Category number:	**15**
Category name:	**Best Corporate Decision Maker-Targeted Campaign**
Programme name:	**SAP Smart Metering**
Agency:	**dnx**
Brand or client:	**SAP**
Program website(s):	**www.eonrunssmarter.com** **www.npowerrunssmarter.com** **www.edfrunssmarter.com** **www.centricarunssmarter.com** **www.gazpromrunssmarter.com** **www.esbrunssmarter.com** **www.scottishpowerrunssmarter.com**
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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]

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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's 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 in each organisation. Titles varied from company to company and we had to speak directly with each organisation to establish who had Smart Meter decision-making responsibility.

The big 7 are:

- **Centrica** – have specific Smart Energy teams
- **EON** – responsibility lies in Retail Systems
- **npower** – Operations and Strategy
- **ESB** – IT and Operations
- **Gazprom** – IT and MD only
- **Scottish Power** – IT and Operations
- **edf** – 6 different lines of business

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To identify each target's painpoints, we carried out some profiling to establish their knowledge of Smart Metering. We learned that:

- They know the switchover is happening but are waiting for the Government to clear up specific areas of uncertainty
- They have underestimated the scale of the Switch and have not considered issue 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 journey and has different requirements
- The decision-makers are being overwhelmed with information about Smart Metering, so we needed to get their attention by being different.

Media, channels and techniques used

We decided that personalisation was vital. Having worked with SAP for two months developing their Smart Meter proposition, we believed that high impact Direct Mail, combined with other tactics (see diagram 1), would be the best route to market.

Diagram 1: Smart Meter campaign tactics



1. Video creation

An engaging animated video 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



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.



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2. Personalised Microsites

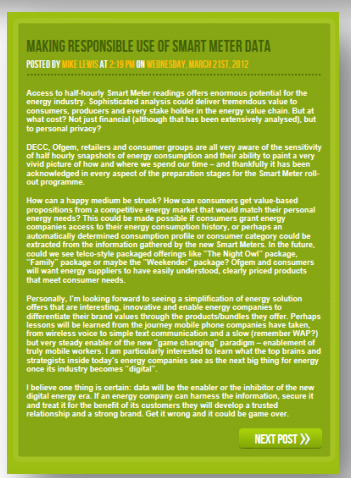
We created seven personalised microsites – one for each energy retailer. These sites contained the same content (due to budget restrictions), but each had its own unique URL i.e. www.eonrunssmarter.com. Lead capture was placed upfront so we could track registrations and downloads.

All content was developed from scratch – ensuring it would appeal to the audience regardless of their job function and where they were on their Smart Meter journey. 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.









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3. Direct Mail

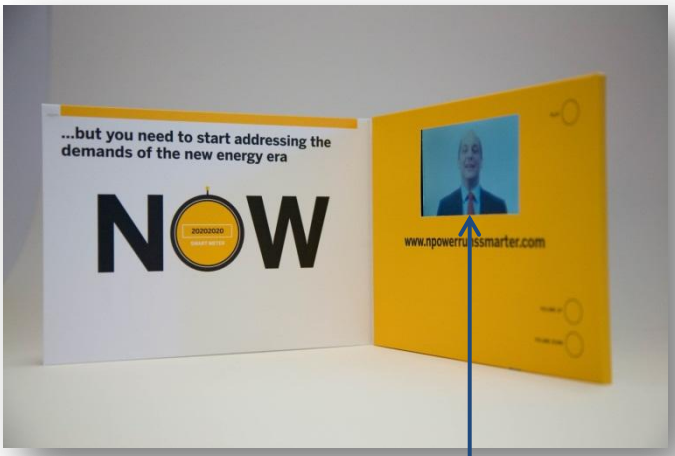
An engaging, innovative and highly personalised Direct Mail piece was used to drive people to their personalised microsite. Taking the animated video we had created, and heading it up with the personalised messages, we developed a video mailer for each of our 17 decision makers and sent these recorded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

The creative:



Simple messaging demonstrated that we recognise their concerns about the deadline not being imminent, but stressed that they need to be thinking about the switchover now.

Animated video played.



To stand out from the crowd, we developed personalised messages which played to each recipient when they opened the video mailer. These started off by addressing the recipient directly i.e. 'Hello John' and as such, grabbed their attention.



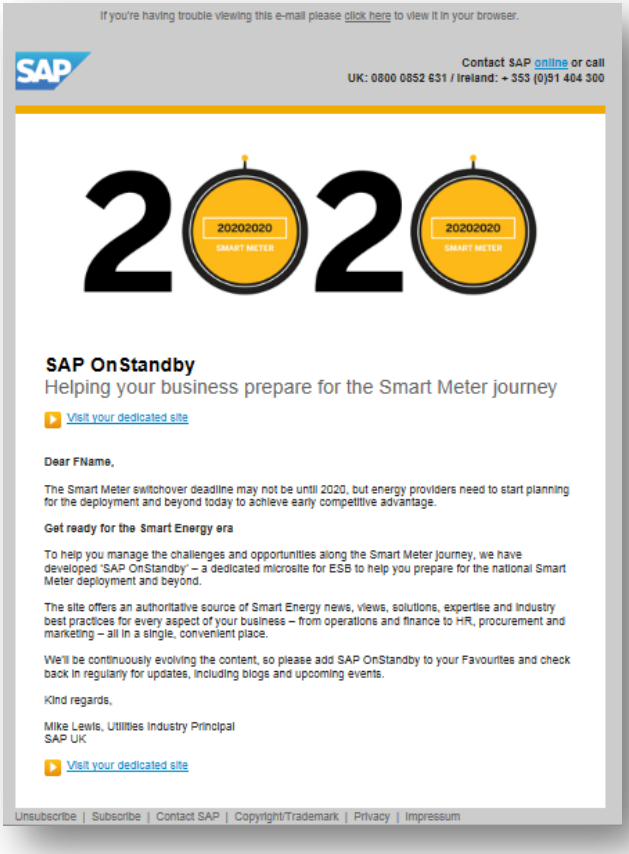
The call to action drove people to their companies' personalised microsite where a whole host of materials was located. We developed content suited to the various stages of the Smart Meter journey so as to appeal to each of the decision makers regardless of where they are.

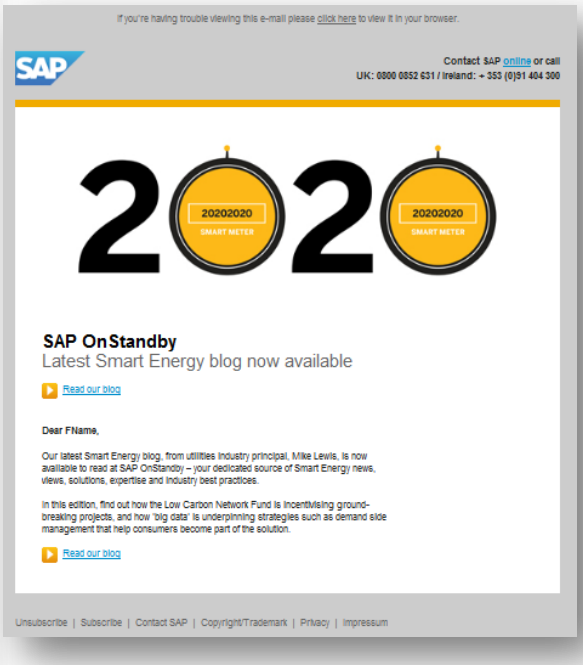
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4. Follow up email & telemarketing

One week after the video mailers had been posted, an email was sent from Mike Lewis to all 17 contacts inviting them to sign up for the site if they hadn't already done so. This email included a personal note requesting the opportunity to meet with them. Telemarketing was also conducted into anyone that opened or clicked through on the email.

Recognising that some prospects might not be ready to meet just yet, but were still interested in the latest trends and news, we used the microsites to nurture the contacts. We regularly updated the sites with content – each time sending an email alert encouraging the contacts to revisit the site.





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.

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Results

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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 requested a meeting in Glasgow "to get SAP's input to ensure that we are aligned to SAP thinking and roadmaps".

Client testimonial

"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. It has opened up conversations we have been trying to have for months and has helped us to establish a foundation for long term engagement with the energy retailers."

Vanessa Mahoney, Utilties Industry Marketing Manager – SAP

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