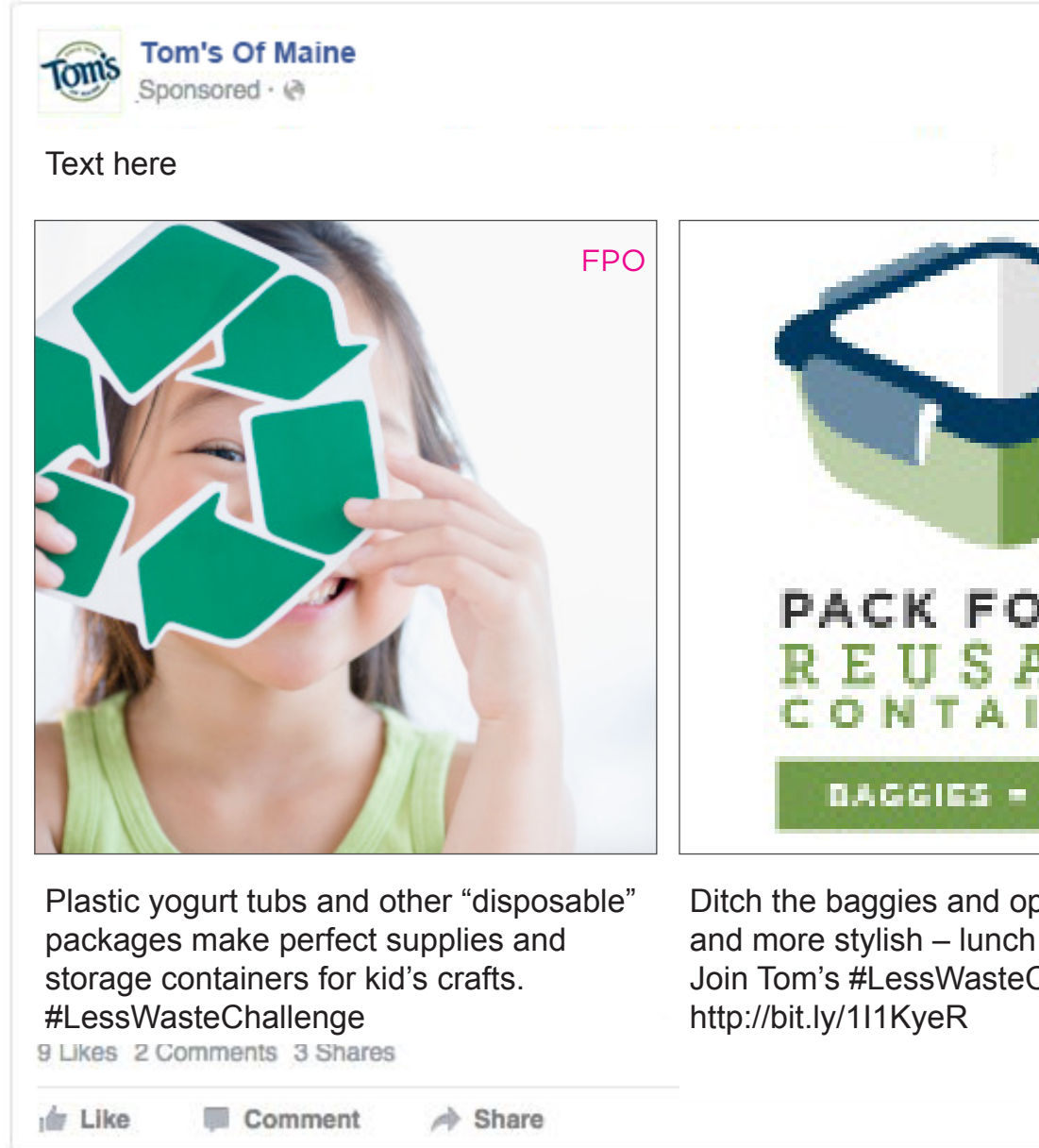


FACEBOOK: CAROUSEL

Facebook posts feature a combination of heartwarming images, established iconography and direct calls to action



Tom's Of Maine
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Text here

FPO

Plastic yogurt tubs and other “disposable” packages make perfect supplies and storage containers for kid’s crafts.
#LessWasteChallenge
9 Likes 2 Comments 3 Shares

Like Comment Share

Visual: Photography of kid holding 3D printout of the reusable container graphic. Bright white light environment.



PACK FOOD IN
REUSABLE
CONTAINERS

DAGGIES = .04 LBS

Ditch the baggies and opt for a reusable – and more stylish – lunch box instead. Join Tom’s #LessWasteChallenge pledge: <http://bit.ly/111KyeR>

Visual: Graphic of the tip paired with text reinforcement of the less waste text.



SINCE 1970
Tom's
OF MAINE

Join our
LESS WASTE CHALLENGE™

Start today

Can you cut your household waste to 1 pound a week? It’s not that hard! See how by taking Tom’s #LessWasteChallenge pledge: <http://bit.ly/111KyeR>

Visual: Tom’s logo and graphic/button to join the LWC

FACEBOOK: STANDARD LINK



Visual:
Photography
of kid holding
3D printout of
the reusable
container
graphic
(replacing
the recycle
symbol). Bright
white light
environment.
Text reinforcing
Less Waste
challenge tip.

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 Like Page

Text here



Ditch the baggies and opt for a reusable – and more stylish – lunch box instead. Take the #LessWasteChallenge pledge:
<http://bit.ly/111KyeR>

74 Likes 5 Comments 11 Shares

 Like  Comment  Share

TWITTER: CLICK CARD



Tom's of Maine @TomsofMaine

Text here

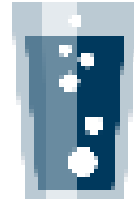


Ditch the baggies and paper towels. Opt for a reusable and more stylish lunch box instead!
#LessWasteChallenge



 Promoted

FACEBOOK: STANDARD LINK



Visual:
Photography of kid holding 3D printout of the glass bubbles graphic. Bright white light environment. Text reinforcing Less Waste challenge tip.

 **Tom's Of Maine**
Sponsored · 

 Like Page

Text here



Even small things make a big difference. Skip the straw at restaurants for a waste-saving change you'll barely notice. #LessWasteChallenge

74 Likes 5 Comments 11 Shares

 Like  Comment  Share

TWITTER: CLICK CARD



Tom's of Maine @TomsofMaine

Rise and shine with coffee



Even small things make a big difference. Skip the straw at restaurants for a waste-saving change you'll barely notice. #LessWasteChallenge






 Promoted

FACEBOOK: STANDARD LINK




Visual:
Photography
of kid holding
3D printout of
the water bottle
graphic. Bright
white light
environment.
Text reinforcing
Less Waste
challenge tip.

**Tom's Of Maine**
Sponsored · 




 Like Page

Text here



Make a water bottle your new friend and ditch the flimsy, disposable options for good. More #LessWasteChallenge tips at <http://bit.ly/111KyeR>

74 Likes 5 Comments 11 Shares

 Like  Comment  Share

TWITTER: CLICK CARD



Tom's of Maine @TomsofMaine



FACEBOOK: STANDARD LINK

TWITTER: CLICK CARD

Visual: Photography (better shot than shown) of the new Terracycle light fixtures in the Tom's of Maine office.

Tom's Of Maine
Sponsored · 🌐

Like Page

Text here



Who says recycling isn't beautiful? See what @TerraCycle did for our office with packaging: <http://bit.ly/1GNa42i>
#LessWasteChallenge

74 Likes 5 Comments 11 Shares

Like Comment Share

Tom's of Maine @TomsofMaine




Who says recycling isn't beautiful? See what @TerraCycle did for our office with packaging: <http://bit.ly/1GNa42i>
#LessWasteChallenge

71 303

Promoted

INSTAGRAM: STATIC



Static visual:
photography of kid holding
3D cutout of
skip-the-straw
recycling tip

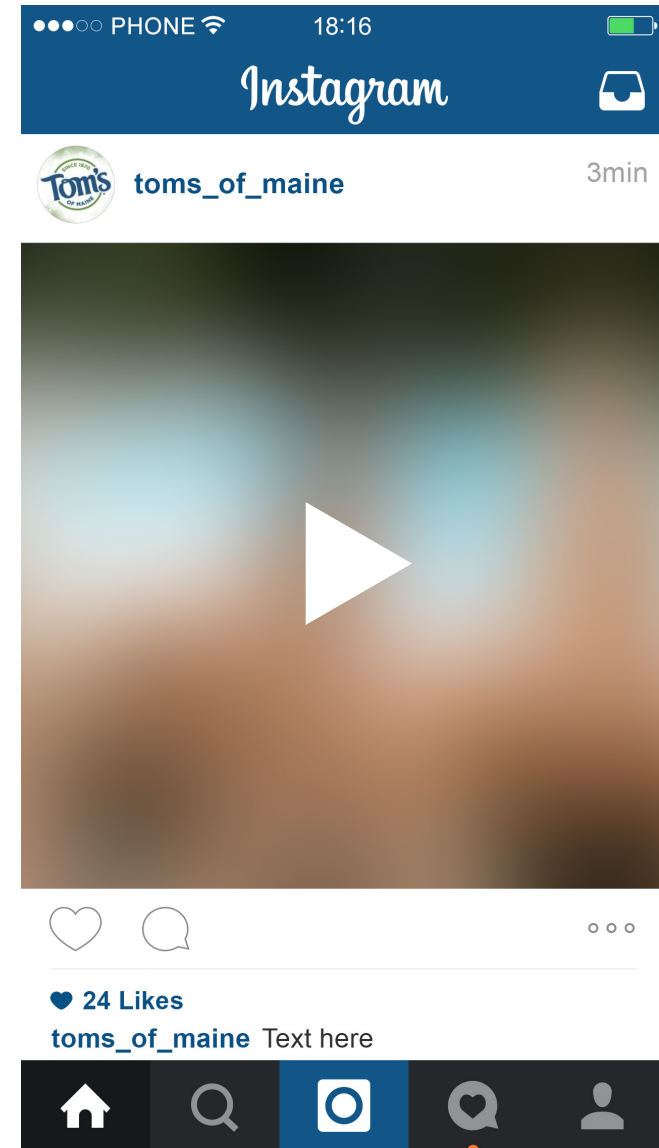


Even small things make a big difference.
Skip the straw at restaurants for a waste-
saving change you'll barely notice.
#LessWasteChallenge

INSTAGRAM: BUILD



Build: stop
motion build
of straw pieces
building cup
with moving
bubbles
(example:
beccaclason
link)



Even small things make a big difference.
Skip the straw at restaurants for a waste-
saving change you'll barely notice.
#LessWasteChallenge