

Case History N°5 – Rabadan

Context



LOCATION

1° Carnival of Italian Switzerland for dimensions and age with more than 140 years of history.
Bellinzona
Svizzera



PEOPLE

120k Persons



TIME

5 Days
The carnival will take place for 5 consecutive days in the city of Bellinzona.

Steps



The need |

They were looking for non-plastic reusable cups, which endure only about 20 washings.



Contract |

They discovered PCUP and signed a three year contract for 20.000 pieces/year, starting from 2020.



Digital |

The digital services will be used already in the first 2020 edition, while for the 2021 edition the festival will use also the PCUP cashless payment.



Stakeholders |

Rabadan has aggregated various stakeholders: a network of bars ready to use it, a sponsorship from the municipality, Government endorsement and national TV coverage.

How we increase use

01



Parts of the cups are sold with the 5 days tickets, in this way a lot of participants will have access to the cups without having to pay the deposit.

PCUPs won't be mandatory, but customers will have to pay an extra 0,5 € for beers served in disposable cups.



02

Upp-sell

Washing system



Lanyards



Providing washing systems and lanyards specifically designed for the usage with PCUPs increased the revenue from this single client by 23%.