

# Marketing zero carbon to UK consumers

## What's it all about?

**Carolanne Dieleman**  
**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



Sustainability

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



### Why low energy homes are b



With fuel costs most homeowners find energy bills

Ever increasing pollution, energy emissions are attractive for in a manner daily life! perfect thing if your

