

SHARE Awareness Plan – SWEA

July 2006.

This document outlines the development and delivery of an energy awareness campaign for social housing residents in Gloucestershire. It forms the awareness plan for SWEA in accordance with Deliverable 4.3 in work package 4. The awareness plan is backed up by the energy advice services as set out in Deliverable 4.5. (Telephone hotline, home visits, advice surgeries etc.)

This document is in three sections. The first is a mock 'creative brief' similar to what an advertising or public relations agency would ask for, prior to planning a campaign. This is in the form of questions and answers. The second section is three campaign ideas that are based upon this brief. The final section is the planning section where indicative costs and a timetable of delivery are presented.

PART A – The 'Creative Brief'

Background:

Please summarise this program and what you want to achieve:

An increase in energy efficient behaviour and a greater awareness of energy related issues in social housing in Gloucestershire.

How will you measure the success of this program?

- An increase in the uptake of energy advice services (that are outlined in the previous plan).
- A greater awareness of energy related matters at the end of the campaign than before it.

The Audience

Who is the Primary Audience?

The primary audience of the campaign will be the residents of social housing that are not using their heating and appliances efficiently in their homes. This may be due to the lack of knowledge about the best way to manage their energy use or due to apathy towards saving energy. In most cases however, lack of action will be due to the messages being 'drowned out' by every the stresses of everyday life.

What should be avoided in talking to this audience?

Messages that would worry residents into turning down their heating from comfortable levels to dangerous levels in order to save money should be avoided at all costs. This is especially important when speaking to the elderly or vulnerable

The campaign should highlight on the waste of energy, not the use of it.

Who is the secondary audience?

The staff of the housing providers is the secondary audience of the campaign. They must be aware of the campaign, supportive of its objectives and back up the messages of the campaign. They must be aware of the energy advice services and the training courses that are offered under the SHARE project and be able to relay this information reliably to the residents.

Objectives:

What objectives are you trying to achieve?

The objective of the awareness campaign can be broadly be categorised into two main areas. These are to prompt the target audience to;

- 1) seek further energy advice as detailed in the SHARE Energy Advice Services document D4.5.
- 2) act more energy conscientiously, based on previous energy efficiency learning. This previous learning will be based on either
 - a. Energy advice as part of this project
 - b. Energy efficiency messages from other sources, including national campaigns
 - c. Word of mouth

The awareness material does not need to give advice. The material just 'signpost' people to the advice services or act as a memory jog.

What are the priorities of those objectives?

The main priority is to increase the up take of energy advice services. These include home visits, advice surgeries, requests for energy advice factsheets and more. Whilst trying to increase action from previous learning and word of mouth is good, it is important that the energy services are used.

Can you suggest strategy or positioning to achieve the objective?

The positioning should be based on the saving money as it is more likely to be attractive with the audience with roughly 60% of population on one or more type of benefit.

The Message:

If you could get one sentence through all the clutter, what would that be?

"You can save money *easily* by understanding how your heating systems work and being energy efficient!"

If they asked you to prove it, how would you do that?

In terms of statistics, we will only use information from the Energy Saving Trust.

Over the lifetime of the project, real life case studies will be used. Evidence from other residents who are more energy aware can be used.

The Medium:

What is the best way to reach this audience?

All the main ways of reaching the audience has been evaluated in the strength and weaknesses table below.

	Strengths	Weaknesses
Direct Mail	Can be very highly targeted.	Wasteful use of paper. Postage costs are increasing

Unmanned stands at offices and community areas.	Used where people are waiting.	Competing with large amounts of other information.
Talks at meetings and groups.	Interactive and informative. 'One to one' advice can be given before and after meeting.	Time consuming for advice staff.
Posters	Relatively cheap.	Finding adequate locations and permission to put them up.
Promotional materials (such as mugs, thermostats etc)	Kept longer. Can be used as an incentive to seek further advice. Can generate WOM.	Expensive to produce. May not get distributed properly.
Word of mouth (WOM)	Very good and affective way of spreading information.	Difficult to initiate. Hard to monitor.
Local Television		Very expensive. No local TV stations.
Door drop	As social housing can be quite clustered this can act as a good way. Some housing tenant representatives do periodical walks around their areas so could be used to distribute leaflets. Can be very highly targeted.	Paper costs. Paper waste.
Informational flyers distributed by housing maintenance staff and/or heating contractors	Good distribution. Will also involve maintenance and contracting staff get involved.	Same as above
Tenant newsletters	Cheap, no cost. Good distribution.	Only every 3 months. Messages can't be too specific.
Local newspapers and local radio.	Expensive.	Not necessarily hitting social housing.

Chosen Distribution methods

- Posters
- Door drops and flyers for housing staff.
- Give-aways which may include branded post it notes and/or branded beer mats/coasters.
- Calendars (2007)
- There will also be articles and competitions in the tenant's newsletters.
- Mentions of the campaign will also be included in internal communications for staff.

Advice surgeries, talks at meetings and manned & unmanned stands will also be done for the housing providers that SWEA get match funding from through service level agreements.

Are there existing pieces that this piece must work with?

There is a series of 5 energy advice factsheets that will back up the verbal information that is given. There are also a limited number of thermometer cards from previous campaigns that can also be used. There are also low energy light bulbs (CFLs) that can be offered that were given to us by Powergen under the Energy Efficiency Commitment 2 (EEC2).

How will this piece be delivered to the audience?

This piece will be delivered by a combination of posters, calendars, beer mats/post it notes that can be given away.

The newsletters that the housing providers use will also be used as to promote the campaign as mentioned above

Anything Else:

Any other design objectives or special circumstances?

Very limited budget with small print runs. Digital printing probably most suitable.

The posters must include enough space to carry extra messages about where the next advice surgery or training session is.

Are there any mandatorys that must be in the piece?

A message about the risks of hypothermia (i.e not turning the thermostat down too much) should be on the material.

If the Intelligent Energy Europe banner is used the usual disclaimer must be put on it.

If the EST logo is used then the material must be approved by them.

PART B – Campaign planning

Taking the mock creative brief in part A, three campaign ideas were generated. On of these campaigns will be moved forward and progressed. The campaigns will be tested alongside each other after discussions with residents and staff.

All the campaign ideas will have a theme of reducing waste and be presented humorous way.

A) The theme – ‘Reducing waste’

The campaign will focus on money saving as opposed to messages about climate change or CO₂ reduction. This is because messages about saving money will appeal to a greater proportion of the audience, with roughly 60% of social housing residents in receipt of one type of benefit. Obviously if residents do reduce the energy that they waste this will reduce the CO₂ emissions.

As stated in the brief, keeping your home to a comfortable level should not be seen as a ‘waste of money.’

B) The use of humour

In the review of existing material (Deliverable 4.2), it seems that the use of humour is used in other partner’s materials has been successful in making the material more interesting and striking.

A funny or slightly risqué campaign will generate more interest, will hopefully not be seen as ‘preachy’ or ‘condescending’ and more likely generate good word of mouth.

Campaign Ideas

There will be three campaigns that will be tested initially.

These are...

A) ‘Waste your money on something else’

This campaign will be based on exploring other ways in which people choose to ‘waste’ money. People’s perceptions on what is a waste of money will be different and this will hopefully generate plenty of discussions about what is ‘waste’. Hopefully, residents should conclude that wasting electricity and gas is definitely a waste whilst our suggestions are ‘up for debate’ thus creating good word of mouth.

B) ‘What do you spend you money on??’

This campaign is all about choices. Material will show images of people wasting energy along side images of people spending their money on something far more interesting and enjoyable.

C) ‘Dear Vera’.

This is where there is an agony aunt who answers questions from readers on energy related issues. The strong use of imagery and fun should make this stand out.

PART C – Campaign Planning

Awareness material

The material will consist of Posters, Beer mats/coasters, Calendars and branded post it note sticky labels. The energy advice material that we have produced will also be put into branded folders that re-enforce the point.

All material will be in branded in the same campaign with a large emphasis on continuity between materials.

Initial cost estimates

Digital Printing A3 = £600

Leaflets/Flyers = £600

Artwork/ Pictures = £500

Beer Mats (5000 of 1 design) = £900.

Branded post it notes (1000) = £500

500 conference covers for advice packs @38p each = £190.

Calendars (printed as a booklet) = 1,000 = £600.

Total indicative cost = £ 3,890 (5,718 Euros)

Extra activity

There will be a competition that is linked to the campaign messages.

Timetable for initial awareness campaign.

31/07/06	Complete Awareness Plan (this document)
31/07/06	Produce mock ups of the three campaign ideas.
07/08/06	Test campaign ideas. Whilst doing this we should monitor current levels of 'energy awareness'.
15/08/06	Finish Testing, choose campaign to follow and make amendments as appropriate.
15/08/06	Seek three competitive bids for the printing of materials.
30/08/06	Secure and agree images to be used in the campaigns.
15/09/06	Agree final versions of materials with printers and promotional companies.
30/09/06	Arrange complementary articles in newsletters.
06/10/06	Distribute materials – SHARE Forum 3
31/10/06	Materials should all be ready and completed for Deliverable 4.4
Jan 2007	Review first few months with SHARE forum 4
Apr 2008	Arrange research to review the effectiveness of the campaign.