

CASE STUDIES

USE ART ON THE PUBLIC SCREEN TO INSPIRE CONSUMERS TO SWITCH TO GREEN ENERGY

Octopus Energy – Portraits from the Precipice

OBJECTIVES:

Build on positive brand attributes of customer service; fair, transparent pricing; 100% renewable energy and take brand messaging one step further to address a global crisis

Raise awareness of the impact of climate change on a wider scale by using public art from a global artist roster answering the question ‘what does climate change mean to you?’

Inspire consumers to take positive climate change action

Enhance brand reputation

Grow customer numbers

CAMPAIGN DETAILS:

November 2019

Large and small format DOOH Channels

5,000 sites

CAMPAIGN RESULTS:

163% increase in sign-ups to Octopus Energy

37,000 new customers vs same period 2018

2020 Marketing Week Masters Award for Utilities sector



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“We are really proud of our ‘Portraits from the Precipice’ DOOH campaign. Our ongoing partnership with JCDecaux UK enabled us to curate the world’s biggest art exhibition, facilitated by the flexibility and high impact of Digital Out-Of-Home.

The exceptional results in both brand positioning and customer acquisition delivered by our decision to switch budget from rational acquisition messaging to brand building and championing a much larger cause was definitely an investment worth making.”

**REBECCA DIBB-SIMKIN, PRODUCT AND
MARKETING DIRECTOR, OCTOPUS ENERGY**