

The logo for ieadsm, featuring the lowercase letters 'ieadsm' in a light blue font, with a blue sphere containing a white highlight positioned above the letters.

Marketing and Branding Energy Efficiency

International Energy Agency Demand Side Management Implementing Agreement Annex VII
International Collaboration on Market Transformation - Research Results

energy efficiency
mt7

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The BRE logo, consisting of the letters 'BRE' in a white, serif font, centered within a solid black square.

IEA DSM Implementing Agreement

Annex VII International Collaboration on Market Transformation

Three Themes

- **Market Transformation integrated Policy and Programme development**
 - developing a co-ordinated international approach to transforming markets
- **Market Transformation Marketing**
 - developing marketing based actions to deliver Market Transformation
- **Promoting Advanced Products**
 - using procurement, requirements and specifications in a targeted way to deliver Market Transformation.

Participating Countries

- Denmark
- Korea
- Norway
- United Kingdom
- Finland
- Netherlands
- Sweden



Influencing Consumer Choices



I chose this washing machine based on...

cost

size

colour

noise output

resale value

water use

energy efficiency

cost

size

energy efficiency

colour

noise output

resale value

water use

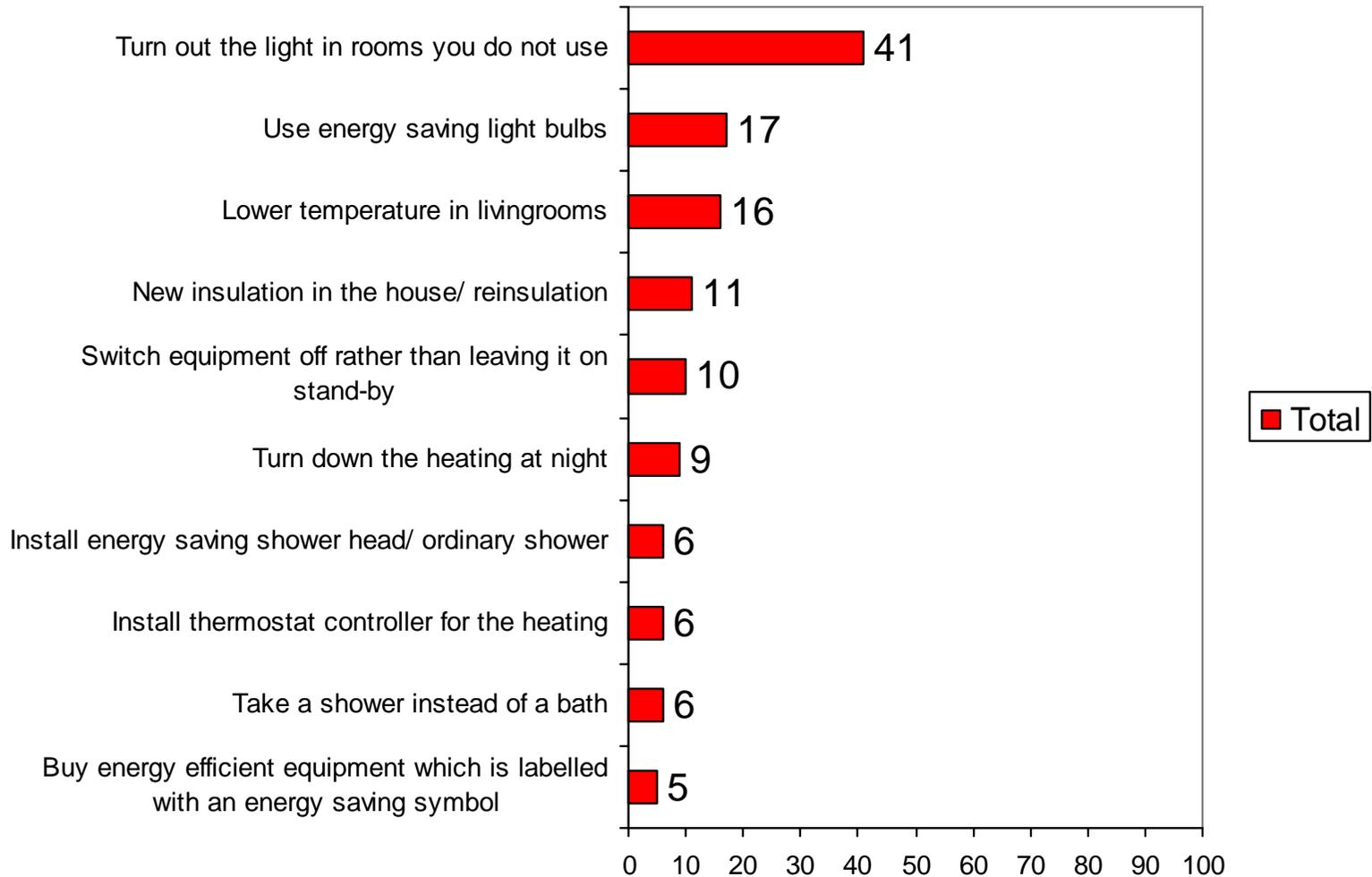
International Market Research

A first of its kind

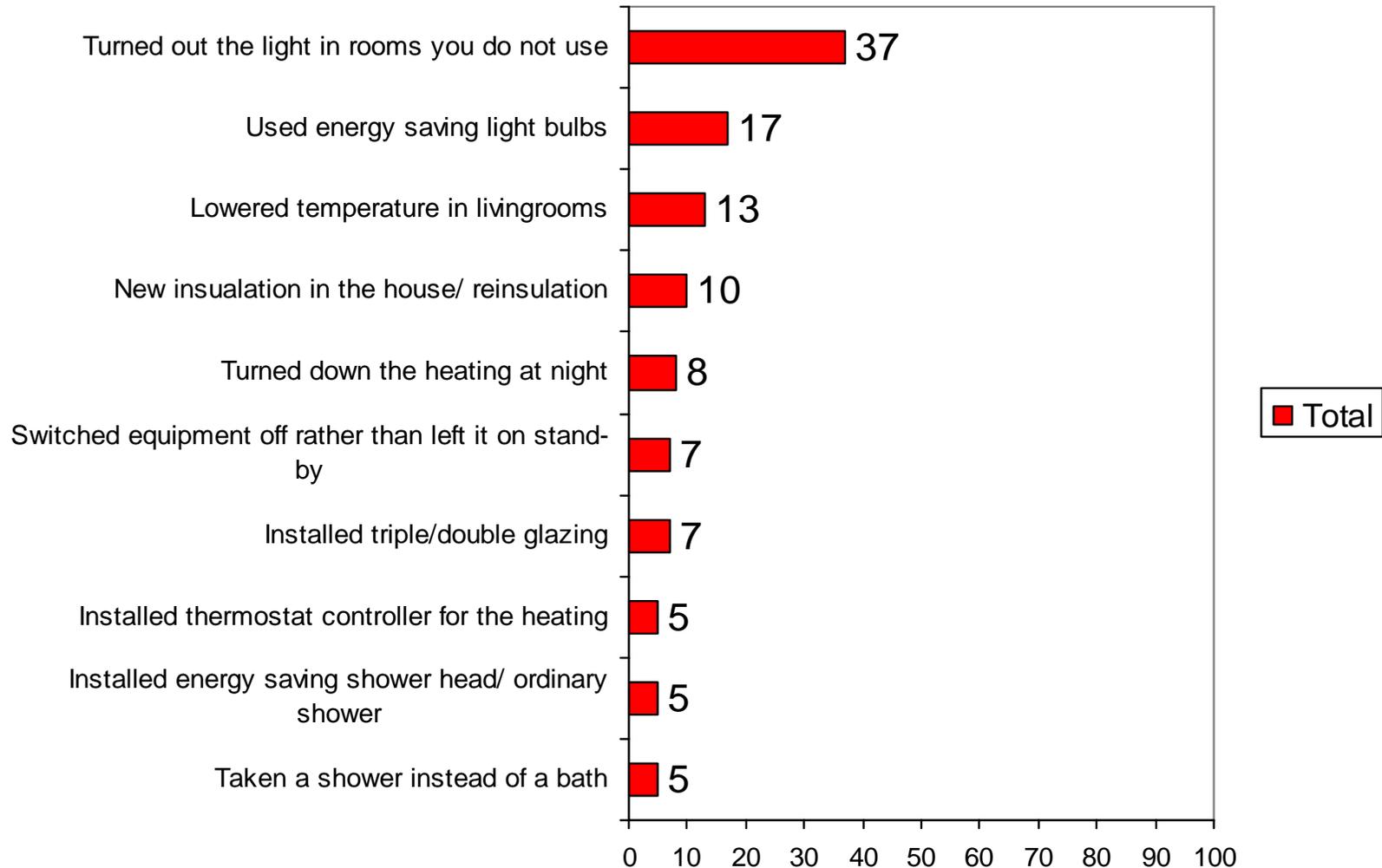
- Approx. 1000 surveys per country
- Denmark, Finland, Netherlands, Norway, Sweden, UK
- Comparable results
- Identical focus groups
- International marketplace perspective
- People buy intangible values when buying certain brands - can this be extended to the concept of energy efficiency?
- Seeking to find target groups in each country that would be receptive to selling arguments emphasising the brand value of energy efficiency choices



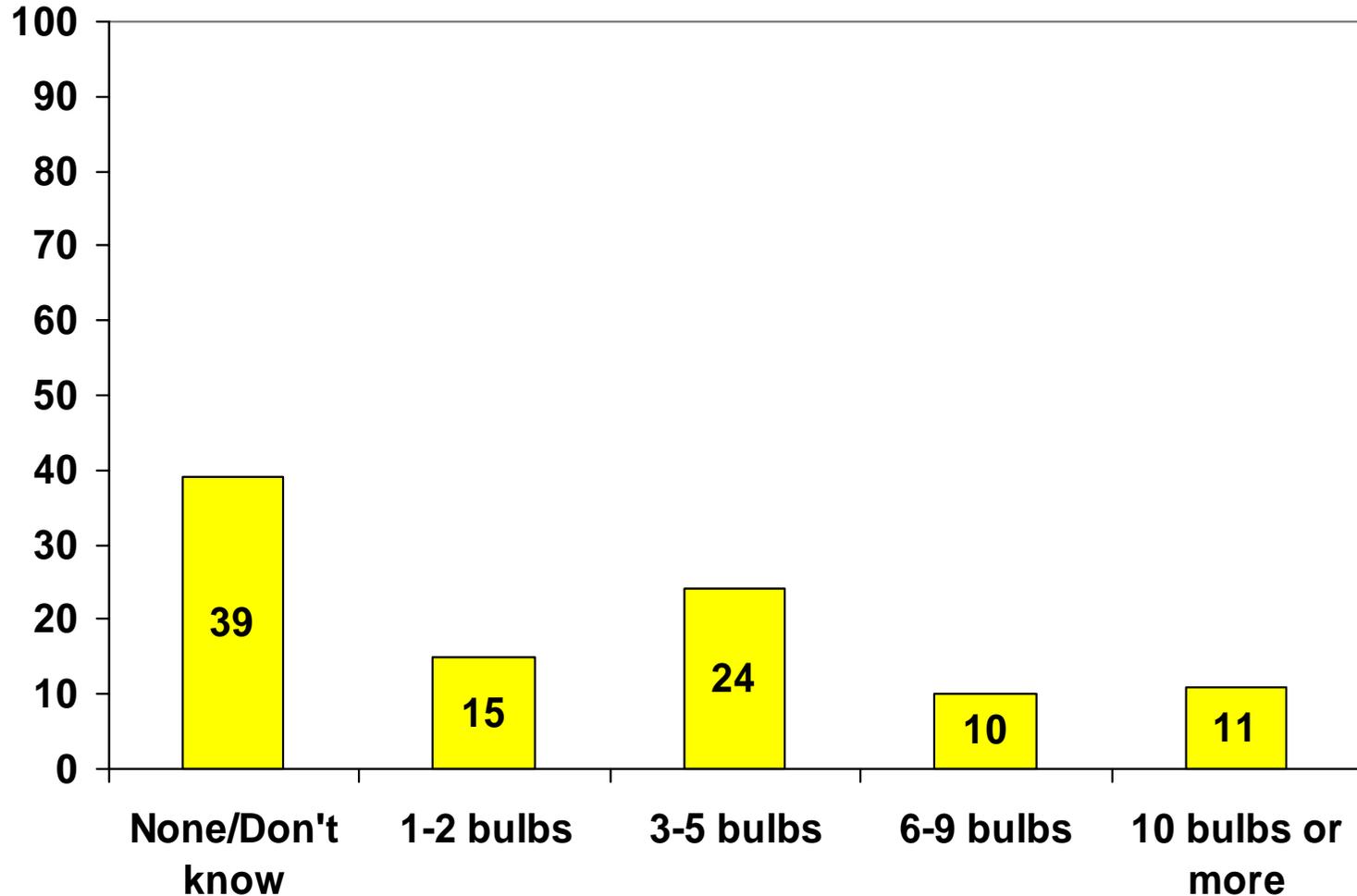
What can you do to use energy more efficiently?



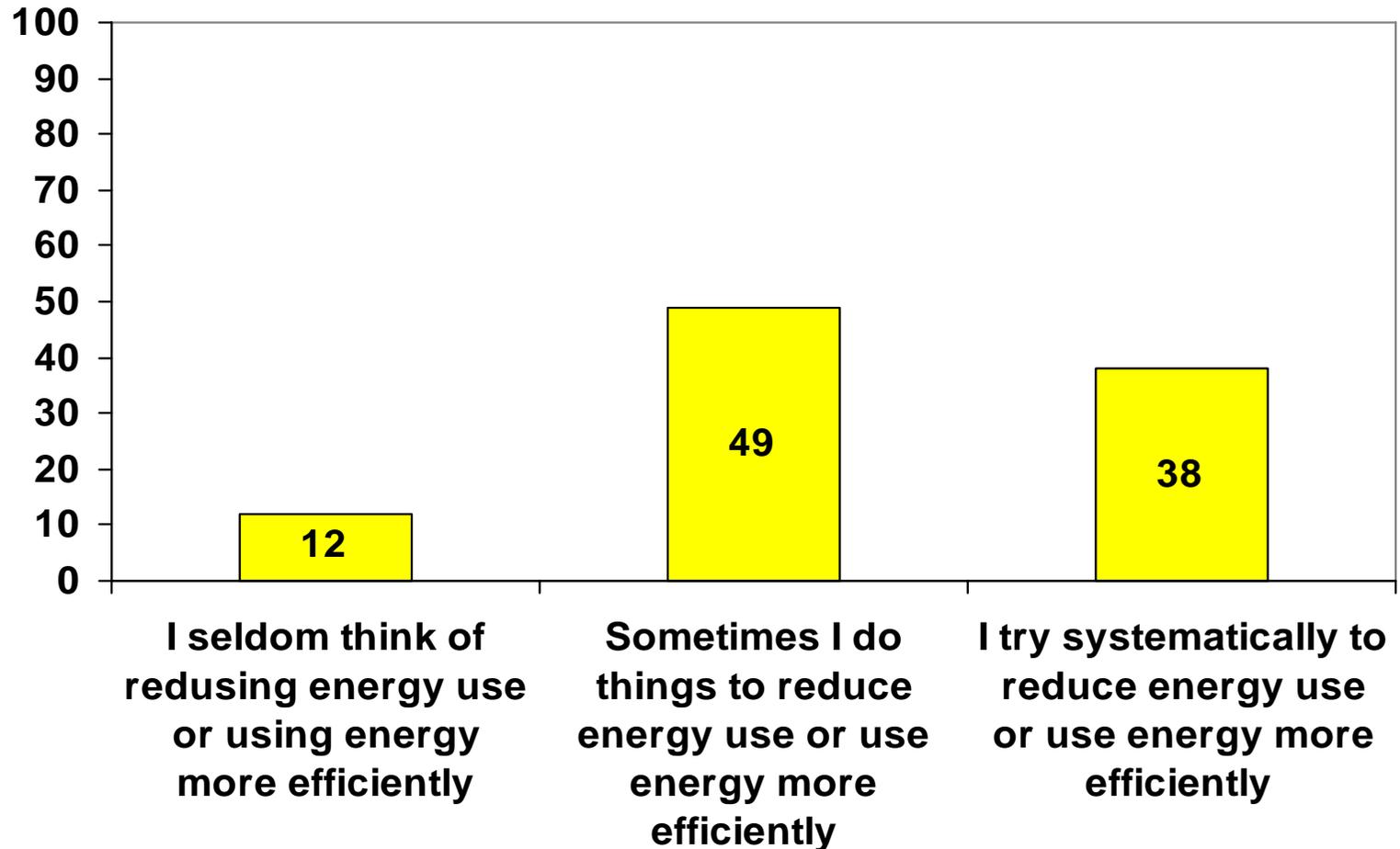
What have you yourself done to use energy more efficiently?



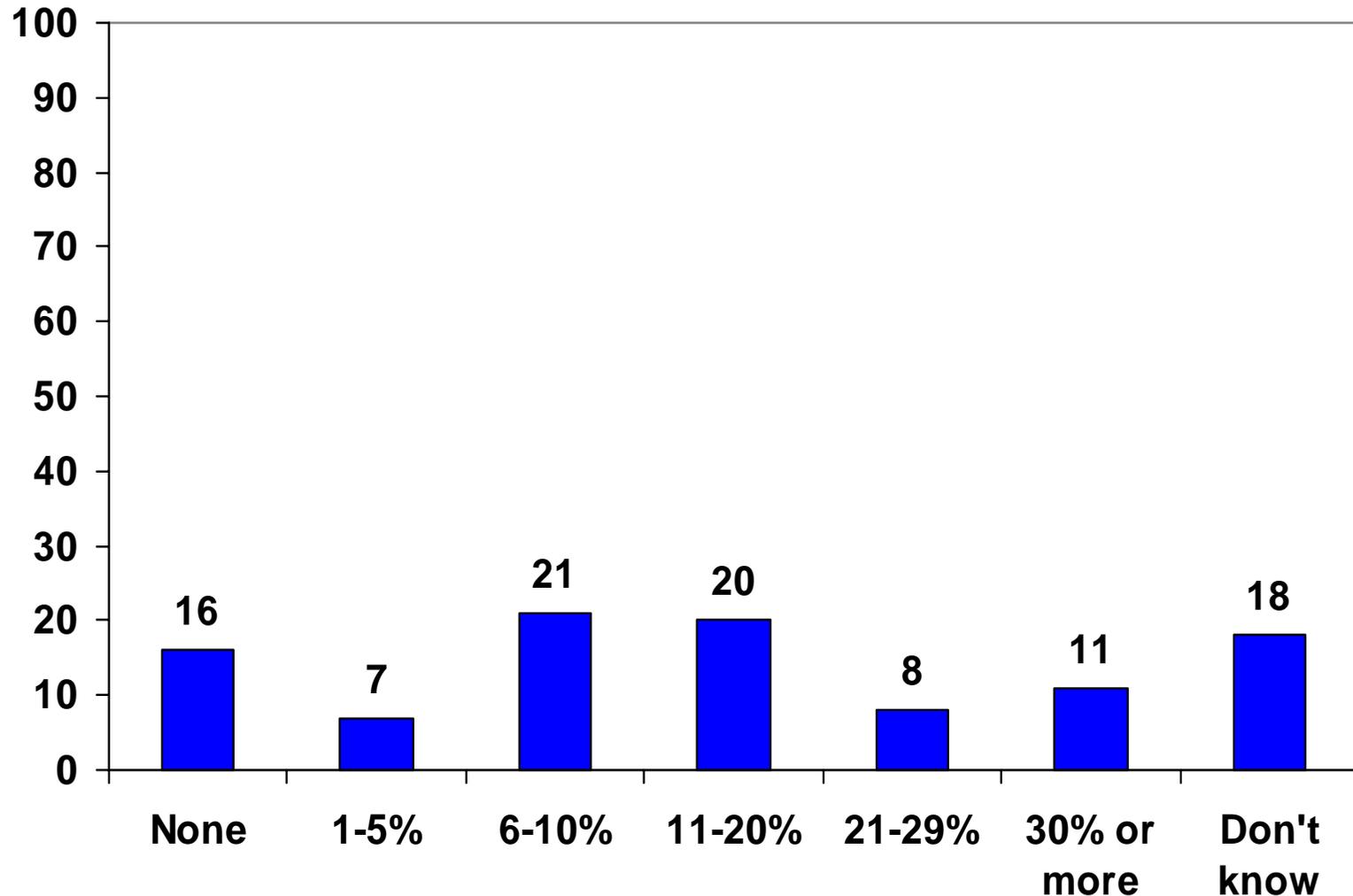
Do you have energy saving light bulbs, if so how many are in use in your household?



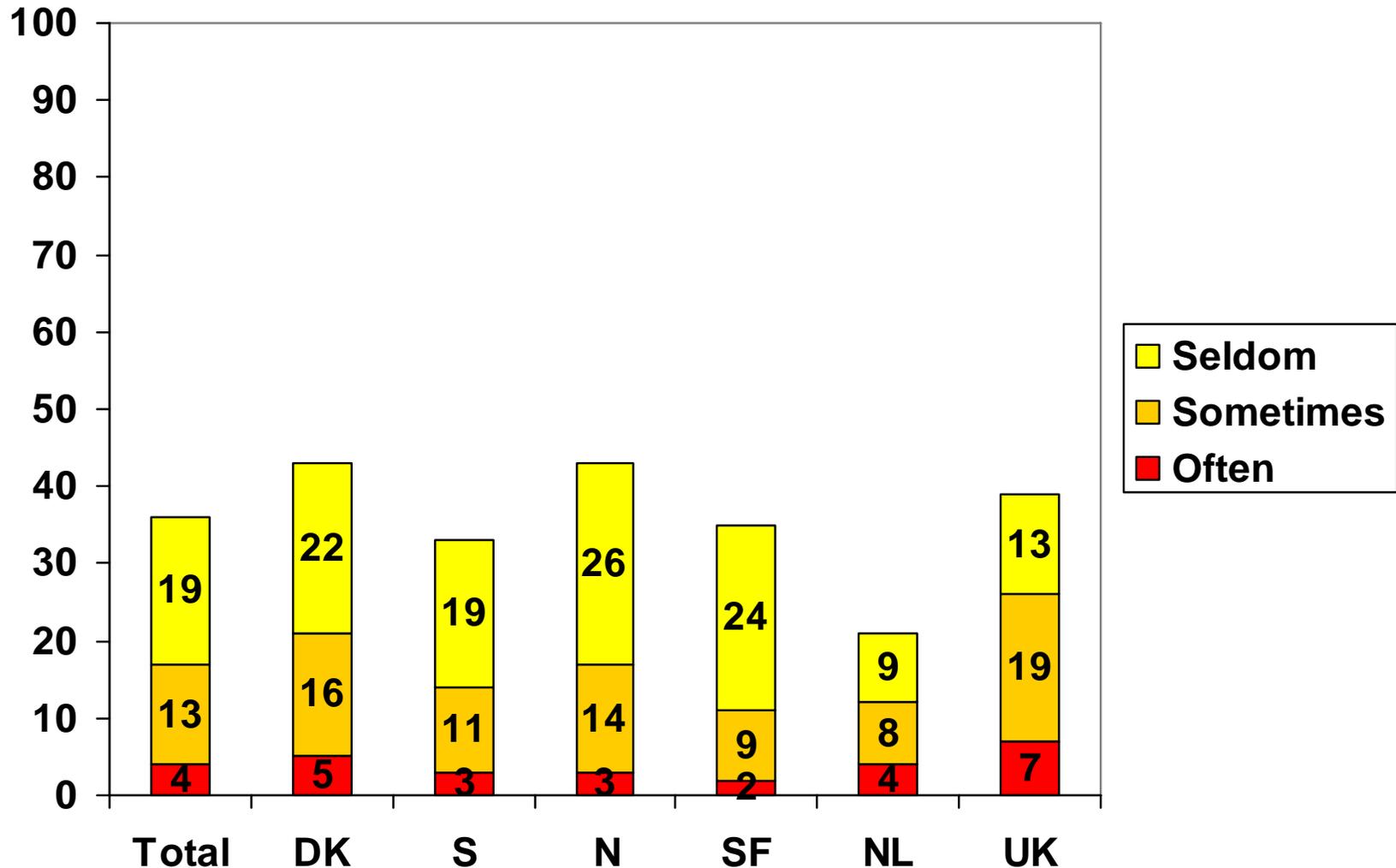
I will now read out three attitudes about indoor use of energy; either for heating, lighting or electric equipment. Which attitude is closest to your own?



In percentage, how much more would you be willing to pay for energy efficient products and equipment labelled with special energy efficient symbols?

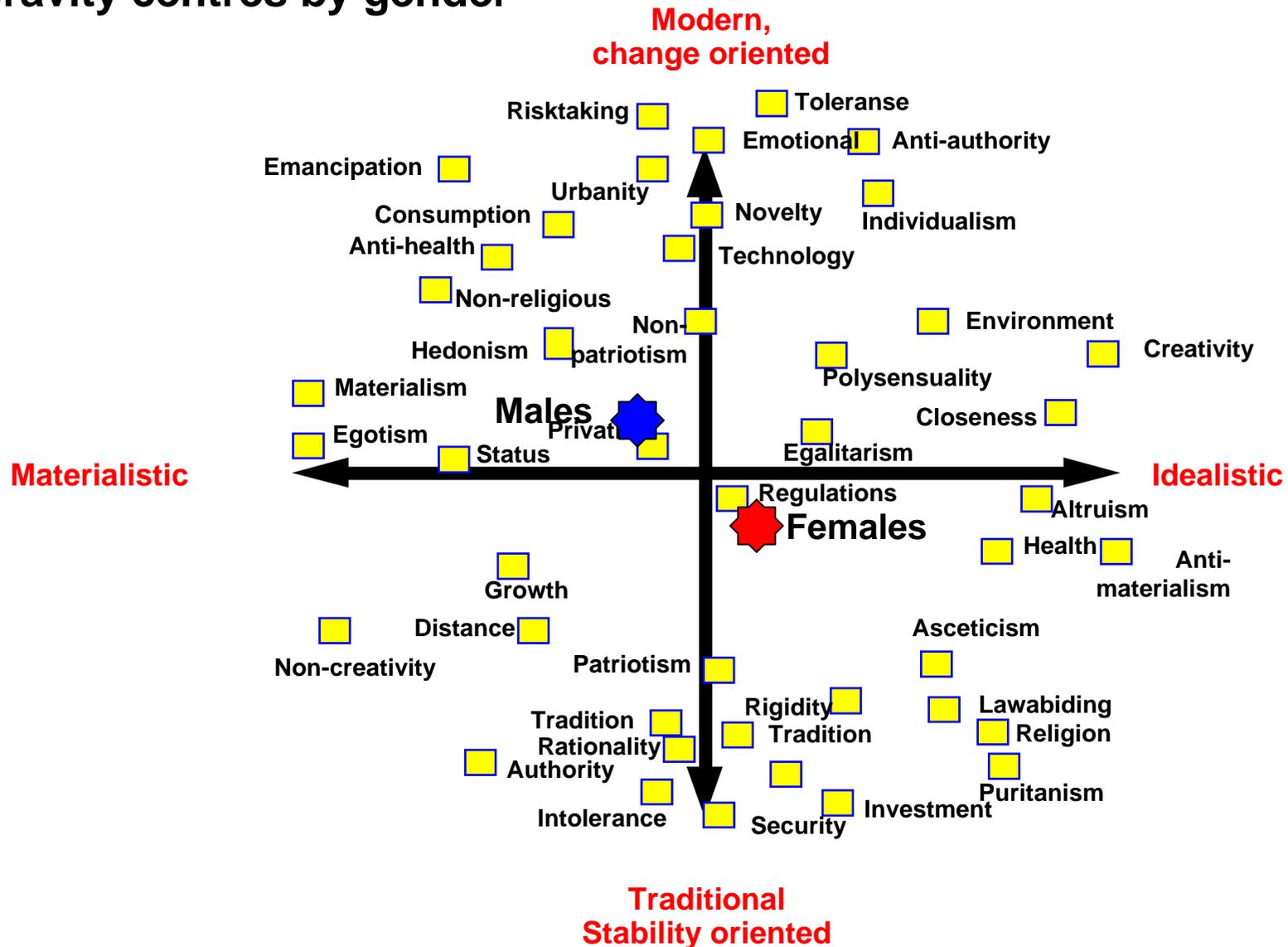


Do you often, sometimes, seldom or never buy certain, exclusive brands which cost more, because it strengthens your image or gives you respect from others?



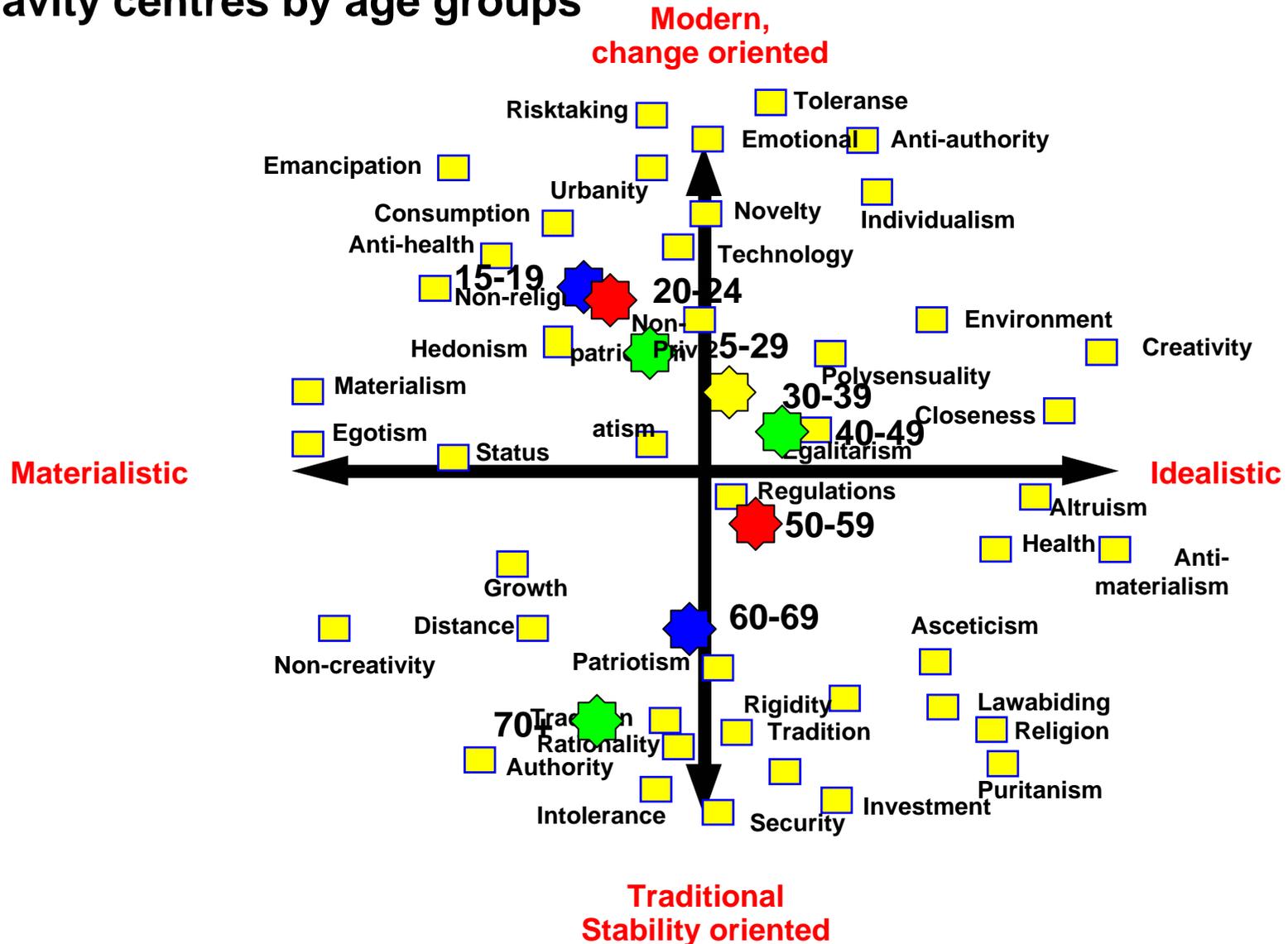
The sociocultural value map

Gravity centres by gender



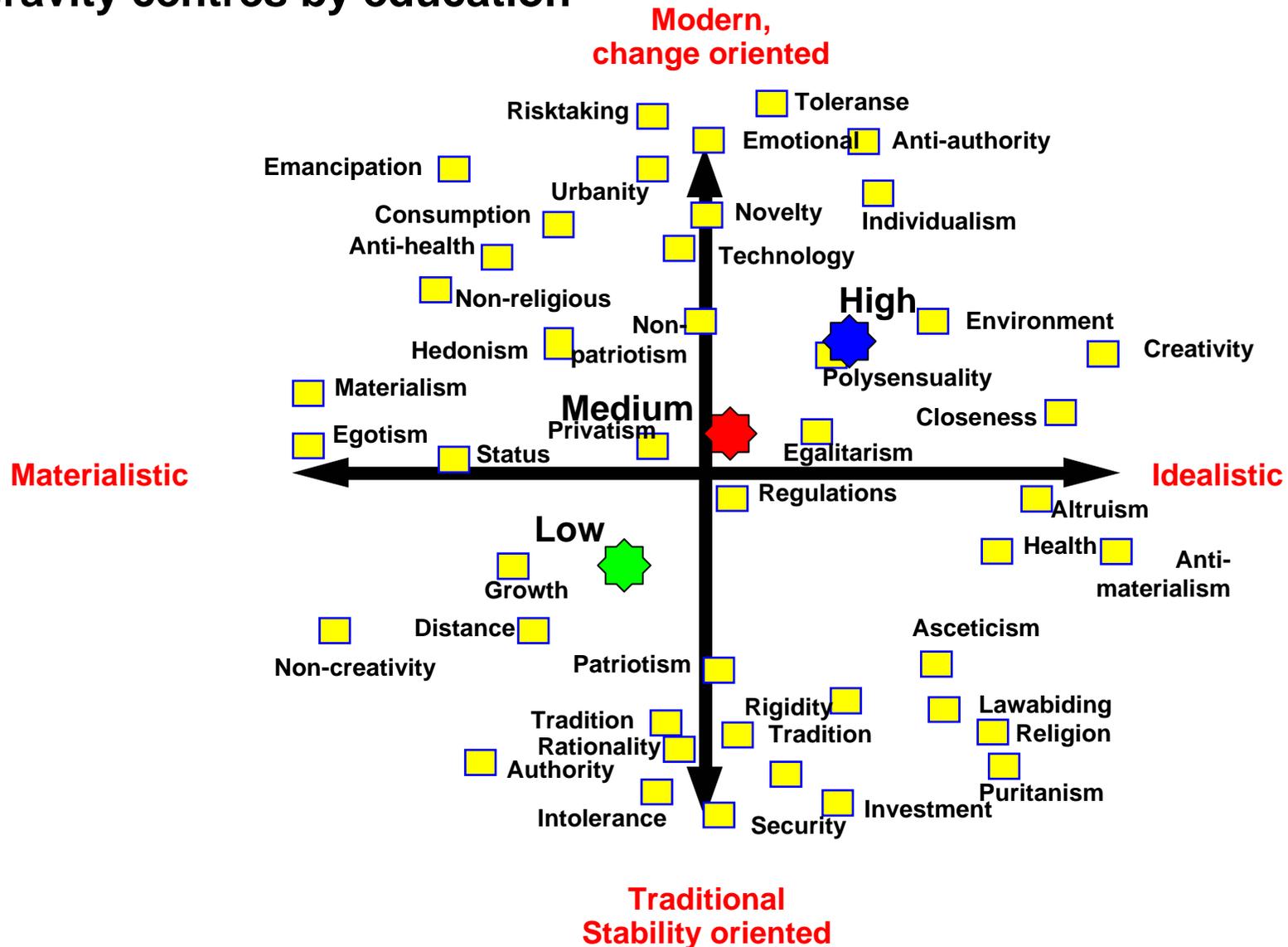
The sociocultural value map

Gravity centres by age groups



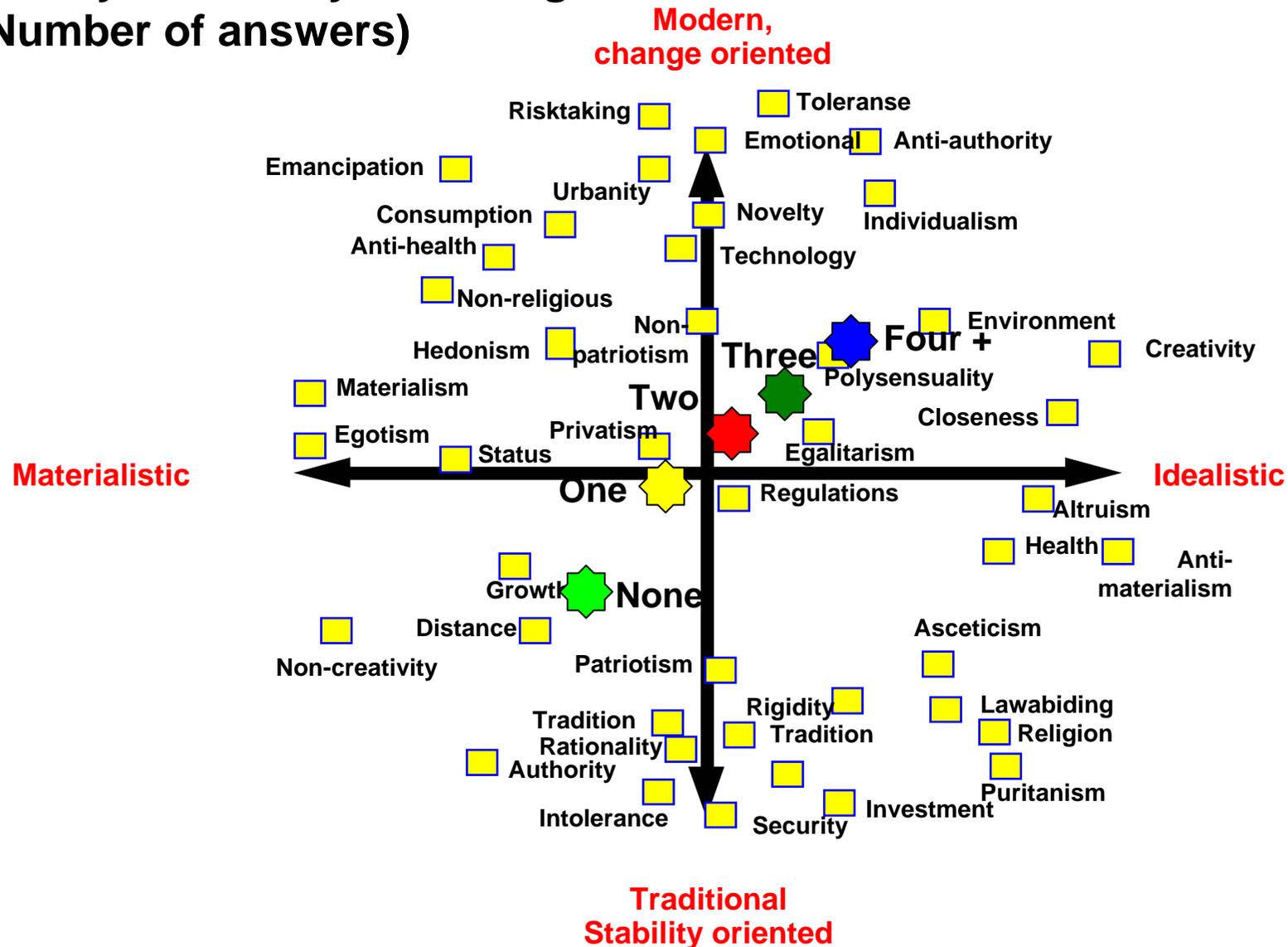
The sociocultural value map

Gravity centres by education



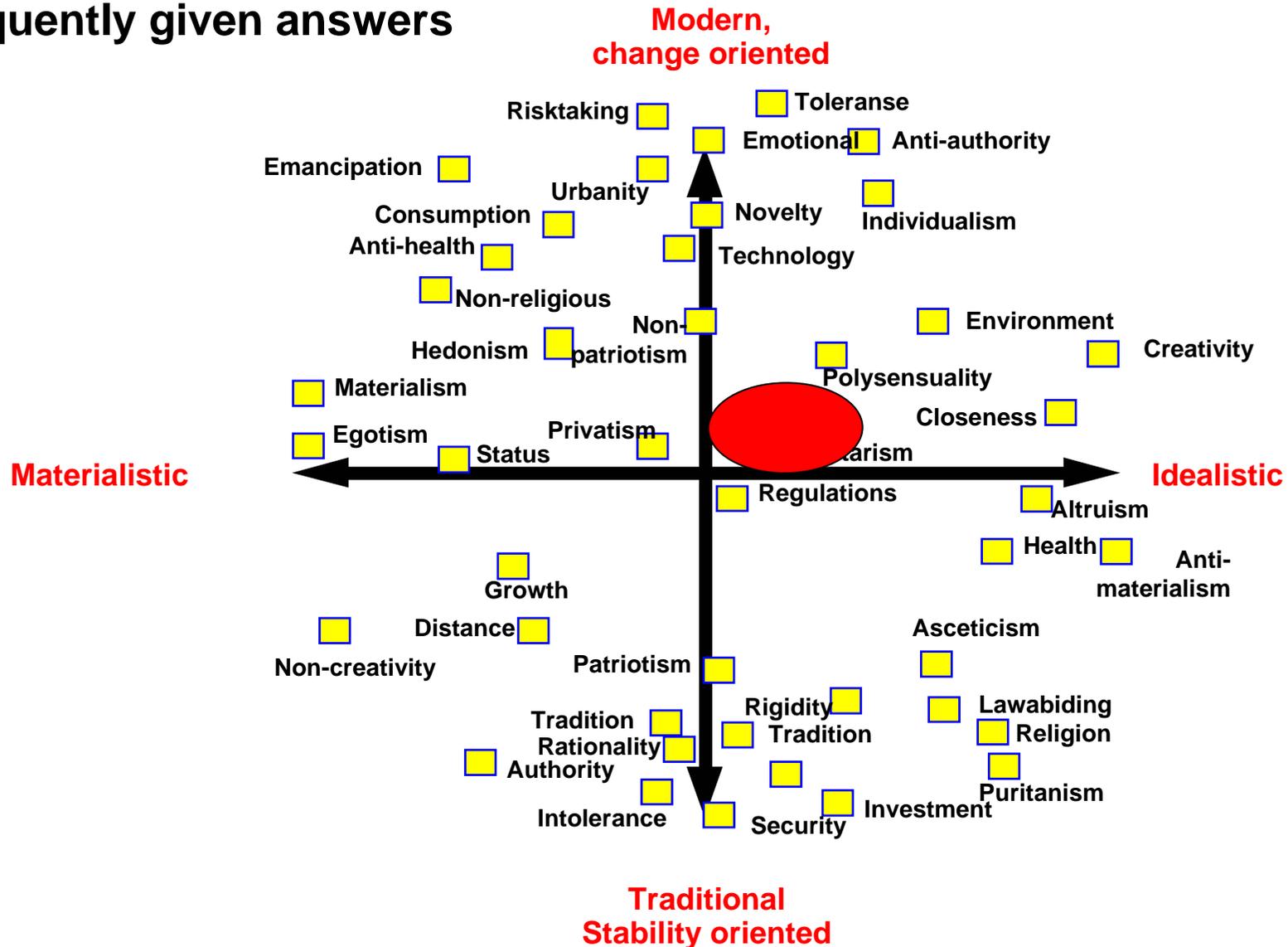
What can you do to use energy more efficiently?

Gravity centres by knowledge
(Number of answers)



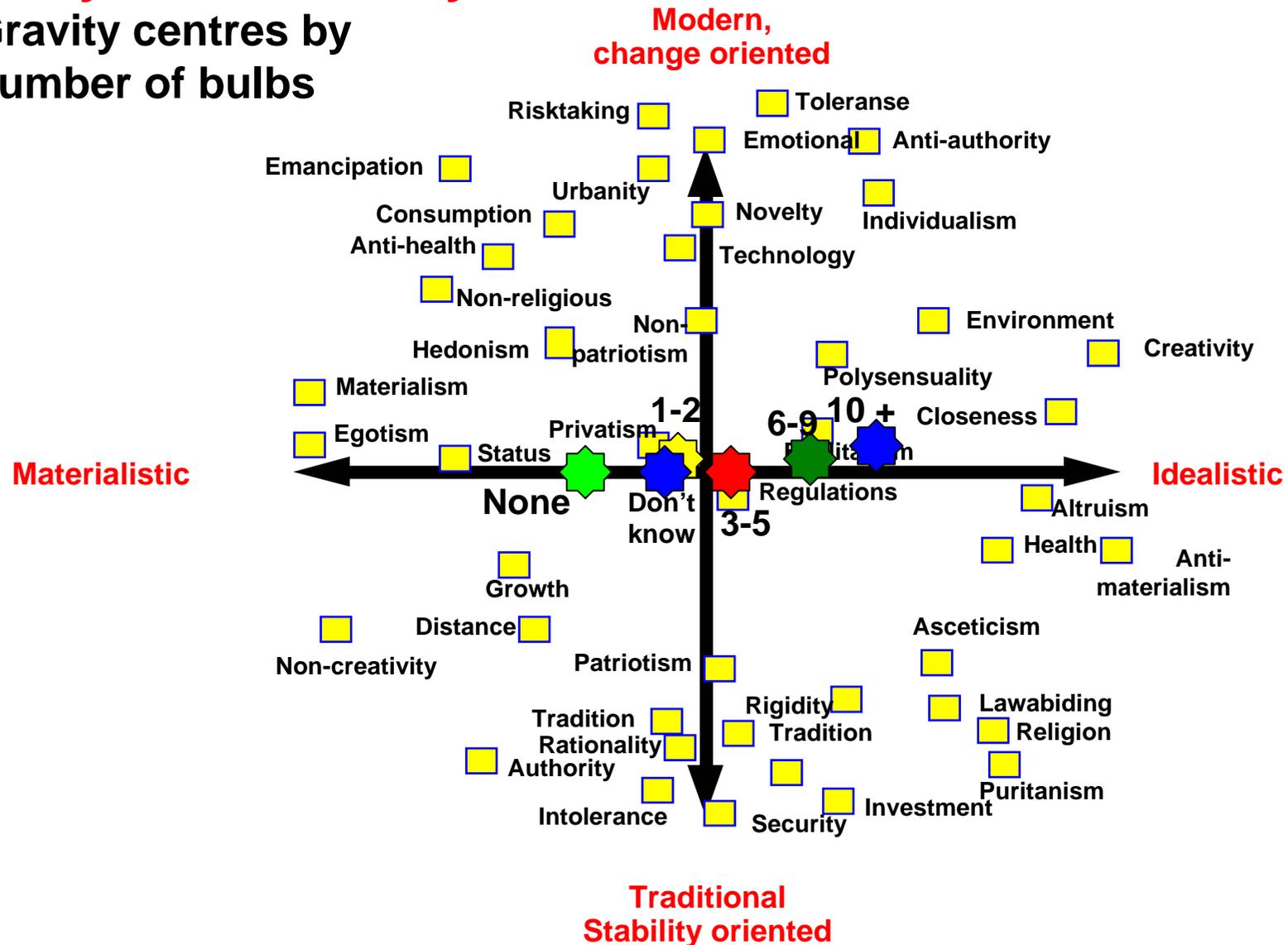
What have you yourself done to use energy more efficiently?

Gravity centres of the ten most frequently given answers

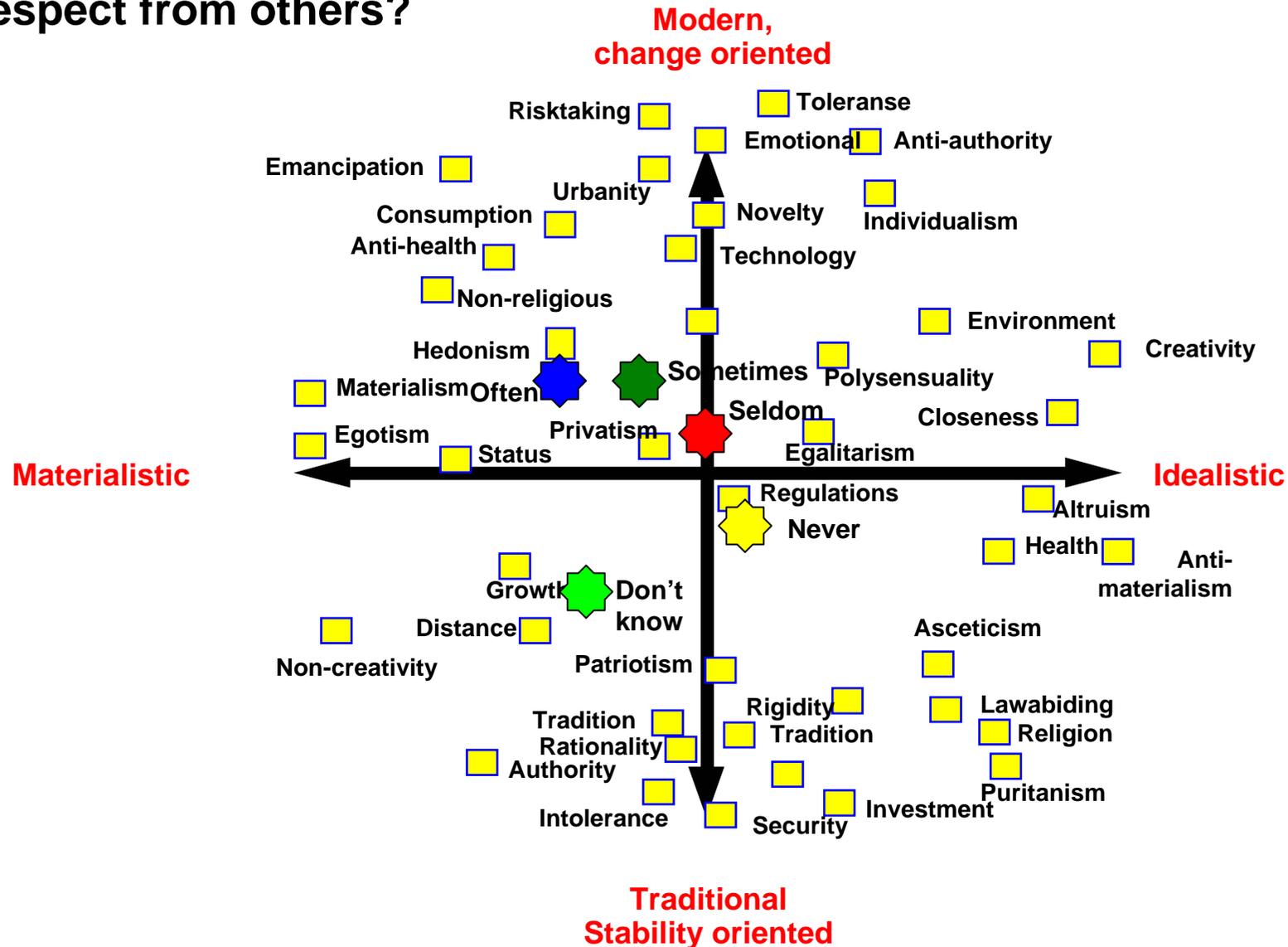


Do you have energy saving light bulbs? If so, how many are in use in your household?

Gravity centres by number of bulbs

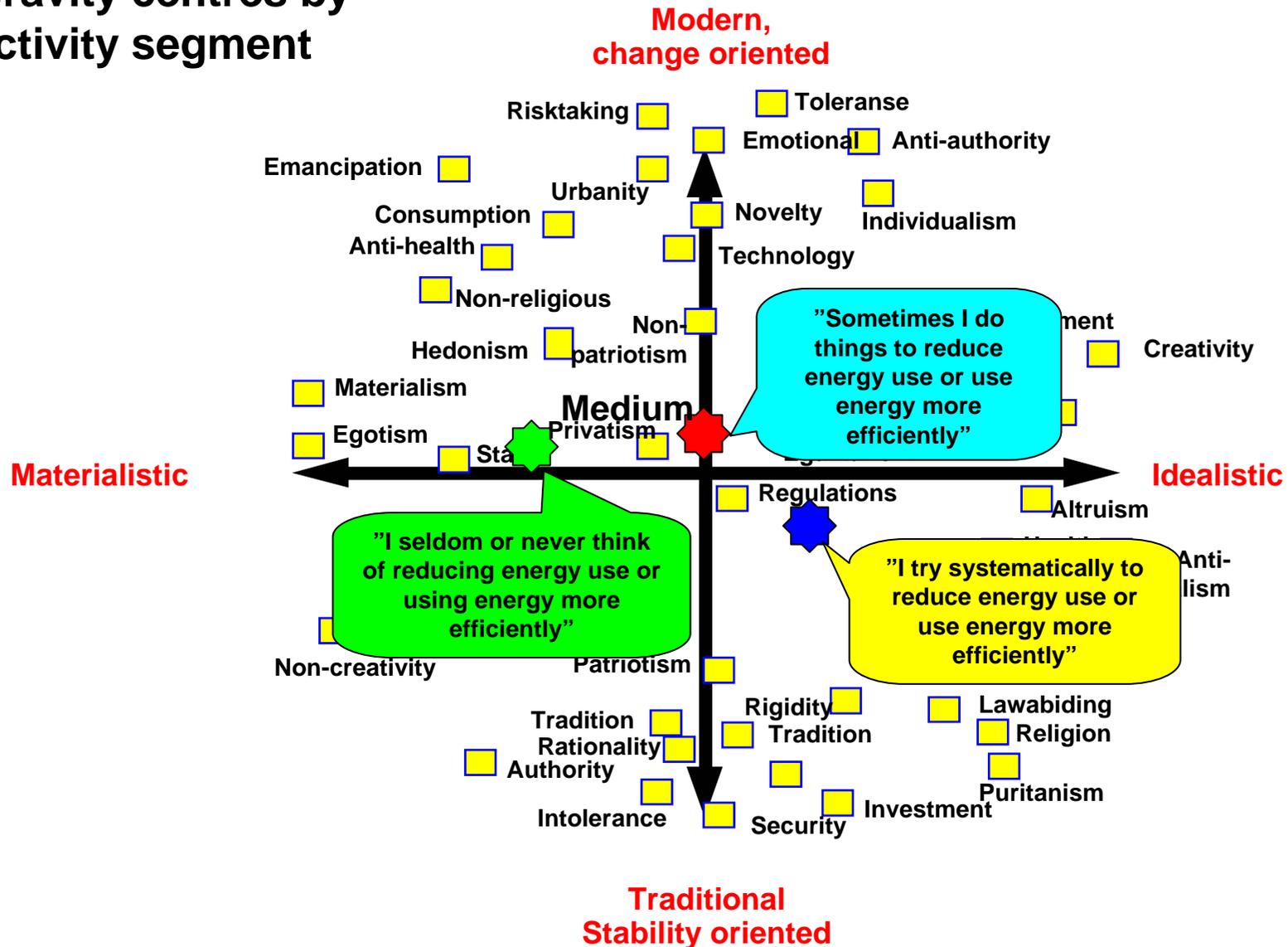


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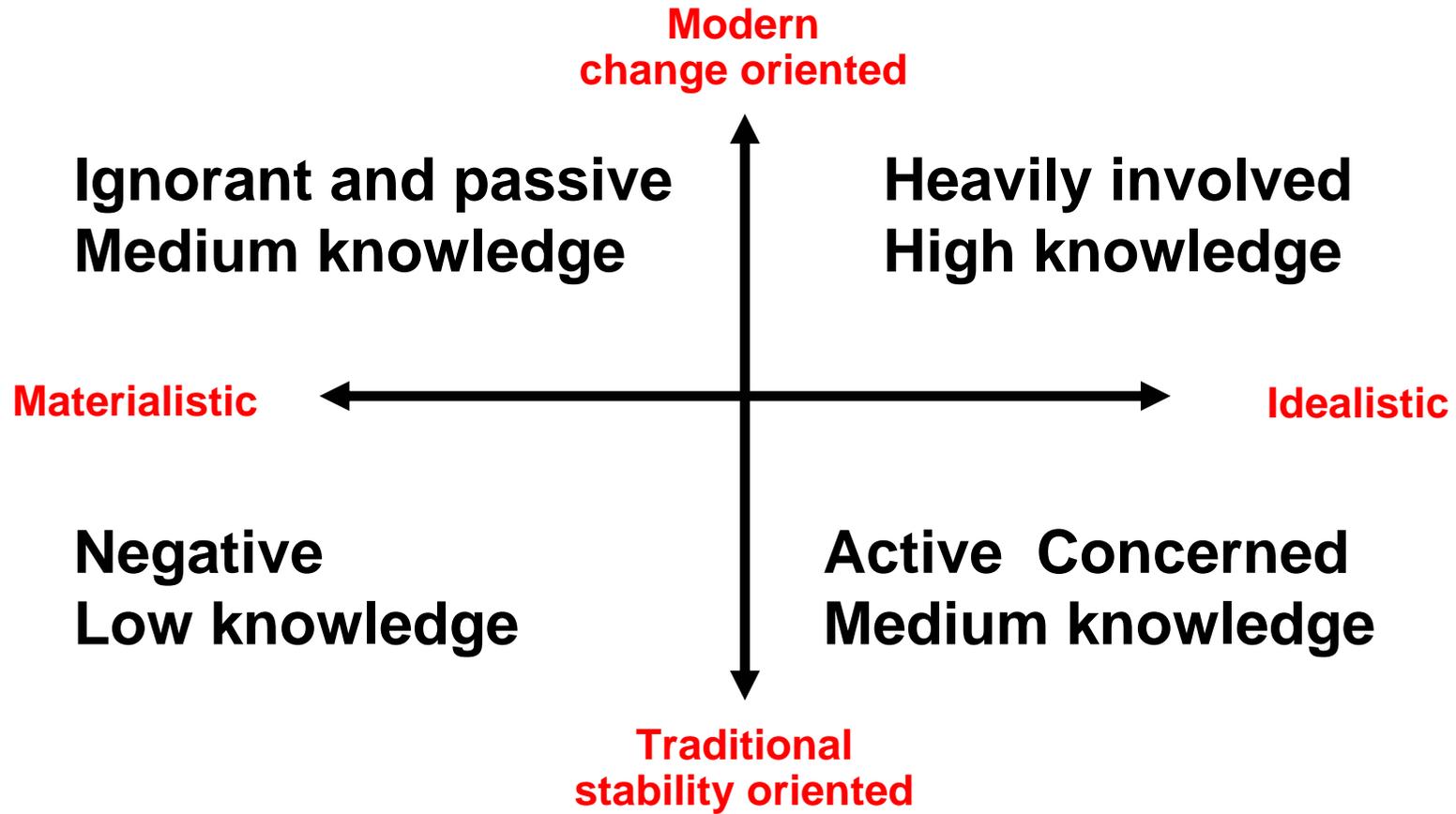


Which attitude is closest to your own?

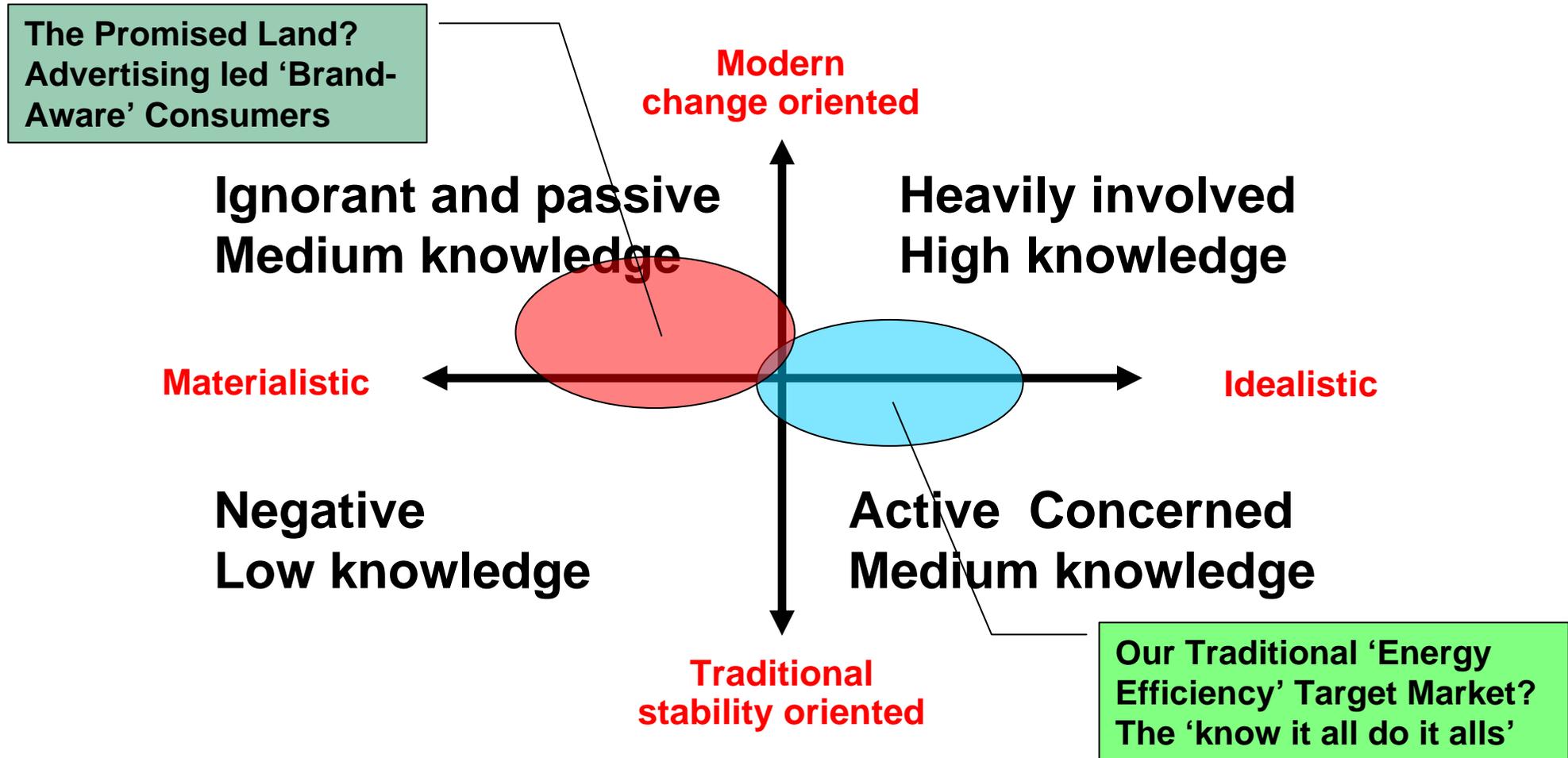
Gravity centres by activity segment



Attitudes, behaviour and activities towards energy saving and energy efficiency



Attitudes, behaviour and activities towards energy saving and energy efficiency



Energy Efficiency Marketing

Past 'marketing' of energy efficiency has allied it to

- Saving money
- Saving the environment
- Being sensible
- Being good (for you, for the world)

We all believe it but...

- does it reach the right target audience?
 - Does it reach the audience who need to change?
 - Does it have mass appeal?
 - Does anyone else 'market' like this?
- And most importantly... can we do it differently?





Make efficient Choices...



Some Conclusions...

- People are aware of the benefits of energy efficiency products - but don't always act in a rational way - they may be more susceptible to **aspirational** and **value** driven choices
- Interesting part of the market, consisting of young, knowledgeable, high-income people – these also willing to pay more for **brand values**
- Research results enable multinational manufacturers and retailers to develop a marketing communication platform that will work across several countries.
- The materialsit consumerist target market is influential - with their support behind the brand of energy efficiency who knows what the future holds?
- Can we join with industry to develop marketing and branding where the driving force is not the traditional: "saving energy and money and environment".
- But where the Transformation of the Market is driven by the purchasers' belief that their choices will add value to themselves or their companies in the form of image, prestige, respect.
- Not THE answer - but an important part of the Market Transformation toolkit



And Next Steps...

- Dissemination of summary results to key media and industry
- Key companies contacted to 'use' results for targeted marketing of energy efficiency
- The 'key' to unlock some hidden potential of energy efficiency products
- A 'sales tool' to engage industry
- A series of Question and Answer sessions with industry
- Shared goals 'how can we help you to help us'

