



SHARE Awareness Campaign Plan – TEA

1) Background Review

The aim of the Awareness Campaign plan is to notify the target audience about the Energy Advice available and to make them more aware around energy efficiency and what resources are available in these areas. The success around this campaign will be measured from the level of follow up from the target audience in seeking energy advice and showing a greater appreciation of the importance of reducing their energy consumption.

2) The Audience

The target audience has been defined as the occupants of Local Authority Housing in North and South Tipperary local authority areas. In North Tipperary there are 1,115 Local Authority Houses and 2,058 in South Tipperary as measured in the 2002 census. In North Tipperary 38% of the local authority housing is occupied by people over 65 and in South Tipperary 46% of local authority is occupied by people over 65.

The local authority housing departments in both North and south Tipperary must also be made aware of this campaign and support it to get the message across to the target audience. Their experience will also be key in tailoring the awareness programmes to ensure that they are relevant to the target audience.

3) Objectives of the Energy Awareness Programme

The key objective is to make the target audience more energy aware around their homes, to inform them as to where they can go to get energy advice and where to source relevant energy information from.



4) Campaign Ideas

Type	Strength	Weakness
Posters	Easy and Cheap Can have message displayed in relevant centres.	No guarantee it will be viewed by target audience. It could be a challenge to find good display points
Flyers	Very adaptable and can be distributed in a very targeted way.	Will they be read? Issues about putting them in locations which will have most access to target audience and not get disseminated across larger audience.
Calendars	Will be hung on the wall for 12 months. Can be delivered specifically to targeted audience Each month can provide a new message.	Expensive to design and produce. Once chance to produce them so challenge will be to get message right. Competition against the numerous free calendars that are given out at the start of each year.
Door Drops	Chance to meet targeted audience face to face.	May not make contact with all the target audience. Labour intensive. Can only be really done on a one off basis
Direct Mail	Can reach specific targeted audience.	Will it be read? Expensive Once off
Presentation	At specific target audience. Enables interaction and able to get message across with tenant groups support groups etc.	Reliant on reps to pass on message. May not reach across the targeted audience.
Newspaper	Easy to produce repeatable can be seasonal	Not targeted audience. Expensive.
Rent Receipt Inclusion	Include info in rent receipts which are sent to tenants. Well targeted repeatable Cheap	No guarantee that it will be acted on
Postcards	Durable, punchy, easy to get message across	Expensive, How to distribute?
Radio	Large local audience. Can get message out to large portion of targeted audience	Not targeted. Expensive and difficult to get clear message out.



Television		No local station, expensive not targeted
Tenant newsletters	If they exist very inexpensive way of reaching targeted audience. Repeatable.	Might not be read

5) Campaign Ideas

- Visual messages attention grabbing, something to keep and display
- Humorous messages that engage the audience and an effective way of getting the message across.
- Simple message, short and to the point that gets ideas across around energy conservation and energy efficiency.
- Sell the benefits. Highlight how it will benefit the audience in terms of money saved.

6) Deciding on Campaign Ideas to use

This will be worked through the forum and with the tenant groups/representatives to use their experience in determining what methods would work best and how best to get the message across and how to maintain the awareness campaign going forward.

7) Time Scale to produce material

31/07/06	Complete Awareness Plan
31/08/06	Evaluate campaign ideas and decide on most effective
08/09/06	Contact suitable printers and request tenders for producing material that has been agreed on from evaluation process
22/09/06	Choose one printer and agree on final version for material
30/09/06	Publicise campaign in local papers, local authority publications
12/10/06	Present material at Forum meeting and set out plan for implementing campaign
31/10/06	Material for campaign should be ready to be sent around and plan for distributing material should be carried out.
Jan 2007	Review campaign and its effectiveness and make changes as required
Apr 2008	Review effectiveness of campaign.



8) Distribution of material

It is envisaged that the material for the awareness campaign will be distributed through a number of relevant points that will reach as much of the target audience as possible. These distribution points will include:

- Citizen Advice Bureau
- Local Authority Public Offices
- Libraries
- TEA Website
- Social Welfare Office
- Relevant Groups (e.g. Rapid)
- Community Centres
- Post Office
- Local Newspaper Publications
- Local radio
- County Councillors/TD Clinics

9) Estimated Costs of Project

Initial estimates from the Contract Preparation Forms envisage that this programme will cost €3,000 but we will get more accurate cost estimates shortly as we evaluate the different campaign ideas.

10) Monitoring the effectiveness of the Awareness Campaign

This will be done through the logging of calls received from the targeted audience following on from the Awareness Campaign, monitoring the uptake of leaflets, surveying people involved in target groups (e.g. Rapid, Tenant groups) to get their feedback,.