


A BigStep to Sustainability

Marketing Energy Efficient Appliances in Australia

Mike O'Neill

BIGSTEP!



“You can’t cross a chasm in small steps when it requires ... a BigStep!”

Quote: Mike O’Neill

BIGSTEP!



Marketing Energy Efficient Appliances

The BigStep! Approach

- How – Strategy
- When – Mission
- Where - Deployment
- Why - Purpose



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- How - Strategy
 - **'Drivers of Change'** 1993 – identifying Global Product resources
 - **'Strengths'**
 - **'Weakness'** – Realising basics
 - Globally
 - Locally
 - **'Opportunities'** Seeking relevance
 - **'Threats'** – neutralise build on Relationships & Partnerships
 - **'Critical Success Factor'** defining Local Passion

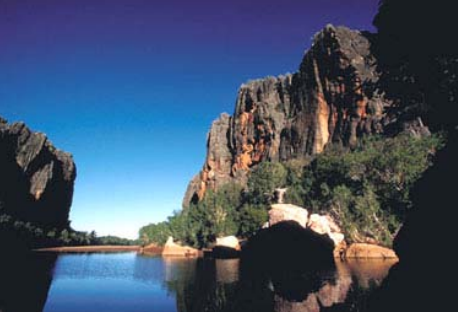
Above all Communicate, Communicate & Communicate



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- When
 - Develop a culture
 - Articulate the message
 - Gain buy in
 - Build the arsenal
 - Train the troops

When you have developed the strengths into 'Critical Success Factors' take control of the 'Drivers of Change' to ultimately own the high ground.



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- Where – Deployment
 - Communicate, Communicate, Communicate
 - Immediately but progressively
 - Absorb into vocabulary
 - Key words into every message
 - Build Word Pictures
 - Spread the word
 - Staff
 - Stakeholders
 - Customers
 - Become the Authority
- Communicate, Communicate, Communicate!***



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- Why – Purpose
 - Recognition
 - Globally
 - Locally
 - Ownership
 - Challenge likely competitors
 - Sustainability
 - 10 new products a year

A strategy, formulated with a commercial goal in mind simultaneously delivering benefits to the community.



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Let's Summarise

Defining the Approach

- How – Strategy
- When – Mission
- Where - Deployment
- Why – Purpose

**Above all, keep it relevant and apply ...
the 'KISS' Principle**



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Let's put it to the test!



Marketing Energy Efficient Appliances

**There is presently an opportunity in the
market for a brand to**

... OWN THIS SPACE!



Thank You

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