**Team Stockholm: Different people, same energy, one tomorrow**

**Background**

In Hungary, E.ON provides millions of customers with electricity, but it is not only a utility company, it also offers customer solutions ranging from solar panels to electric car chargers. The company operates 105 customer service points across the country. E.ON’s recent shift of focus towards energy-efficient products has prompted the company to re-think its branding. In Spring 2017, E.ON introduced a brand refresh and a new, more people-focused brand idea: “Let’s create a better tomorrow”.

**Let’s start with the WHY**

**Brand story and purpose**

We want to create a more sustainable life for people through our products and our commitment to supporting the communities we serve. We want people to see us in a different way: more responsible and easier to deal with, because we want to be part of their tomorrow.

**Marketing objectives**

E.ON is still very much perceived as a utility provider, as most customers know us through their electricity bills and the customer service points. We want to strengthen E.ON’s perception as a helpful, collaborative energy brand that puts people first and promotes sustainability.

**Business objectives**

E.ON customers include mentally challenged persons who use our customer service points alone or with their guardians, but our customer service staff has not received any training on working together with them. The objective is to increase their knowledge about how to behave with the mentally disabled in their day to day jobs and thus improve customer experience.

**The challenge**

Our NGO partner, MáSzínház is looking for ways to integrate corporate employees in their programs and they would also like to raise awareness around mentally disabled individuals. Our challenge was to find a way to connect with MáSzínház in a way that supports our brand and benefits our customers.

**Moving on to the WHAT**

**Target group**

Primary target group: the Hungarian public including E.ON residential customers

Secondary target group: E.ON coworkers

**Insight**

General public as target group: “I think I am a tolerant person but when I meet mentally challenged people, I feel awkward and I do not know how to behave, what is appropriate.”

Coworker: “Joining an inclusive workshop must be a rewarding experience, but I don’t know how this would help in my job, I am also not sure what to expect.”

**The idea: Different people, same energy, one tomorrow - a new play and campaign**

Part 1: We are creating a new play about the future and sustainability with MáSzínház:

* with the involvement of 5-8 coworkers in customer-facing roles who can learn how to treat mentally disabled persons and their relatives/guardians.
* By getting 5-8 influencers/famous actors/actresses to join the play, who explain what their initial expectations were, how their attitudes and behaviour changed through this common work, we can help raise awareness around the mentally challenged and their inclusion.

Choosing sustainability and the future as the theme of the play supports E.ON’s communication message: everyone can and everyone should make an effort to create a sustainable future.

Part 2: Show the play on the International Day of Disabilities (3 December) to the press, coworkers and anyone else interested. (There is also the possibility of using the play at other events where E.ON is present e.g. festivals, own gala events etc.)

**The role of communication:** raising awareness around the Different people, same energy play.

**When it comes to HOW, we count on you :)**

**Your task**

* Create the communication concept of the campaign including key visuals, video concept, event concept, suggestions for influencer partnerships.

**Channels and marketing tools**

* Social media - harnessing the power of honest storytelling: videos explaining what the experiences of influencers, coworkers were while working on the play; introducing the participants of the play and their background
* PR event where the play can have its premiere
* Customer service points: video displayed on screens

**Timing -** External communication to the public: November 2019-December 2019

* 1 November-3 December: teaser phase
* 3 December-15 December: communicating the event

**Budget: total budget is 20 000 000 HUF + VAT without media**

Actors/actresses/influencers 4 000 000 HUF + VAT

PR event concept + production 8 000 000 HUF + VAT

Campaign concept 2 000 000 HUF + VAT

Video production 6 000 000 HUF + VAT

**KPIs**

Brand index: increase in awareness, likeability

PR event reach: 9 000 000

Social media organic reach: 40 000 / video