

# STANDBY CAMPAIGN 'OFF. REALLY OFF?'

## Summary

In 2000, the Energiestiftung Schleswig Holstein, in cooperation with a marketing agency and the Deutsche Bundesstiftung Umwelt (DBU), started a campaign to address stand-by consumption of household appliances that make up a significant share of household electricity consumption. The campaign was called *Aus. Wirklich aus? (Off. Really off?)* and was meant to be a pilot project for a larger, country-wide campaign.

The project can be classified as an informational instrument and was based on a marketing approach. The campaign was based on a two-pronged strategy, based on mass media on the one hand and appliance retailers on the other hand. There was a mass media campaign, mainly in newspapers and radio spots, backed up by a cinema spot. More detailed information was available via the internet or through a brochure. The mass media campaign advised people to get in touch with their local retailer to find out more about how to reduce standby consumption. These were the second pillar of the campaign. Retailers should become aware of the increasing stand-by consumption and be able to advise their customers on this issue.



Especially using a mass media campaign for "energy saving" as a product was an innovative approach. The focus of the campaign was on the financial savings that could be achieved and psychological motives of consumers to be 'in control' of their consumption.

There was a detailed evaluation of the campaign. This came to the conclusion that the campaign was relatively effective, both in terms of awareness and action.

## Analysis and conclusions

The most crucial factors shaping the outcome of the campaign in a positive way were the following:

### 1. The Marketing Approach

- The energy foundation cooperated with an advertising agency and the campaign was based on professional mass marketing,
- The campaign went beyond the niche of eco-marketing, but aimed at selling efficiency like a product, focusing on economic and psychological aspects of standby-losses (Reducing stand-by-power can save money, people do not want their electricity consumption to be 'remote-controlled', but want to be in control) and using a 'fun message'.
- The success of the campaign can partly be attributed to the large secondary media coverage that was triggered by the campaign, thereby also enhancing the effect of a limited advertising budget. This shows that a customer campaign should not only directly address customers, but should also be made attractive for editorial staff in media.
- There was a reminder campaign.

### 2. Clear Focus and Integrated Approach

- The campaign focused on a specific problem, i.e. did not address climate change or energy efficiency in general, but standby power. This made it easier to convey the problem and possible solutions.
- At the same time, within this focus area, the campaign used an integrated approach in the sense that it was based on a two-pronged strategy, targeting both consumers and retailers and coordinating different elements (marketing campaign, providing retailers with information).