

VERTIC

Category number:	Category 1
Category name:	Best integrated B2B marketing campaign
Programme/initiative name:	Energy Transparency Campaign
Agency:	Vertic
Brand or client:	Vestas
URL or microsite:	energytransparency.com

Summary

The world's leading corporations are investing in renewable energy to hedge energy costs and increase their sustainability profile. However many of them work with utilities companies that do not have the insights to advise corporations with alternative wind energy solutions. Traditionally, Vestas works closely with wind farm operators and utilities.

As a new strategic move Vestas wanted to expand the wind energy market place and include corporations that are investing heavily in some cases in wind energy as a key customer in their stakeholder mix. To support this strategy, Vestas commissioned two surveys – the Corporate Renewable Energy Index that reports on corporations' energy consumption and the Global Consumer Wind Study that investigates consumers' demand for renewable energy. The surveys establish that consumers want products made with wind energy and that corporations are eager to source more renewable energy.

The campaign, executed by Vertic, was designed to establish a personalized dialogue between Vestas and the decision makers at leading brands around the world about the benefits of directly investing in wind energy with a clear focus on 1-to-1 customized communication and each decision maker was approached with energy consumption or customer brand preference information relevant to his/her company.

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About the Client Company

On the heels of the second global oil crisis in 1979, Vestas began delivering the world's first wind turbines. Since then, Vestas installed more than 46,000 turbines in 69 countries and have grown into the leading experts in wind and have continued their inexhaustible dedication and passion towards the advancement and development of wind technology worldwide.

Strategy – Broader Business Issues the Company is Facing

In 2009, Vestas chose to promote transparency as a primary theme on their marketing agenda and set the goal that all communication tactics should feature transparency and empower both consumers and companies to make comprehensive decisions on a an enlightened foundation.

Vestas expanded their efforts promoting transparency with the launch of the 2011 Energy Transparency Campaign emphasizing Vestas' commitment to wind energy and the belief that transparency in corporations' energy consumption empowers both consumers and corporations to act on climate change.

Objectives of the Campaign

The marketing strategy was to deliver a unique one-to-one, personalized message to each of the selected target individuals revealing insights about renewable energy and consumer perception of their brand. Furthermore, Vestas wanted to create awareness of various opportunities within wind energy, positioning Vestas as a preferred partner, initiate and empower a qualified dialogue between C-Suite executives, employees, Vestas and the corporations.



The Target Audience

The Energy Transparency campaign targeted the most recognized global corporations/brands who were the top performers from two studies commissioned by Vestas. As a result the target audience came to 419,000 employees and 300 top executives at 23 leading corporations. The audience was segmented by brand and subsequently by geography, seniority, work role and industry. In addition 58 selected Key Opinion Leaders were targeted.



Media, Channels or Techniques Used

The two studies that Energy Transparency campaign was based on provided insights in attitudes towards renewable energy, brand perception and consumer behavior. Conclusions include that consumers are willing to pay more for products manufactured with renewables and that adaption of renewable energy varied significantly from corporation to corporation.

Vertic partnered with LinkedIn to deliver these insights. The partnership resulted in never seen before utilization of the largest business-to-business social network enabling personalized messaging based on their LinkedIn profile data and additionally, the target audience also received customized issues of Bloomberg BusinessWeek magazines.

Timescales of the Campaign

During November 14, 2011 - February 28, 2012 the Energy Transparency campaign rolled out globally in both online and offline initiatives. Vestas featured personalized display banners and Partner Messages (InMail) on LinkedIn as well as customized versions of Bloomberg BusinessWeek that contained one-to-one communication to top executives from global companies.

Selected executives received a personalized Partner Message (InMail) through LinkedIn, guiding them to customized websites. 419,000 employees and 300 executives of these corporations were encouraged to click on company-specific dynamic banners on their LinkedIn pages, guiding them to a personalized online platform.

Over 600 custom-wrapped issues of the Bloomberg BusinessWeek were released, targeting executives of global corporations. These issues included a personal letter from Ditlev Engel, CEO of Vestas and Morten Albaek, Group SVP of Vestas, and a 16-page insert with company-specific data and personalized URLs.

From LinkedIn and Bloomberg BusinessWeek magazines, users were directed to customized versions of EnergyTransparency.com with dynamic energy consumption data personalized to their company and industry sector; and/or consumer brand perception.

Results

- Approximately 11 million impressions delivered
- 10,680 corporate executives, employees and key opinion leaders visited the site averaging 7.02 minutes
- 80% of target Key Opinion Leaders (KOLs) within renewables target group visited the site
- 30% of the top executive in the target group visited the site with a +8 minutes user session
- Campaign's overall CTR metrics performed above average per the industry's benchmark range of 0.06% -0.09% (general campaign average is between 0.04-0.08%)
- InMails had 13.27% open rate and a conversion rate of 5.78%
- LinkedIn benchmark for InMails open rate to the ET specific targeted audience is between 8% - 15%, placing Energy Transparency campaign on the higher end

Client testimonial

"The results of the Energy Transparency Campaign speak for themselves, but what makes the campaign unique is not that it reached over 600 global executives and key opinion leaders or that it combined and activated two of the world's business environment's most well-known brands, Businessweek and LinkedIn, in a never seen before manner. The aspect that makes the campaign truly unique – and creatively and strategically more interesting than its peers – is that it is a part of a larger marketing program focusing on and promoting transparency."

Morten Kamp Jørgensen
Director, Corporate Brand & Reputation/Group Marketing & Customer Insight at Vestas

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Supporting Material Supplied

Video - http://www.energytransparency.com/video.mp4