

Fact Sheet



CAMPAIGN TITLE

“The World of UBQ”

MAIN MESSAGES

- UBQ is a new and different kind of **can-do sustainability company** that transforms waste into a sustainable plastic substitute.
- UBQ is a **wonder material** made from leftover garbage that helps reduce oil-based plastic, landfill waste, and emissions all at once. It’s like a **“climate three-fer”**: win, win, and win.
- UBQ isn’t just carbon-neutral, but **carbon-negative**, helping to remove and avoid greenhouse gas emissions like CO2 and methane.
- You can buy a lot of products **Made with UBQ™** already, flooring, chairs, storage bins, tools, hangers, pet houses, planters, footwear, auto parts, and hundreds more.

CALL TO ACTION

Ask your favorite retailers and brands to carry products Made with UBQ™

Learn more at ubqmaterials.com

AUDIENCE

Adults 18-54 with emphasis on **Millennials 30-44**, pragmatic climate advocates and selective sustainability shoppers, looking for ‘right-now’ solutions that inspire climate optimism.

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CREATIVE CONTENT

- **“Casting Call”** online video – in :60, :30, :15 formats, created in a style reminiscent of animated educational content our audiences grew up on
- Featured **waste:** oil-based plastic Bucket, styrofoam Clamshell, Pizza Box, Banana
- Featured **emissions:** CO2, Methane
- Featured ‘reformed’ **UBQ Products:** luxury vinyl Flooring, Hammer with handle, Office Chair
- **“Made from Waste”** still and animated social posts: Sneaker, Doghouse, Hanger, Office Chair

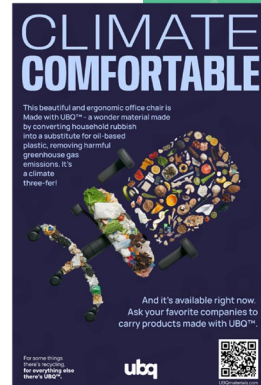
DURATION

Earth Day, April 22, through May 31

MEDIA

YouTube, Meta (Facebook and Instagram, multiple formats), TikTok, LinkedIn

Projected delivery of **11 million impressions** and **4 million views**, with emphasis on driving user actions: reactions, comments, shares, follows, offline contact



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MARKETS

US:

Paid media in major metros – NY, LA, SF, Chicago, Atlanta – plus markets with commercial priority across Consumer Durables, Building and Construction, Logistics and Supply Chain and Automotive

Europe:

Belgium, France, Germany, Italy, UK

LatAm:

Brazil, Colombia, Mexico

Asia-Pacific:

Australia, Singapore

CREATIVE CREDITS

Creative:

Luke Joerger, Hastings Digital Studios, NY and Todd Lombardo, SUPR, LA

Strategy:

Richard Monturo, Monturo Marketing, Rotterdam

Production:

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UBQ Marketing:

Patty Mishic O'Brien, Chief Commercial Officer
Ana Saputi, Marketing Operations Manager

The logo for ubq, featuring the lowercase letters 'ubq' in a bold, blue, sans-serif font. The logo is positioned in the bottom right corner of the page, which has a green background with a pattern of white, curved arrows.