

GARBAGE IN, CO₂ OUT

A garbage bag sent to sustainable energy customers shows them just how much of a difference their green choice makes.

In the fall of 2007, most Germans received a letter announcing upcoming electricity price hikes. While customers of the ecological electricity supplier ENTEGA would enjoy guaranteed prices until 2009, the company knew that their electricity would eventually become more expensive. They needed to convince their customers of the long-term benefits of sustainable, lower-emission electricity.

But how do you show each customer how much difference their choice of sustainable energy makes?

The agency realized that this exact volume of a standard German garbage bag – 80 litres – could represent how much less CO₂ is emitted into the atmosphere by ENTEGA customers every hour.

All customers were sent a garbage bag along with a letter. A large, bold message announced the carbon dioxide savings: *80 l [litres]* – This is how much CO₂ you avoid per hour was printed in white on the dark bag, making the message unmistakable.

Suddenly, the abstract benefit to the environment became tangible and the responsibility of each individual was clear. The campaign also had a ripple effect beyond reinforcing customer loyalty. Many of the recipients' neighbours, upset about looming higher prices for electricity, were won over to ENTEGA.

As a result of the mailing, there were 17 per cent more telephone requests making an explicit reference to the garbage bag campaign. This innovative initiative was certainly not a waste of energy.



COMPANY: ENTEGA | PRODUCT: Ecological electricity | COUNTRY: Germany | AGENCY: OgilvyOne | TEAM: Creative Director: Annette Rust | Copywriters: Miriam Reith, Markus Töpper | Art Director: Thomas Knopf | Production Manager: Bianka Elbert | Account Director: Florian Matthies

