

# Evaluation of the effectiveness and impact of energy efficiency advertising campaigns

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# The Energy Saving Trust

UK non-profit organisation promoting energy efficiency

Services include:

- 21 telephone advice centres
- Interactive website

# Summary of the paper

The national media advertising campaign took place in 2009, and included television & radio

The (internal) evaluation used a variety of research methods:

- Review of campaign objectives
- Awareness tracking through an on-line panel
- Administrative data analysis (advice calls & web visits)
- General public survey
- Synthesis and conclusions

# Campaign aims and objectives

Raise awareness of the Energy Saving Trust:

*“The trusted place to go for energy saving....”*

Get people to interact with the Energy Saving Trust:

- Call the advice centres
- Visit the website

*Actual* energy saving was an indirect objective

# The campaign:

Television advertising

Engaging

Broad appeal

Energy saving tips

Radio campaign

Romantic style

Contact the Trust!



energy saving trust®



# The evaluation

Requires starting with the objectives and tactics

May need to get such things as:

- Creative brief
- Background research informing the campaign
- Organisational marketing strategy

# Review of objectives and tactics

Value of analysing detailed objectives:

- *Objectives were not to directly save carbon, but to get people to the website and advice centres*

Important when considering how to evaluate:

- *Need administrative data to determine the stated impact*

# Awareness tracking

Methodology: an on-line panel awareness tracking

Penetration/reach:

- Awareness of the campaign: 38%

Awareness of the Energy Saving Trust:

- Unprompted: 3%-8%
- Prompted: 34%-45%

Value for money approach that benefits from benchmarking



# Administrative data analysis

Telephone contacts to advice centres:

- 10,000 additional telephone calls in the month

Extra website visitors:

- 50,000 additional website visitors

Can calculate cost per person engaged:

- Can benchmark internally

# General public survey

Survey 3 months after advertising, to identify:

- Behavioural change
- Physical insulation installed

Gauged 'attribution' to the advertising:

- Did they start doing this since seeing the advertising?
- Did the advertising trigger or just help them?
- How often do they do the behaviour?

Questioning approach can minimise social bias

# Example survey results

<b>Behaviour change</b>	Already doing	As a result of EST	Due to another agency	Don't do
Using a washing machine at 30°C	52%	1.9%	1.2%	45%
Turning off household appliances	81%	1.6%	0.7%	17%

# Calculation of CO<sub>2</sub> savings

Attribution methodology enables us to calculate the CO<sub>2</sub> savings and customer energy cost savings

Uses data from the Building Research Establishment (BRE)

Can compare types of impact: behaviour change compared to installed insulation

A full evaluation needs to review the impact against the objectives of the campaign

# Conclusions – evaluating energy efficiency advertising

Where there is a clearly defined media campaign, it is possible to measure the impact – policy learning?

A full evaluation requires understanding the campaign objectives and tactics, not just looking at the actual campaign

Evaluation may need a range of research methods, such as collecting administrative data

An ‘attribution methodology’ approach means we can measure the CO<sub>2</sub> savings

While not perfect, it is a good benchmarking tool