

Category number:	**Category 1.**
Category name:	**Best Integrated B2B Marketing Campaign**
Programme name:	**Energy Live Campaign**
Agencies:	**OgilvyOne, CHI, Carat, iProspect, Rufus Leonard and Blue Rubicon**
Brand:	**British Gas Business**
Word count:	**190 in summary / 982 in main submission**

Summary

Last year British Gas Business (BGB) came to its agencies with a challenge. For many years, they were highly successful, requiring little brand and marketing activity. But, because of price volatility and energy media coverage, customers were becoming more savvy and deal-seeking. And according to brand measures, BGB's market-leading position was no longer safe.

It was clear; we had to change perceptions of BGB from a supplier of gas and electricity to an 'intelligent energy partner'. To help achieve this, BGB had developed a unique new proposition, Business Energy Insight (BEI).

Our answer to the challenge was the 'Energy Live Challenge'. We selected 5 businesses to join a challenge to use BEI to significantly reduce their energy usage, and showed their experiences live from the first energy audit through to the results.

The 'Energy Live Challenge' wasn't just an integrated campaign across different media: it also provided an idea which could develop over time, with different levels of engagement, which raised brand awareness, but which also gave us content to drive response.

The campaign achieved its objective of raising brand perceptions, with a 12% increase in positive net promoter scores.

A SMALL CRISIS LOOMING

In the past British Gas Business (BGB) had a successful cost leadership model in an unpublished market, which combined with energy company acquisitions drove strong growth and profitability. This approach required minimal marketing activity.

But, from 2004, prices became more volatile, energy companies attracted increasing reporting coverage, and customers looked for price certainty. Energy companies responded – developing fixed price 1, 2 or 3 year contracts locking customers in until limited renewal windows. As customers locked in for longer, they demanded both good service and great deals – it became a switchers market. Add to this continuing inflation in energy prices and BGB's relatively poor service reputation (measured by net promoter score BGB ranked lowest of the major energy suppliers) it looked like the perfect storm was brewing.

In this price-driven market, BGB recognised the need to build a brand worthy of a market leader. The reinvigoration of Marketing and a new marketing team in 2010 heralded the start of that journey. They knew action was needed, and quickly, to ensure BGB kept its No 1 position…

BGB HAD TO DO SOMETHING FAST

The approach was obvious. Demonstrate that BGB is changing to address customer needs. And demonstrate this consistently as a new position for the brand.

THE BARRIERS, CLUES AND AN OPPORTUNITY

OgilvyOne and CHI began with research and a little investigation of their own.

Research revealed consumer barriers

Businesses think of energy as an overhead, not something to manage or use intelligently. Even high energy users weren't being shown what they could do to control their energy; energy companies were just preaching about efficiency. However businesses just wanted their energy as cheaply as possible.

At the same time every business 'knows' they are different, they want a bespoke service that meets the needs of their business. Most believe they are not getting the support they deserve.

Our investigation gave us clues

Staff at BGB were extremely knowledgeable and cared. But they were hampered by systems. These challenges were being addressed and would enable staff to provide a better service.

BGB rolled out smart meters to a third of their customers and developed Business Energy Insight (BEI). BEI uses smart technology, enabling customers to view their electricity consumption online. This demystifies where customers are using energy, and by allowing them to see where they're using energy, shows them where they can make savings.

A big opportunity

We concluded there was a gap in the market and an opportunity to provide an energy service rather than just energy supply. The positioning we developed was 'intelligent energy partner'. This proved to be both a description of today and an ambition for the business.

FROM INTELLEGENT ENERGY TO ENERGY LIVE

SMEs are understandably a little cynical of the promises made by large corporations; we had to demonstrate how BGB have intelligent ways to look after your business. 'Energy Live' is how we expressed it to business consumers.

Because business people are more likely to listen to their peers than a supplier, we decided to let businesses like them demonstrate the story.

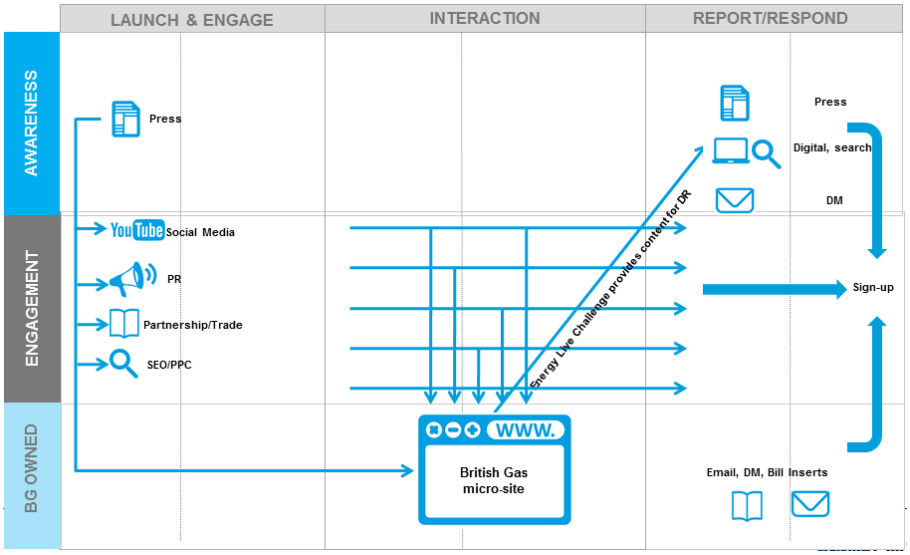
This was '5 businesses, 1 challenge: saving energy live'. We recruited 5 businesses to reduce their energy consumption and costs with a smart meter, an energy audit and BEI.

Energy Live had all the elements we needed to target the audience with an integrated campaign.

- ✓ **Real, credible stories, not just marketing spin**
- ✓ **Different levels of engagement, from informative press ads to documentary video content**
- ✓ **Content for a multi-channel campaign**
- ✓ **Stories to take prospects on a journey over time**

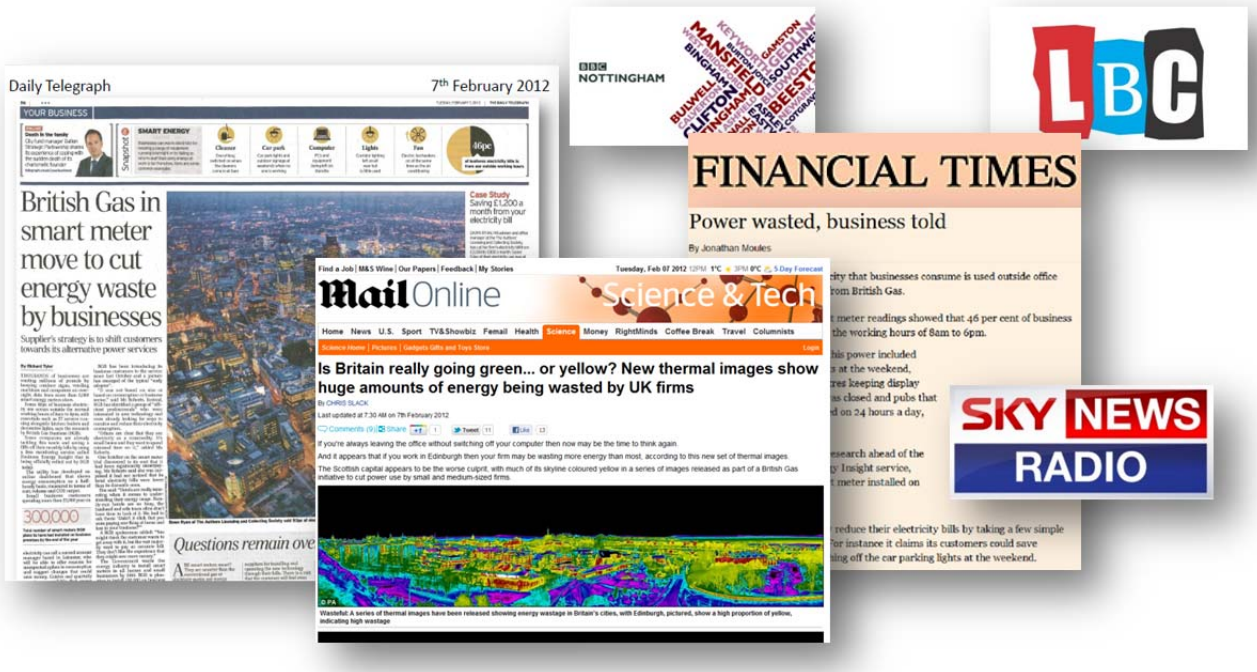
THE ENERGY LIVE CAMPAIGN

The multi-media elements worked together across channels to create engagement, interaction and response. The hub the activity drove to was the BEI microsite, which told the stories of the 5 businesses through info-graphics and video.

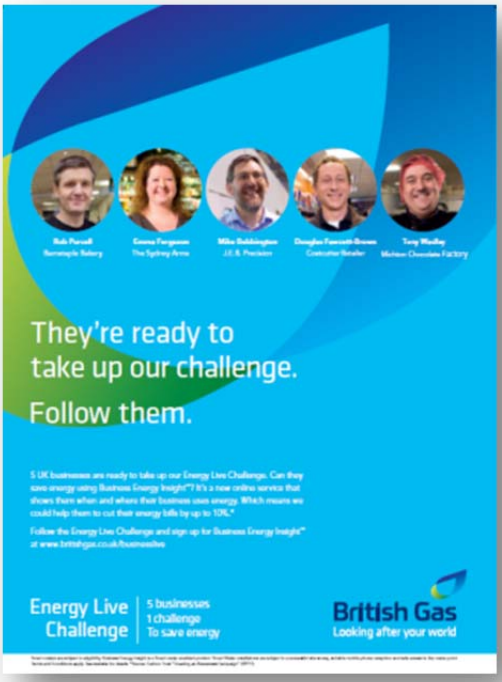


Phase 1: Launch

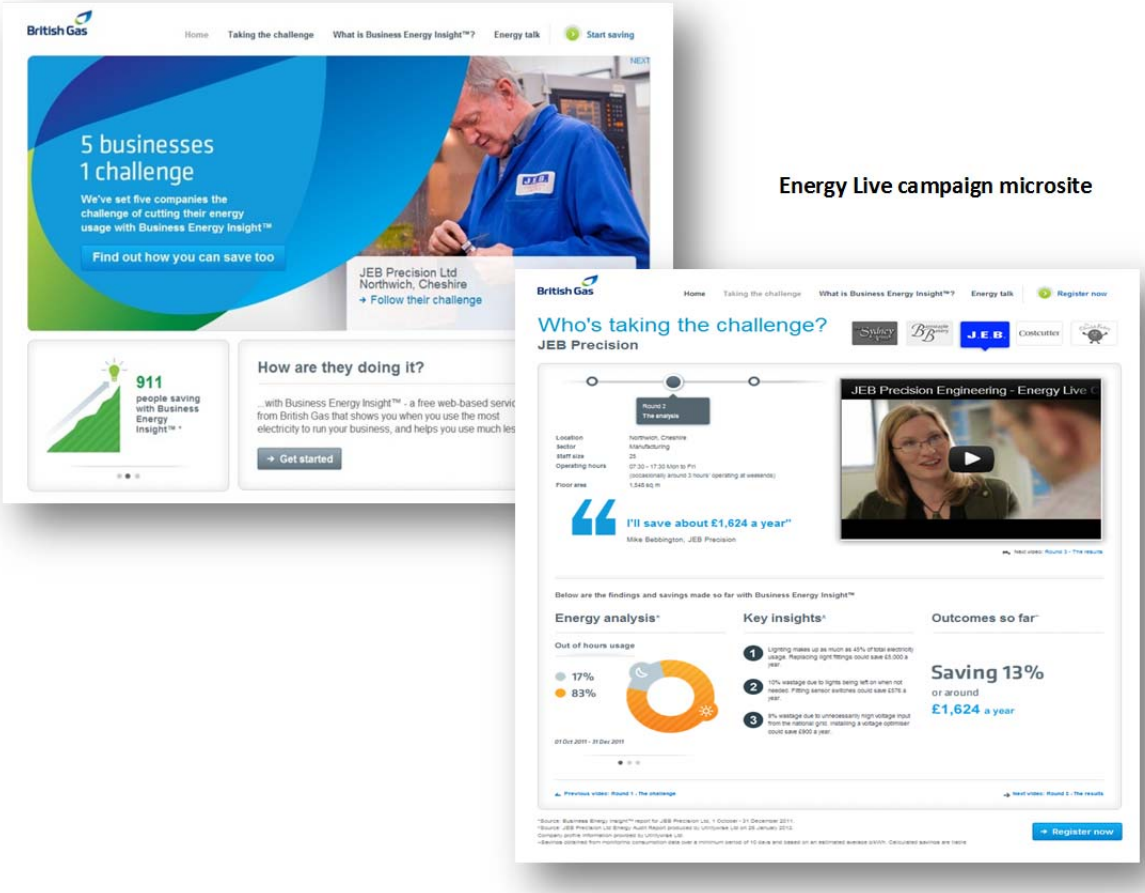
In February 2012, we launched 'Energy Live Challenge' with a burst of PR activity and press. PR built the story by using BEI data-based insight, to reveal the extent of business energy wastage, and bringing this to life with compelling thermal imagery.



PR activity about British Gas at time of launch



Launching the challenge in press



Energy Live campaign microsite

Phase 2. Follow the challenge

You could follow the 5 businesses' energy saving journey through a variety of media, from reportage-style press ads to immersive digital videos on the microsite and social media channels. We also revealed to existing customers through direct elements including the bill.

Our ads and the microsite used real information and info-graphics to understand their energy usage. The films have been distributed online, linked to in email and used for internal communications.

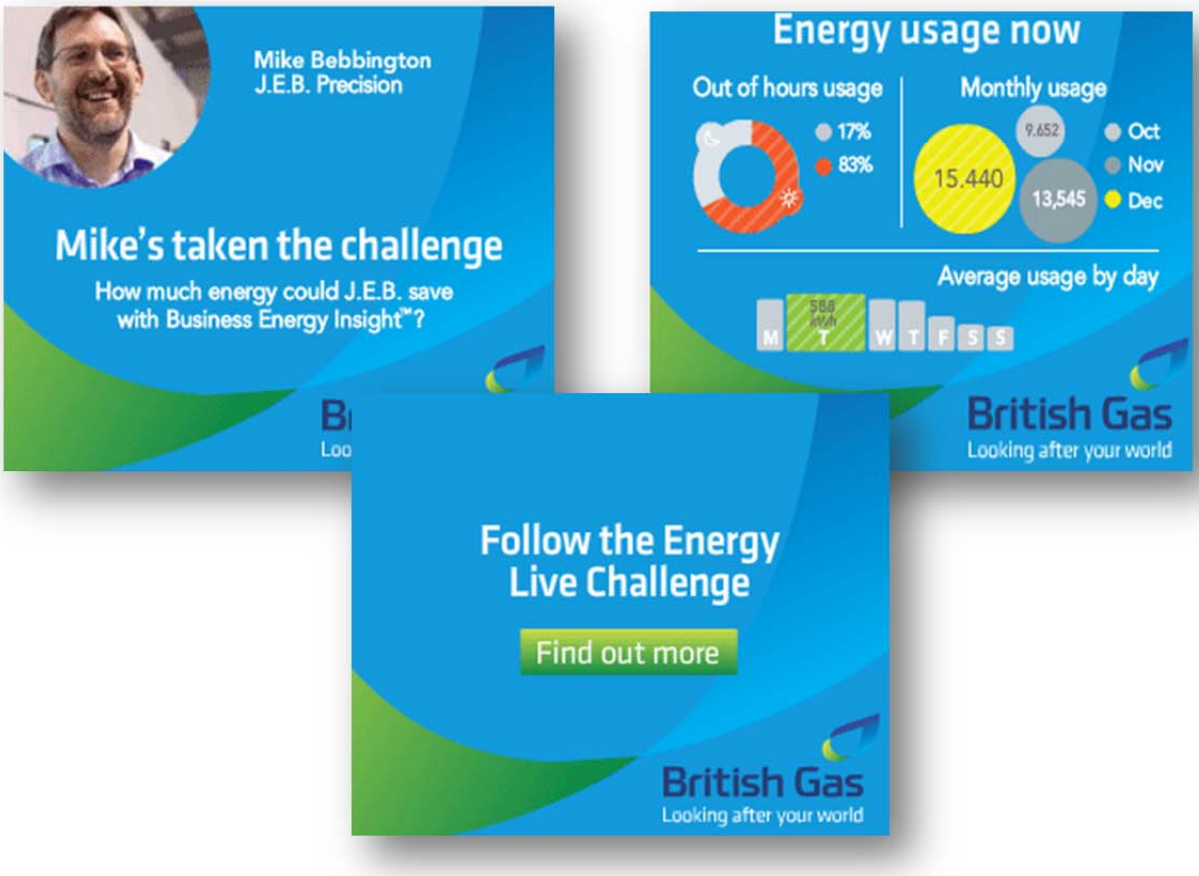
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'Understanding the businesses' in press



Online ads targeted to businesses



Online ads showing data visualisation of case study energy usage

PHASE 3. The results are in

In May, we published the results for the businesses and proved what BEI could really do for SMEs. Our businesses saved up to 25%.

http://www.youtube.com/watch?v=KRGWEddb3_8
http://www.youtube.com/watch?v=vJFK81aCdYQ
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Revealing the results in online display and press

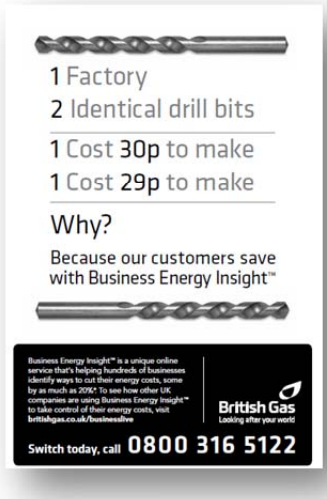
Phase 4. Recruit through press, DM, email, and bill inserts

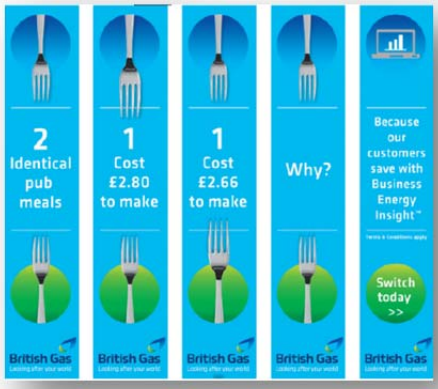
To drive response after we had built awareness, we took the Energy Live Challenge to the next stage: now you have seen what other businesses were experiencing, what could BEI do for your business?





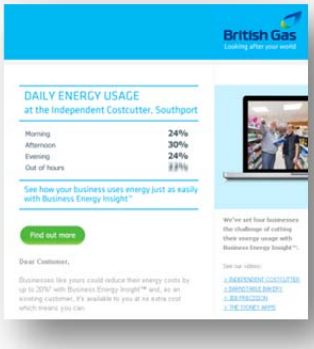


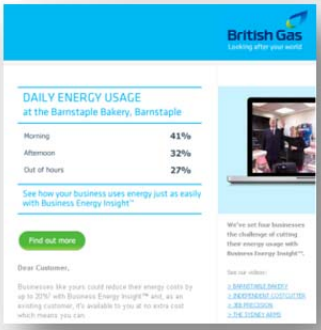




Direct response press and online display











Slider DM, emails and 4pp bill insert which use the Energy Live Challenge businesses as proof points for BEI

THE RESULTS: POSITIVE BRAND PERCEPTION INCREASES 12%

The BEI microsite had **65,000** visits since the campaign, nearly **25,000** customers have already signed up to BEI, and consideration amongst prospects has increased by **24%** since 2010.

Perceptions of BGB service have increased **27%,** value perceptions have increased **14%**, and the perception of BGB as innovative has increased by **9%**. This also had an impact on customer commitment, which has improved by **9%** since 2010.

Overall the campaign had a positive impact on net promoter scores with an increase of **12%** in just two quarters of activity.

START OF THE JOURNEY

Because of the long contracts involved in buying business energy, these positive brand results are just the start. Direct response activity continues to capitalise on the improvement in brand perception. And we continue to build on our 'intelligent energy partner' positioning and to ensure it permeates the whole business, from proposition development to customer service contact.