



**COLLINGS
& MONNEY**

The renewable energy marketing agency

Keys to implementing successful public awareness campaigns

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Pre-campaign research and analysis

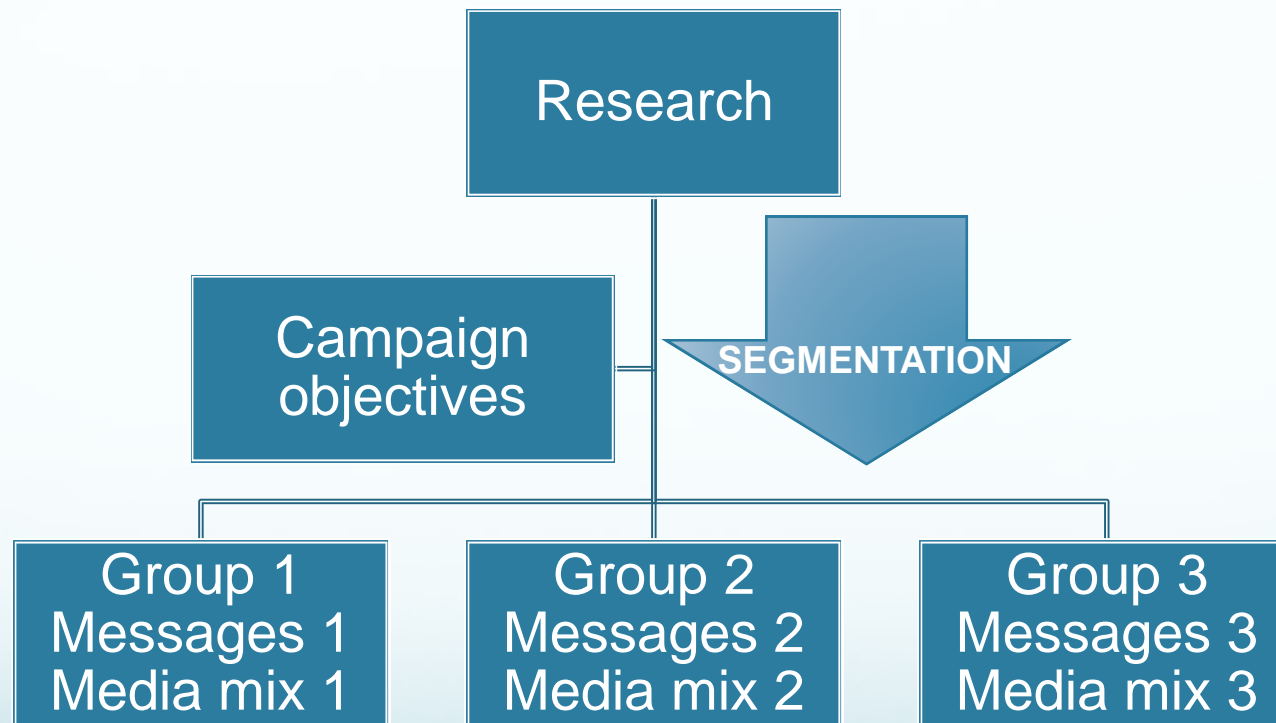
Every campaign should start with:

- Understanding your audience:
 - How do they feel? What do they know? What media do they use?
 - Assumptions vs. demonstrated facts
 - Don't reinvent the wheel
- It will inform your entire strategy in terms of:
 - Audience Segmentation,
 - Campaign objectives definition
 - Messaging
 - Media selection



Campaign strategy

Getting from one big generality to several smaller generalities



Defining your objectives

There are 3 broad objectives for public campaigns:

- It can aim to raise awareness → Knowledge
- It can aim to change attitudes → Perception
- It can aim to change behaviours → Action

Partnering and Financing

Union is strength

- Over-coming funding limitations
- Gathering support from corporate sponsors
- Getting behind trade or public organisations
- Putting the resources together to get scale



Be ambitious!

“When you reach for the stars, you may not quite get one, but you won’t come up with a handful of mud either”. *Leo Burnett*



Any efficient public campaign needs to be a long term effort

- Changing people's perception or behaviours:
 - Takes time
 - Is costly
 - Is not done all at once



Audience analysis

Segment your audience!

- Each audience will respond to different messages, tone of voice
or different media
- The swing vote concept
- Focus on influencers and opinion leaders



Define your message

Craft specific messages for each segment audience

- Test your message
- Reason VS Emotion
- Creating a sense of urgency VS Creating guilt
- One issue VS All issues
- Simplify the message
- Link the message to public concerns



Be inspiring to be remembered

- You don't bore people into buying into your story
- Competition for people's attention is tough
- Providing information is not enough
- Bad campaigns can have negative effects

**MAKE
AN
Impact**

Drafting your marketing plan

Choosing the best channels

- Match channels with audience segments
- Cost efficiency and priority allocation
- Thinking out of the box
- PR and social media isn't free
- Media buying means control



Renewables and Bad press

Engaging the press

- Renewables are plagued by bad press
- The grey zones of the energy debate
- Getting the good stories out
- Using the opportunities at hand
- On-going media relations is key



Thank you