

**Auckland
Council**



CHALLENGE:

Get Auckland to Zero Waste 2040.

INSIGHT:

When it comes to waste, most people don't know what to put where.

IDEA:

Use humour to resolve the recycling crisis

“Over 2.5 billion drink bottles, cans and cartons are sold in New Zealand each year, but fewer than half of these are collected for recycling.”



“There’s still widespread confusion about recycling. What goes in what bin? What are the rules about lids?”

THE SPINOFF

“Pro-social teasing helps encourage people to change and introspect while feeling loved.”

THE SWDL

TRASH TALKERS

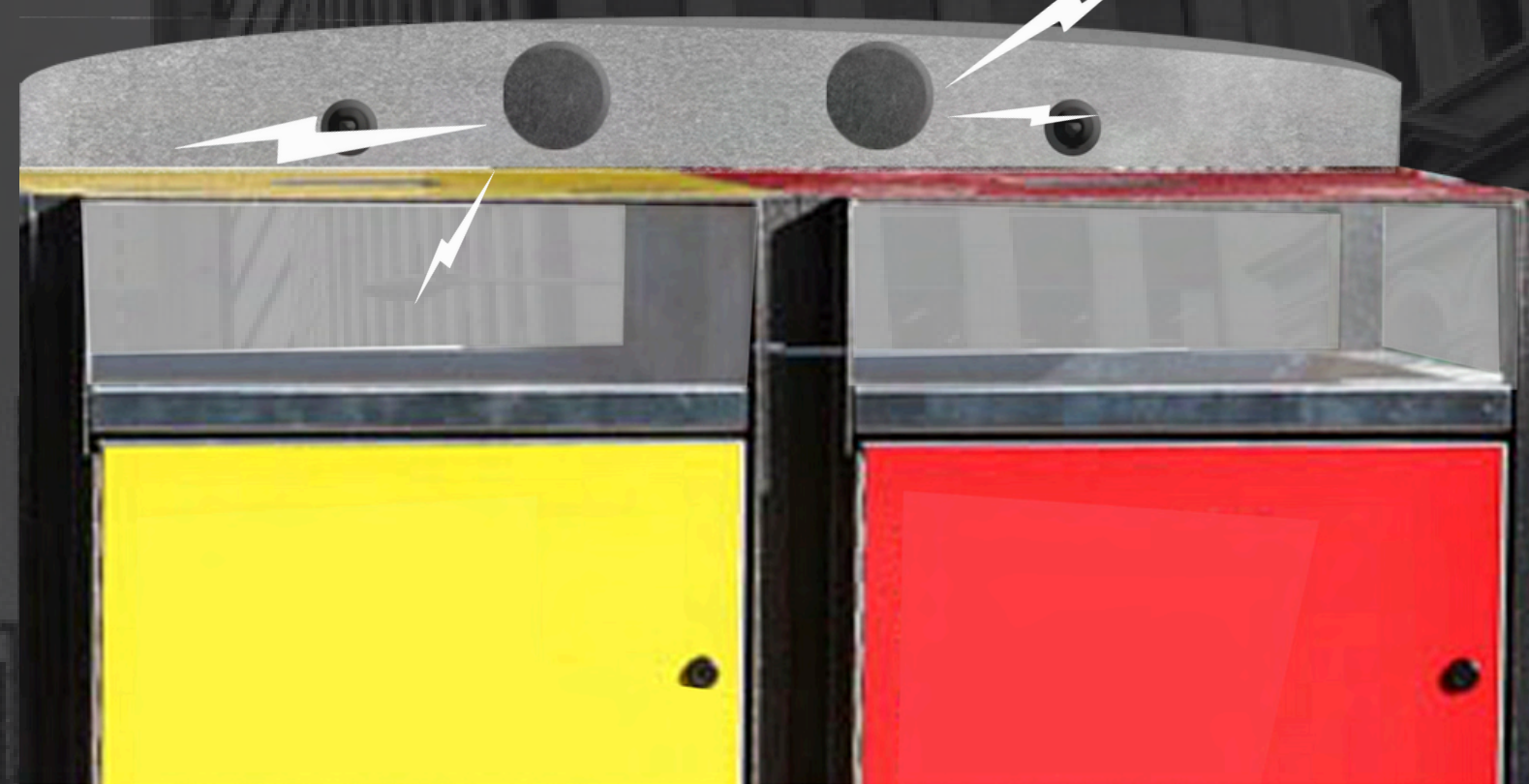


Bins with banter

*Saving Auckland one
compliment & roast at a time*

*Wrong hole again?
Yeah, explains why
you're still single.*

*Girl, you trash! But
in all the right
ways.*



1: Place

Place your rubbish over the trap door you think it belongs on



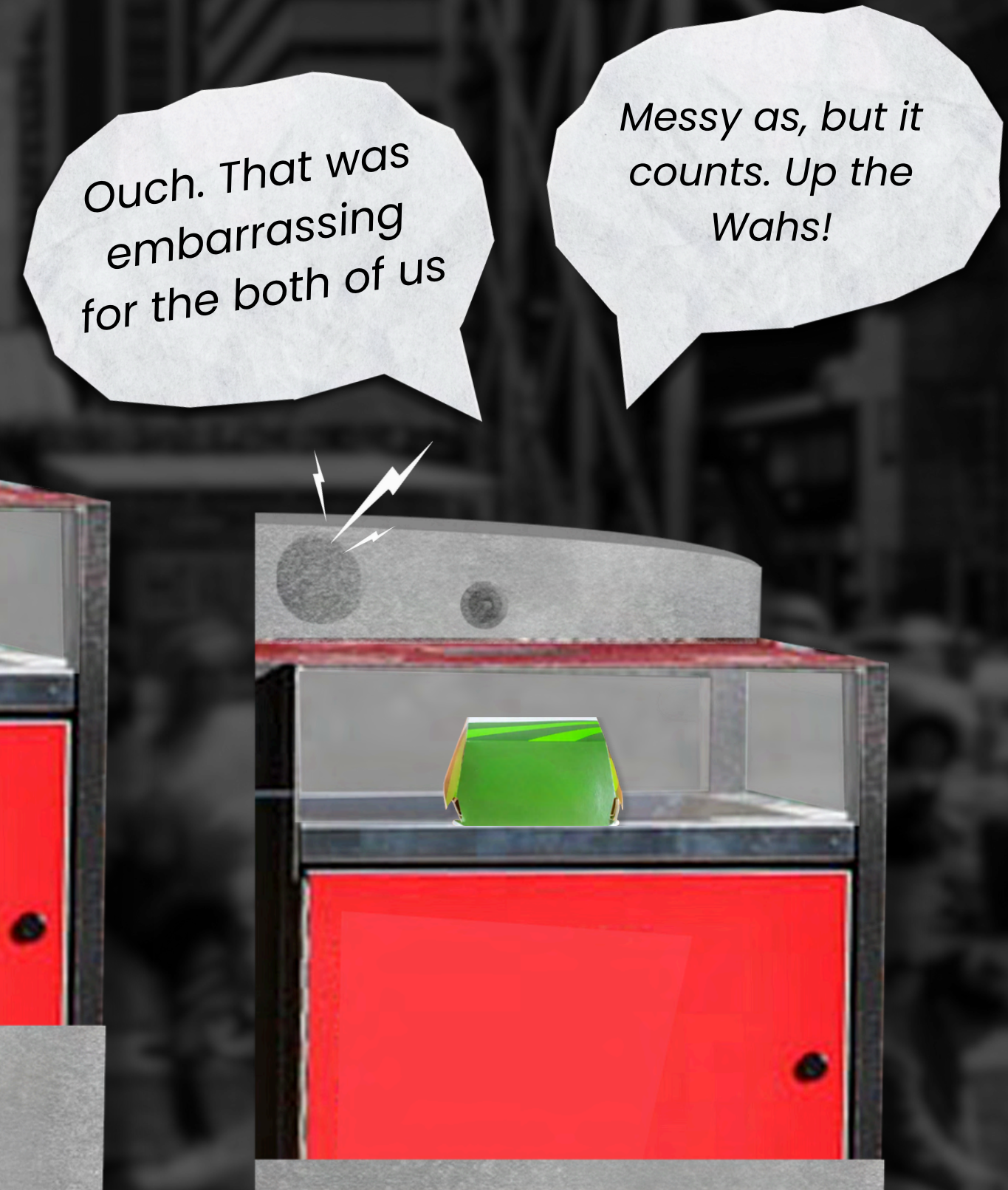
2: Wait

AI recognition technology in the cameras figures out what the product is



3: Roast

Right bin: trap door drops + compliment; wrong bin: stays shut + trash talk.

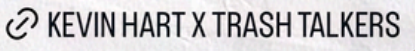


nzcomedyfestival

HE'S WATCHING.
HE'S JUDGING.



WATCH KEVIN HART
TRASH TALK.





nzcomedyfestival

COMEDY FESTIVAL'S
WILDEST ACT.



THE BINS THAT ROAST
YOU BACK.

WRONG HOLE
AGAIN?
YEAH, EXPLAINS
WHY YOU'RE
STILL SINGLE.



OH, YOU
THOUGHT
THAT WAS
RECYCLING?
SWEETHEART
YOU NEED
RECYCLING.



KEVIN
HART
IS RUBBISH



 579K  13.7K  19.3K  87.1K 

 Liked by kevinhart4real and others

nzcomedyfestival Auckland Council, in partnership with the NZ International Comedy Festival, is giving comedy a whole new stage — the city's rubbish bins. Trash Talkers delivers laughter where you least expect it — and yes, it's all about what goes in the bin. Featuring international superstars Kevin Hart and Jimmy Carr, alongside local legends Urzila Carlson, Melanie Blackwell, and Guy Williams. Find them in Britomart — if you dare!