

2025 Battery Recycling Campaign Results

**Delivering Audiences.
Delivering Results.**



**GREATER LEBANON
REFUSE AUTHORITY**
1800 Russell Road • Lebanon PA 17046

RECYCLE CLEAN – RECYCLE RIGHT
FREE Battery Recycling
Rechargeable and Single-Use Batteries
for Lebanon County Residents



Follow Us

Greater Lebanon Refuse Authority

Target Reach



Source: Comcast Aggregated Viewership Data combined with Ad Exposure Data, Greater Lebanon Refuse Authority, Target as defined by Experian, Polk, and/or L2. 2. Comcast Internal Data (Analysis of 1H 2024 campaigns).

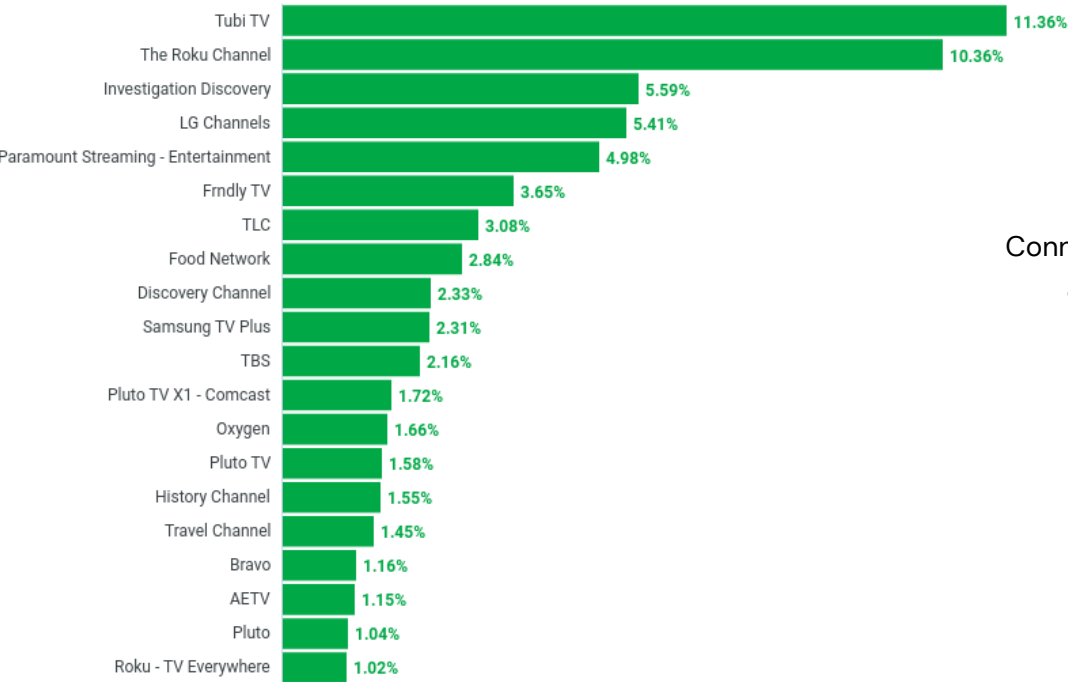
 COMCAST
ADVERTISING

Comcast Advertising Streaming results

Greater Lebanon Refuse Authority

Audience targeted	Impression goal	Impressions delivered	% Impression goal	Completed views	Completed views %
Family Union	283,330	285,330	100.56%	279,344	98%

Content Brand List Top 20



Delivery by Platform

Delivery on "The Big Screen"

95%

Connected TV
86%



Desktop
1%



Mobile/Tablet
4%



Set-top-box
9%

Streaming
takeaway:

- A large portion of your audience is seeing your ads on "The Big Screen"
- 2,335 hours interacting with your videos.

Source: Comcast Internal Data, Greater Lebanon Refuse Authority 7/1/25-9/30/25. Represents all impressions delivered.
Note: "Households Reached" represents the total households where streaming impressions were delivered regardless of selected audience target and cable/internet service provider.



CASE STUDY

Greater Lebanon Refuse Authority

Multiscreen advertising works and the Greater Lebanon Refuse Authority learned firsthand just how powerful multiscreen strategies can be. After Comcast Advertising partnered with the organization to run a targeted multiscreen campaign that reached 82% of in-audience households,¹ battery recycling participation increased by 114%.²

With multiscreen as part of your media investment, you are extending reach, deepening engagement, and delivering measurable results for your business. Explore the Greater Lebanon Refuse Authority's story and see how Comcast Advertising helped realize partner goals.

REVIEW THE RESULTS

¹ Comcast aggregated viewership data combined with ad exposure data.

² Greater Lebanon Refuse Authority data, 2024-2025.



KEY TAKEAWAYS

+114%

increase in
countywide
participation in
battery recycling

82%

target reach

Harnessing the power of multiscreen advertising

The Greater Lebanon Refuse Authority (GLRA) in Lebanon, Pennsylvania needed help engaging its local community. Comcast Advertising was able to step in and help GLRA achieve its goals. In this case study, we see the power of Comcast Advertising's multiscreen targeting capabilities on full display – and for the good of a local community.

GLRA significantly increased community participation in battery recycling through a strategic multiscreen TV campaign. The organization saw a +114% increase in countywide participation in battery recycling and a +112% increase in monthly battery collections.¹

Helping local waste management engage its community

Sparking passion for and inspiring community involvement in waste management can be a challenge for any local municipal authority. But GLRA was determined to find a way to do just that. The organization sought to raise awareness of its battery recycling program and encourage community participation.

Connecting community with multiscreen strategies

Comcast Advertising worked with GLRA to create a promotional strategy intended to have a meaningful impact in the community. The solution was to launch a multiscreen video campaign that promoted battery drop-off locations and reinforced the importance of safe battery recycling.

Environmentally conscious people and those in charge of household waste decisions were key audiences on which to focus. We reached those audiences by targeting specific segments based on age, income, and occupation. A Golf Channel package was also added to increase reach and frequency due to the network's viewership among our target audiences.

The power of reaching the right audiences

GLRA's battery recycling campaign was a success. It raised awareness, but it also did so much more than that – it drove action.

By tapping into Comcast Advertising's multiscreen TV solutions, GLRA got its message across. Specifically, the campaign reached 82% of in-audience households.²

One of the most impressive results was a +114% lift in the number of people countywide who participated in battery recycling.¹ This increased community involvement had a real impact. Monthly battery collections rose from 7-8 boxes per month to 15-17 per month.¹ More people got involved, more batteries got recycled.

Community feedback was overwhelmingly positive. The campaign's success has been highlighted by the state as a model for other counties interested in starting a countywide battery education program as part of a new state grant opportunity. GLRA was the first in the state to secure this new funding and has advanced into a multi-year advertising campaign with Comcast Advertising.

Highlighted results

+114% increase in countywide participation in battery recycling¹

+112% increase in monthly battery collections¹

82% target reach²

Sources: 1. Greater Lebanon Refuse Authority data, 2024-2025. ² Comcast aggregated viewership data combined with ad exposure data.

Case study market: Harrisburg-Lancaster-Lebanon-York. Category: Municipal Authority. Target as defined by Experian. FY 2024.

RESULTS...

BEFORE and AFTER Educational Campaign

Collection Program Began October 1, 2022

January 2023 – 455.5 pounds

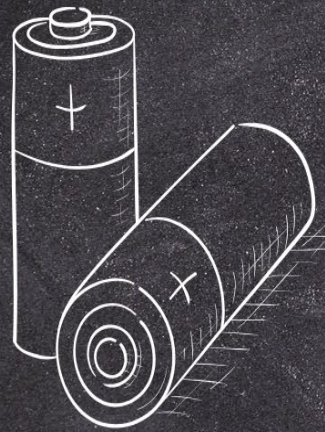
January 2024 – 4,315.0 pounds 🌟 *Began running a few commercials*

January 2025 – 8,741.5 pounds ⚡ *Full on campaign began*

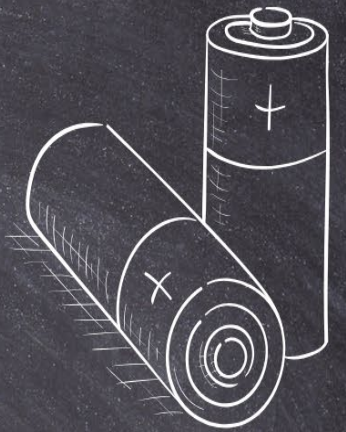
January 2026 – 16,011.0 pounds ⚡ *Campaign Continues thru 2026*

Sept 2026 – 21,278 pounds

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RECYCLE CLEAN RECYCLE RIGHT



Power Up to Safety
FREE Battery Recycling
Rechargeable & Single-Use Batteries
Up to 11 pounds and Under 300Wh



Greater Lebanon Refuse Authority
Electronics Recycling Center
1805 Russell Road
Weekdays: 8:00 am - 3:30 pm
Saturdays: 8:30 am - 11:30 am