

**GOLD**

## New Launch

Sponsored by

**Irish Daily Mail**

## Public Services & Social Welfare

**Power of One**

Cawley Nea \ TBWA and OMD

### COMPANY PROFILE

An ideas company pretty much sums up what Cawley Nea\TBWA is all about.

We've brought together the most passionate and creative people to be the architects of great ideas for our clients' brands. We don't think we're the best at what we do, we think we're the only people who do what we do.

That's because we use the power of Disruption and Media Arts to find big brand ideas for clients, these ideas ultimately become the advantage our clients have over the companies they compete with.

Cawley Nea\TBWA is part of the TBWA network with offices in 77 countries.

### INTRODUCTION & BACKGROUND

In September 2006, Cawley Nea\TBWA was appointed by the then Department of Communications, Marine and Natural Resources to communicate a national energy efficiency campaign to the people of Ireland.

The issue was complex, and there was an important distinction we ourselves had to make: that energy efficiency is about using less energy to provide the same level of energy service, not to be confused with energy conservation which is about using less energy to achieve a lesser energy service.

This was a vital distinction to make as our goal was not to reduce energy consumption. It was to maintain current levels of consumption in a growing economy with a growing population.

The challenge for us was to move energy efficiency from a large scale national issue, and bring it down to individuals, encouraging them to make small changes.

Using a simple idea - the power of one individual, and the power of one change- we created one of the biggest brands in Ireland, giving people easy ways to understand, interact and take action.

The Power of One is more than a communications campaign and more than a government brand - it has now become part of the national identity. In just under two years, the brand has become common parlance for energy efficiency. It has a distinctive and memorable brand name, identity and voice.

The Power of One has had a significant impact on consumer's attitudes to energy efficiency, with the vast majority of Irish consumers now believing that one person can make a difference in relation to the issue.

Most importantly, Irish people have changed their behaviour because of the campaign.

## MARKETING OBJECTIVES

The objective of the campaign was to achieve real and measurable change in the public's attitude towards and behaviour on the area of energy efficiency leading to best practice with respect to efficient use of energy. Specifically, our goals were to:

### **Increase awareness of the energy efficiency issue**

A key objective was nationwide awareness and engagement on the issue of energy efficiency. We would measure this through a bespoke tracking study conducted by B&A.



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**Achieve high cut-through of key consumer messages**

In addition to awareness of the campaign, consumers would need to clearly understand and appreciate the various calls to action.

**Positive change in peoples' attitudes in relation to energy efficiency**

We wanted people to feel empowered, and to believe that this was not a national task, but an individual's.

We selected two key KPIs which we wanted to decrease by 100,000 people, namely:

- The belief that one person using less electricity is not going to make any difference
- The belief that 'There's lots of things I could do to reduce the amount of energy I use but I just don't bother'

If we achieved this, it would signify that we had successfully changed peoples' attitudes.

**Positive change in peoples' behaviour in relation to energy efficiency**

When the three preceding objectives had been achieved, we wanted to see a resultant shift in consumer behaviour. We specifically wanted to see an increase in the uptake of CFLs over traditional lamps, a key message of ours. Specifically we wished to see a substantial increase in the number of households using CFLs more often since the campaign began.

## THE TASK

This was a nationwide campaign, where the target audience was the entire population of Ireland. The remit was huge. It's not easy to change people's energy consumption habits; how could we convince them that they could help solve a problem as vast as Ireland's energy issue?

**Consumer empowerment**

'Never doubt that a small group of committed citizens can change the world, in fact it's the only thing that ever has.' (Margaret Meade)

Unfortunately, contrary to Margaret Meade's belief, a lot of Irish people did in fact doubt that one person could make a difference. Consumer research revealed that the task seemed too large, people didn't know what to do and even if they did they weren't sure it would have any impact. Almost 34%

of Irish people believed that one person using less electricity is not going to make a difference.

### **Complexity of the issue**

Energy efficiency was not to be confused with energy conservation, nor climate change. It was a separate issue, one which was more difficult to explain the benefits of to a national audience. Consumer messages within the campaign would also be complex and could prove difficult to communicate to a national audience: reducing tyre pressure by a certain percentage, peak usage hours should be avoided, CFLS vs traditional lamps, A rated appliances ...

### **Measurement of success**

A key objective of the campaign was to achieve real and measurable change. Energy efficiency by its very nature is difficult to measure, and we would need to be decisive in determining what variable we could and should change.

### **The strategy**

We conducted extensive international desk research, as well as insightful primary consumer research, both of which formed the basis of our strategy.

We had a hypothesis going into the consumer research that Irish people were quite apathetic towards the energy issue and saw it as a global and macro problem that had nothing to do with them. And, as happens with good research, our hypothesis was proved wrong.

Five key learnings emerged:

1. People were no longer apathetic; in fact they were very engaged on the whole energy issue.
2. The energy problem had moved from global to local.
3. It had begun to hit people where it hurts - their pockets.
4. Consumers had cited a number of campaigns where they felt government had adopted a very 'adult to child' tone. In many cases they felt the message was valid but the approach was inappropriate and annoying.
5. 'Clichéd' energy efficient imagery of flooding, drought, melting ice caps and polar bears was having the opposite effect rather than the desired one. These images were serving to distance consumers from the issue, as they were not geographically or culturally relevant.

These learnings led us to a very clear strategic point of view.

### **Role of Government - Thoughtful Leadership**

Our strategy was to position the government as providing 'thoughtful

leadership’ on the issue of ‘energy efficiency’ and giving clear direction on what consumers need to do.

### **Consumer insight - individual empowerment**

We identified a real public appetite for information and advice in the area of energy efficiency. People had the desire to take action but simply did not know how.

We realised that the smaller we think, the more optimistic we are. We would empower consumers to take action by putting a value on their individual action.

### **Tone - adult to adult**

We would use an adult-to-adult tone in our communications, treating consumers as part of the solution rather than the problem.

### **A phased approach**

The campaign would need to communicate in two phases, as there were two discrete tasks we needed to complete.

- Remind me why
- But show me how

## **THE IDEA & COMMUNICATION ACTIVITY**

### **The idea**

This was more than a communications brief- we needed to create a brand that would define a national movement. We would need a name, an identity, and only then a communications campaign.

We needed a simple idea that could live in every channel, encompass the vast task that faced us, and that would appeal to consumers, stakeholders and government alike.

‘The Power of One’ was just such an idea; breath-takingly simple, it clearly communicated our strategic thought of empowering the individual. Our idea was born from empowerment; it was about the power of one action, the power of one individual: the power of one.

An idea and expression that implicitly and explicitly linked the actions of the individual to the collective impact. An idea that did not seek to either blame

the consumer or abdicate responsibility from the government and policy makers but involved, engaged and empowered the nation on this issue.

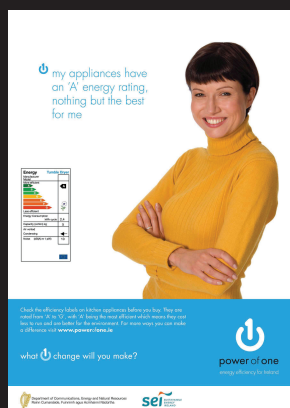
### The communication

The strength of having one clear idea was that it could be integrated seamlessly across the key relevant marketing channels and disciplines.

### Phase 1: Remind me why

The campaign was launched by reminding consumers that there is a problem that currently exists. It addressed all individuals and highlighted the current state of affairs and posited that if we did not begin to recognise the need to be more aware of the energy issue, repercussions could be severe. Creatively, black tar was used as a visual metaphor to represent all of the energy that was being wasted within the home.

The launch phase encompassed many media formats including TV, cinema, outdoor and on-line. TV and cinema were the perfect media for establishing the dramatic need for action, while outdoor was important for a mass brand message to reach all consumers. Digital was tactically for specific audiences and was used to highlight the existing scenario and allow people to find out more about it.



Through this launch campaign, the issue became increasingly established and the “The Power of One” brand was born.

**Phase 2: Show me how**

This was then followed up with an offer of how to combat this problem. ‘The Power of One’ offered solutions; practical things each one of us could do to make a difference.

We identified seven messages as being most likely to resonate with consumers. These were:

- Peak time usage
- Christmas lights
- Lighting
- Heating
- Appliance usage
- Appliance purchase
- Eco-driving

Core to this communication was the TV and the radio working exceptionally well together to communicate a similar message on radio as was visually portrayed on TV. This concept, known as ‘visual transfer’, allowed for the communication to have key presence during multiple times of people’s day. Additionally, there was a consistent press campaign that focused on lifestyle titles. These titles were chosen so that individuals could absorb the message at their leisure, rather than being harassed with messages. It was about connecting with people at key moments of energy efficiency and getting the right message to the right person at the right time. The role of the internet grew as the campaign progressed and varied from getting people to sign up to receive an energy pack, to offering the chance to take an energy audit to directly communicating with the youth through Bebo.

We also ran a consumer and PR initiative entitled the Power of One Street-where six families were selected and could receive advice and feedback on their energy usage. A number of these families then went on to later feature in our communications campaign.

**A powerful partnership strategy**

The Power of One has worked closely with such partners as Bord Gáis and ESB Customer Supply, partnerships which provided the campaign with both valuable brand endorsement as well as a strong and efficient communications vehicle. It provided the campaign with access to both the nationwide Gas and



Electricity bill inserts, which enabled the Power of One to drive key messages to captive audiences while they're in an energy saving mind-set, i.e. when the consumer gets their bill.

## THE RESULTS

The campaign achieved:

### 1. Unprecedented awareness and engagement

- The ads were seen by 2.1 million people, based on cinema admissions (OMD Media).
- Spontaneous awareness of any energy efficiency advertising now stands at 71%, (59% in May, Wave 1). (B&A Research, 2007)
- 1 in 3 of the people who remember the campaign spontaneously recall it as being "The Power of One Campaign". A further 1 in 6 recall it as "a campaign for energy efficiency in Ireland".
- Recall of the Light Bulb campaign in particular was very strong, with over 61% recalling seeing or hearing it, which puts the advert into the top third of typical ad recall levels.
- Over 40,000 energy packs were requested and sent out to consumers.
- Over 150 entries to the Power of One Street Challenge.

### 2. High cut-through

Key messages within the overall campaign are clearly understood and considered as highly relevant specifically in relation to the light-bulb execution, as over 90% of the Irish public consider it to be very or extremely relevant. In addition, 90% feel the communication is clear, again with the majority describing it as either very or extremely clear.

Spontaneous awareness of the campaign name "Power of One" is 46%, and 66% are aware of it on prompting. Considered in the context of launching a new brand, these are very positive scores.

The online element was also a key driver of consumer awareness and engagement with 19,062,357 page impressions and over 73,000 unique visitors to the website.

### 3. Significant changes in consumer attitudes

There has been a very substantial increase in the number of people who reject the notion that "one person using less electricity is not going to make any difference". In September of 2006, 56% of people disagreed with this notion. The latest wave of research, conducted in November 2007, shows that

currently 71% do so. This clearly illustrates a shift in consumer attitudes.

#### 4. Behavioural change

The below statements show the increase in people doing the following more often since the campaign began:

- 37% now “Fully switch off electrical equipment rather than leaving it on standby”
- 30% now “Only boil as much water as you need”,
- 25% now “Avoid unnecessary electricity usage between 5pm and 7pm”.

### RETURN ON INVESTMENT

Probably the most important return on investment for this campaign is that in less than two years we have created an iconic brand where nothing existed before. A brand that exists in an area that is complex and difficult to understand but where the Power of One has become the national mnemonic, a rally call for energy efficiency. This is substantiated by all of the above.

One of the most difficult areas for us to access and put a ROI value is in the area of claimed behaviour change.

There has been a significant shift in the percentage of people saying that they have purchased ‘A’ rated kitchen appliances more often since the campaign began increasing from 12% in May 07 to 19% in Nov 07, representing 244,000 households.

The shift in relation to CFL usage is perhaps the most impressive, with the percentage of people saying that they have been using CFLs instead of traditional lamps more often since the campaign reaching 31% by the end of 2007. This represents 398,000 households that have now bought and use at least one energy efficient CFL light bulb, since the campaign began.

Using the ESB appliance calculation and making the following assumptions:

See link: [http://www.esb.ie/main/energy\\_home/energy\\_saving\\_calculator.jsp](http://www.esb.ie/main/energy_home/energy_saving_calculator.jsp)

Each of the 398,000 households replaces one 100 watt bulb with a CFL equivalent in a medium usage location (dusk to midnight). The lifetime (over the life of the bulb) saving per household would be € 87 per household. This represents a total of €34.6 million saving across the switching households.

