



ENCOURAGING MATTRESS RECYCLING

OPPORTUNITY

After new mattress recycling laws passed in CA, CT, and RI, the Mattress Recycling Council (MRC) launched statewide programs using a recycling fee collected on each mattress and box spring sold, making recycling easier in these states. Yes& was responsible for developing an ad campaign to increase awareness of these laws and to encourage mattress recycling.

INSIGHT

Research indicated that consumers recycle to protect the environment and to do the right thing. We needed a memorable, fun, and action-driven brand to inspire them.

SOLUTION

Yes& created the consumer-friendly Bye Bye Mattress under the Mattress Recycling umbrella and developed campaigns to prevent illegal dumping and promote three recycling options: retailer take-back, curbside pickup, and drop-off at collection sites or events. The multi-media, multi-lingual ad campaign included cable TV, OTT, PSAs, broadcast and digital radio, OOH, POS materials, paid and owned social media, Google Grant, and Google PPC, YouTube Promoted Videos, Facebook, trade show materials, and state-specific annual reports.

THE '&'

Yes& conducts an annual negotiated savings report and saves the Mattress Recycling Council an average of 38% off rate card each year.

RESULTS

Originally targeting one million mattresses annually, the program has surpassed expectations—recycling over 15 million mattresses across three states, with Oregon joining in early 2025. Through earned, owned, and paid media, marketing generated 425M impressions, grew social audiences by 25%, and secured \$1M in PSA media value.

PROJECT COMPONENTS

- Integrated Marketing Branding
- Creative & Content
- Research & Analytics
- Paid Media
- Digital
- PSA Campaign

SIZZLE REEL