

# Woodlands Dairy encourages people to 'clean up your hood for good'

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Woodlands Dairy and its First Choice brand are brands with purpose, and as part of the brand's 'the good movement', it is using its approach to encourage people to 'clean up your hood for good'.



An initiative conceptualised by Boomtown for Woodlands Dairy and First Choice, it will initially roll out a 'clean up the hood for good' campaign in the greater Kouga region. "We're thinking global and acting local," remarks First Choice GM: Sales and Marketing, Tinus Pretorius. "We want our movement to take off and be adopted by communities across the country in the coming years and be an initiative for First Choice to own and be proud of."

Initially being rolled out within communities within the greater Kouga region, Woodlands Dairy is thinking global and acting local. The initiative includes a billboard as motorists leave the N2 and drive towards Humansdorp, a branded skip where the clean up crew place collected litter, eye-catching bins used by the crew as well as smaller bins to share the initiative and how Woodlands Dairy is taking ownership of the stretch of road.

"As the campaign evolves, new elements will be added to create talk-ability, draw attention to the extent of littering on the environment and communities," remarks Boomtown Account Director Lauren McNish. "The aim is to change people's habits when it comes to disposing of their trash and respecting their environment."

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