

ENEL PLANTS THE SEEDS OF CHANGE

Utility company reaps what it sows in campaign that changes the channel on its environmental commitment.

The Enel Group is a multinational electricity and natural gas company. The group produces, distributes and supplies electricity to more than 30 countries. It is among the 100 largest companies in the world, according to *Fortune* magazine, and is the largest integrated utility group in Europe, with a global team of almost 70,000 people.

In 2012, to be more environmentally responsible, one of the companies in the group, Enel Romania, set out to convince its customers to switch from paper to digital billing.

For the art of the ask, it sent out a final paper invoice printed on seeded paper. This effectively turned the bills into interactive direct mail pieces that in time literally took on a life of their own.

Adorned with seeds, the invoices encouraged customers to plant the entire bill in the ground to "bury it forever." When plants later took root, the direct mail piece ultimately became a tactile testament to the company's commitment to a greener world.

It seemed to work. After only one month, more than 50,000 had switched to online billing, and customers continued to convert to digital delivery for weeks afterward.

The campaign proves that it's not just what you say that matters, but how you say it. It also shows that direct mail media can be both interactive and effective in driving action beyond sales alone.



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