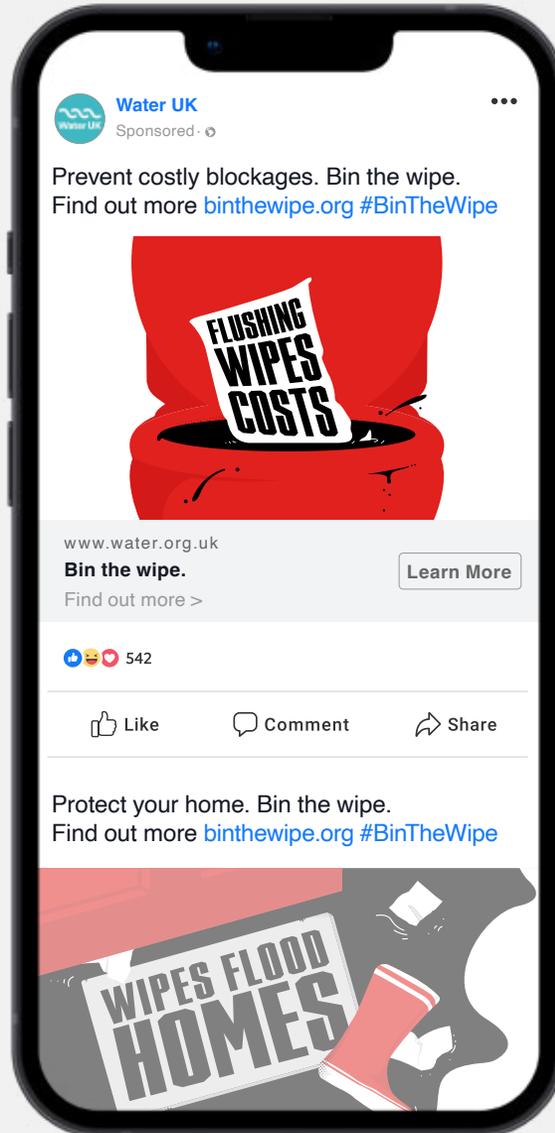
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging



Prevent costly blockages.  
**Bin the wipe.**

Prevent costly blockages.  
**Bin the wipe.**  
Find out more [binthewipe.org](http://binthewipe.org)

New asset

Social media assets

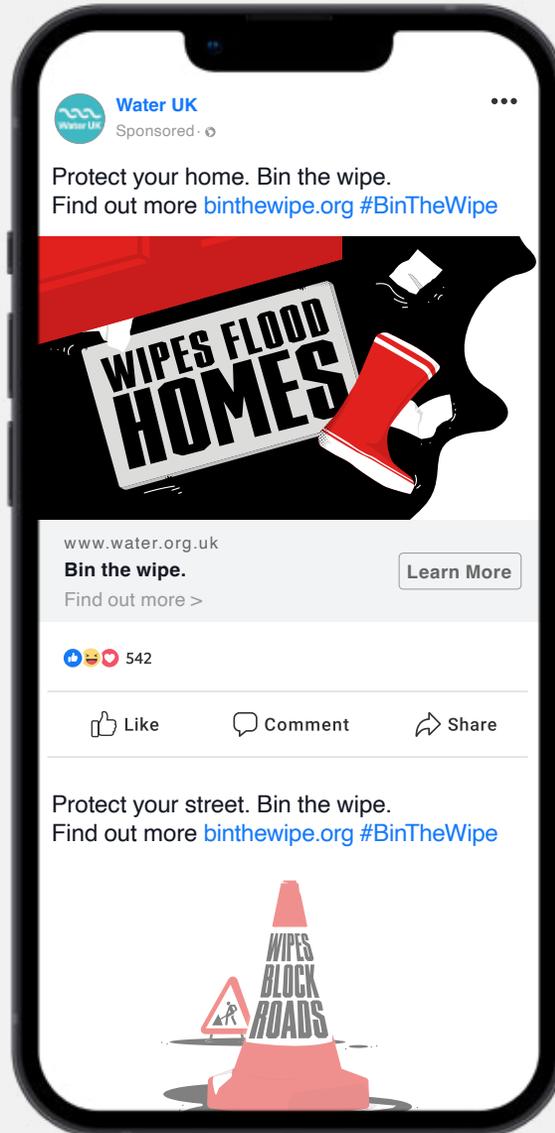
Animations

Stories 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging



Protect your home.  
**Bin the wipe.**

Protect your home.  
**Bin the wipe.**  
Find out more  
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New asset

Social media assets

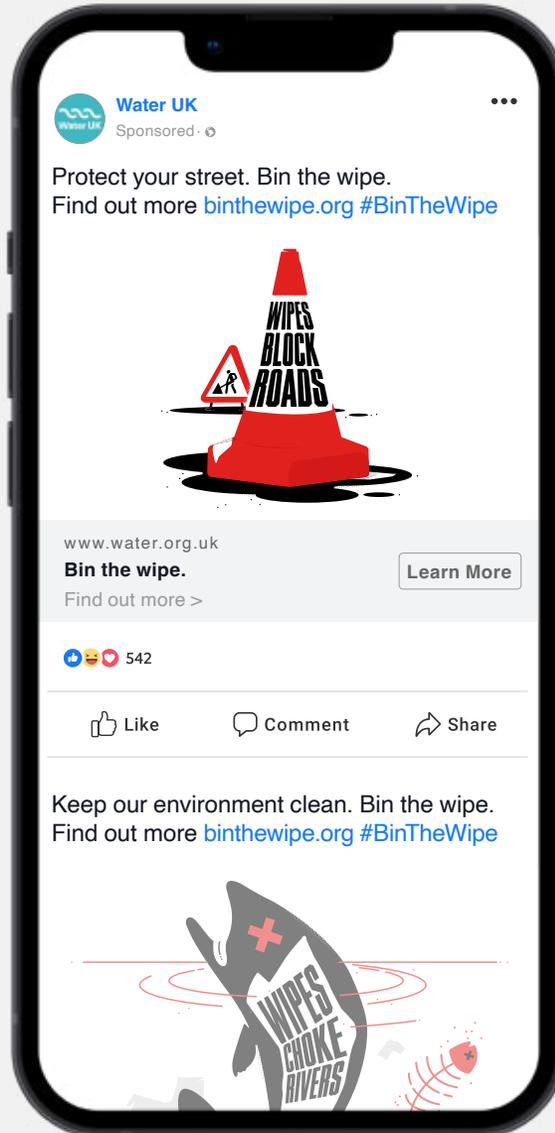
### Animations

Stories 16:9 – 1920X1080px

Suitable for:



### Tier 2 messaging



Protect your street.  
**Bin the wipe.**

Protect your street.  
**Bin the wipe.**  
Find out more  
[binthewipe.org](http://binthewipe.org)

Social media assets

Statics

Squares 1:1 – 1080X1080px

Suitable for:



Tier 1 messaging

Pedal bin



Metal bin



Plastic bin



Tier 2 messaging

Black pipe



Red pipe



Toilet



New asset

Social media assets

Statics

Squares 1:1 – 1080X1080px

Suitable for:



Tier 2 messaging

Wipes choke rivers



Flushed wipes cost



Wipes flood homes



Wipes block roads



Social media assets

Statics

Landscape 16:9 – 1920X1080px

Suitable for:



Tier 1 messaging

Pedal bin



Metal bin



Plastic bin



Tier 2 messaging

Black pipe



Red pipe



Toilet



New asset

Social media assets

Statics

Landscape 16:9 – 1920X1080px

Suitable for:



Tier 2 messaging

Wipes choke rivers



Wipes block roads



Flushed wipes cost



Wipes flood homes



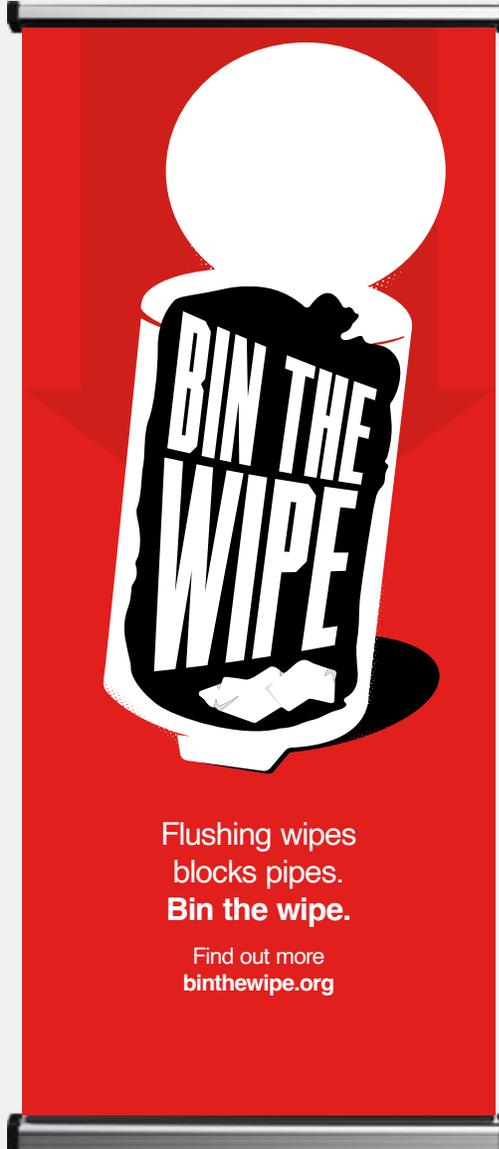
# PRINTED ASSETS

Printed assets

Pull-up banners

850X2100mm

Pedal bin



Metal bin



Plastic bin



Printed assets

Pull-up banners

850X2100mm

Black pipe



Red pipe



Toilet



Printed assets

Posters

A3 – 297X420mm

Alternative metal and plastic bin illustrations can be downloaded using the link below.

Pedal bin



Metal bin



Plastic bin

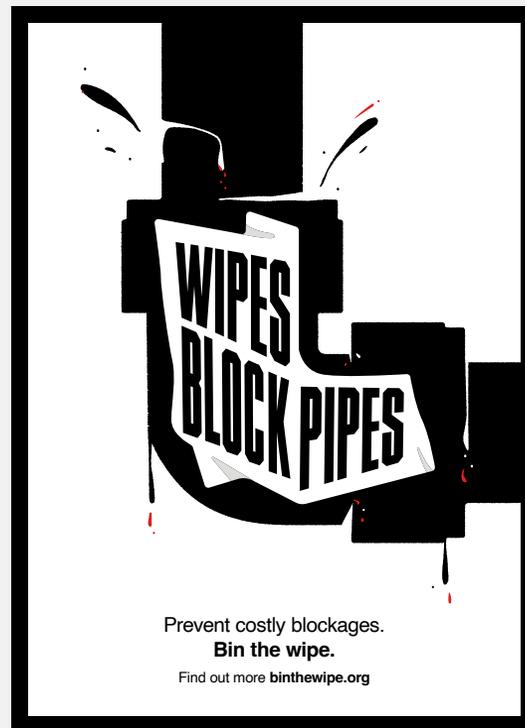


Printed assets

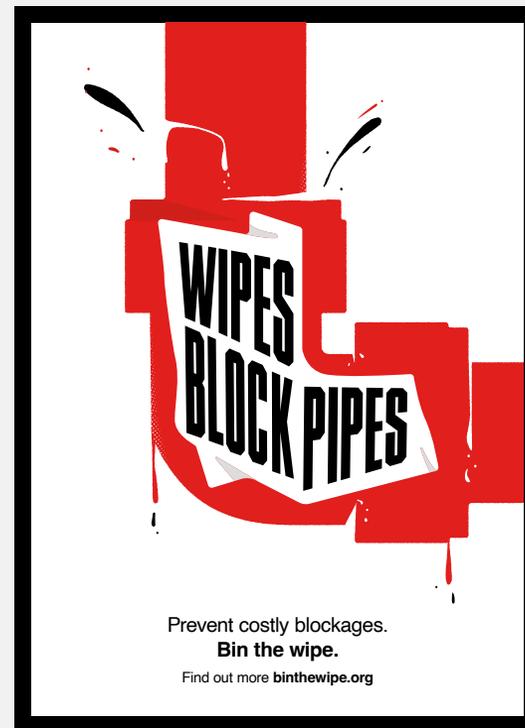
Posters

A3 – 297X420mm

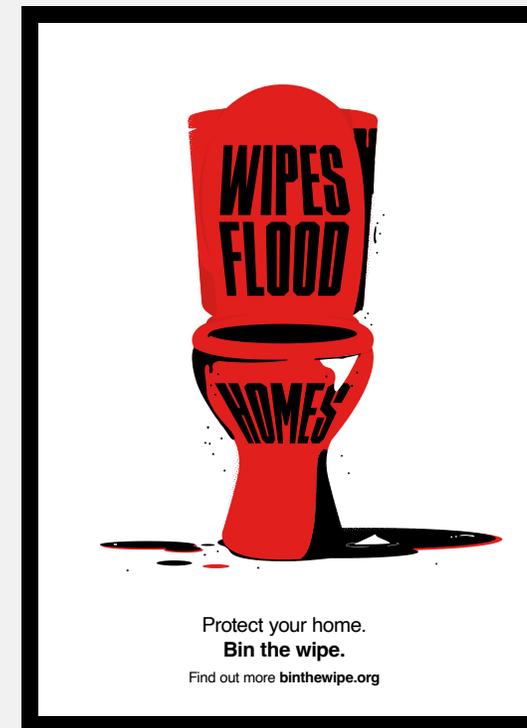
Black pipe



Red pipe



Toilet



New asset

Printed assets

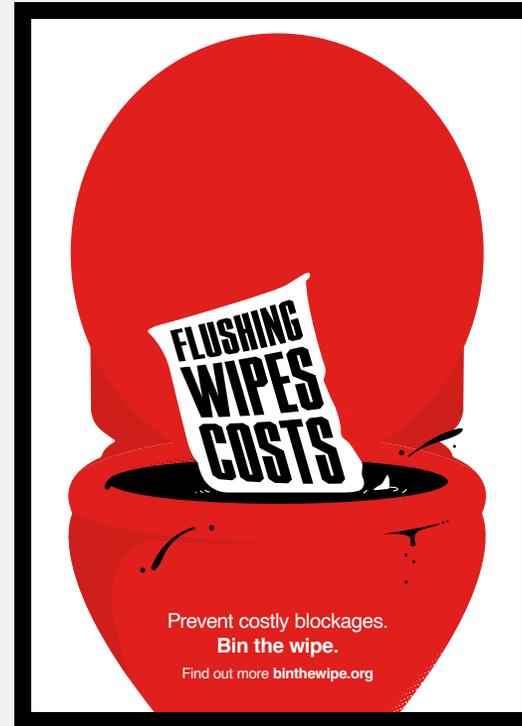
Posters

A3 – 297X420mm

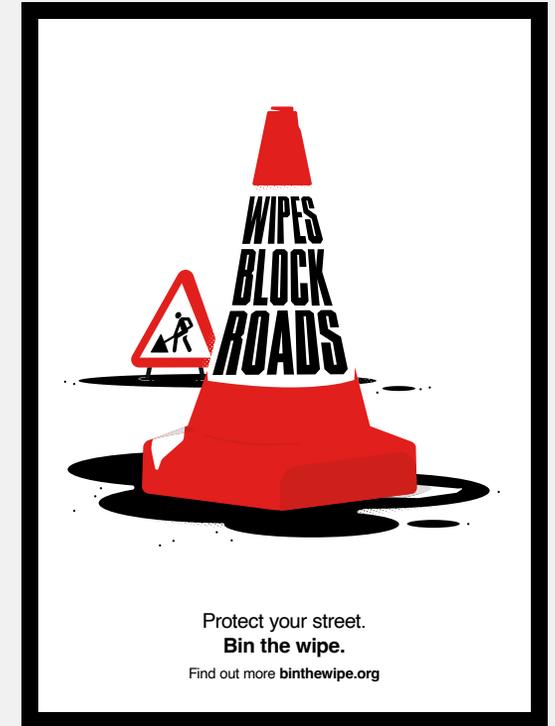
Wipes choke rivers



Flushed wipes cost



Wipes block roads



# WEBSITE ASSETS

New asset

Website assets

Homepage banner

1920X1080px

These banners have been created to a generic specification, it can be cropped or extended to fit bespoke website banner dimensions.



# ORGANIC SOCIAL MEDIA EXAMPLES

Organic social media examples

In-feed posts

Squares 1:1 – 1080X1080px

Suitable for:



These posts have been created to be used as single standalone alone static posts.

The templates are fully editable, and can be easily adapted to use your own imagery or localised messaging.



Organic social media examples

In-feed posts

Landscape 16:9 – 1920X1080px

Suitable for:



These posts have been created to be used as single standalone alone static posts.

The templates are fully editable, and can be easily adapted to use your own imagery or localised messaging.



# THANK YOU

For questions or further  
information, please  
contact:

[comms@water.org.uk](mailto:comms@water.org.uk)

