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JP ADVERTISING

SUITES 5-7, MATILDA COURT, GIUSEPPE CALI STREET, TA' XBIEX MALTA

WWW.JPADVERTISING.COM

Launch Seminar

27th May 2013

ENERGY EFFICIENCY INITIATIVES

MARKETING CAMPAIGN



MALTA RESOURCES AUTHORITY

Project Objectives

- To encourage the use of alternative energy sources
- Efficient use of energy that is more sustainable in the long-run



Campaign Objectives

- Educate and improve consumers' knowledge and behaviour by promoting efficient use of energy in

HOMES

ENTERPRISES

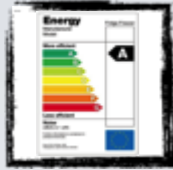
BUILDINGS

TRANSPORT

- Cultivate the need to a change in attitude towards sustainable energy



Campaign Topics & Sectors



- Consumer appliances & equipment standards (European Energy Efficiency Label)



- Energy efficiency in offices (Energy Star Label)



- Messages against standby power use



- Appropriate equipment sizes (e.g. water heaters)



- Eco driving (Not leaving cars idle, use of alternative transport, purchase of energy efficient vehicles, use of cleaner fuels)



- Building energy performance



- Energy efficient lighting



- Efficient use of water

Creative Strategy

- A strong identity will feature across all communication channels
- Clear and simple messaging will be directed to the different target audiences
- Best practice standards shall be demonstrated in the communication
- A balanced marketing mix will ensure that all target audiences are reached
- Both Maltese and English shall be used in the communication depending on the medium



Marketing Initiatives

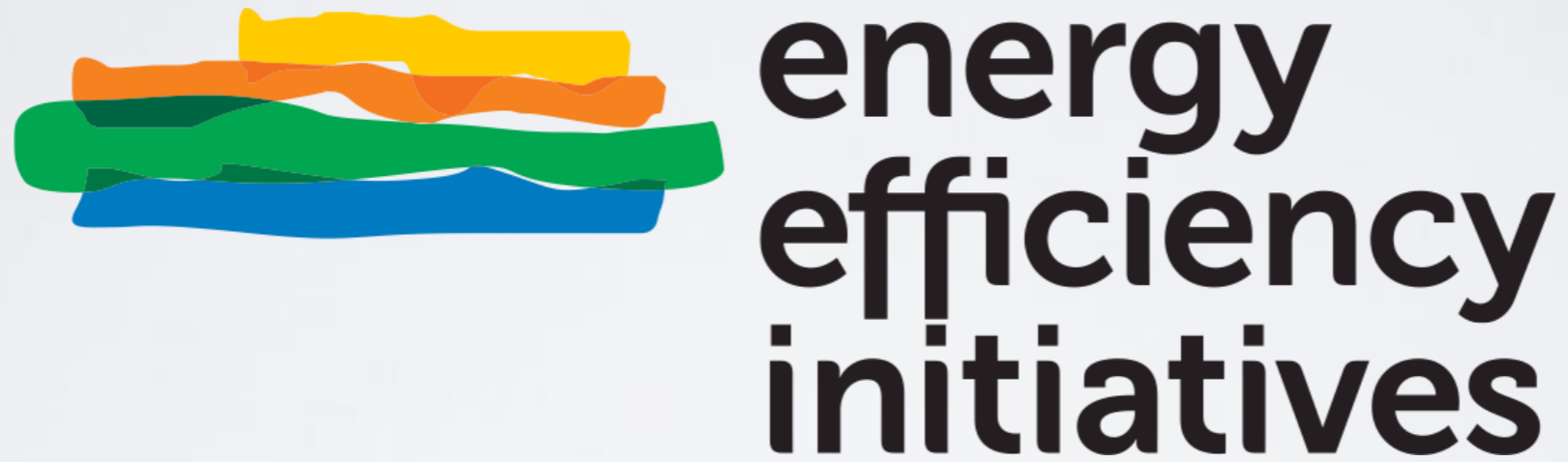
1. Campaign branding across all media
2. Continuous research
3. Educational & information brochures (3 variants - 500k)
4. Meetings & information sessions to specific target groups (4)
5. Educational interactive media
6. Web information tools (Info + Interactive)
7. Outdoor media (6 billboards for 12 months)
8. Exhibitions during trade fairs (2)
9. Television media (6 Variants -100 spots)
10. Newspaper adverts (98)



Campaign Optimisation Through Research

- The qualitative research will be adopted in order to test, assess and amend the campaign's messages to ensure the objectives are met
- A series of focus groups shall take place to identify in more detail perception, attitudes, feelings and motivations
- The marketing material will be tested during these focus groups
- Open discussions for extended information

Approved Logo



Press Advert Example



saving energy for your well-being

BUYING NEW APPLIANCES? then look out for these labels

energyefficiency.org.mt



Operational Programme I – Cohesion Policy 2007-2013
Investing in Competitiveness for a Better Quality of Life
Project part-financed by the European Union
European Regional Development Fund (ERDF)
Co-financing rate: 85% EU Funds; 15% National Funds
Investing in your future



MALTA RESOURCES AUTHORITY

Billboard Example

INVESTING IN YOUR FUTURE
EUROPEAN REGIONAL DEVELOPMENT FUND
COHESION FUND
MALTA2007-2013

Energy STAR

ENERGY UA
enerģija - ενεργεια IE IA

A+++
A++
A+
A
B
C
D
E
F
G

ENERGY - ΕΠΕΡΨΥΡ - ΕΝΕΡΓΕΙΑ
ENERGIA - ENERGIA - ENERGIE
ENERGI kWh/annum

saving energy for your well-being

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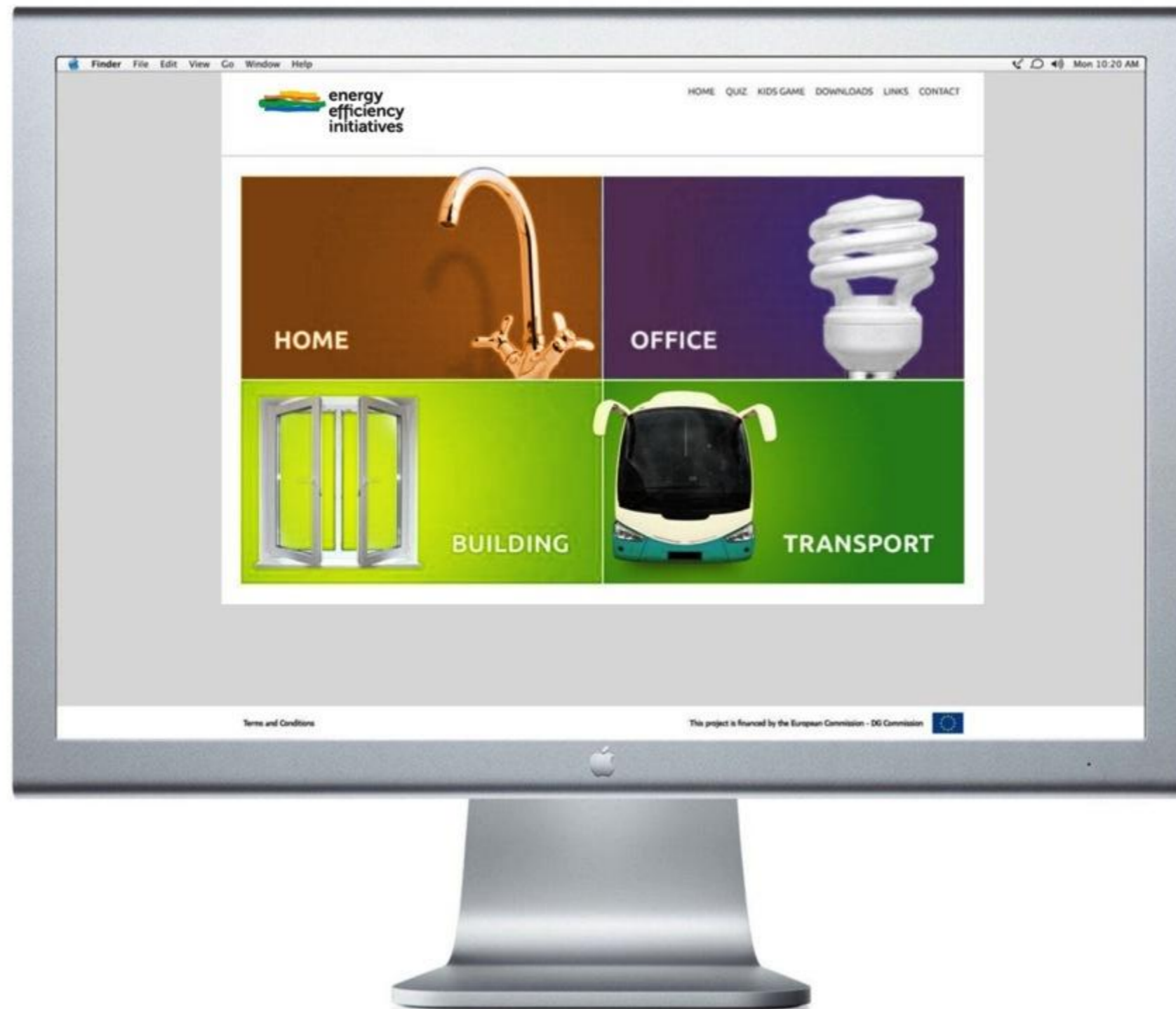
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MRA
MALTA RESOURCES AUTHORITY

Website



Thank You



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