


| | |
|---|---|
| **Category number:** | **2** |
| **Category name:** | **Best use of Direct Mail** |
| **Programme name:** | **SAP Smart Metering** |
| **Agency:** | **dnx** |
| **Brand or client:** | **SAP** |
| **Program website(s):** | **www.eonrunssmarter.com**<br>**www.npowerrunssmarter.com**<br>**www.edfrunssmarter.com**<br>**www.centricarunssmarter.com**<br>**www.gazpromrunssmarter.com**<br>**www.esbrunssmarter.com**<br>**www.scottishpowerrunssmarter.com** |
| **Word Count:** | **914** |

**dnx**
**High House Farm**
**Gomshall Lane**
**Shere**
**Guildford**
**Surrey**
**GU5 9BU**

**01483 202949**

**Contact:** **Michelle Urwin**

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

**Summary**

By 2020, every home in the country must have a smart meter – and it's the energy retailers' responsibility to install them. For SAP, this represents a huge opportunity as the energy retailers will soon be turning to partners who can help them with every aspect of the roll out, from back office planning and field services execution to data management and analytics.

Having commissioned and carried out an in-depth profiling exercise for SAP, we targeted the 17 key decision-makers in the big 7 energy retailers (Centrica, EON, npower, ESB, Gazprom, Scottish Power and edf). We sent them a personalised video mailer, including a message from Mike Lewis, Industry Principal for Utilities at SAP. The mailer invited them to visit a personalised website (we created one for each company) where they could find out more about SAP's experience in this area. The sites were regularly updated with new content and alerts were sent out by email.

The objective of the campaign was to set up two meetings. Our campaign delivered four.

**[170 words]**

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

**About the client company**

SAP is the market leader in enterprise application software, working with 183,000 companies of all sizes and industries to help them run their businesses more effectively.

SAP's has over 20 years' experience in the Utilities sector with solutions spanning everything from Customer Relationship Management, Financial Management and Billing to Advanced Meter Infrastructure and Business Analytics. SAP works with over 2000 utility companies in 70 countries.

**Strategy**

By 2020, every home and business in the UK must have a Smart Meter – and it is the energy retailers' responsibility to make this happen.

The energy retailers are looking to technology companies to help them with the nationwide rollout and the data management.

SAP has a whole range of solutions available to help them in both areas – from back office planning and field services execution to data management and analytics. This is a multi-million pound opportunity for SAP.

**Objectives of the campaign**

- To kick-start long-term Smart Metering partnerships with targeted decision-makers in each of the 'Big 7' energy retailers
- To set up meetings with two energy retailers.

**Strategy**

Our strategy was to create a highly targeted campaign directed at the relevant decision makers within each target organisation. The campaign would demonstrate why SAP is the only technology partner worth considering.

The campaign would educate the audience about the benefits of starting the rollout early and highlight SAP's unrivalled solutions and industry.

**Target audience**

We worked with SAP to identify the key contacts responsible for the Smart Meter switchover in each organisation. There were 17 contacts in total from across the following accounts:

- Centrica
- EON
- Npower
- ESB
- Gazprom
- Scottish Power
- edf

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

Initial profiling uncovered the following intelligence about these contacts:

- They know the switchover is happening but are reluctant to get moving until the Government clears up specific areas of uncertainty
- They have underestimated the scale of the Switch and have not considered the different areas such as planning, deployment and data management
- They do not recognise the potential benefits of Smart Meters
- Each energy retailer is at a different stage of the Smart Meter journey and has different requirements

**Media, channels and techniques used**

To be as engaging, authoritative and appealing to the audience as possible regardless of where they were on the journey, personalisation was going to be key. Having worked with SAP for two months developing their Smart Meter proposition, we believed that high impact Direct Mail, combined with a series of other marketing tactics (see diagram 1), would be the best route to market.

**Diagram 1: Smart Meter campaign tactics**




**1. Video creation**

An engaging animated video was summarized SAP's Smart Meter proposition:

- General Smart Energy challenges
- Benefits and opportunities of Smart Metering
- Managing the rollout & data
- How SAP can help
- SAP's credentials
- Getting started on the journey with SAP as a partner




**Personalised video introductions**

We filmed 17 personalised introductions to the video (one for each of our decision makers) from Mike Lewis, Industry Principal for Utilities at SAP.



**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

## 2. Personalised Microsites

We created seven personalised microsites – one for each of the energy retailers. These sites contained the same content (due to budget restrictions), but each had its own unique URL i.e. www.eonrunssmarter.com. Lead capture was placed upfront so we could track registrations and downloads.

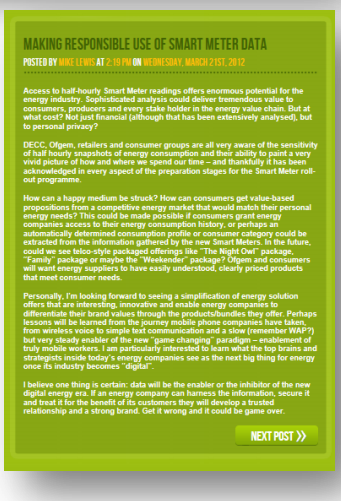
All the content was developed from scratch – ensuring it would appeal to the audience regardless of where they were on their Smart Meter journey and what their job function was. This included videos, thought leadership papers and case studies and event promotions. We keep the sites updated with a regular blog to encourage repeat visits and continuous engagement.









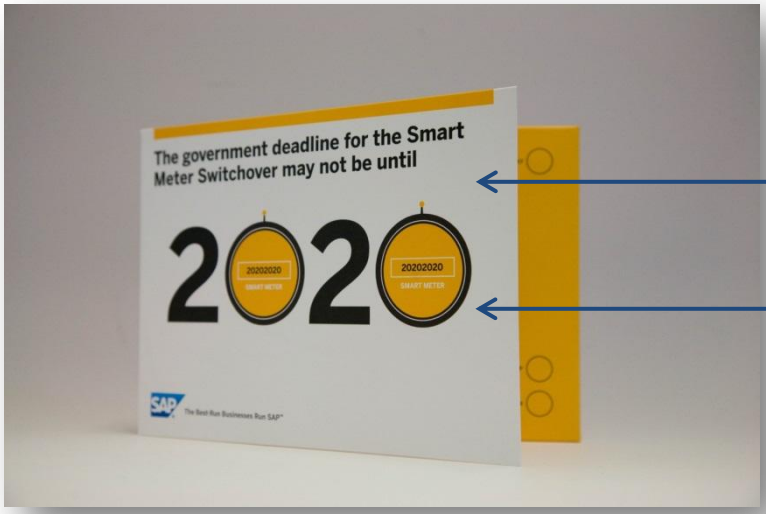




**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

## 3. Direct Mail

An engaging, innovative and highly personalised Direct Mail piece was used to drive people to their personalised microsite. Taking the animated video we had created, and heading it up with the personalised messages, we developed a video mailer for each of our 17 decision makers and sent them recorded delivery.

### The creative:




Simple messaging demonstrated that we recognise the deadline isn't immediate, but stressed that they need to be thinking about the switchover now.

We developed the illustration style in line with the look & feel of the animated video.

Animated video played.




Personalised message played to each recipient when they opened the video mailer.



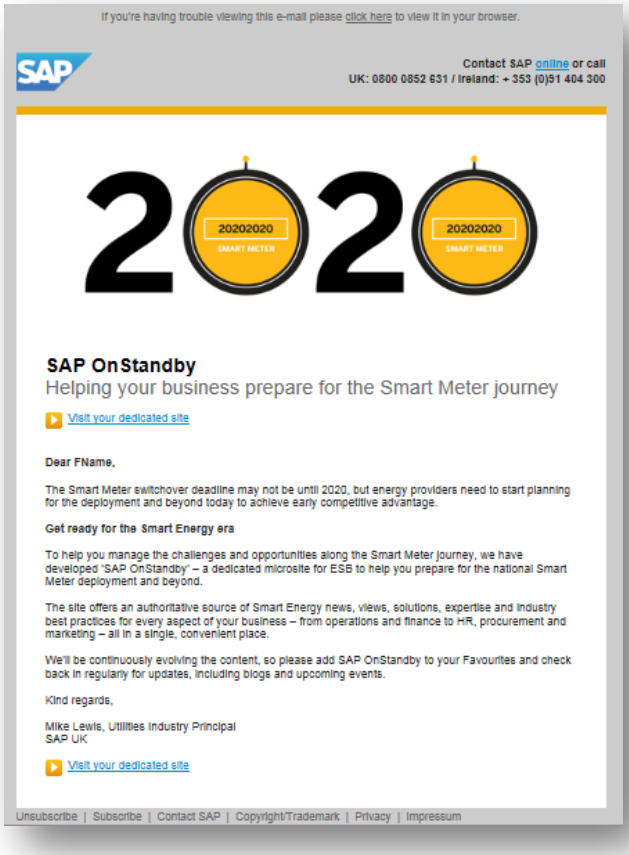

Call to action driving people to their companies' personalised microsite.

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

## 4. Follow up email

An html email was sent from Mike Lewis personally to all 17 contacts inviting them to sign up for the site if they hadn't already done so. This email was headed up with a personal note requesting the opportunity to meet with them. Telemarketing was also conducted into anyone that opened or clicked through on the email.

Every time the site is updated with new content, for example a new blog or event going live, we send an email alert to the contacts encouraging them to check back to the site.


If you're having trouble viewing this e-mail please click here to view it in your browser.

SAP

Contact SAP online or call
UK: 0800 0852 631 / Ireland: + 353 (0)91 404 300

2020

**SAP OnStandby**
Helping your business prepare for the Smart Meter journey

Visit your dedicated site

**Dear FName,**

The Smart Meter switchover deadline may not be until 2020, but energy providers need to start planning for the deployment and beyond today to achieve early competitive advantage.

**Get ready for the Smart Energy era**

To help you manage the challenges and opportunities along the Smart Meter journey, we have developed 'SAP OnStandby' – a dedicated microsite for ESB to help you prepare for the national Smart Meter deployment and beyond.

The site offers an authoritative source of Smart Energy news, views, solutions, expertise and industry best practices for every aspect of your business – from operations and finance to HR, procurement and marketing – all in a single, convenient place.

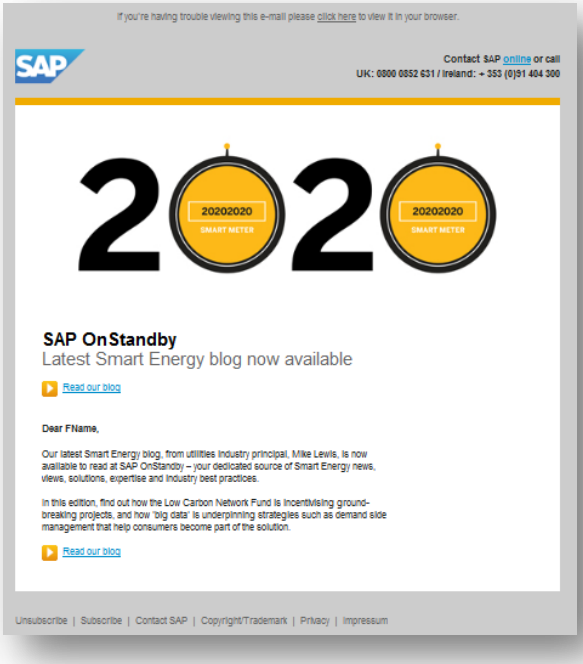
We'll be continuously evolving the content, so please add SAP OnStandby to your Favourites and check back in regularly for updates, including blogs and upcoming events.

Kind regards,

Mike Lewis, Utilities Industry Principal
SAP UK

Visit your dedicated site

Unsubscribe | Subscribe | Contact SAP | Copyright/Trademark | Privacy | Impressum


If you're having trouble viewing this e-mail please click here to view it in your browser.

SAP

Contact SAP online or call
UK: 0800 0852 631 / Ireland: + 353 (0)91 404 300

2020

**SAP OnStandby**
Latest Smart Energy blog now available

Read our blog

**Dear FName,**

Our latest Smart Energy blog, from utilities industry principal, Mike Lewis, is now available to read at SAP OnStandby – your dedicated source of Smart Energy news, views, solutions, expertise and industry best practices.

In this edition, find out how the Low Carbon Network Fund is incentivising ground-breaking projects, and how 'big data' is underpinning strategies such as demand side management that help consumers become part of the solution.

Read our blog

Unsubscribe | Subscribe | Contact SAP | Copyright/Trademark | Privacy | Impressum

### Timescales

The direct mail was despatched in March 2012. The four meetings were requested almost immediately.

### Budget

*These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.*

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**

**Results**

*These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.*

**Feedback from recipients of the video mailer:**

**npower**
Hi Mike - many thanks for the video package – very innovative – and website useful too – have no doubt that we will be in touch.

**edf**
Hi Mike - Julie and Niels Roberts send their kind thanks for your recent video message and would like you to meet with two of their direct reports to take conversations further.

**Scottish Power**
Andrew Neilson thanked Mike for sending the video, and would like to set up a meeting in Glasgow "to get SAP's input to ensure that we are aligned to SAP thinking and roadmaps".

**Client testimonial**

"I am absolutely delighted with the response we have had from the video direct mail campaign. dnx played a critical role in developing our Smart Meter proposition and executed on our objectives in fantastic fashion. We are delighted with every aspect of this campaign – from the video and website creation to the direct mail and campaign follow up. This campaign perfectly demonstrates that direct mail, when underpinned by a great strategy, still plays a critical role in lead generation."

**Vanessa Mahoney, Utilties Industry Marketing Manager – SAP**

**All results and financials are CONFIDENTIAL and not to be published**
**Please contact the agency if you would like anything verified.**