Category number: 15

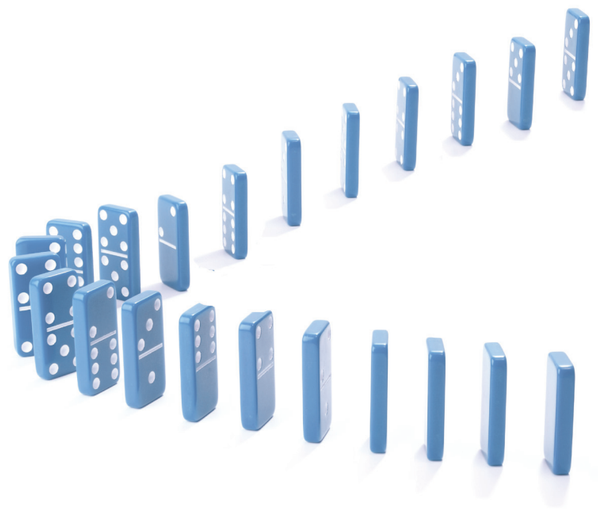
Category name: Category Name: Best Corporate Decisions Maker Targeted

Programme/initiative name: CTAS Lead Generation

Agency: WDMP

Brand or Client: Carbon Trust

B2B Marketing AWARDS 2012 FINALIST



Summary:

The Carbon Trust's consultancy arm (CTAS), helps organisations understand and address the environmental impact they make along their supply chains and look at strategies that save money and enhance reputations. CTAS, however, were struggling to motivate large organizations with this offering and required help to engage and convert hard to reach decision makers.

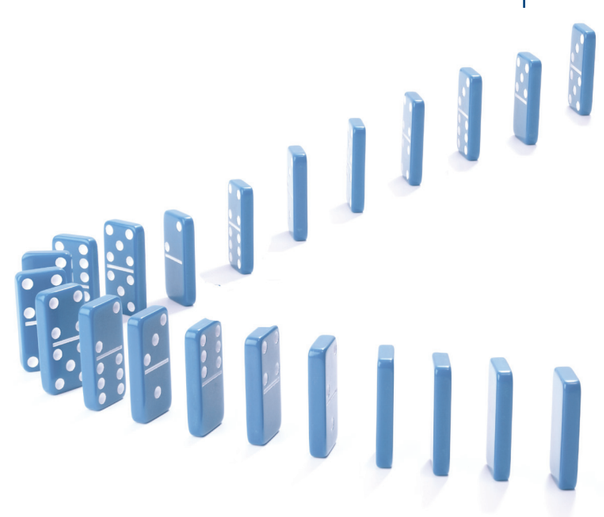
Experience told us that we needed to create a conversation within an organisation between the Decision Maker (CEO), who would catalyse the action and champion the cause; and the Expert Influencer (Sustainability Manager), who would actually implement any changes.

To get the attention of CEOs we developed a highly disruptive personalised DM pack. Our solution was elegantly simple: a box of dominos (made from sustainable bamboo) that communicated the 'knock-on effect' of inefficiencies in your supply chain.

The influencers received a less involved, but more detailed mailer, literally a letter printed on an envelope as we explained the need to 'turn the carbon debate inside out'.

We followed up with a well timed email and telemarketing designed to build momentum and move interest to action quickly.

Campaign results exceeded expectation – achieving a 12% conversion rate - double the previous best results for a CTAS campaign



About the Carbon Trust:

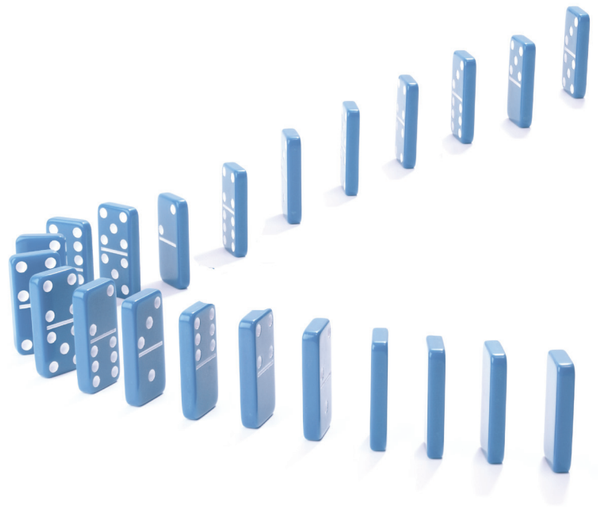
The Carbon Trust are independent experts in leading the drive to a low carbon economy. They partner with leading organisations, businesses and governments, enabling them to benefit from the opportunities of sustainable green growth. They also, through providing a range of expert services, help business take action on climate change.

Strategy – broader business issues:

In recent years Carbon Trust as an organisation has gone through seismic change, moving from being government funded Quango to having to act as a commercial entity and generate revenue. As part of this change they have developed the offering of their consultancy arm, Carbon Trust Advisory Services (CTAS).

CTAS are experts in supply chain emissions, an area that is increasingly important to large organisations as it can impact on both their reputation and bottom line.

However, amongst decision makers in large organisations there is very little awareness of both the importance and the impact that supply chain emissions can have and the solutions CTAS can offer in this arena.



Objectives:

Our objective was to galvanise key corporate leaders to engage with the Carbon Trust Advisory Services in the form of a meeting.

The key metrics we focused on were responses generated and most importantly, achieving the 36 appointments booked for the consultancy team at CTAS

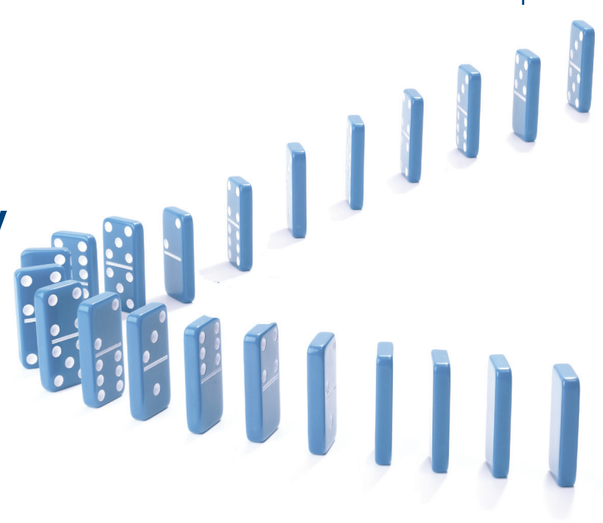
The Target Audience:

We identified 400 companies that offered the level of opportunity CTAS needed. These were companies with multiple sites, significant supply chain relationships and/or internal processing or production operations.

Our research into organisations that had participated in carbon reduction initiatives gave us the key insight that to be successful we would have to create conversation between two different audiences within the organisations.

The Decision Makers: we had to reach the people who set the corporate agenda such as the CEO, FD, and Operation Directors. People who would catalyse action within the company, and could make sustainability a priority.

And the Influencers: we targeted a secondary and vital audience who implement the strategic mandate once it has been made. This group were sustainability managers, supply chain managers, and environmental officers who needed to know where they could go for proven expert advice once they were tasked with implementing change.



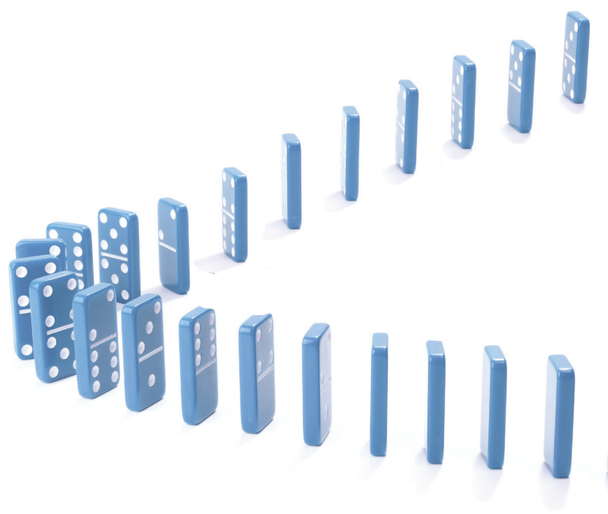
Our approach:

We had to take a bold, high-impact approach to gain the attention of CEOs. Our strategy was elegantly simple: a box of dominos that communicated the 'knock-on effect' of supply chains and provided a neat visual metaphor for our message.

Inside the box was a personalised insert detailing the issues around supply chain emissions and how the Carbon Trust can help, together with a beautiful set of dominos made from sustainable bamboo. The pack was then followed up 3 days later with outbound telemarketing activity.

Our second target audience had a higher awareness of the issue, but were more likely to be focused on emissions inside their own business, than across their supply chain. We wanted to turn that focus outwards. Our message was based around the premise of supply chains 'turning the emissions debate inside out'. This premise is visually reflected in the mailpack, which has a letter digitally printed and personalised actually onto the outside of an A4 envelope. Which meant less paper, and more impact. The DM piece was then followed up with email to secure a meeting with CTAS.

Once leads were generated they were passed onto the Key Account Manager contact that was identified on the mailer for a follow up within the 24hrs to ensure the initial interest was converted.





Decision maker pack

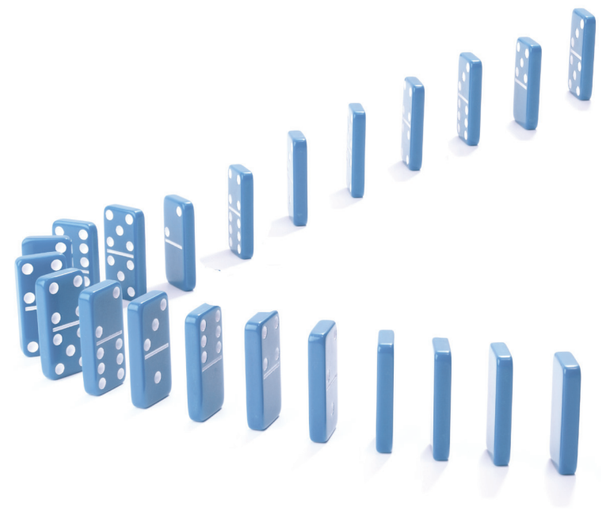
Campaign Timescales:

This campaign was implemented two weeks before Christmas, a difficult time to create cut through with this audience.

Activity rolled out in phases of 50 organisations per week with the approach undertaken so leads could be managed and nurtured in an speedy and efficient fashion.

Budgets:

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



Results:

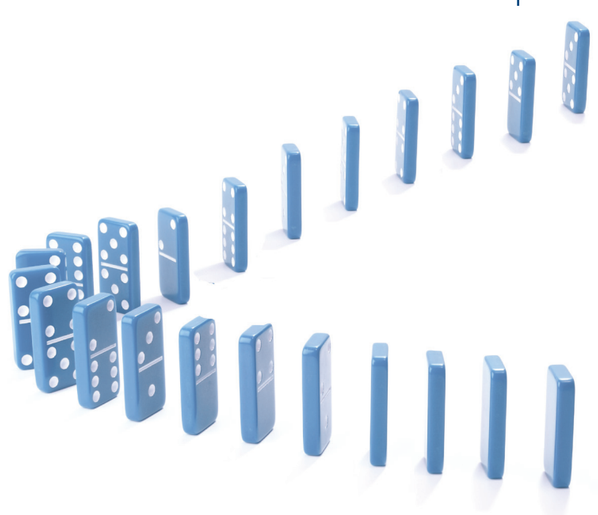
Delivering multiple high impact engaging communications has paid dividends for this campaign.

The campaign exceeded our target of generating confirmed appointments by 20% and leads requesting further info by 35%.

The activity received highly positive anecdotal feedback from our audience. Examples include a comment from the Group Procurement Director of a food distributor who agreed a meeting stating ‘they were very impressed with the Dominos as it caught their attention, gave an insight into what CTAS do and how they can benefit their business – something they weren’t aware of before’.

Another comment from a Financial Director of a large food manufacturer was that ‘they had received the Dominos, were very impressed and thought it was a great marketing tactic. They had also read the information included and would be interested in a meeting as they are currently looking at the impact of their supply chain emissions, as part of their sustainability programme.’

Lastly, we are also proud to say that we worked closely with our own supply chain and the Carbon Trust to ensure this campaign was delivered with a carbon neutral footprint.



Client Quote:

‘The success of WDMP’s CTAS lead generation campaign demonstrated to us the important role that creative impactful DM can play in delivering positive leads for our business. The campaign stimulated positive discussions within our target organisations that has enabled us to engage with them for the benefit of their organisation and the wider environment.’

James Persad,
Marketing Manager, Carbon Trust



ROYAL MAIL
POSTAGE PAID GB
HQ 9649

Mr George Bell
Oneglove Limited
129 Bond St
London
W1 3DE

Dear Mr Bell

THE EMISSIONS DEBATE HAS BEEN TURNED INSIDE OUT

Carbon reduction used to be focused only on reducing emissions *inside* your business.

Now with supply chain sustainability on the agenda, there are profit and reputational gains to be made from looking at the emissions produced outside your company’s walls.

Carbon Trust Advisory helps businesses cut costs, gain competitive advantage and build sustainable business value along their supply chains.

Many organisations have found that as much as 80% of their extended carbon footprint, and consequently the potential financial return, lies in their supply chain and in product end-use. By focusing on your partners and customers upstream and downstream, we can help you harness new opportunities for profit, efficiency and your brand, and deliver a cast-iron business case for action.

We identify carbon hotspots inside and outside your business

Our expert advisory team will take a holistic view of the lifecycle of your company’s products and services, and deliver an emissions ‘heat map’ that indicates where the greatest trade-offs can be made.

Then we deliver a robust business case to reduce risk in decision making, together with practical expertise to help with implementation. Ultimately, lower emissions mean reduced energy consumption and lower costs.

To find out more about how we can help your business adopt an inside-out approach to sustainability, speak to our Advisory team today on +44 (0)800 988 3713 or enquire online at www.carbontrust.co.uk/advisory

Yours sincerely,

Hugh Jones
Managing Director
Carbon Trust Advisory

CARBON TRUST

Influencer pack

