

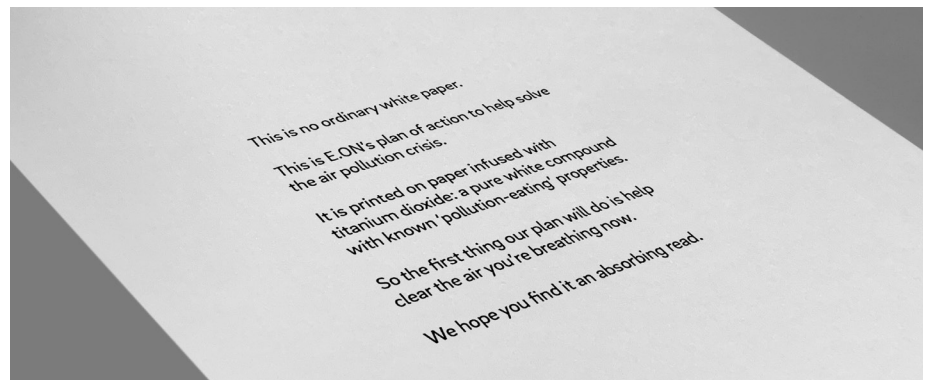
LET'S CLEAR THE AIR

E.ON is the second-largest electricity and gas provider in the U.K., with almost four million customers. The German-based energy supply company is committed to a sustainable future and has invested heavily to move away from fossil fuels. The electricity it supplies to consumers is backed by 100 per cent renewable resources, such as biomass and wind farms – effectively decarbonizing the system.

As a green generator, E.ON works with customers and companies across communities to make energy simpler, smarter and more sustainable. Focusing on decentralized, green and interconnected solutions addressing customer and environmental needs, E.ON's new energy benefits homes and businesses. The company's work is helping facilitate the transition to a low-carbon world where customers are active participants in energy systems enabled by technology.

CHALLENGE

Air pollution, according to the WHO, is one of the leading global causes of mortality. In the U.K., this invisible killer contributes to one in 20 deaths, with the country's most deprived communities often the most impacted. It was time to clear the air. E.ON had already hosted a round table, inviting business and industry to join the clean air conversation and exposing them to the company's innovative strategies to improve air quality. How could they find a way to turn the event's white paper agenda into an influencer that would result in true and meaningful engagement on a wider scale? What would it take to get policy-makers to spring into action and reduce dangerous levels of pollution?



RELEVANCE

E.ON set out to communicate its innovative clean-air strategies and its commitment to helping solve the crisis. The information was relevant, timely and actionable, but there was no guarantee that decision makers would pay attention. E.ON needed a sustainable campaign with a strong anchor to express its message.

INCITING ACTION

E.ON's white paper is a plan of action that outlines its newly developed clean-air strategies. It's aimed squarely at government and industry leaders. Instead of talking about climate and emissions, it focuses on air quality. It's no ordinary white paper. Although literally printed on white paper, it also has a superpower. The publication can eat pollution!

COMPANY: E.ON | PRODUCT: Clean energy technologies | COUNTRY: U.K. | AGENCY: ENGINE U.K. | TEAM: Executive Creative Director: Aaron Goldring | Creative Directors/Creatives: Paul Hancock, Dave Newbold | Head of Design: Alex Talikowski | Senior Designer: Nicki Kythreotis | Project Managers: Jonathan Saunders, Danny Bush, Sophie Richaume Strategy Director: John Crowther | Managing Director: Rob Carter | Account Director: Sam Paiolo | Account Manager: Olivia Conroy | Account Executive: Stephanie Coyne Account Director: Emily Westcott





Infused with titanium dioxide [TiO₂] – on paper developed by a carbon-neutral mill – it reacts with airborne pollutants like nitrogen oxides [NOx] when combined with light. As policy-makers and business leaders read about E.ON’s strategies to reduce air pollution, the document actually helps clear the air by breaking down surrounding pollutants into harmless nitrates.

TiO₂ has previously been mixed with paint and concrete to help reduce city pollution and is also used to whiten paper stock. This is the first time it’s been used in a publication for its anti-pollution properties. The white paper proved to be an absorbing read.

Mailed directly to key influencers, it was the pivotal element in an integrated, multi-stakeholder campaign, with the unifying image of a pair of lungs at its core. So, a white paper at an event amplified into a direct campaign and was then scaled publicly through mass media. There were activations of five-metre-tall transparent lungs that darkened as the surrounding air quality deteriorated. A video made micro-particles of pollution visible to viewers. Influencer communications, digital OOH, events, press, digital and cinema ads completed the picture. All made it clear that action is needed now.

RESULTS

With its rallying cry to clear the air, the campaign radically enhanced E.ON’s brand image. Clean air is a matter of life or death, and this renewable energy supplier really drew attention to that. Overall, people’s positive consideration of E.ON grew by 97 per cent. Awareness of E.ON as “an energy provider that cares about the environment” increased by 99 per cent. Perception of E.ON as “an energy provider that is committed to tackling air pollution” rose by 129 per cent. Knowledge that E.ON “has home solutions that can help tackle air pollution” showed an uplift of 96 per cent.

Case Study Debrief

BRAND E.ON

INDUSTRY Energy & Utilities

Inciting Action

E.ON demonstrated its commitment to the environment and innovation with a pollution-eating white paper that communicated its clean-air strategies and solutions as a renewable energy supplier.

Results

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Conversion Funnel

Dots indicate where direct mail was used to incite action.



Data Sources

Custom list

Media Formats

Personalized mail

Activation Pillars

- Physicality
- Data
- Connectivity

Key Takeaways

- > White papers and reports make for engaging, influential direct marketing.
- > Direct mail is compatible with environmental messaging and effective marketing.
- > Direct mail can help change perceptions and improve brand image.
- > Events combined with physical media can anchor an integrated campaign.

