

## Case History

# Computer RUs

Client: American Plastics Council  
(the TV "Plastics Make it Possible" people)

**Problem:** Stage a unique event at a New England recycling center to inform and educate the North American public that recycled plastics - specifically computer and electronic housings - are efficiently disposed in an environmentally friendly manner. The American Plastics Council provided MTI with access to a recycler that was grinding 13 million pounds of these products every year and adding the materials to a proprietary pothole filler compound. In this way, the company was laying down an alternative type of "information highway."



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**Solution:** MTI organized children, television and newspaper reporters and a collection of other dignitaries in a room together, along with hundreds of computer housings and let everyone vent their computer frustrations by smashing them with sledge hammers. Hundreds of people came out for it, and boy, the press come in droves and wouldn't leave!

**Results:** The story was picked up in both regional print and television; then it snowballed onto national press and T.V. exposure, ultimately being picked up by the Associated Press. The UK's BBC

radio reported the story also. The television networks (ABC, CBS, Fox and NBC) liked the story so much they fed it to their affiliates across the country. CNN aired the story. And syndicated radio columnist Paul Harvey even latched onto the story and reported it worldwide to his listeners. An event that lasted a few hours generated interest for weeks across the world.

The American Plastics Council leaders in Washington were even able to view the story on their local TV channels, citing the endeavor as hundreds times more successful than they imagined, getting an important industry story to tens of millions of people. The project dispelled doubts about MTI's ability to tackle and succeed with assignments thought only achievable by New York's Madison Avenue mega-agencies.

