

Table 5: Analysis of Promotional Strategies

Study	Communication Mix				Type of Media			Brand Positioning
	<i>Advertising</i>	<i>Direct Marketing</i>	<i>Sales Promotion</i>	<i>Public Relations</i>	<i>Mass media</i>	<i>Print media</i>	<i>Social & digital media</i>	<i>Campaign or Product Name</i>
Karkanias et al. (2016)	✗	Door-stepping	✗	✗	✗	Leaflets	✗	✗
Woodard et al. (2001)	✗	Public meetings	✗	Publicity	✗	Leaflets	Video	CROWN* scheme
Li et al. (2017)	✗	Door-stepping	Green points	✗	✗	Poster, Leaflets / fliers	✗	✗
Manomaivibool et al. (2018)	✗	✗	✗	Contest (Certificate Token of honour Trophy)	✗	✗	Social media	✗
Aberg et al. (1996)	✗	Public meeting	✗	✗	✗	Brochure	✗	✗
Bernstad et al. (2013)	✗	Door-stepping	✗	✗	✗	Information material	✗	✗
Bernstad et al. (2014)	✗	✗	✗	✗	✗	Information material	✗	"Around again" Campaign
Bench et al. (2005)	✗	✗	Sales promo at supermarkets	✗	✗	✗	✗	✗
Boonrod et al. (2015)	✗	Public meeting Seminar	Flag-of-honour	✗	✗	Leaflet	✗	✗
Geislar (2017)	✗	Public meeting	✗	✗	Radio announcement	Newspaper article, Brochure	✗	✗
Gillan et al. (2004)	✗	✗	✗	✗	✗	Pamphlet, Composting guidebook	Council's Rot-Line number	<i>Gardenwise</i> composter

*CROWN refers 'compost and recycle our waste now'