

Marketing zero carbon to UK consumers What's it all about?

Group Sales and Marketing Director Stewart Milne Group













The Sell In? Its easy

Embodied energy

Green Living

Environmentally Friendly

Photovoltaic panels

Bio diversity
Save the planet





Geothermal

Carbon footprint

Micro renewables

Regulated energy

Eco friendly











We know what consumers want

- Highly modern homes
- Innovative homes that run themselves
- Technology to wow their friends

















Actually.....













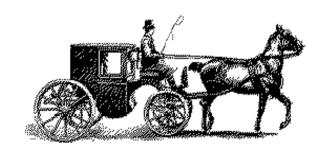






So, what's the marketing role?

- Influence consumers
- Drive momentum and desire
- Change behaviours
- Overcome obstacles















How?

- Focus on benefits
- Cut the jargon
- Focus on the home, not the technology













So, what's the proposition?

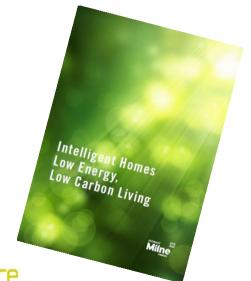
- Super energy efficient homes
- Warm, cosy, comfortable
- Reduced bills
- New features that provide long term benefits













Communication

- Relevant
- Easy to understand
- Inviting
- Pink, blue, red but not GREEN











