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# Climate Change. CO2. Energy.

An industry approach to eco-social marketing.

Anything Communications

**Chances** and **Barriers**

The social marketing process

**Industry approaches** and **market shares**

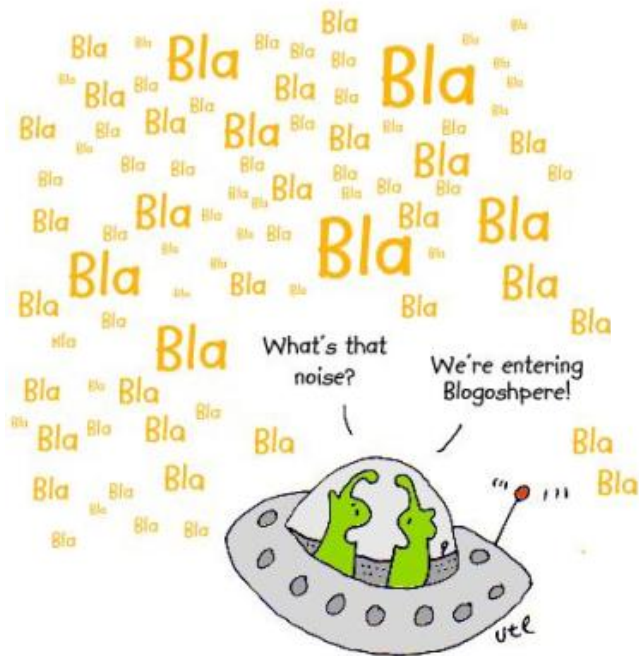
**Evaluation** and the pragmatism dogma

Building the grounds for a **brighter future**

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Anything Communications.

create some buzz!



## **Chances and Barriers:** the Social Marketing process.

- The perspective: society as a market.
- Understand the market. Understand its stakeholders.
- Set SMART goals. Segment target groups.
- Participation – how, who & why.
- Develop measures.
- Evaluate.

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**Chances and Barriers:** an example from Switzerland.



## **Chances and Barriers:** Swiss „Compressed Air Campaign“

- ✗ Energy efficient use of compressed air
- ✗ B 2 B-environment
- ✗ Heterogenous market structure (micro to large industry)
- ✗ 3 language regions
- ✗ Buy-in of German campaign

Mandate: campaign diagnosis

## Chances and Barriers: Swiss topographics.





## **Chances and Barriers:** The market and its players.

Federal Office for Energy - EnergieSchweiz



Compressed Air Industry (+/- 10 big shots)



Productive Industries of all scales\*

Industrial Associations

**Chances and Barriers:** Money. Time. Organization.

~~X~~ approx. 50'000-100'000 USD p.a.

~~X~~ maximum of 3 years\*

~~X~~ coordination with Science Team from Germany\*

Choice: 3 in 1 approach

## **Chances and Barriers:** 3 in 1 approach.

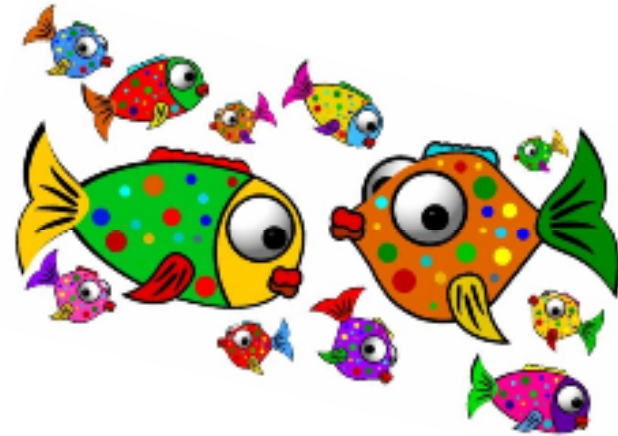


The research-development-diffusion-committee.

## **Chances and Barriers:** Social dilemma and market share.

~~X~~ Need to win partners with 80 % of market share

~~X~~ Need to win market leader\*



## **Chances and Barriers: Exchange.**

- ~~X~~ Create win situation 1: reputation offer
- ~~X~~ Create win situation 2: marketing offer



## **Chances and Barriers:** Customer insight.

- ~~X~~ Compressed air system is vital for production
- ~~X~~ Low priority for CEO except for...
- ~~X~~ 3 instances: optimization, extension / renewal, new construction\*
- ~~X~~ High risk perception\*

**Chances and Barriers:** Defining measures & tools.

- ✗ Need for easy low risk high performance measures
- ✗ Need for business arguments
- ✗ Need for technical arguments
- ✗ Need to enhance communication between players
- ✗ Need to serve sales persons with a present for their clients\*

Decision: Sales & communication tools for vendors & customers.

## **Chances and Barriers:** Defining technical measures.

The Cinderella tactic





**Products:** The sales tools.

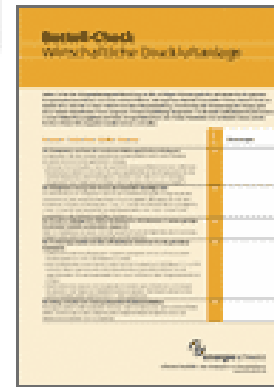
Optimization



Renewal / extension



New construction



## **Chances and Barriers:** market implementation.

Distribution concept based on 4 pillars:

- ✗ Industry partner network (9 partners)
- ✗ EnAW-facilitators\*
- ✗ Industry associations (publications, professional training)
- ✗ Media: PR & ads\* (specialized, local); campaign website

[www.druckluft.ch](http://www.druckluft.ch) or [www.air-comprime.ch](http://www.air-comprime.ch)

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**Chances and Barriers:** Evaluation.

?

**Chances and Barriers:** Evaluation.

 Qualitative feedbacks from industry partners.

Very positive reactions from clients.

 Quantitative media response analysis.

Output is good.

Outcome unknown.

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## **Building the grounds for a brighter future.**

Marketing Social Marketing in Europe.

Activities in Switzerland so far....



## **Building the grounds for a brighter future.**

- 25+ personal interviews with programme managers, consultants
- Collection of 20+ social change case studies
- Dialogue with universities and polytechnics



## **Walk away message.**

To influence the system become part of it.

Identify market partners. Make your idea their idea.

Become a winning (market) team.

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**Thank you.**

Christiane Lellig

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