

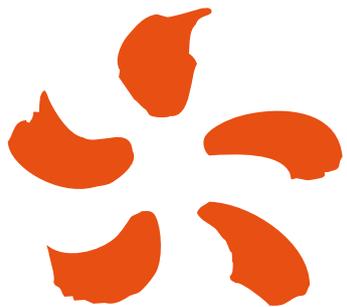
EDF ENERGY USED

TARGETING AND

CHARM TO MAKE

CONSUMERS FEEL

ZINGY ABOUT ENERGY



edf



Royal Mail

MarketReach

BACKGROUND

EDF Energy was facing many challenges. Operating in a low interest commodity category, the industry had the lowest amount of switching since records began as consumers not knowing what to do, did nothing. In this difficult market EDF wanted to both acquire customers and reduce churn. When EDF stopped face to face selling they lost their largest acquisition channel. They therefore needed to maximise the potential of other channels.

SOLUTION

EDF wanted to reach people who had not switched from their competitors, and shake them up. But a new angle was required to engage the audiences.

EDF had launched a new ATL brand positioning 'Feel Better Energy' with the brand character, Zingy. This offered the perfect opportunity for a radical change in direct marketing.

Launching its biggest ever direct campaign, EDF used Zingy to persuade people to open and engage with the new brand messages. Direct mail, door drops, inserts and direct response print were deployed to convert awareness into action.



RESULTS

This was the most successful campaign EDF Energy had ever run, giving them a new route to a previously unresponsive audience.

EDF reached their 2012 year-end sales objective three months early. The campaign achieved a record breaking 43,000 calls and 19,500 direct sales, exceeding sales targets by 30%. Short term incremental gross profit showed that every £1 spent on the campaign generated £2.36. Cost of sale was 23% lower than target, making direct marketing a feasible acquisition channel for the first time.

EDF won around 25% of all market switchers making EDF the fastest growing B2C energy supplier in the UK. 55% of sales came from customers who had never switched before. 73% of consumers who responded to the direct campaign said they wouldn't have switched if they hadn't received the direct marketing. The long life of mail was proved by the fact the it was still generating calls three months later.

