



USING THE ALL BLACKS TO PROMOTE SUPER EFFICIENCY



Presentation to IEA DSM ExCo, March 2015 by Verney Ryan



A black and white photograph of a man in a suit, looking distressed with his hands covering his face. The image is used as a background for the text.

“I hate telling people that I work in demand side management and energy efficiency... it’s just not sexy!”

(anonymous energy labelling specialist, 2012)

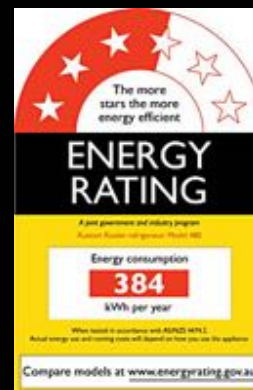
MOTIVATION

We have given consumers knowledge

We have given them information

We haven't yet established a desirable image...

Energy Efficiency is not yet seen as a dynamic and positive
consumer choice



STIMULI

- Increase the pull factor in brand-aware self conscious consumers
- Shift from 'save money' & 'save the planet'
- Connect lifestyle, values & aspirations to succeed
- Succeed like a sports person, optimising energy efficiency



APPROACH

Use an unparalleled team in a 3 year international campaign that directly promotes energy efficiency and drives uptake of the world's most efficient consumer products

- Keep it simple
- Stimulate market
- Transform the image and attitude
- Coordinated global campaign with a localised message
- Provide support & promotion of energy efficient products

CURRENT WORLD CHAMPIONS



- World #1 for 278 weeks
- Since 2010, the All Blacks have won 90% of all Test matches
- Lead winning ratios for professional sports teams in the world



OUR VALUES



HERITAGE

A 130-year legacy of sporting success on the global stage



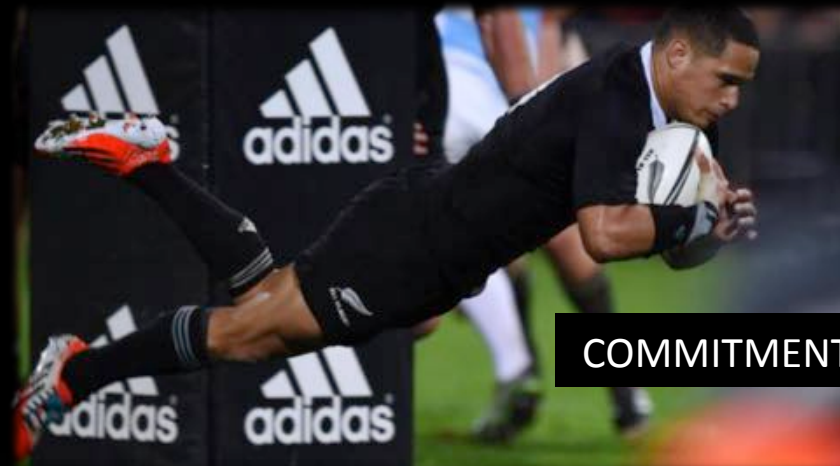
IDENTITY

A globally revered team with a strong and symbolic identity, including our black jersey, the haka and fern



SUCCESS

Constant innovation - consistently the #1 Rugby team in the world, with a winning ratio over 76%



COMMITMENT

A relentless drive to be the best, and do justice to the jersey



WHY THE ALL BLACKS?

- Create unique brand campaigns with strong appeal
- Commercial association and strong brand endorsement
- Engage the local community and reach your objectives
- Wide recognition and appeal across many cultures position with brand equity that brings authority to quality, performance, success & energy efficiency

RELEVANCE

There is direct relevance & synergy between the All Blacks & IEA DSM programme

- **EFFICIENCY:** It's about getting most out of that engine for the full 80 minutes
- **SMARTER SYSTEMS:** Better decisions, smarter responses, calculated adjustments
- **TEAMWORK:** An assembly of parts put together in a way to make them the most efficient possible, no expenditure is wasted

COORDINATION

Licensing, contracts, funding coordinated through this IEA DSM task

Operating Agent coordinates

- approaches to branding and labelling for each country
- Managing international cooperation between global partners
- Assisting with the main campaign strategy and concepts
- Organising and facilitating the rights and licensing to the All Blacks, contracts and invoicing

Participating Countries - Production & Licensing

- €110,000 to €210,000 per year
- Media plan & spend on a country by country basis

Potential for co-funding from industry partners

BENEFITS

- Increased demand and desire for the most efficient products
- Positive value driven with the association of 'winning' through efficiency
- Efficiency labelling schemes currently *imposed* on manufacturers will be more warmly *welcomed* by industry
- Drives innovation and market push
- Global impact - shared costs

PROJECT PHASING



EVALUATION

- Evaluating effectiveness and take up (consumer pull)
- Evaluating impact on energy label awareness
- Fine tuning approach
- Feedback loop evolving and developing concept
- Individual country research and/or coordinated global evaluation

NEXT STEPS

- Indication of interest
- Socialize the concept with your experts
- Identify the best point of contact in each country
- Help develop and define the task
- Seed funding to develop and define task - estimate €2,000 per country

