

30 November 2023

Dear [REDACTED]

**Re: Official Information Act Request: Winter Savings Campaign Costs and impact material**

Thank you for your email on Friday 3 November 2023 in which you requested information under the Official Information Act 1982. You requested:

1. *Total expenditure on the 'Find Money in Weird Places' winter savings campaign 2023 to date broken down by cost origin; including the separate costs of physical and social media advertising and the cost per click for digital ads.*
2. *The total funds spent on the save500.org.nz website, the number of unique visits to the website, and the plans for the website following the end of the campaign.*
3. *A copy of any evaluations, engagement summaries, or other impact measurements produced about the campaign to date.*

Please refer to Appendix A and the four attachments for EECA's response to your questions.

Some information is being withheld under Section 9(2)(b)(ii), where making the information available would be likely unreasonably to prejudice the commercial position of the person who supplied or is subject to the information.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Dr Marcos Pelenur  
**EECA Chief Executive**

## Appendix A

- Total expenditure on the 'Find Money in Weird Places' winter savings campaign 6467 to date broken down by cost origin; including the separate costs of physical and social media advertising and the cost per click for digital ads.*

Total campaign spend: \$2.66m

Advertising		
Item	Notes	\$
YouTube	Advertising	111,900.00
Television (Linear)	TV channels include: <ul style="list-style-type: none"> <li>• TVNZ network</li> <li>• Warner Brothers</li> <li>• Discovery</li> <li>• Māori Television</li> </ul>	441,764.00
Television (On Demand)	<ul style="list-style-type: none"> <li>• TVNZ network</li> <li>• Discovery</li> </ul>	52,963.00
Out of home	This includes placements in malls and street furniture panels (bus stops). community centres and community-based retail and entertainment sites.	142,019.00
Social Media	Social media platforms include: <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> </ul>	90,337.00
Radio	NZME, Mediaworks, Māori Media Network, Pacific Media Network	47,880.00
Direct Mail	Brochure in addressed letters to 500,000 recipients of Winter Energy payment	488,846.00
Digital	Digital native advertising and Search Engine Marketing	46,628.00

<b>Total advertising media placement</b>		<b>1,422,337.00</b>
<b>Non-advertising costs</b>		
<b>Item</b>	<b>Notes</b>	<b>\$</b>
Production	Includes the full campaign production and design of all advertising material, all video, imagery, printed resources, talent fees.	670,469.00
Printing and Distribution	Includes all printing and distribution of 250,000 booklets, and printing and supply of 520,000 brochures and envelopes	222,417.00
Translation	The campaign booklet was written in English and translated into the following languages: Te Reo Māori, Samoan, Tongan, Cook Island Māori, Fijian, and Niuean.	14,878.00
Partnership	Includes upweighting of Powerswitch contact centre resource. Development of community distribution pathways and distribution lists, project management and technical content development.	267,562.00
<b>Total Non-advertising</b>		<b>\$1,175,326</b>
<b>Campaign Research and evaluation</b>		
<b>Item</b>	<b>Notes</b>	<b>\$</b>
Research	Establishing a behavioural baseline	9,700.00
Research	Campaign monitor	46,000.00
<b>Total Campaign Research and evaluation</b>		<b>55,700.00</b>

2. *The total funds spent on the save944.org.nz website, the number of unique visits to the website, and the plans for the website following the end of the campaign.*

Website: save500.org.nz		
Item	Notes	\$
Development		7,200.00
Hosting	<ul style="list-style-type: none"> <li>This figure is the total cost for six months of hosting (May 2023-October 2023)</li> <li>The website went live for testing on 10 May 2023.</li> </ul>	360.00
<b>Total Website costs</b>		<b>7,560.00</b>

The Save500 website had 143,054 unique visits over the campaign period of June till September. The website was specifically designed to support the campaign over the period it was live. It is still live but will come down over the summer period and the URL will redirect to energy efficient information housed on Consumer NZ's website.

Our average campaign cost per click was 92 cents.

Digital Performance Channel	Cost Per Click (\$)
Average Digital Display cost per click	1.11
Average social media	0.73
<b>Overall average cost per click</b>	<b>0.92</b>

**3. A copy of any evaluations, engagement summaries, or other impact measurements produced about the campaign to date.**

EECA requested the following three measurement reports:

- Item One: Powerswitch data for Winter campaign reporting
- Item Two: Media performance report for Winter campaign reporting
- Item Three: Post campaign consumer research reporting

These reports then all fed into a master post-campaign analysis produced by EECA.

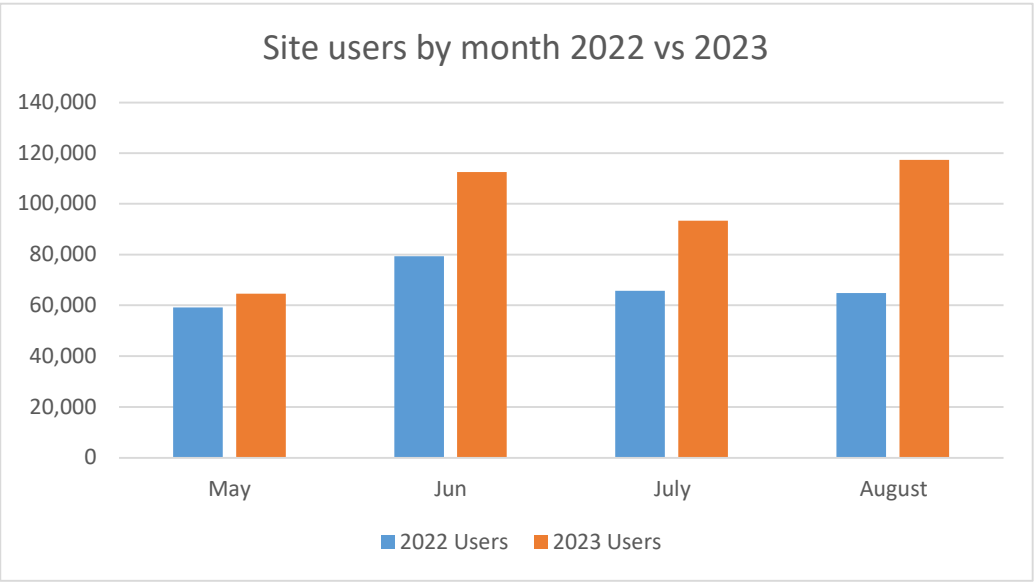
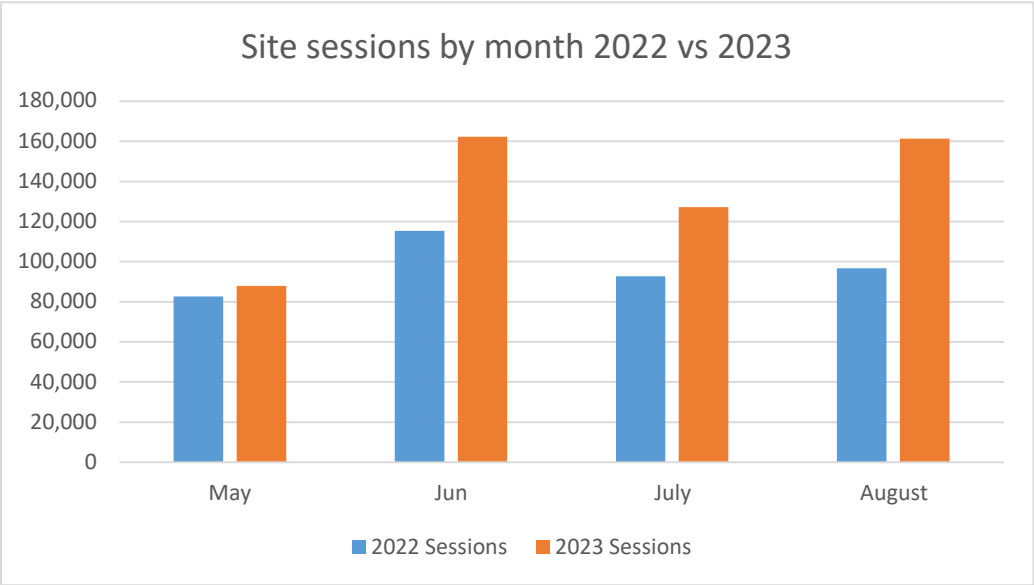
- Item Four: Winter Energy Savings Campaign - Final post campaign analysis

These documents are attached.

Item One: Powerswitch data for Winter campaign reporting

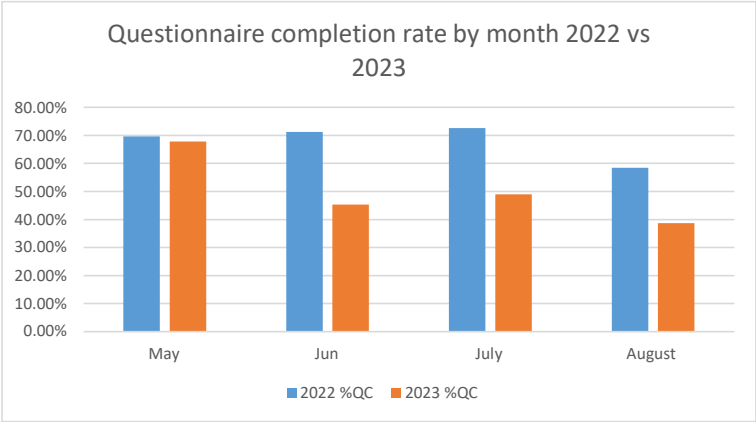
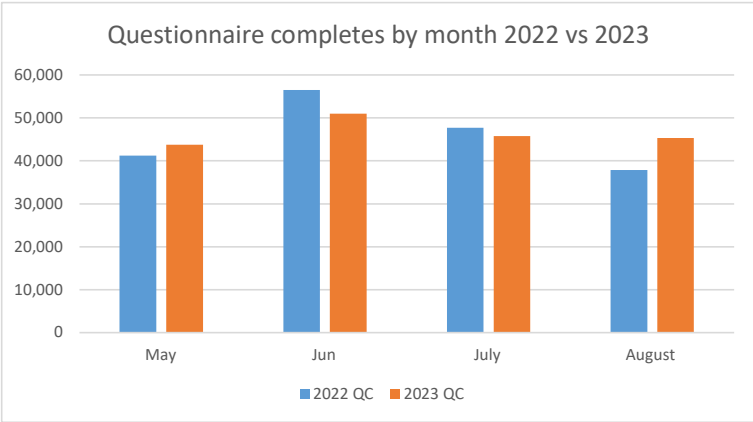
	2022 Sessions	2023 Sessions
May	82,733	87,906
Jun	115,374	162,262
July	92,656	127,100
August	96,713	161,326

	2022 Users	2023 Users
May	59,220	64,543
Jun	79,339	112,531
July	65,696	93,352
August	64,835	117,284
	269,090	387,710



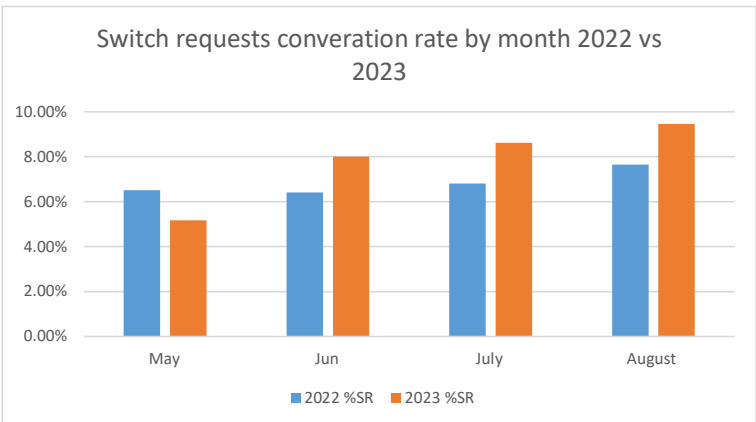
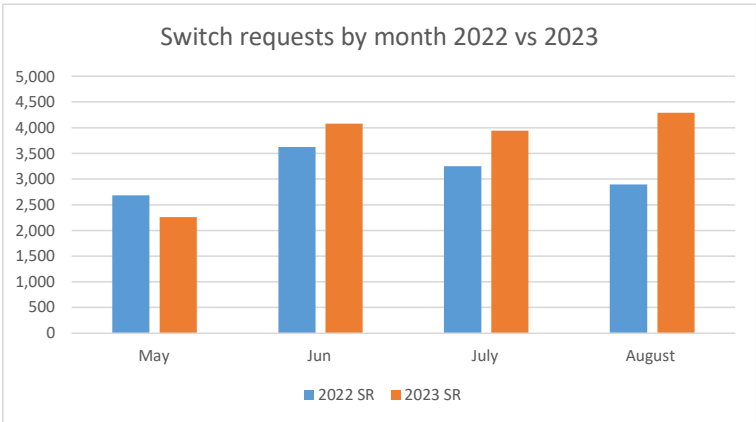
	2022 QC	2023 QC
May	41,168	43,767
Jun	56,494	50,966
July	47,645	45,750
August	37,853	45,341
	183,160	185,824

	2022 %QC	2023 %QC
May	69.52%	67.81%
Jun	71.21%	45.29%
July	72.52%	49.01%
August	58.38%	38.66%



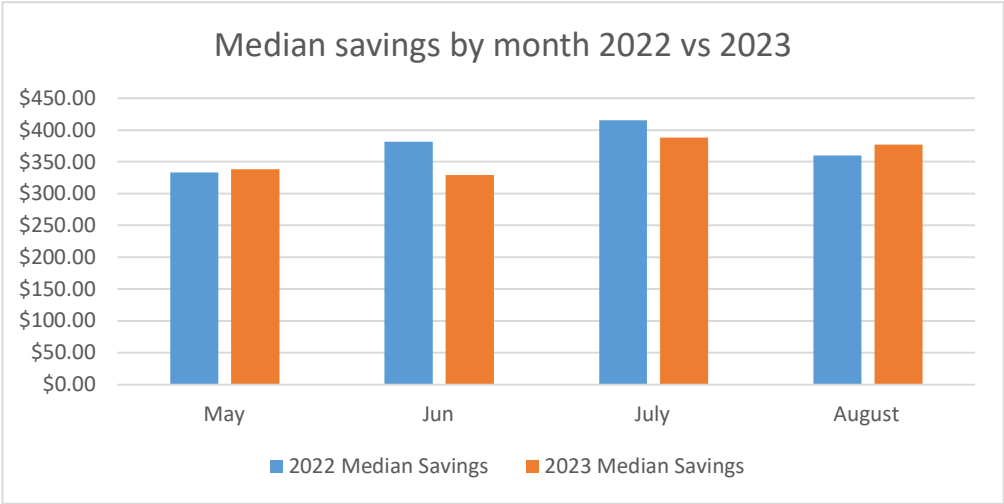
	2022 SR	2023 SR
May	2,682	2,262
Jun	3,622	4,077
July	3,248	3,945
August	2,894	4,289
	12,446	14,573

	2022 %SR	2023 %SR
May	6.51%	5.17%
Jun	6.41%	8.00%
July	6.82%	8.62%
August	7.65%	9.46%





	2022 Median Savings	2023 Median Savings
May	\$333.00	\$338.50
Jun	\$381.00	\$329.00
July	\$415.00	\$388.00
August	\$360.00	\$377.00



May - August	2022 users	2023 users	2022 sessions	2023 sessions
Paid Search	108,284	155,469	146,513	208,228
Direct	47,052	65,722	62,112	86,570
Organic Search	51,668	61,064	66,783	80,191
Social - Organic Social	26,304	30,734	30,730	34,803
Referral	36,577	44,038	46,148	54,592
Email	21,304	24,625	32,452	38,503
(Other) - Unassigned	2,087	2,158	2,738	2,457
Display	N/A	22,683	N/A	26,908
Organic Video	N/A	167	N/A	248
	293,276	406,660	387,476	532,500

2022	May	June	July	August	
Paid digital sessions	31,330	47,400	48,700	42,777	170,207
Paid digital QCs	14,878	18,738	19,917	15,086	68,619
Paid digital SR	819	1,187	1,298	844	4,148

2023	May	June	July	August	
Paid digital sessions	48,161	68,300	63,550	80,663	260,674
Paid digital QCs	17,348	<b>22,578</b>	16,012	15,869	71,807
Paid digital SR	742	1426	1,380	1,501	5,049

2022	May	June	July	August	Total
Organic search impressions - Brand	22,106	20,392	20,720	22,259	85,477
Organic search impressions - Non-Brand	538,151	351,574	365,193	346,194	1,601,112
Number of organic click-throughs	19,133	12,667	13,714	16,449	61,963

2023	May	June	July	August	Total
Organic search impressions - Brand	16,413	46,249	27,699	28,619	118,980
Organic search impressions - Non-Brand	552,855	608,795	656,301	527,427	2,345,378
Number of organic click-throughs	10,440	41,260	16,416	11,582	79,698

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EECA  
WINTER CAMPAIGN

FINAL CAMPAIGN PCR  
JUNE - AUGUST

# S U M M A R Y   O F   W I N T E R   C A M P A I G N

This campaign did everything it needed to do, delivering our audience to the Save 500 and Power Switch websites and resonating by providing them with helpful tips and tricks that would help them save money on their power bills.

Our low socio and Māori & Pacific peoples audiences over indexed when it came to remembering this campaign and at least one of the messages that were presented.

A total recall of 59% was achieved with this campaign which is well above what we have seen when looking at other government campaigns in their first time out in market.

Over 170,000 sessions were delivered on the Save 500 page. This really kicked in when the Meta activity went live, showing how integral this channel is for this audience.

We shifted our objective from awareness to conversions in the first couple of weeks of this campaign going live which helped to continue driving the number of sessions up.

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# MEDIA STRATEGY AND OBJECTIVES

# EECA WINTER

## Campaign Objective

To engage and educate people on how to manage their energy use and reduce their energy bills during the colder months. This will be done by reaching those most in need of support, lower socio-economic New Zealanders.

## Media Objective

Give our audience practical tips and tricks that will help them reduce their energy bills. The primary audience is reached, engaged and can recall the campaign and some of it's messaging.

## Audience

All People 25+ with a focus on lower socio (NZSEI 5-6) and Māori & Pacifica audiences.

## Timings

w/c 4<sup>th</sup> June – 28<sup>th</sup> August

## MEDIA STRATEGY

IN ORDER TO REACH OUR AUDIENCE A SPREAD OF CHANNELS IS REQUIRED THROUGH 4 KEY PILLARS. FREE ENTERTAINMENT, SOCIAL, TRUSTED VOICES AND GETTING INTO THOSE HARD TO REACH PLACES



## PILLARS

### FREE ENTERTAINMENT

Big Impact

TV, Online Video

Reach

### SOCIAL

High Volume and  
Conversion focus

Social, Native, YouTube  
for Action

Reach, then,  
conversion

### TRUSTED VOICES

Relatable

Radio Adlibs

Relatable Reach

### TIER 2

Be in those hard  
to reach spots

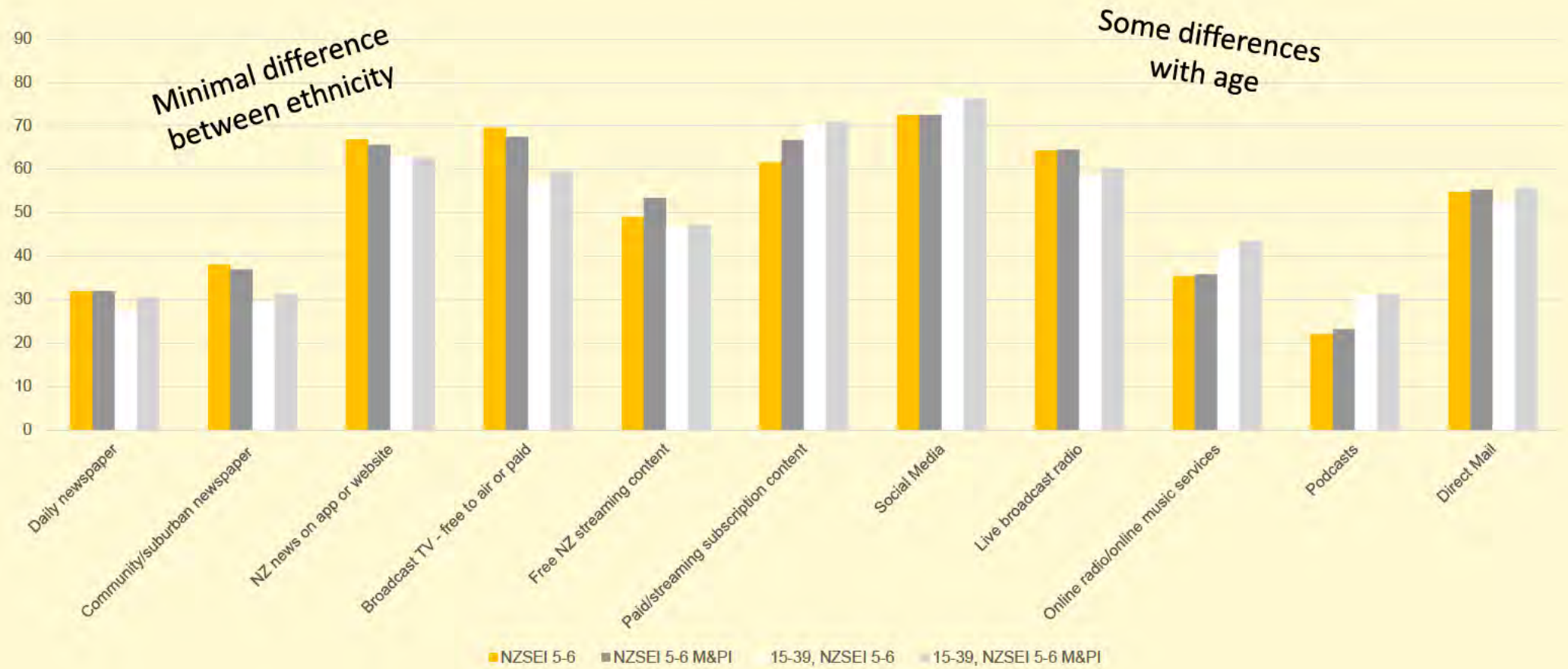
oOh! Media Street  
Posters/In Mall  
Screens, Giggle TV,  
Shout Posters

Relatable Reach



## ACTIVITIES – AT LEAST ONCE A WEEK

NZSEI 5-6, NZSEI 5-6 Māori and Pacific People, NZSEI 5-6 15-39, NZSEI 5-6 Māori and Pacific People 15-39



# MEDIA PLAN



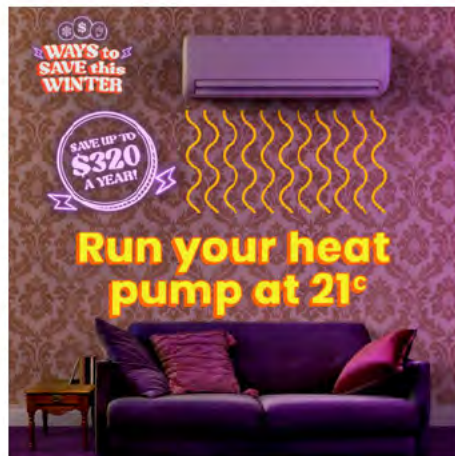
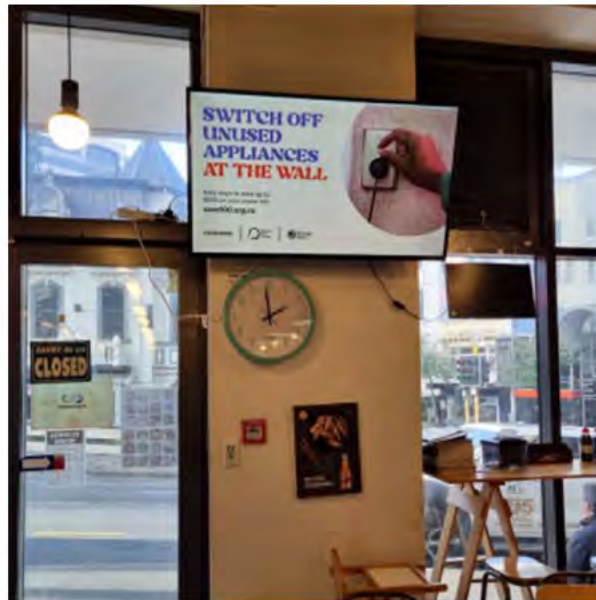
WINTER

CHANNEL	ROLE	JUNE					JULY					AUGUST			
W/C		04	11	18	25	02	19	16	23	30	06	13	20	27	
TVNZ and WBD – 30s and 15s	Reach, Awareness														
Māori Television – 30s and 15s	Reach, Awareness														
VOD – YouTube, TVNZ and Three Now	Reach, Awareness														
Radio – Adlibs	Reach, Awareness														
Out of Home	Reach, Awareness														
Meta	Conversions														
Native	Conversions														
YouTube for Action	Conversions														

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**WINTER - CREATIVE**

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# SUMMARY

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# REACH BY CHANNEL

## META REACH

1,415,961  
AP25+

## DIGI REACH

TVNZ, Three Now,  
YouTube, DV360 Native  
Est. 3,296,056  
AP25+

## OUTBRAIN IMPRESSIONS

18,589,922  
AP25+

## RADIO REACH

NZME: 534,456 (11%)  
Mediaworks: 250,379  
(6.7%)  
AP10+

## OOH REACH

Giggle TV: 5,052,153  
oOh! Media Street:  
1,352,689  
oOh! Media Malls:  
1,501,406  
AP18+

## TV REACH

2,878,939 (64.1%)  
AP10+

# MĀORI AND PACIFIC PEOPLE AUDIENCE

## RADIO REACH

AP25-54

NZME: 125,736 (12.4%)

Mediaworks: 84,558  
(10.3%)

Māori Media: 60,000 Est.

Pacific Radio: 217,000  
Est.

## TV REACH

AP25-54

168,641 (56% IX 87)

# DIGITAL PERFORMANCE - AWARENESS

## TVNZ/THREE NOW/YOUTUBE

Placement	CPCV	Spend
TVNZ 15s	\$0.05	\$7,309.06
TVNZ 30s	\$0.05	\$32,583.37
Three Now 15s	\$0.06	\$3,587.19
Three Now 30s	\$0.06	\$9,454.39
YouTube 15s	\$0.01	\$39,610.09
YouTube 30s	\$0.02	\$23,298.84

YouTube was the most cost effective out of our digital video placements. Although TVNZ and Three Now were more expensive, this is a premium audience that we know our Māori and Pacific peoples audience spends time in. On TVNZ we were able to speak directly to this audience through an amplifier targeting.



# DIGITAL PERFORMANCE - CONVERSION

## META

Placement	CPC	CPEngaged Session	Spend
Static	\$0.66	\$1.19	\$47,485.39
Video	\$1.09	\$4.36	\$18,057.50
Animated Video	\$1.17	\$4.33	\$27,744.44

## NATIVE/YTB FOR ACTION

Placement	CPC	CPEngaged Session	Spend
DV360 Native	\$1.37	\$2.27	\$34,953.23
Outbrain	\$0.71	\$1.81	\$7,650.00
YTB for Action	\$1.24	\$12.44	\$ 48,929.41

Looking at our top performing channels and creative we can see that the static messaging on Meta. Nothing else really came close in this area. YouTube for Action we can see had a higher spend on average per creative and the cost per engaged session was by far the highest also. It did deliver a low CPC but those that went through to site weren't as engaged.

# CONVERSION RESULTS – BEST PERFORMING CREATIVE BY CHANNEL

Channel	Top performing creative	CPEngaged Session	CPC	Spend
Social – Static	Heat pump	\$0.68	\$0.40	\$19,414.27
Social – Video	Heat pump	\$2.19	\$1.20	\$6,081.24
Native – DV360	Heat pump	\$1.87	\$1.12	\$23,059.45
Native – Outbrain	Heat pump	\$1.47	\$0.70	\$3,194.82
YouTube Action	Save 500	\$10.39	\$1.01	\$24,464.77

The heat pump creative resonated with our audience the most across the suite of assets that were presented. For social and native the channels were optimized towards the best performing creative, which in all of these cases was heat pump. YouTube for Action had the Save 500 and power plan message, here the Save 500 was the stronger performer against the AP25+ broad audience.

# COST PER REACH – BY CHANNEL

Channel	Spend	Reach	Frequency	% of audience	CPM	Cost to reach 1%	Cost to reach 1,000 people	GRP	CPGRP	Impacts
TV	\$377,600.02	2,878,939	20.8	65.43%	\$6.31	\$5,771.02	\$131.16	1360.952982	\$277.45	59,881,931
Social	\$90,337.88	1,415,961	9.2	32.18%	\$6.90	\$63.79	\$63.80	296.0645727	\$305.13	13,026,841
Digital	\$199,837.02	3,296,056	8.6	74.91%	\$6.97	\$60.62	\$60.63	644.2291273	\$310.20	28,346,082
Radio - NZME	\$24,213.47	534,456	1.7	12.15%	\$26.65	\$45.30	\$45.30	20.64943636	\$1,172.60	908,575
Radio - Mediaworks	\$15,411.38	250,379	1.2	5.69%	\$51.29	\$61.55	\$61.55	6.828518182	\$2,256.91	300,455
oOh! Media - Street	\$40,296.78	1,352,689	42.1	30.74%	\$0.70	\$29.79	\$29.79	1294.27743	\$31.13	56,948,207
oOh! Media - Mall	\$45,371.09	1,501,406	5.55	34.12%	\$5.44	\$30.21	\$30.22	189.3818932	\$239.57	8,332,803

# TRADING RESULTS - DISCOUNTS

TV	Radio	OOH
9(2)(b)(ii)	9(2)(b)(ii)	9(2)(b)(ii)

9(2)(b)(ii)

9(2)(b)(ii)

9(2)(b)(ii)

# WINTER CAMPAIGN – LANDING PAGE TRAFFIC

Total users 141,551 ↑ 69,629.6%	New users 143,143 ↑ 70,762.9%	Engaged sessions 79,814 ↑ 34,451.5%	Sessions 172,335 ↑ 41,227.3%	Engagement rate 46.31% ↑ 16.4%
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Total users over time



Spike in sessions from Outbrain, Meta and YouTube

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TV

Version 1. Created 27 Feb, 2023.





# TV RESULTS

	AP10+	Māori/Pacific Peoples 25-54	AP25-54
1+ REACH	2,878,939 (64.1%)	168,641 (56%)	1,272,364 (62%)
FREQUENCY	20.8x	14.8x	16x

## AP25-54 RESULTS

This campaign performed strongly, delivering 994 TARPs which is above planned TARP goal of 848. Note: that due to the political nature of campaign there were many last minute changes in terms of cancellations, movements, duration changes and creative changeouts that impacted campaign delivery negatively. We've done our best to mitigate this as much as possible to ensure smooth delivery. We should also consider the efforts of the networks whom were really accommodating given the circumstances we were facing.

Top performing shows included: 1 News At 6pm (10T), Newshub Live At 6pm (7T), Masterchef Australia (6T), Shortland Street (6T) & The Chase (6T).

9(2)(b)(ii)

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YouTube

TVNZ and THREE NOW



## TVNZ AND THREE NOW

## BENCHMARKS

Length	CPCV
30s	\$0.06
15s	\$0.06

Channel	Impressions	CPM	Completed Views	Completion Rate	CPCV	Spend
Three Now 15s	64,627	\$ 56.43	62418	96.81%	\$0.06	\$ 3,587.19
Three Now 30s	165,040	\$ 56.36	162966	98.79%	\$0.06	\$ 9,454.39
TVNZ 15s	112,918	\$ 50.02	112172	99.29%	\$0.05	\$ 5,286.01
TVNZ 15s Māori/Pacific People Upweight	34,512	\$ 58.62	34156	98.97%	\$0.06	\$ 2,023.05
TVNZ 30s	509,122	\$ 49.92	505172	99.26%	\$0.05	\$ 23,639.30
TVNZ 30s Māori/Pacific People Upweight	152,684	\$ 58.58	150649	98.67%	\$0.06	\$ 8,944.07
Grand Total	1,038,903	\$ 54.27	1027533	98.59%	\$0.06	\$ 52,934.00

In order to help support the reach of our audience through linear TV, we used on demand channels such as TVNZ and Three Now. A broad audience was targeted as well as a Māori/Pacific peoples amplifier audience on TVNZ+.

Our 30s placements, while being slightly more expensive than the 15s, were driving a CPCV that was on par with our benchmark.. They also delivered the added bonus of landing page views (which was a secondary objective). We paused the 15s part way through the campaign as they weren't as cost effective as the 30s.



# YOUTUBE 15S NON-SKIP AND 30S TRUEVIEW

With YouTube we were able to run against a low HHI audience alongside our AP25+ audience. The Low HHI had a lower CPM and on the 30s had a higher completion rate (50% vs 44%) showing that this audience resonated with the messages more than the broad audience. From our benchmarks we can see that these performed excellently.

## BENCHMARKS

Length	CPCV
15s	\$0.03
30s	\$0.05



15sec Non-Skip	Impressions	CPM	Completed Views	Completion Rate	CPCV	Spend
Desktop & Mobile: AP 25+ Low HHI	1,522,746	\$ 13.01	1,363,469	89.54%	\$ 0.01	\$ 19,805.04
Desktop & Mobile: AP 25+	1,271,466	\$ 15.58	1,148,228	90.31%	\$ 0.02	\$ 19,805.05

30sec TrueView	Impressions	CPM	Completed Views	Completion Rate	CPCV	Spend
Desktop & Mobile: AP 25+ Low HHI	1,411,005	\$ 8.26	718,187	50.90%	\$ 0.02	\$ 11,649.34
Desktop & Mobile: AP 25+ Broad	1,232,860	\$ 9.45	549,683	44.59%	\$ 0.02	\$ 11,649.50



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NATIVE



## NATIVE – DV360

### BENCHMARKS

CPC	CTR
\$2.05	0.15%

DV360 Creative	Impressions	Clicks	CPC	CTR	Engaged Sessions	CPEngaged Session	Spend
Appliances	650,133	1,144	\$1.22	0.17%	530	\$2.65	\$1,405.23
Heat pump	826,3265	20,660	\$1.12	0.25%	12,331	\$1.87	\$23,059.49
Laundry	124,2428	3,286	\$0.89	0.26%	1,312	\$2.23	\$2,927.66
Phone	3,016,042	3,199	\$1.93	0.14%	1,207	\$6.26	\$7,560.85
<b>Total</b>	<b>13,171,868</b>	<b>28,289</b>	<b>\$1.37</b>	<b>0.20%</b>	<b>15,380</b>	<b>\$2.27</b>	<b>\$34,953.23</b>

Native wasn't originally planned into the campaign, but when we moved the objective to being landing page views, this became a critical placement choice. We targeted the Low HHI again, much like YouTube. Over 15,000 engaged sessions were achieved from this, with a majority (80%) coming from the Heat Pump creative. This was set up to optimise towards the best performing.

Overall the CPC delivered well below the benchmark and slightly above for the CTR. The Cost per engaged sessions metric showed that this performed slightly behind Outbrain but the number of engaged sessions was over triple.

## NATIVE - OUTBRAIN

### BENCHMARKS

CPC	CTR
\$0.66	0.11%

DV360 Creative	Impressions	Clicks	CPC	CTR	Engaged Sessions	CPEngaged Session	Spend
Appliances	3,851,583	5,133	\$0.67	0.13%	1,782	\$1.94	\$3,455.62
Heat pump	7,855,319	4,582	\$0.70	0.06%	2,171	\$1.47	\$3,194.82
Laundry	1,514,100	647	\$0.71	0.04%	160	\$2.86	\$457.85
Phone	5,368,920	714	\$0.76	0.01%	127	\$4.27	\$541.71
<b>Total</b>	<b>18,589,922</b>	<b>11,076</b>	<b>\$0.71</b>	<b>0.06%</b>	<b>4,240</b>	<b>\$1.80</b>	<b>\$7,650.00</b>

Outbrain didn't have the spend that DV360 Native had, and when looking at it against the benchmarks for Outbrain it performed slightly on par with these. However when looking at the Cost per engaged metric this was the second best performer behind Meta.

The Phone creative was the worst performer. This creative drove people to the Power Switch website.



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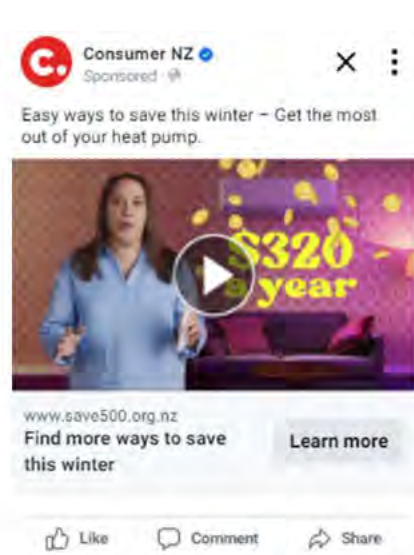
# SOCIAL



Version 1. Created 27 Feb, 2023.

# META 15S AND ANIMATED VIDEO

As mentioned in previous reports, the Heat Pump creative was the best performing in terms of driving engaged sessions on the Save 500 site. Over 40,000 clicks were achieved and over 10,000 of these were engaged sessions. We set a very low CPC for this campaign at \$1.20 and this was beaten with an average campaign CPC of \$1.06. The audience for Meta was kept broad at AP25+. Another point to note was the creative was optimized towards the best performing.



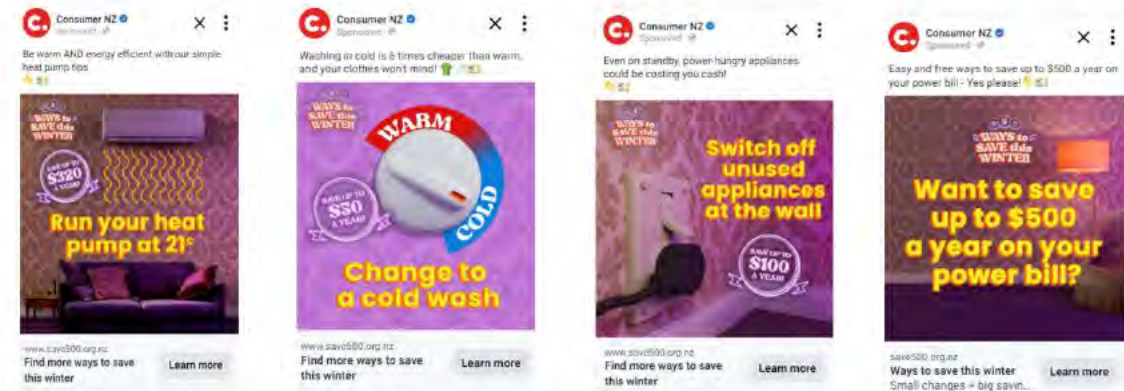
## BENCHMARKS

CPC	CTR
\$1.20	0.50%

Creative	Impressions	Clicks	CTR	CPC	Engaged Sessions	CP Engaged Session	Spend
15s Heatpump	1,397,367	9,624	0.69%	\$1.26	3,089	\$3.93	\$12,151.05
15s Powerswitch	378,531	6,966	1.84%	\$0.84	1,051	\$5.62	\$5,906.45
Animated video - coldwash	240,358	2,366	0.98%	\$1.06	536	\$4.70	\$2,522.05
Animated video - generic save500	549,024	5,798	1.06%	\$1.20	1,837	\$3.80	\$6,990.00
Animated video - heatpump	737,710	7,129	0.97%	\$0.85	2,778	\$2.19	\$6,081.24
Animated video - powerplan	703,991	4,583	0.65%	\$1.33	391	\$15.65	\$6,119.99
Animated video - switch off	280,183	3,741	1.34%	\$0.81	852	\$3.55	\$3,031.16
<b>Total</b>	<b>4,287,164</b>	<b>40,207</b>	<b>0.94%</b>	<b>\$1.06</b>	<b>10,534</b>	<b>\$4.06</b>	<b>\$42,801.94</b>



# META STATICS



The results from the static placements matched the video when looking at performance. The Heat Pump creative droved the highest number of engaged sessions and it also delivered the lowest CPC. We saw an average CPC of \$0.66 across the campaign for statics on Meta.

Having the messaging being up front and simple to digest is something that we should be looking at using in future campaigns. This gave our audience a chance to take something away then and there. They chose to then go on and learn more on the Save 500 and Power Switch websites.

Much like the video creative on social, the static creatives were optimized towards best performing. This is why there is an uneven spread of spend.

We aren't able to pull any insights out of here for Māori and Pacific peoples audience.

## BENCHMARKS

CPC	CTR
\$1.20	0.50%

Creative	Impressions	Clicks	CTR	CPC	Engaged Sessions	CPEngaged Session	Spend
Static - coldwash	30,671	256	0.83%	\$0.72	104	\$1.77	\$184.83
Static - generic save500	1,600,364	11,628	0.73%	\$1.00	5,645	\$2.06	\$11,650.00
Static – heat pump	3,409,382	48,528	1.42%	\$0.40	28,628	\$0.68	\$19,414.27
Static - power plan	3,700,259	11,496	0.31%	\$1.40	5,488	\$2.94	\$16,147.06
Static - switch off	13,440	103	0.77%	\$0.87	33	\$2.70	\$89.23
<b>Total</b>	<b>8,754,116</b>	<b>72,011</b>	<b>0.82%</b>	<b>\$0.66</b>	<b>39,898</b>	<b>\$1.19</b>	<b>\$47,485.39</b>



MBM

A person is lying on a dark blue couch in a living room, watching a television. The TV screen displays the YouTube logo and the text "FOR ACTION". The room has a concrete wall, a wooden TV stand, and various decorative items like a potted plant, a small car model, and a stack of books. The person's feet are visible in the foreground, and they are holding a smartphone.

**YouTube**  
FOR ACTION

# YOUTUBE FOR ACTION

This channel was also a later edition when it came to sending our audience to the Save 500 and Power Switch sites to help with lifting landing page views. This wasn't as strong when looking at a cost per engaged session. The CPC was on par with our other conversion placements (Meta and Native). The audience targeting here was broader

## BENCHMARKS

**CPC**

**\$2.50**

YouTube Action	Impressions	Clicks	CTR	CPC	Engaged Sessions	CPEngaged Session	Spend
Desktop & Mobile: AP 25+ Broad - Save500	4,476,031	24,148	0.54%	\$1.01	2,354	\$10.39	\$ 24,464.65
Desktop & Mobile: AP 25+ Broad - Powerswitch	4,508,416	15,300	0.34%	\$1.60	1,580	\$15.48	\$ 24,464.77
<b>Total</b>	<b>8,984,447</b>	<b>39,448</b>	<b>0.44%</b>	<b>\$1.24</b>	<b>3,934</b>	<b>\$12.44</b>	<b>\$ 48,929.41</b>



MBM

# RADIO - ADLIBS

Version 1. Created 27 Feb, 2023.



# RADIO REACH – NZME & MEDIAWORKS

## NZME REACH

## MEDIAWORKS REACH

1+ Reach: AP10+	534,456 (11%)	250,379 (6.7%)
Freq. AP10+	1.7x	1.2x
1+ Reach: Māori/Pacific People	125,736 (10.5%)	84,558 (10.2%)
Freq. Māori/Pacific People	1.7x	1.2x
No of spots	576	228

We picked some popular stations including ZM, Hits, Coast and Flava on NZME and the Sound, Edge and Mai on Mediaworks. This allowed us to speak to our audiences through trusted voices nationwide.



Coast



Flava



The Hits



# MĀORI MEDIA NETWORK AND PACIFIC RADIO

## MĀORI MEDIA REACH

## PACIFIC RADIO REACH

Est. Audience	60,000	217,000
No. of spots	22	38

The Māori Media Network and Pacific Radio were used as targeted reach for our Māori and Pacific People’s audience. This allowed us to use trusted voices across a variety of stations to communicate some helpful advice when it comes to lowering your power bill. A total of 50 spots played across June/July during key times for this audience.



Tainui



531pi



NiuFM

MBM

LES MILLS

SET YOUR  
WASHING MACHINE  
TO COLD WASH

Help us to save up to £200 on your power bill.  
see000.org.uk

OUT OF HOME

FACTORY

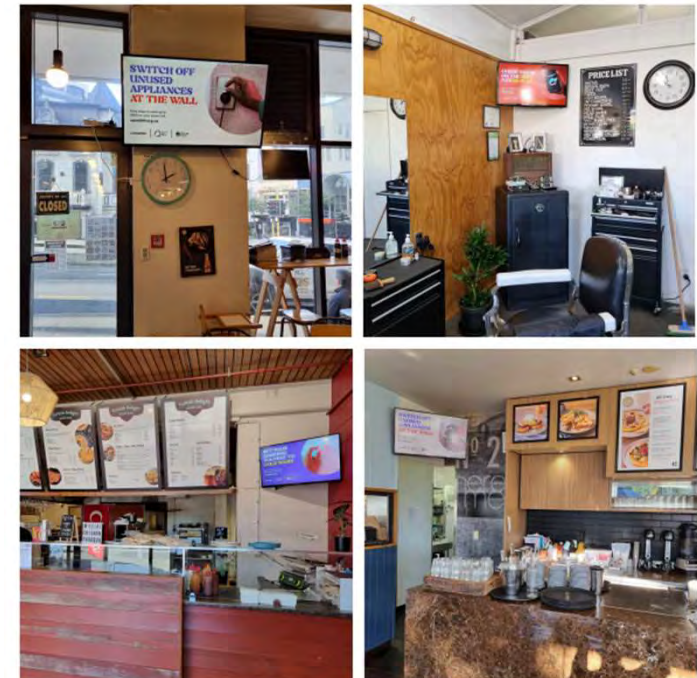


# GIGGLE TV

Giggle TV has a network that spreads the full length of New Zealand. We used this as a way to get into those hard to reach communities. 815 screens were utilized in low socio economic areas. Over 2.5M plays were delivered, which averaged at 71,863 plays a day. Animated video was used to present this message. The big focus for these sites were to be across as many of the low socio areas as we could.

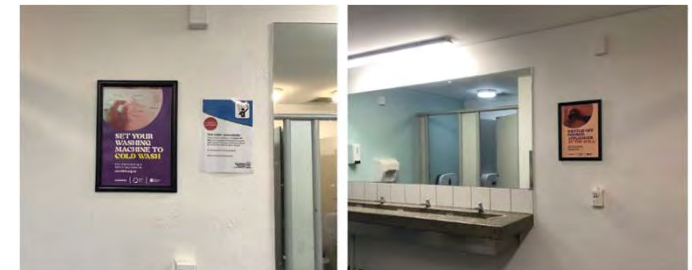
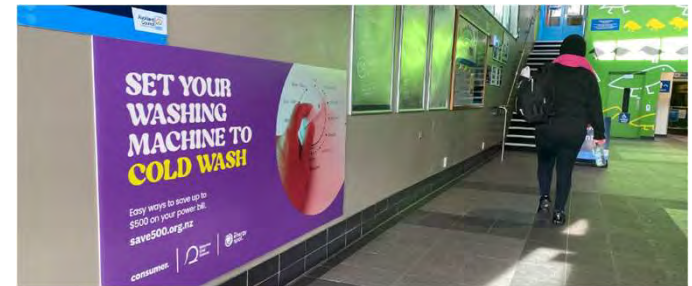
## OVERVIEW

	How many?	
<b>Screens</b>	<b>815</b>	
	Reach	
<b>Footfall</b>	<b>5,052,153</b>	
		
<b>Plays</b>	<b>2,587,068</b>	Per day <b>71,863</b>
		
<b>CPM</b> (cost per thousand plays)	<b>6.16</b>	
	Contracted	Actual
<b>Airtime</b>	<b>18,256,000</b>	<b>25,870,680</b> seconds



# SHOUT MEDIA

OOH gives us the opportunity to be in those hard to reach places. We selected some community leisure centers across Auckland to help showcase the Save 500 message. This came in the form of large posters in key activity areas and small a4 posters as bonus in restrooms.



# SHOUT MEDIA – LEISURE CENTRES VS POPULATION OF MĀORI AND PACIFIC PEOPLES

Totals	Total Population	Maori and Pacific Peoples Population	Community Leisure Centres Present
Manukau Ward	135	86	3
Manurewa-Papakura Ward	136	70	2
Waitakere Ward	144	54	1
Waitemata and Gulf Ward	93	21	
Maungakiekie-Tamaki Ward	57	21	
Franklin Ward	67	20	1
Albany Ward	151	19	2
Whau Ward	69	19	
Albert-Eden-Roskill Ward	131	15	
Howick Ward	125	14	2
North Shore Ward	122	11	1
Orakei Ward	73	6	
Rodney Ward	62	5	

When looking at the total population of Māori and Pacific Peoples across Auckland we were able to target the areas which had a higher number of the population. The other areas are lower socio areas of Auckland to target the NZSEI5&6 audience.



# OOH! MEDIA

oOh! Media street posters were used across 7 different regions including Hawke’s Bay, Manawatu and Rotorua. This was supported by digital screens across 9 different regions in oOh!’s mall network. This was a great way of us being able to target our key demos in low socio and Māori Pacifica audiences.

Over 1.3M 18+ were reached during the campaign period with these posters and screens.

SF AP18+	
Net Reach %:	30.74%
Net Reach:	1,352,689
Frequency:	42.13
Gross Contacts:	56,988,787
Population Potential	2,294,922

Retail AP18+	
Net Reach %:	34.12%
Net Reach:	1,501,406
Frequency:	5.55
Gross Contacts:	8,332,803
Population Potential	2,518,869



MBM

THINK  
BEYOND



MBM

Item Three: Post campaign consumer research reporting

# TRA



# Background

## Research objectives:

1. Assess EECA's and Consumer NZ's Winter Energy Savings campaign performance against top-level metrics (recall of campaign materials, message out-take, claimed actions taken and any overall claimed impact)
2. Provide learnings on campaign that can be used for future campaigns to help Kiwis save on power bills (tone, messenger, perceived efficacy)
3. Provide an overall assessment of success against the intervention logic

## Methodology:

- Online survey took place from 15/8/23 to 31/8/23, with a total sample of n=838.
- Qualifying criteria was those aged 25 or over, with an annual household income of less than \$100k and who describe their financial position as 'uncomfortable' or 'very uncomfortable' (defined as at-risk-of-energy-hardship for this campaign). This group is referred to as 'total market' throughout.
- Māori (n=138) and Pacific Islander (n=101) ethnicities were boosted and weighted back down to population representation when reporting total market.
- Confidence interval is 3.39 at 50%.
- Where relevant, data is compared to a 'norm' based on 8 government campaigns. This data is based on a nationally representative sample, covering campaigns over the last 2 years from Waka Kotahi, ACC, DIA, Worksafe, NZFE and EECA's Right Side of History campaign.
- Pre-campaign data has also been referenced where relevant. This is based on a survey that took place in May 23. Sample criteria matched to this study which enables comparison to baseline. The sample for this study was n=503.
- See Appendix for more detail on a sample breakdown

# Summary

## Key findings at a glance:

59% of New Zealanders had seen the advertisement, reaching an estimated 732k people at risk of energy hardship.

92% liked the advertisement (either ‘loved’ it or thought it was ‘alright’) – significantly higher than the norm for government campaigns.

60% found the campaign useful.

Nearly three-quarters of people exposed to the campaign were prompted to take at least one campaign action.

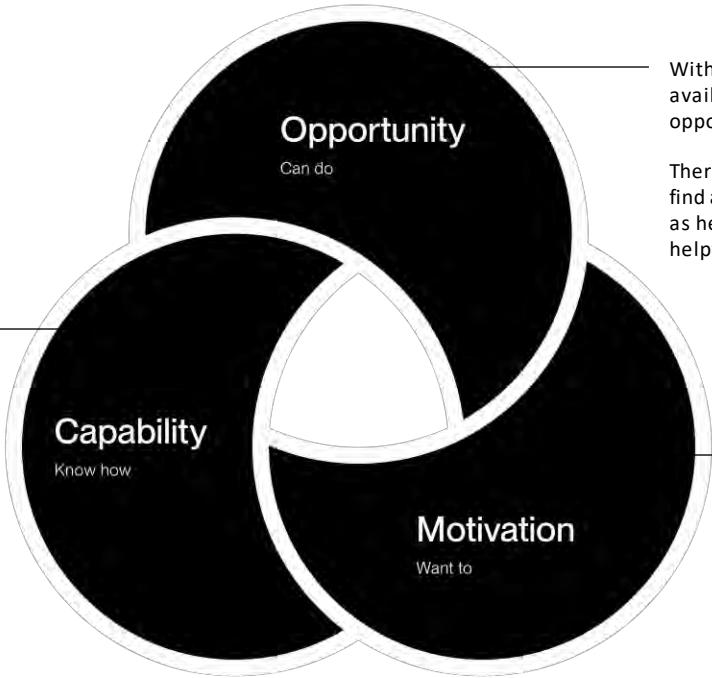
In all key campaign metrics, results were stronger among Māori and Pacific Islander target groups.

### The Com-B model

The COM-B model breaks behaviour change into three key factors: Capability, Opportunity and Motivation. It can be described as the ‘know-how, can do, want to’ of behaviour change, and applied to behaviour change interventions. The key metrics from the campaign evaluation that align to Capability, Motivation and Opportunity clearly demonstrate the successful intervention logic, with the campaign stimulating high levels of motivation, opportunity, capability, and ultimately reported behaviour change among the target market.

## COM-B Framework

Most are aware of the campaign’s actions as a way to reduce energy bills, but they’re not necessarily doing them. The campaign clearly successfully reminded people about basic actions they can take: 73% reported taking at least one of the 4 focus actions as a direct result of seeing the campaign.



With the campaign designed to hero simple actions available to all householders, the physical opportunity to act is clear.

There is also **strong social opportunity**: most people find advice on how to save money around the home as helpful to them (67%), but even more think it’s helpful for others (83%).

The desire to save money is **acute**: energy bills are a real concern – among many other cost-of-living pressures. 44% of the market are ‘very concerned’ by rising energy costs, rising to 53% and 62% among Māori and Pacific Islander respectively.

Q: RCL\_FULL: Have you seen this ad before?  
Q: PRMP\_CONCERN: How concerned are you about any of the following?  
Q: LIKE: Do you like the ad?  
Q: EMOTION: What words might you use to describe this ad?  
Q: CAMPAIGN\_ACTION: And as a result of seeing this campaign have you done any of the following actions?  
BASE: Total market n=838, Māori n=138, Pacific Islander n=101

● Agenda

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The broader energy context

1

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Campaign performance

2

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Behaviour change

3

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Segments

4

# The broader energy context

1

# Rising power bills are one of many pressures facing households

“I’m worried about the constant changes in prices going up especially food. My biggest issue is the power company I’m with now ... I feel there’s a huge hike in prices going up there.”

Māori respondent

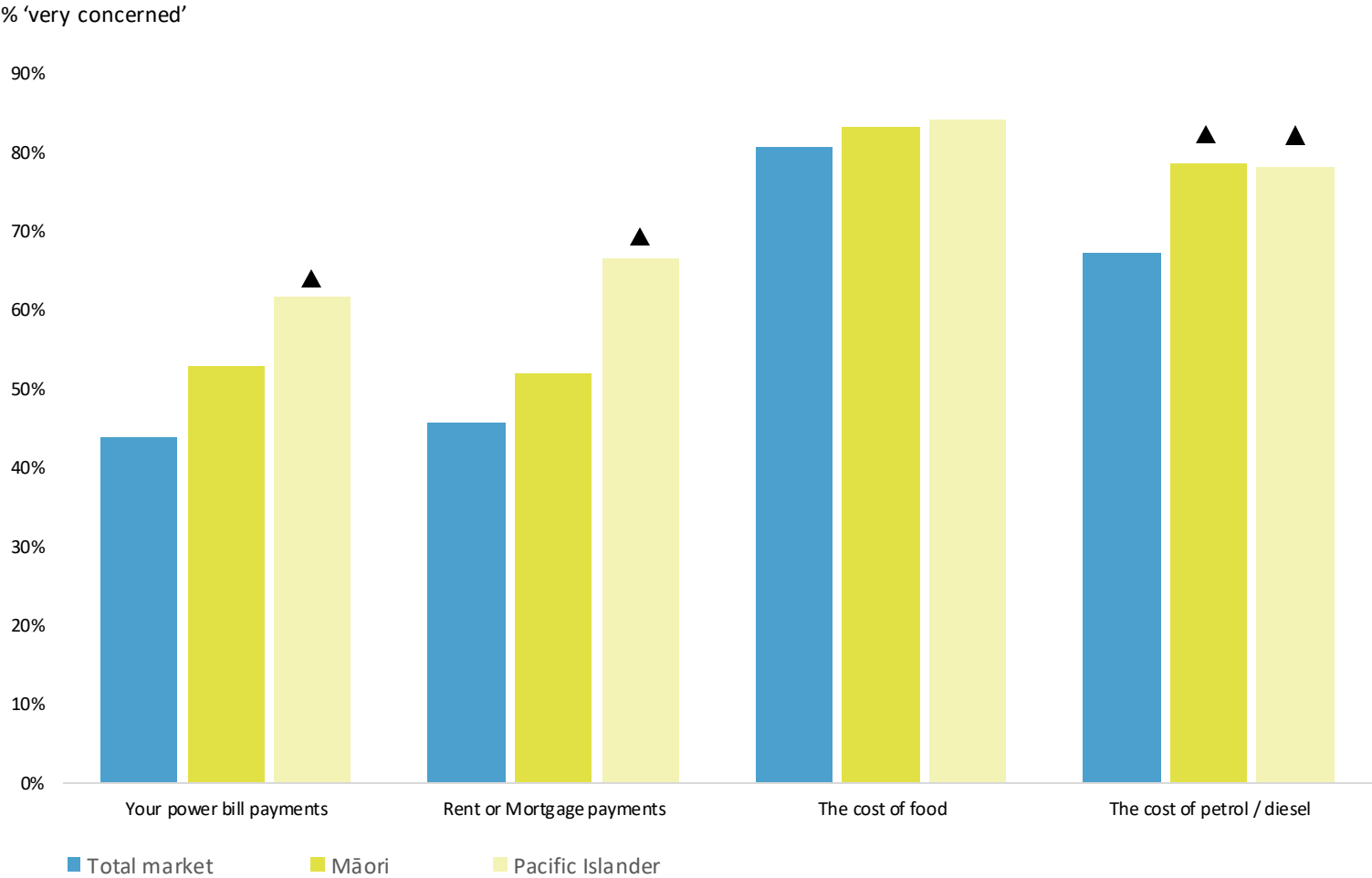
“Everything is rapidly on the rise and wages are not keeping up: Rent, Power, Gas, Food.”

Pacific Islander respondent

“Totally concerned as the Government say one thing and do the other to make life harder. Cost of power, gas and then petrol going up let’s not forget the cost of food. Then they put up our rates. I can’t afford to go to the Doctor or anything like having an emergency bill or go see my dying parent because I don’t have any money left after paying for the weekly bills.”

Māori respondent

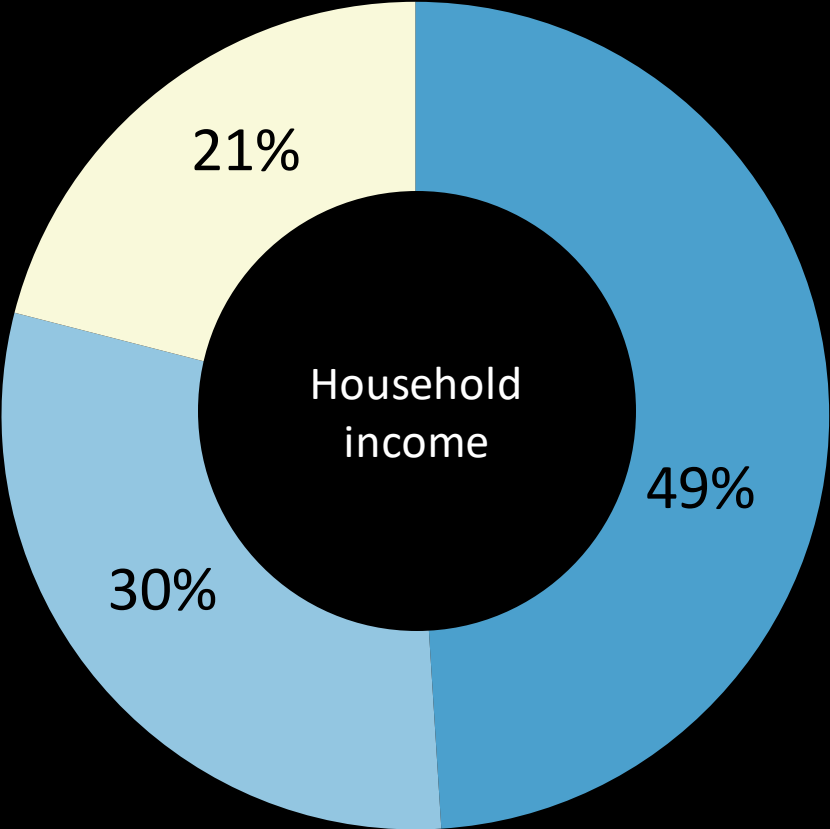
44% are ‘very concerned’ by power bills, rising to over half among Māori and Pacific Islanders who are disproportionately concerned with both the cost of power bills and petrol / diesel.



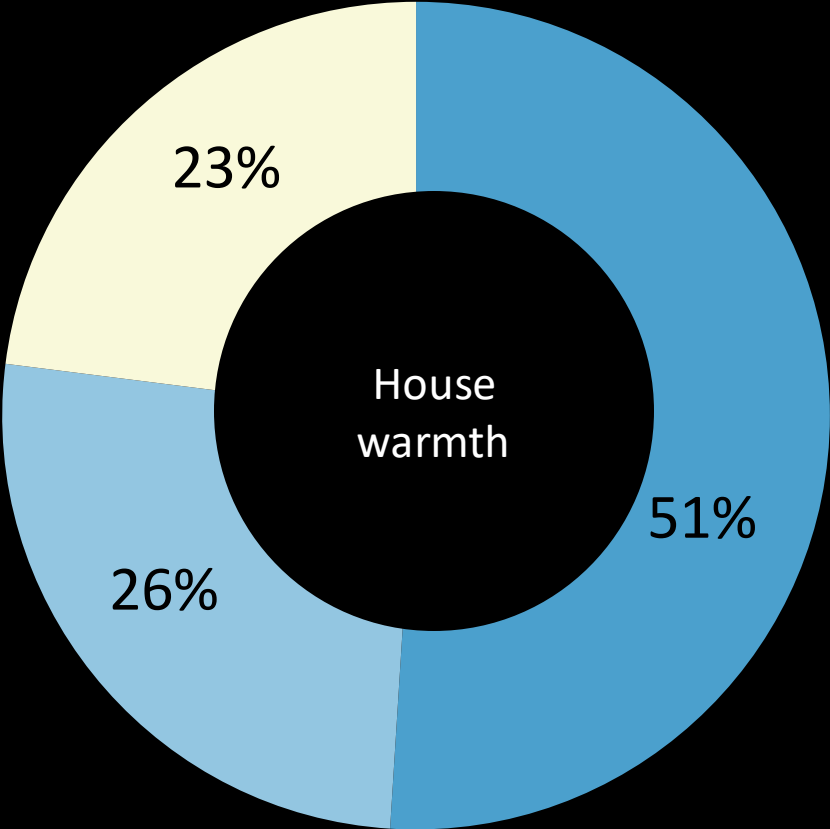
Q: CONCERN\_OE: Many people have told us they are concerned about the cost-of-living. Are you concerned about it, and if so what types of costs in particular are you worried about?  
Q: PRMP\_CONCERN. How concerned are you about any of the following? - Very Concerned  
BASE:: Total market n=838, Māori n=138, Pacific Islander n=101

▲ Sub-group significantly higher than total market  
▼ Sub-group significantly lower than total market

Half our sample had a household income of \$50k or less, and only around half describe their homes as warm and cosy



■ Under \$59k ■ \$59k - \$74,999 ■ \$75k - \$100k

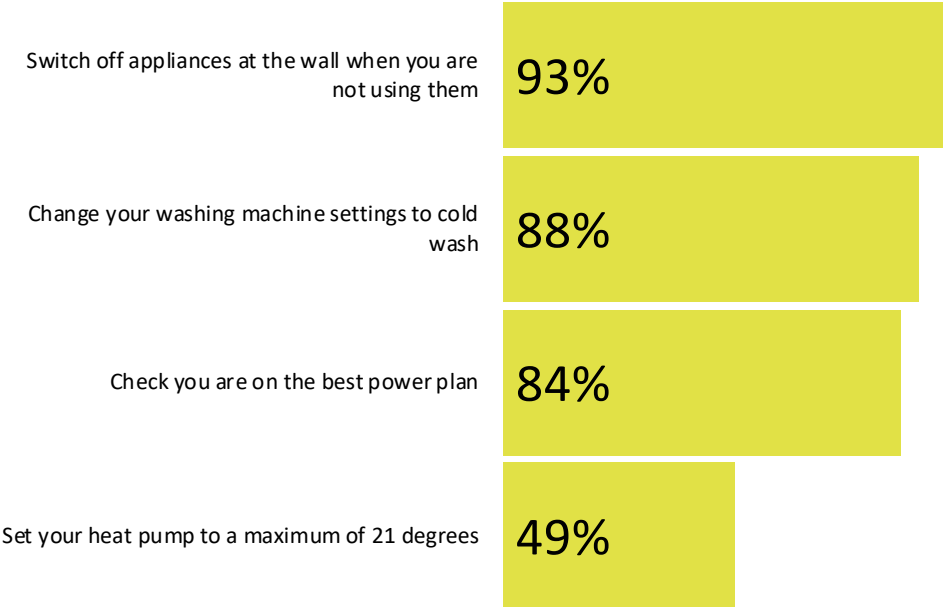


■ Warm and cosy ■ Neutral ■ Cold & draughty

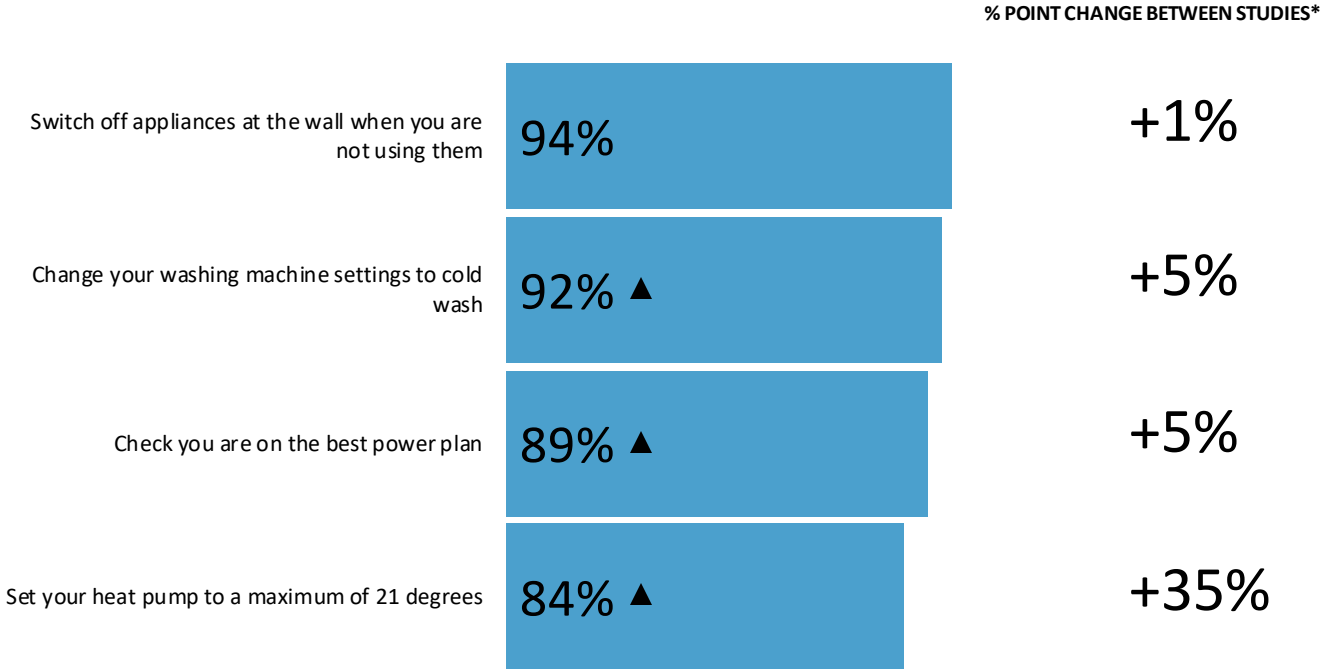


# Compared to the pre-campaign baseline, awareness of all actions has increased – particularly setting heatpumps to a max of 21 degrees

Awareness of energy saving actions: Pre-campaign (May 2023)



Awareness of energy saving actions: Post campaign (August 2023)

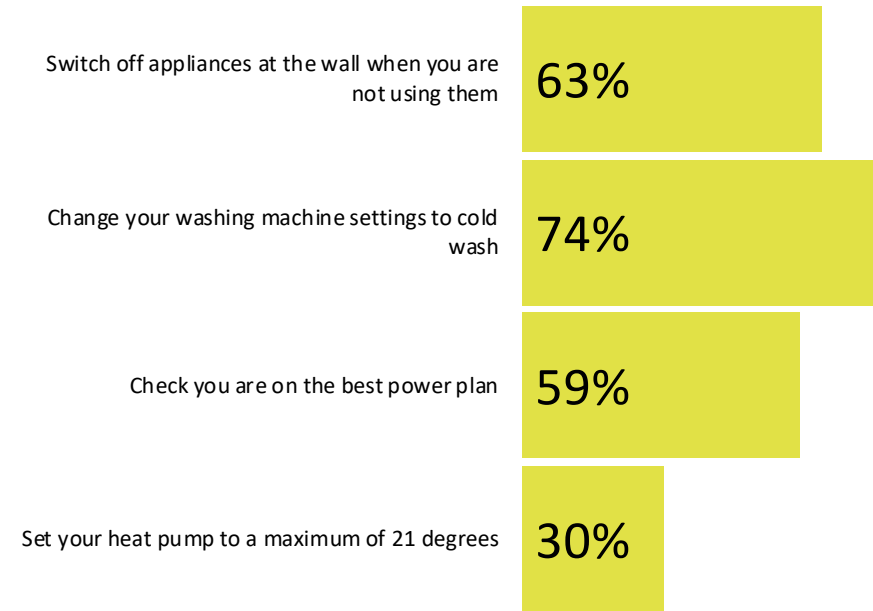


\*Using non-rounded figures to calculate  
Q: AWARE: X- Have you heard of these actions in relation to saving on your energy before, whether it was in the media, talking to friend and family or anything else  
Q: CAMPAIGN\_ACTION. And as a result of seeing this campaign have you done any of the following actions?  
BASE:: Total market n=838

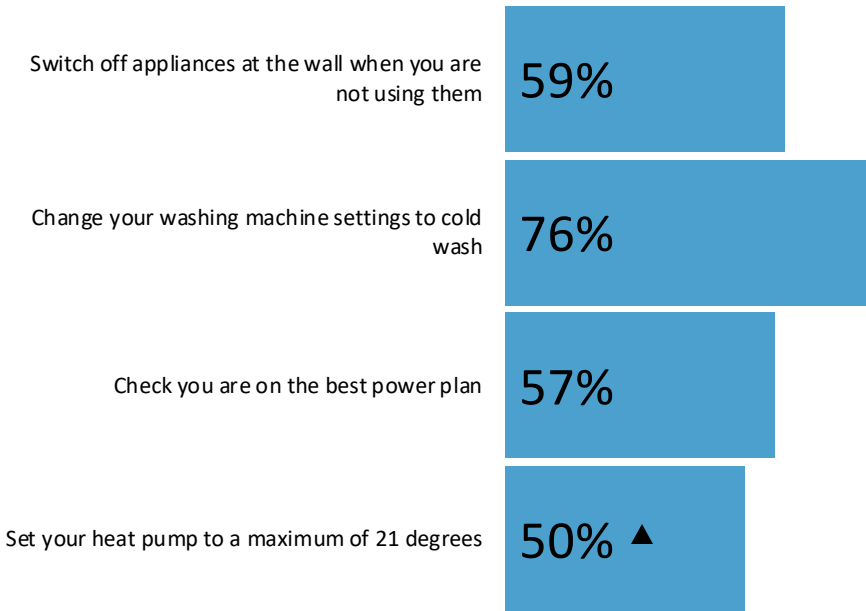
▲ Result significantly higher compared to May 2023 baseline  
▼ Result significantly lower compared to May 2023 baseline

Although awareness of actions increased, uptake was stable between May and August, with the exception of the heatpump action which saw significant uptake

Which of the following actions do you currently do? Pre-campaign (May 2023)



Which of the following actions do you currently do? post campaign (August 2023 )



% POINT CHANGE BETWEEN STUDIES\*

-4%

2%

-2%

20%

Q: AWAREr: X- Have you heard of these actions in relation to saving on your energy before, whether it was in the media, talking to friend and family or anything else  
Q: CAMPAIGN\_ACTION. And as a result of seeing this campaign have you done any of the following actions?  
BASE:: Total market n=838

▲ Result significantly higher compared to May 2023 baseline  
▼ Result significantly lower compared to May 2023 baseline

# Campaign performance

2

# A campaign designed to engage and educate people on how to manage their energy use



Isabel Hollis wanted to protect the large natives which she says beautified the property. But, a neighbour said it was dropping leaf litter and blocking light – and needed to go.

## The what:

Working together, EECA and Consumer NZ developed a multi-layered campaign with both Above and Below The Line activity, comprising print, digital and traditional executions, including direct and media/PR channels. The campaign ran from May to August, with a total overall media spend of \$1.2m.

## The how:

The overall campaign message was designed to:

- Help lower income households save money by promoting meaningful, independent, low/no-cost practical advice – this translated into 4 simple power-saving actions to be done around the home.
- Empower consumers through accessible and targeted communications.
- Create and disseminate relevant and engaging resources that are contextual and inclusive.

## The who:

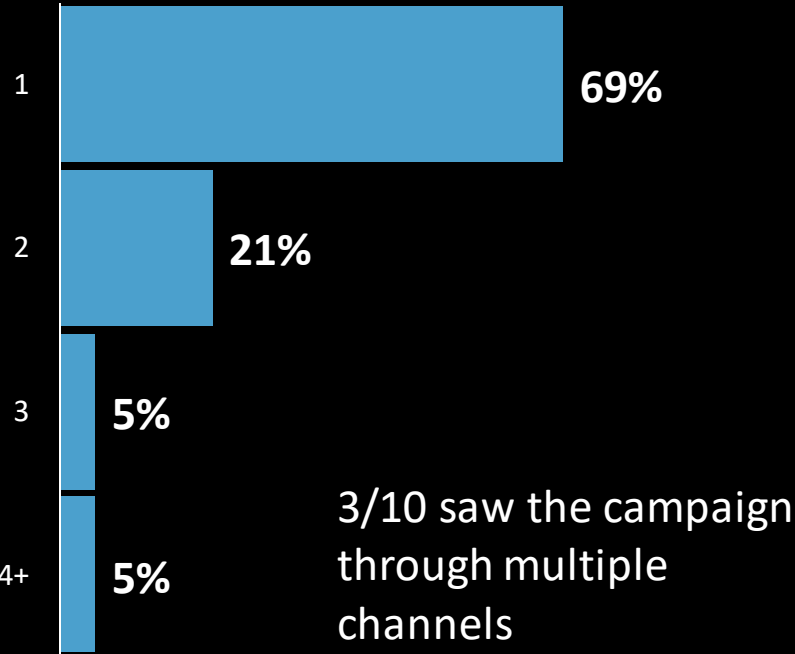
Lower socio-economic New Zealanders at-risk-of-energy-hardship.

Core audience focus included:

- Adults from lower socioeconomic groups, using NZ Socio Economic Index levels 5 & 6 as proxy
- Māori & Pasifika
- Renters

# The campaign’s channel mix successfully reached different targets

Number of channels through which the campaign was seen



Q: RCL\_MEDIA. In which of the following places, if any, do you remember seeing this?  
Q: RCL\_UNB: Have you seen this brochure before?  
BASE: Recalled campaign before being shown TV ad, total market n=267, Māori n=43, Pacific Islander n=40

	Total market	Māori*	Pacific Islander*
TV	65%	65%	▼ 48%
Radio	4%	3%	5%
Outdoors	4%	5%	▲ 13%
Online advertising	11%	13%	18%
Social media	15%	21%	▲ 34%
YouTube	12%	▼ 6%	▲ 29%
TV on demand	20%	19%	17%
In my mailbox	11%	▼ 4%	▼ 5%

\* Note small sub-sample size at ad-recaller level (43 Māori and 40 Pacific Islander) – results indicative only



Sub-group significantly higher than total market  
Sub-group significantly lower than total market



Few disliked the advertisement – just 8%. We’d normally expect around 4 times this level of dislike for government campaigns.

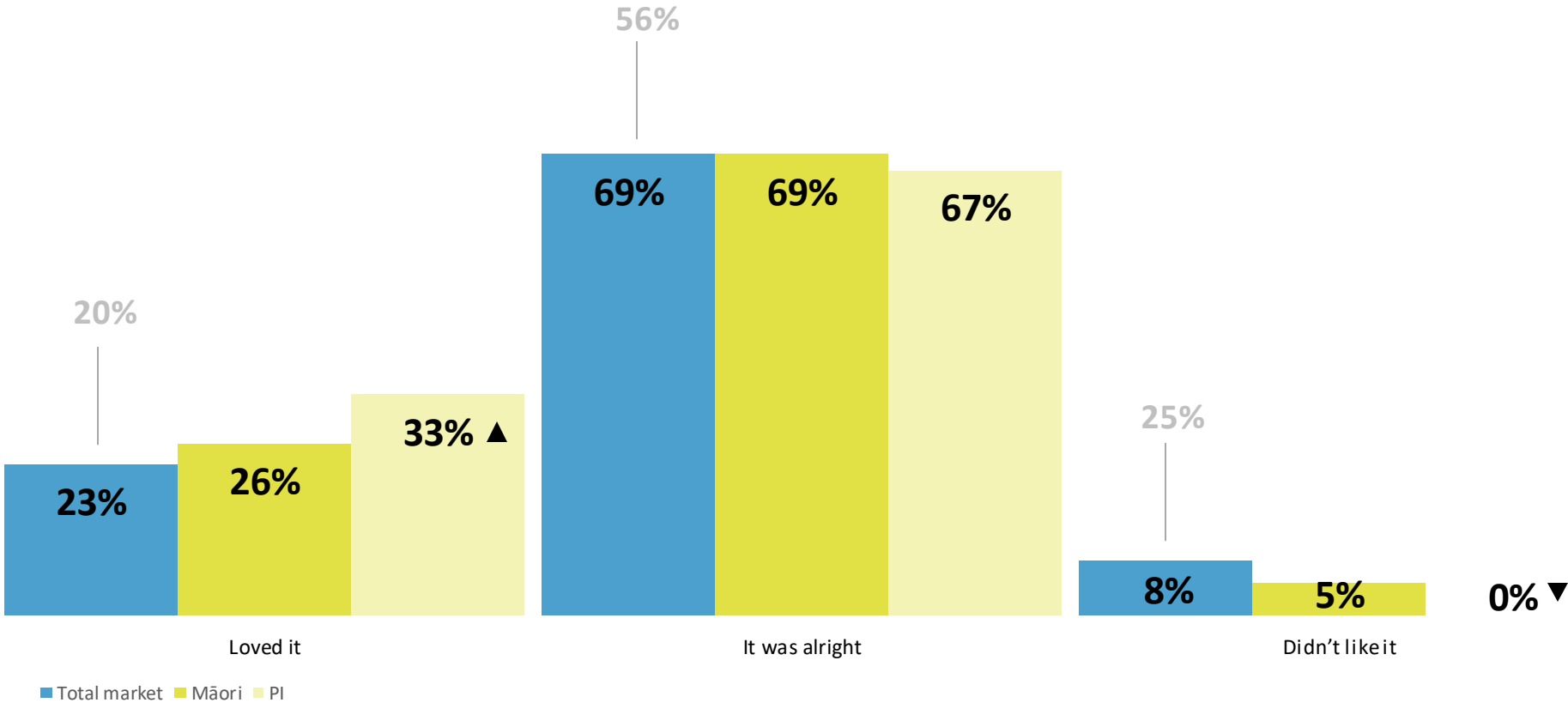
The advertisement was particularly well-liked among Pacific Islanders

DO YOU LIKE THE AD?

Government  
ad norm

▲ Sub-group significantly higher than total market  
▼ Sub-group significantly lower than total market

Q: LIKE: Do you like the ad?  
BASE: Total market n=838, Māori n=138, Pacific Islander n=101  
NORM: based on 8 government campaigns



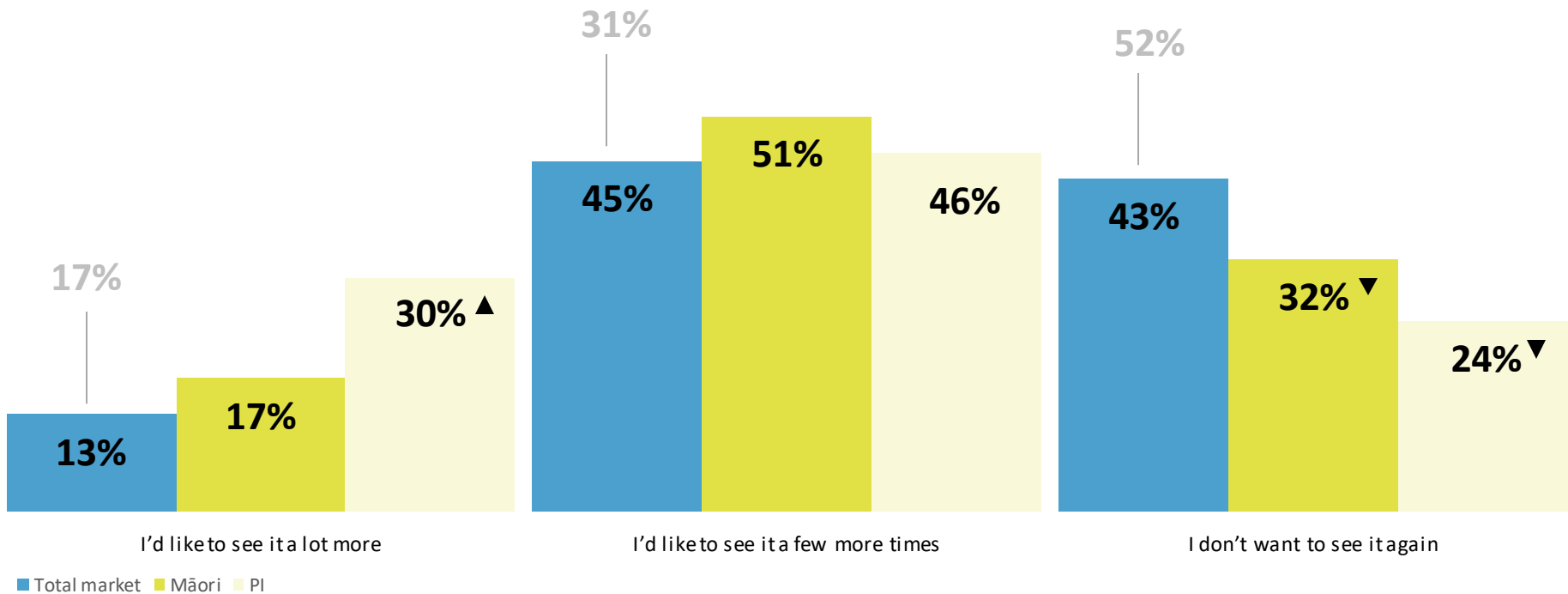
Over half would be happy to see the advertisement again  
– higher than the norm and particularly high in our target markets.

WOULD YOU LIKE TO SEE THIS AD AGAIN?

Government  
ad norm

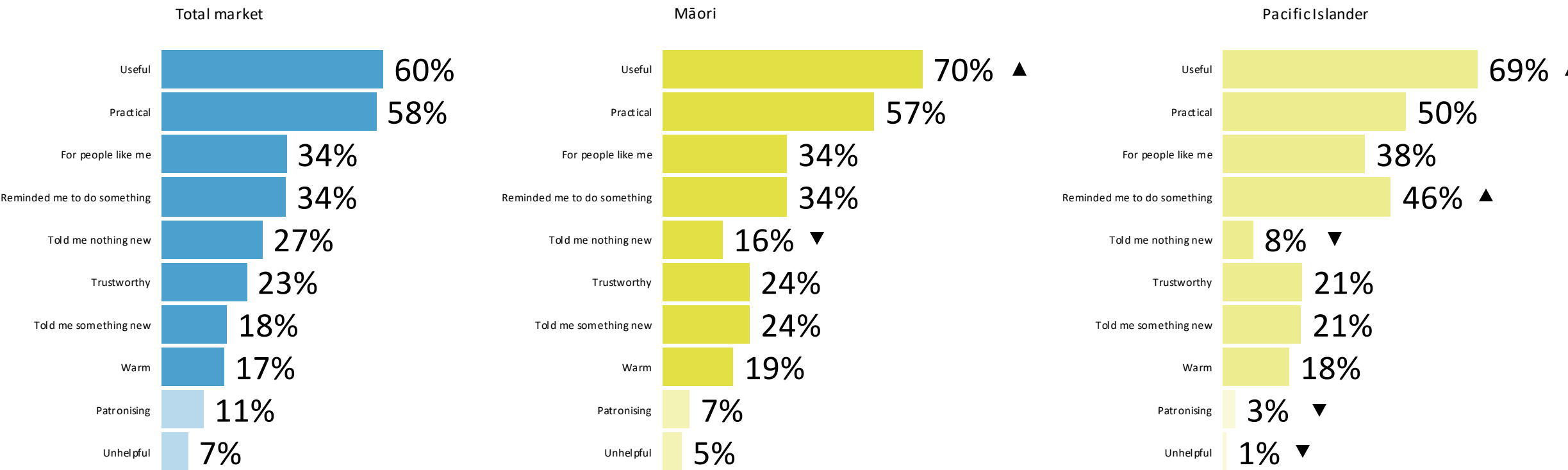
▲ Sub-group significantly higher than total market  
▼ Sub-group significantly lower than total market

RWRD\_RPT: Would you like to see this particular ad again?  
BASE: Total market n=838, Māori n=138, Pacific Islander n=101  
NORM: based on 8 government campaigns



# Most found the campaign useful and practical. Only 1 in 10 found it patronising.

The advertisement had a high relevance score, with around one-third saying it was ‘for people like me’ – this is nearly double the norm of 18% for people seeing an advertisement as ‘relevant to me’ across 8 government campaigns. Māori found the advertisement significantly more useful than the total population. Pacific Islanders significantly underindexed on the campaign being unhelpful.

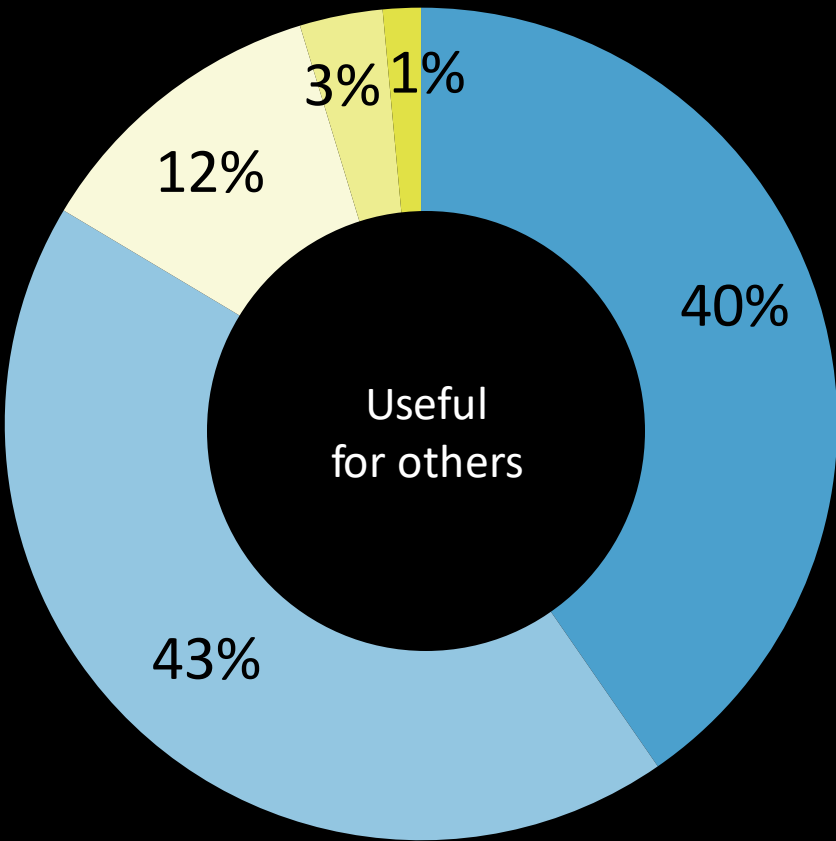
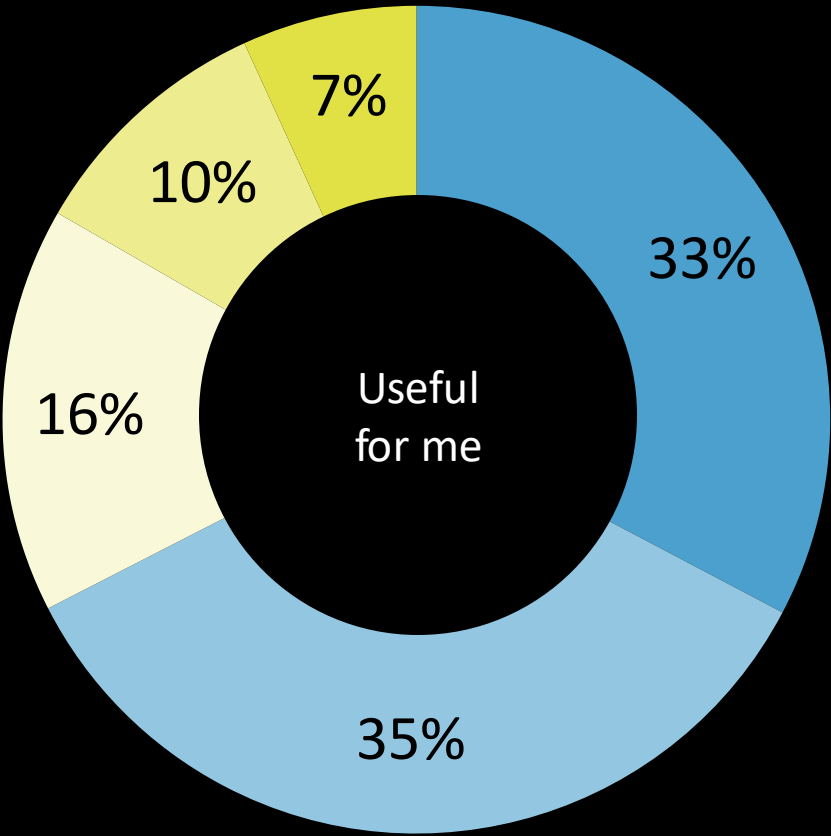


# Over two-thirds thought it was useful for them personally to have a campaign about saving money around the home.

Just 1 in 20 didn't think this was useful for anyone.

"Great way to catch the people who don't know these tips. Well done!"

Respondent aged 55+



- Very useful
- Useful
- Neutral
- Not that useful
- Not useful at all

The campaign’s target markets were significantly more likely to see a campaign of this nature as useful – both for themselves and others.

Useful for me

	Total market	Māori	Pacific Islander
Very useful	33%	▲ 47%	▲ 62%
Useful	35%	36%	35%
Neutral	16%	▼ 8%	▼ 2%
Not that useful	10%	▼ 5%	▼ 1%
Not useful at all	7%	▼ 4%	▼ 0%

▲ Sub-group significantly higher than total market  
▼ Sub-group significantly lower than total market

Useful for others

	Total market	Māori	Pacific Islander
Very useful	40%	▲ 48%	▲ 62%
Useful	43%	41%	▼ 31%
Neutral	12%	10%	▼ 6%
Not that useful	3%	1%	1%
Not useful at all	1%	0%	0%



# Behaviour change

3

# Those who saw the advertisement had significantly higher awareness and perceived impact across most campaign hero actions compared to May baseline

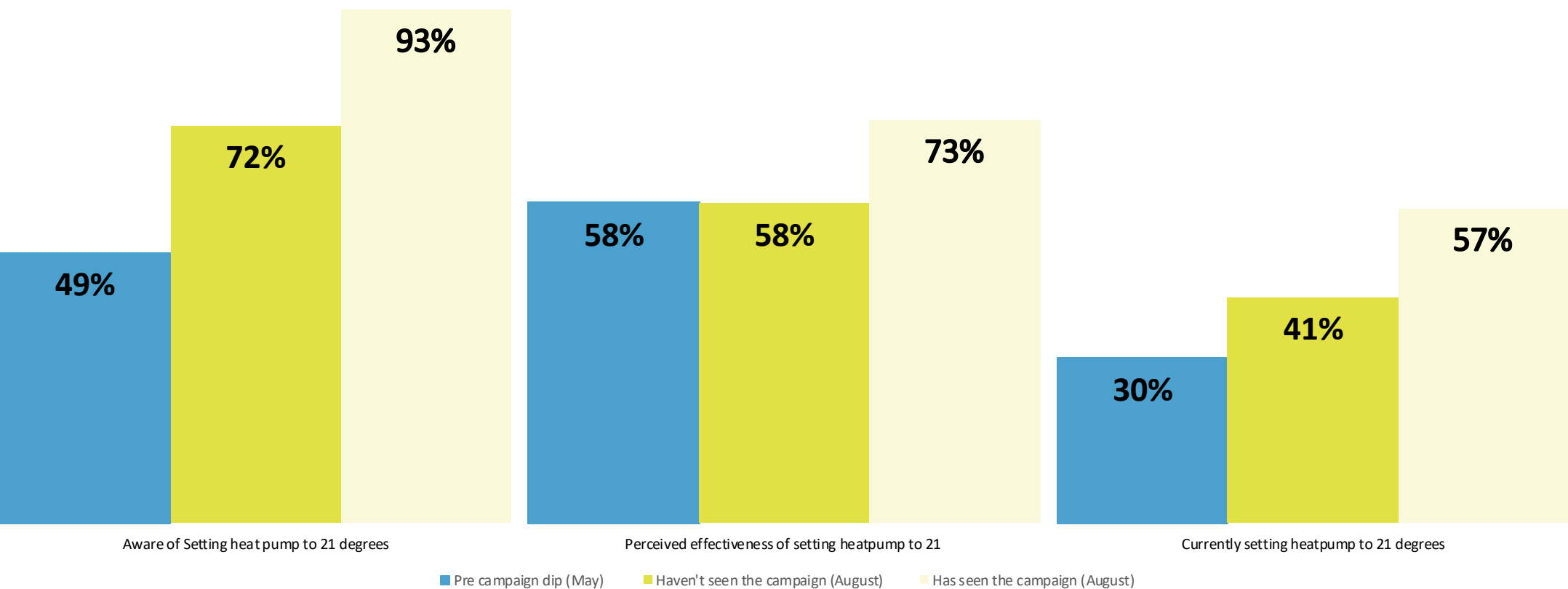
Awareness of actions

	Pre campaign dip (May)	Haven't seen campaign (August)	Seen campaign (August)	Difference: seen campaign vs. May baseline
Checking you are on the best power plan	84%	84%	93%	▲ +9%
Switching off appliances at the wall when you are not using them	93%	90%	96%	▲ +3%
Setting your heat pump to a maximum of 21 degrees	49%	72%	93%	▲ +43%
Changing your washing machine settings to cold wash	88%	87%	96%	▲ +8%

How effective are the actions in saving on power

	Pre campaign dip (May)	Haven't seen campaign (August)	Seen campaign (August)	Difference: seen campaign vs. May baseline
Checking you are on the best power plan	39%	28%	36%	-3%
Switching off appliances at the wall when you are not using them	29%	19%	29%	-1%
Setting your heat pump to a maximum of 21 degrees	20%	23%	31%	▲ +10%
Changing your washing machine settings to cold wash	41%	31%	45%	+4%

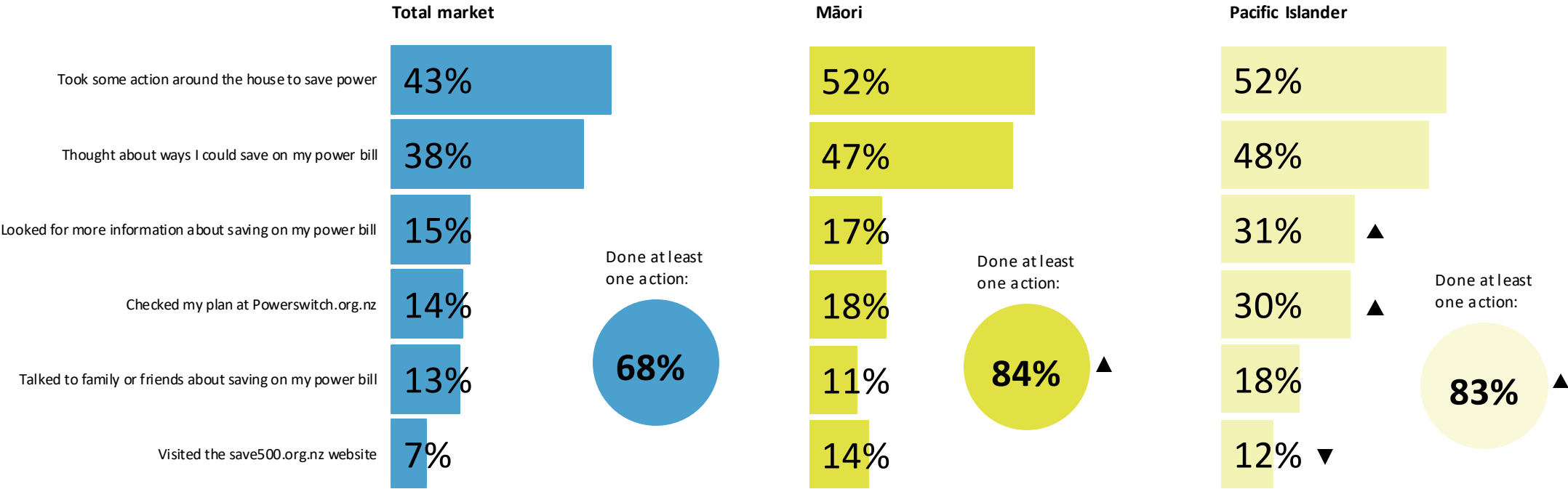
There’s evidence of a halo effect within the heatpump action: even those who hadn’t come across the campaign in August had higher awareness of actions compared to the May baseline



# Over two-thirds of those exposed to the advertisement took action, rising to over 8 in 10 among target markets.

The campaign was effective in prompting action, not simply encouraging people to think about taking action: a greater proportion of ad recallers indicated that they ‘took some action around the house to save power’ than those who ‘thought about ways I could save on my power bills’.

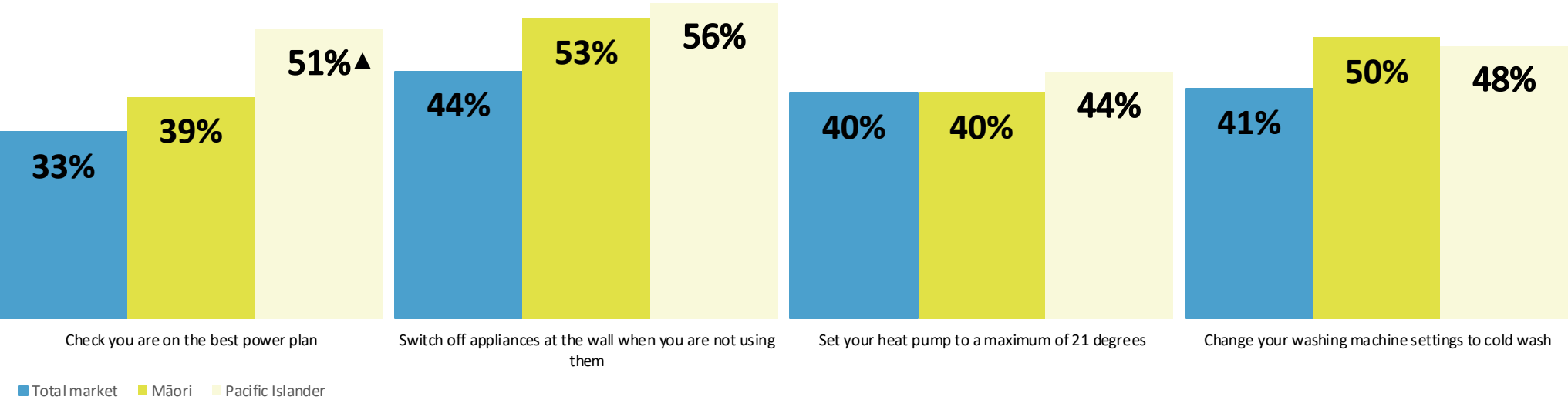
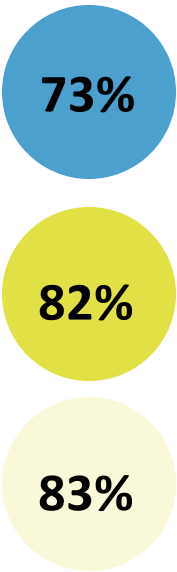
Action taken as a result of seeing the campaign



73% of people who saw the campaign took at least one of the four hero actions as a result – with even higher incidence in our target markets.

Action taken as a result of seeing the campaign (4 campaign actions)

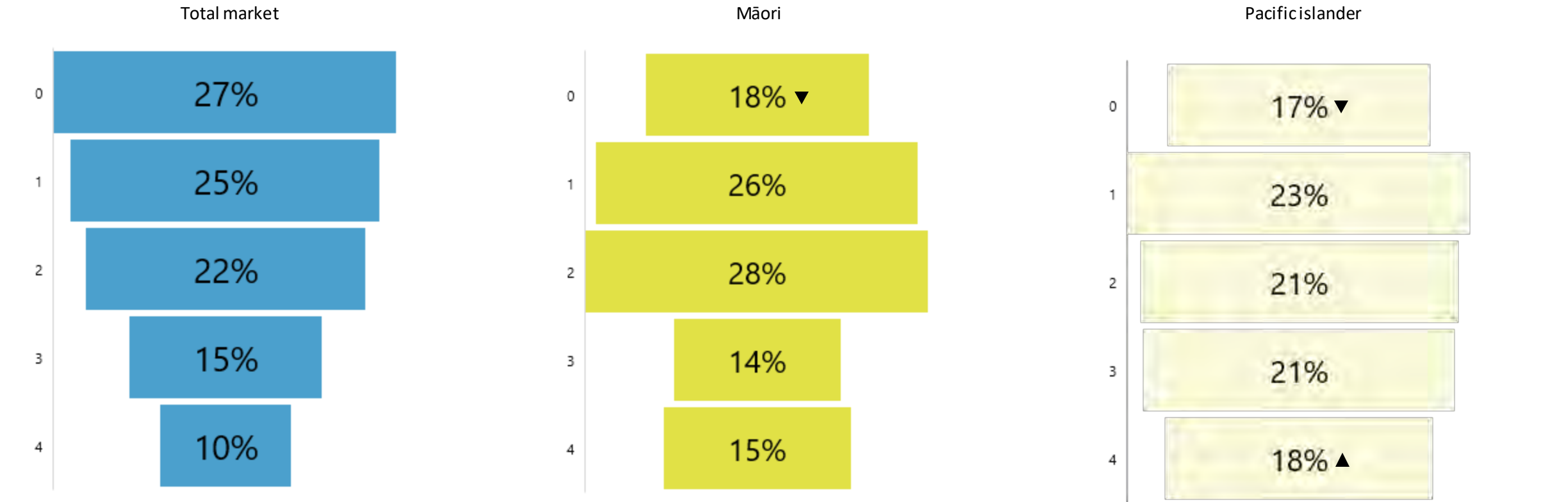
Done at least one action:





# Māori and Pacific Islanders are more likely to be reporting multiple instances of campaign action as a result of viewing the campaign.

Number of actions taken as a result of seeing the campaign



# Segments

4

The campaign was successful in targeting Māori and Pacific populations.

	Māori	Pacific	Total Market
Six out of ten of respondents identifying as Māori and / or Pacific Islanders had seen the campaign			
Net seen campaign	59%	60%	59%
Māori and Pacific Islanders found the information significantly more useful than average			
Found the advertisement useful	▲ 70%	▲ 69%	60%
And these two groups were significantly more likely than average to want to see the campaign again			
Would like to see the campaign more	▲ 68%	▲ 76%	58%
They were significantly more likely than average to undertake at least one campaign action as a result of seeing the campaign			
Undertook at least one campaign action as a result of seeing the campaign	▲ 84%	▲ 83%	73%
Māori and Pacific Islanders were also significantly more likely than average to see the campaign as useful for others.			
Found the campaign very useful for others	▲ 48%	▲ 62%	40%

BASE:: Total market n=838, Māori n=138, Pacific Islander n=101

The campaign has had clear success in engaging Māori and Pacific Island audiences.

But beyond ethnicity, there are other important differences too. Here we explore results by age, zoom into a most 'at risk' group and explore response from renters.

# Age

Younger adults aged 25-34:

- Know the least about what they can do and are taking fewer actions already
- Are the most responsive to the ad, liking it more and wanting to see it again
- But haven't been as easy to reach within the current channel mix, being less likely to see the TV ad.

Older adults aged 55+:

- Are more aware of the actions and are already taking more actions
- Are less receptive to the campaign, seeing it as less helpful and more patronising (although both a minority view)
- Are less likely to report a change in behaviour as a direct result of seeing the campaign.

“Saving energy, aimed at millennials who have no idea of the costs of things as they live at home until in their late 20’s and haven’t had to budget plan in their life.”

Respondent aged 55+

BASE: Ttotal market n=267 Youth=58, Older+101

	Younger (25-34)	Older (55+)
<b>Younger adults are less aware of energy-saving actions they could be doing, and their conversion to action is lower too.</b>		
Awareness of 4 hero actions in campaign (average across 4 actions)	▲ 83%	▲ 94%
Taking action (average across 4 focus campaign actions)	55%	63%
Conversion to action	66%	67%
Campaign recall	▼ 49%	▲ 71%
<b>When they see the campaign, younger adults were more likely than older New Zealanders to say they ‘loved’ the ad, and want to see it a lot more.</b>		
Loved it	30%	19%
I’d like to see it a lot more	▲ 20%	11%
<b>Younger adults were more likely to feel informed by the ad, and significantly less likely to find it patronizing.</b>		
Told me something new	▲ 27%	18%
Patronizing	▼ 3%	13%
<b>And they were significantly more likely to have taken at least one of the four campaign actions as a result of seeing the ad</b>		
Taken at least one of the four campaign focus actions	▲ 85%	69%

Recall of our campaign among 25-34-year-olds is 49%, down 22 points on those age 55+. Our impact could go even further if we reached more of this younger, more responsive group.

	Total market		Youth	Older
TV	65%	▼	32%	▲ 81%
Radio	4%		1%	5%
Outdoors	4%		5%	6%
Online advertising	11%		19%	7%
Social media	15%		28%	13%
YouTube	12%	▲	26%	8%
TV on demand	20%		31%	13%
In my mailbox	11%		10%	13%

Q: RCL\_MEDIA. In which of the following places, if any, do you remember seeing this?  
BASE: Recalled campaign before being shown TV ad, total market n=267 Youth=58, Older+101



# The ad resonated less with a more marginalised group, that is most at risk.

There is a core group who have annual household earnings under \$50k and state that they live in a cold and draughty house – representing 11% of the sample.

While more at risk, the campaign has resonated less with this audience. Many of this more marginalized group are already doing the campaign actions. As a result, they see the campaign as less helpful.

“You're only going to save a paltry amount by implementing the suggestions. A saving of \$500 on a power bill per year works out to \$9.61 per week. That \$9.61 will be quickly eaten up by continual increases in food, water, petrol etc. The advert insults the viewer's intelligence by pretending that a few measly dollars a week is going to make all the difference to a household's relentlessly rising costs.”

“People have been doing a lot of these already to save money especially if you are low income so the advertising kind of annoyed me like they think we are dumb.”

BASE: Total market n=267 Marginalized group=59 - 96, Old

Total market   Marginalised group

**This more marginalized group is more concerned about rising power payments, undertaking action at a rate consistent with the total market, but slightly less convinced of the impact of taking action**

‘Very concerned’ about your power bill payments	44%	▲ 58%
Awareness of 4 hero actions in campaign (average across 4 actions)	90%	91%
Perceived efficacy of action (average across 4 actions)	31%	27%
Campaign recall	59%	61%

**Their overall response to the campaign is more negative than average, with both the proportion ‘loving it’ and wanting to see it again around half that of total market.**

Loved it	23%	▼11%
I’d like to see it a lot more	13%	▼ 6%

**They are less likely to feel the campaign told them something new, and more likely to see it as patronizing.**

Told me something new	18%	12%
Patronizing	11%	18%

**And they were less likely to have taken at least one of the four campaign actions as a result of seeing the ad**

Taken at least one of the four campaign focus actions	73%	67%
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# Renters are less engaged with energy costs

Renters are more likely than average to live in a cold and draughty home, but they’re less aware of actions they can take to help reduce energy costs and doing less in this space.

Compared to average, they’re less likely to see the campaign as practical or for people like them, suggesting that in their rental situation, they feel less empowered to take action.

Base n ; Total market =838 – 494, Renters = 435 - 291

	Total market	Renters
<b>Renters are more likely to be living in a cold and draughty home.</b>		
Live in a cold and draughty house	23%	▲ 29%
<b>They have slightly lower awareness of actions they could take to reduce their energy bills compared to total market.</b>		
Checking they are on the best power plan (knowledge)	89%	87%
Checking they are on the best power plan (action)	57%	53%
<b>Their recall of the campaign was similar to average, but it resonated slightly less with them; they were slightly less likely to see the ad as practical for them or for people like them.</b>		
Net seen campaign	59%	58%
Practical for me	58%	54%
For people like me	34%	31%
<b>Renters were less likely to see this type of campaign as useful for others</b>		
Saw the campaign as ‘very’ useful for others	40%	37%

# Appendix

5

# A breakdown of our sample

Gender	Male 44%	Female 56%	
Age	25-34 17	35– 54 38	55 + 45
Ethnicity*	Other ethnicities 74%	Māori 15%	Pacific Islanders 11%
Household Income	Under \$50,000 49%	\$50,000 – \$74,999 30%	\$75,000 - \$100,000 21%
Financial position **	Uncomfortable 83%	Very Uncomfortable 17%	
House warmth	Warm and Cosy 51%	Neutral 26%	Cold and Draughty 23%

\*Larger populations of Māori and Pacific were surveyed and then weighted down for further analysis to category representative levels  
\*\*Respondents had to rate their financial position as uncomfortable or very uncomfortable in order to qualify

# TRA

## New Zealand

Level 4, Quay Building,  
106-108 Quay Street,  
Britomart, Auckland 1010

+64 9 377 8129

## Melbourne

The Commons,  
54 Wellington St,  
Collingwood VIC 3066

+61 406 482 715

## Sydney

The Commons,  
285A Crown St,  
Surry Hills NSW 2010

+61 405 604 226





Post Campaign Analysis

# 2023 Winter Energy Savings Campaign

November 2023

consumer.



# Context

With a cost-of-living crisis as a backdrop and 62% of Kiwis saying they are concerned about the cost of energy, there was an opportunity to support families with low-cost advice on how to keep their homes warm and dry over winter to save money on their power bills.

EECA and Consumer NZ, with support from the Electricity Authority, worked together to deliver a multilayered winter energy savings campaign focused on simple, free and easy actions Kiwis can take to meaningfully reduce their power bills.



# In summary

Developed in nine weeks and running over winter, EECA delivered a multifaceted campaign reaching those experiencing the greatest need and most at risk of energy hardship. The focus was on four free and easy actions that could reduce energy bills clear linking the actions with the savings they could create.

- Channels were selected based on target audience requirements and collateral stretched across video, audio and both long and short form written content in a range of languages.
- The media approach allowed frequency and consistency to be built through channels and voices that resonated.
- Our channels took our campaign direct to homes, through traditional and digital media and into community settings from GP waiting rooms to bus stops.
- Partnerships were leveraged with the likes of Consumer NZ, Ministry of Social Development, Ministry for Pacific Peoples and a nationwide network of community groups which allowed us to deliver evidence-based, easy-to-understand material to over 500,000 homes and a further 250,000 booklets in seven languages to over 800 different community hubs nationwide.
- Campaign messaging evolved over time based on feedback, prioritising certain messages and deprioritising others.
- Infrastructure to support the campaign was increased, such as Powerswitch contact center support and we closely measured and monitored performance as it tracked.
- The campaign has been analysed and evaluated post completion to understand the impact of its execution and what can be learned for future work.

# Campaign Messaging

**Save up to \$500 on your power bill this year with free and easy actions**

1.

Check you're on the best power plan  
for you and your whānau

A saving of up to \$400 per year.

2.

Switch off appliances at the wall when  
you're not using them

A saving of up to \$100 per year.

3.

Set your heat pump to a maximum  
of 21 degrees

A saving of up to \$320 per year.

4.

Change your washing machine  
settings to cold wash

A saving of up to \$50 per year.

Visit [save500.org.nz](https://save500.org.nz) to find out more



# What the campaign achieved

This campaign reached its intended audience, resonated with them, drove action and changed behaviours, resulting in considerable energy savings in homes across Aotearoa over a challenging Winter. The campaign was seen as valuable and useful by the audience. Overall it was delivered in a cost-effective and efficient way that built strong relationships between its partners.

**2.4 million**

Kiwis could recall the campaign (59% of total population).

**92%**

liked the campaign.

**68%**

said it was useful to them and-

**84%**

thought it was useful for others.

**1.7 million**

Kiwis took some form of action from seeing the campaign.

**83%**

Of all Māori and Pacific Peoples that knew the campaign took some form of action.

**47%**

Increase in visits to Powerswitch (118k visitor growth)

**27%**

Increase in switch request at Powerswitch with an average saving per household of \$358.

**174,000**

Visitors to the campaign website in 3 months.

**\$1.55**

Cost per person that reported taking action because of the campaign.

**\$3.06 ROI**

The campaign delivered a \$3.06 Return on investment for every dollar spent based on energy savings and carbon reduction.



# Post campaign analysis

In detail



# Success framework

The overarching objective was to help New Zealanders save money on their power costs over winter, with a particular focus on those facing additional financial burden and consideration in Māori and Pacific communities.

## To achieve this, we needed:

- To REACH our audience where they are, and often enough – we needed to be seen frequently during busy lives to nudge behavior.
- To be RELEVANT **and** RESONATE with material that is trusted, engaging and seen as helpful, worthwhile and ‘for me’.
- To elicit a RESPONSE with simple and signposted next steps, delivered via layers of information.
- To deliver a positive RETURN ON INVESTMENT across the campaign



# Creative brief

## Get:

New Zealanders, with additional focus on Māori and Pacifica

## Who:

Are experiencing cost of living pressure and are at risk of energy hardship

## To:

Take small energy and cost saving actions around their home

## By:

Showing exactly what the key actions are and the direct money saving they can deliver

# Considerations

- Our audience lead busy and complex lives
- We need to maintain peoples' mana
- Reach who we need to without it feeling like we are targeting or stereotyping
- Leverage the power of our partners
- Manage potential barriers including language and digital divides
- Appreciate our actions aren't new or revolutionary
- Appreciate our action won't solve the cost-of-living crisis
- Be measurable and accountable with the investment
- Our messages aren't lifelines for those most vulnerable to financial hardship

# Creative and messaging overview

A seasonal campaign that focused on key actions New Zealanders can do for free, quickly and easily around their home, to

Save up to \$500 a year on your energy bill.

- Four key actions, and their explicit cost savings were profiled, focusing our audience on 'tips' that have high impact.
- The campaign was bright, quirky and nostalgic, supporting straight messages with charm.
- The retro feel reflected real kiwi homes that are warm, and familiar, rather than full of new and shiny appliances.



# Creative and messaging overview

Campaign hierarchy to support consumers in different ways to meet their needs

High frequency  
low touch

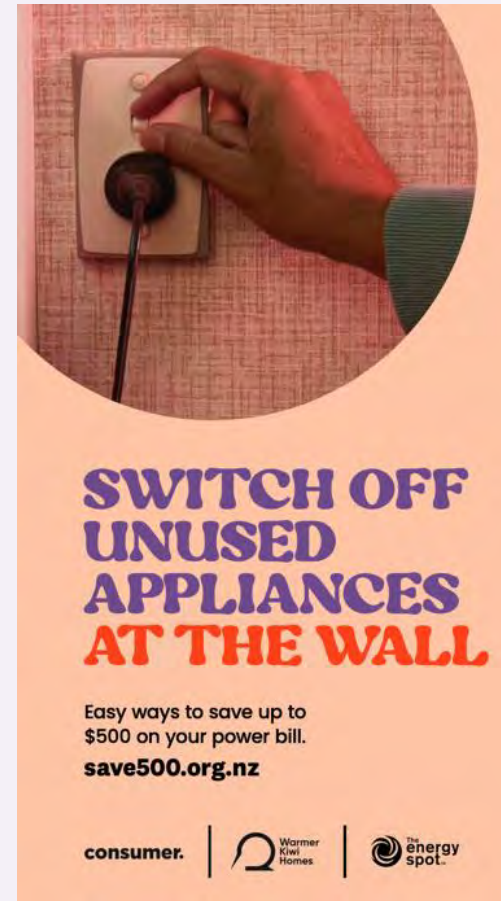


Low frequency  
high touch

Single minded proposition	<ul style="list-style-type: none"><li>• Simple, free and easy actions that can save you \$500 on your power bill</li></ul>
Four key promoted actions:	<ul style="list-style-type: none"><li>• Check you're on the right power plan with Powerswitch.</li><li>• Use a cold clothes wash.</li><li>• Turn off unused appliances at the wall.</li><li>• Set heat pumps to a max of 21 degrees.</li></ul>
Detailed advice and 'how to':	<ul style="list-style-type: none"><li>• Long form information on implementing each key action, and other supporting tips to save energy and keep your home warm and dry.</li></ul>
Self serve tools, calculators and products	<ul style="list-style-type: none"><li>• Powerswitch.org.nz</li><li>• Warmer Kiwi Homes eligibility tool</li></ul>
One on one personalised support	<ul style="list-style-type: none"><li>• Upweighted Powerswitch contact centre team</li></ul>



# Campaign look, tone and feel





# Rationale for the four key actions

Our baseline research found that although these tips weren't new or groundbreaking, there was a gap between knowledge and uptake which formed our behaviour change approach.

By 'nudging' these actions, we could drive an immediate increase in uptake and use them as a door opener to deeper information.

The four key actions were based on

- impact to average cost saving
- Technically proven
- the ease of action
- relevance to households and
- the fact they were all free and easy.\*

Check you're on the best power plan for you and your whānau

A saving of up to \$400 per year.

Switch off appliances at the wall when you're not using them

A saving of up to \$100 per year.

Set your heat pump to a maximum of 21 degrees

A saving of up to \$320 per year.

Change your washing machine settings to cold wash

A saving of up to \$50 per year.

Call to action: [Visit save500.org.nz](https://www.save500.org.nz) to find out more

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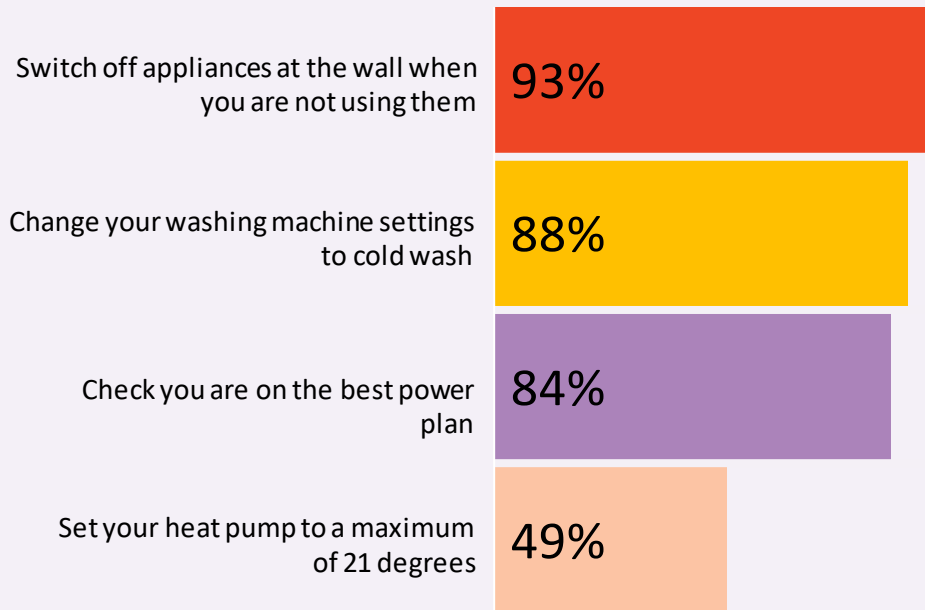
\*The campaign started with 5 key actions however 'shorter showers' created a distraction to the campaign, so was dropped to a tier two message before full rollout, further detail in the appendix

\*Supporting evidence: <https://www.consumer.org.nz/articles/save500-supporting-evidence>

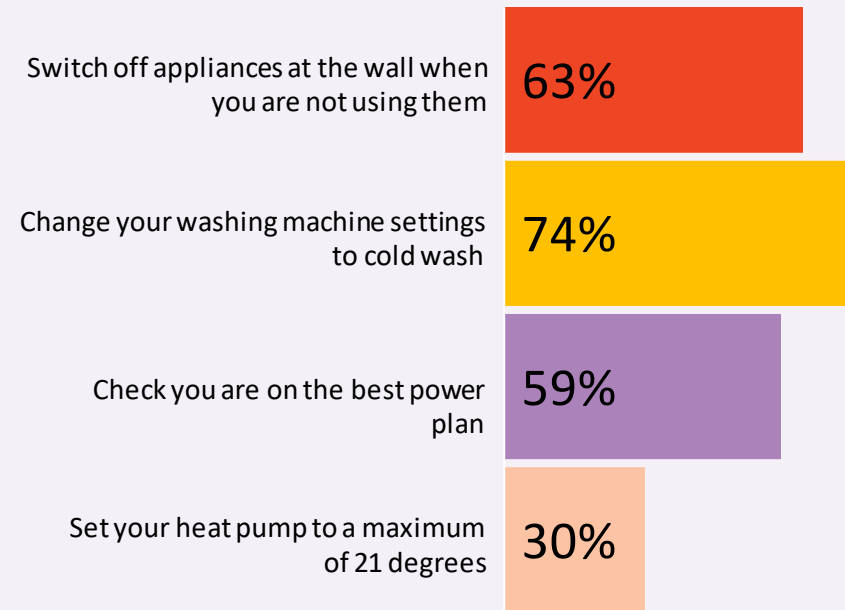
# Pre-campaign insights

A pre-campaign dip was undertaken to understand both the awareness and current uptake of key actions. The campaign wasn't designed to take brand new ideas to market, but rather to drive further action. However, there was a large knowledge and action gap in effective heat pump use.

## Awareness of energy saving actions: Pre-campaign (May 2023)



## Which of the following actions do you currently do? Pre-campaign (May 2023)



# Behaviour change framework applied

## The Com-B model

The COM-B model breaks behaviour change into three key factors: Capability, Opportunity and Motivation. It can be described as the 'know-how, can do, want to' of behaviour change, and applied to behaviour change interventions.

The key metrics from the campaign evaluation that align to Capability, Motivation and Opportunity clearly demonstrate the successful intervention logic, with the campaign stimulating high levels of motivation, opportunity, capability, and ultimately reported behaviour change among the target market.

With the campaign designed to hero simple actions available to all householders—including tenants, the physical opportunity to act is clear. There is also strong social opportunity: most people find advice on how to save money around the home as helpful to them (67%), but even more think it's helpful for others (83%).

Most are aware of the campaign's actions as a way to reduce energy bills, but they're not necessarily doing them. The campaign's aim was to remind people about basic actions they can take. Actions are designed to be accessible to majority with no cost or significant time or expertise needed. Low bar actions so capability of the audience was high

The desire to save money is acute. Energy bills are a real concern – among many other cost-of-living pressures. 44% of the market are 'very concerned' by rising energy costs, rising to 53% and 62% among Māori and Pacific peoples respectively. Highlighting the savings benefit in dollar terms is an effective way to convince people to take the action.



# Campaign was phased over four months

	May	June	July	August
Powerswitch contact centre support increased	✓	✓	✓	✓
Save 500 website live	✓	✓	✓	✓
PR launched**	✓			
Search engine marketing	✓	✓	✓	✓
Radio adlibs by presenters (mainstream and cultural stations)	✓	✓	✓	
Out of home advertising (community centres, pools, malls, bus shelters)		✓	✓	
Consumer NZ Newsletter (to full Consumer NZ database)		✓		
250,000 Booklet distributed to 800 community partners (7 languages)		✓		
MSD Distribution of 500,000 addressed brochures		✓		
20,000 brochures into 420 low decile medical centers			✓	✓
TV Schedule (TVNZ, TV3, Maori TV)			✓	✓
Digital video (on demand and Youtube)			✓	✓
Social Media (Facebook and Instagram)			✓	✓
Campaign monitor in market				✓

\*\*PR scaled back post launch

# Māori and Pacific prioritisation

Māori and Pacific households are twice as likely to experience energy hardship than general population. With that in mind prioritising both into all aspects of the campaign became key. This included creative thinking, talent selection, key partnerships, language decisions to our media buying strategy.

## Key aspects:

- The 16-page booklets were produced in 7 languages, in consultation with Ministry for Pacific Peoples and their ability to support distribution through their strong and connected networks.
- Managed and facilitated by Consumer NZ, distribution was through a highly engaged and trusted community network that included Marae, Pacific community hubs and churches, among a network of partners.

ENGLISH	TE REO	SAMOAN	TONGAN	FIJIAN	NIUEAN	COOK ISLAND MAORI
174,540	24,740	11,955	12,135	9,955	7,960	8,715

Media environments and locations were selected that had a higher index of Māori and Pacific, culturally aligned, and could operate in language.

We partnered with Iwi radio stations nationwide, alongside the Pacific Media Network. Rather than running ads, the presenters carried our messaging in their own style, language and tone, grounding our messages in their content and context.

Presenters took our messages to air over 300 times across Aotearoa and reached an estimated 280,000 people.

KIMI MAI HE MONI I WĀHI KĒ



**Whakawetohia**

Ko te nuinga o ngā mea kua tūhono atu ki te pātū hiko i te kāinga e mahi ana i te hiko i ngā wā katoa, ahakoa kāore tonu e kā ana. Ko te whakaweto i ēnei pūrere ki te pātū i te wā kāore e whakamahia ana, he penapena atu ki te \$100 i te roanga o te tau.

**ME MŌHIO E KOE KI Ō PŪRERE KAI-HIKO**

Ko te nuinga o ō tātou kāinga e kīkī ana ki te pūrere otiā, e mōhio ana rānei koe ki ngā mea e whakapau kaha ana i te hiko? Ko te whai māramatanga ki ngā mea kai-hiko nui atu me te mahi panonitanga paku nei i te āhua o tāu whakamahinga o ēnei pūrere, he penapena moni anō te kai i ngā marama o te takurua.

**Ngā pūrāma**

Ko ngā pūrāma tahito 100W ka 20c i ia pō te whakakāinga. Hui katoa he tāpiringa o roto, tēnā kia mōhio tonu kia whakaweto i ngā rāti ki te kore koe e naho ana i tauarūma. Mēnā rā e taea ana e koe, kōwhiringa ngā pūrāma LED hātemea he ngāwari noa ake te utu kia whakakāhorehia ēnei, ka tere te utua ēnei pūrāma i a rātau anō - ko ngā pūrāma LED ōrite nei, ka 3c te utu i te reanga o te pō, me te aha, he penapena i te \$62 i ia tau.



# Results



# Top 10 performance outtakes

**2.4 million**

Kiwis could recall the campaign (59% of total population).

**92%**

Liked the campaign.

**68%**

Said it was useful to them and-

**84%**

thought it was useful for others.

**1.7 million**

Kiwis took some form of action from seeing the campaign.

**83%**

Of all Māori and Pacific that knew the campaign took some form of action.

**47%**

Increase in visitors to Powerswitch year on year (118k growth)

**27%**

Increase in switch requests with an average annual saving per household of \$358.

**174,000**

Visitors to Save500.org.nz in 3 months

**\$1.55**

Per person cost for a self-reported action.

**ROI of \$3.06**

**The campaign delivered a \$3.06 Return on investment for every dollar spent based on energy savings and carbon reduction.**

The campaign over performed for Māori and Pacific - more likely to like the campaign, thought it was relevant to them and more likely to take action than total population.

# Reach

Did our campaign make it to  
the eyes and ears of our audience?



# Reach: high frequency and impressions delivered



DL Brochure reached 500,000 households (27% of all NZ households), based on receiving the winter energy payment, leveraging relief and education.



250,000 16-page booklets were supplied in 7 languages to 800 in community partners nationwide for distribution.



TV reached 64% of all New Zealanders\* (2.87m) an average of 20.8 times.



Digital reached 3.2m New Zealanders\*\*\* spread across video (TVNZ+, Three Now and YouTube and static creative across native placements).



Radio reached 17.7% of all New Zealanders\*.



Out Of Home Reached 1.5m New Zealanders.\*\*



Social Media (Facebook and Instagram) reached 1.4m New Zealanders.\*\*\*



20,000 brochures were placed in 400 medical centres located in areas of high priority.

\*All New Zealanders aged 10+ | \*\*All New Zealanders 18+ | \*\*\*All New Zealanders aged 25+

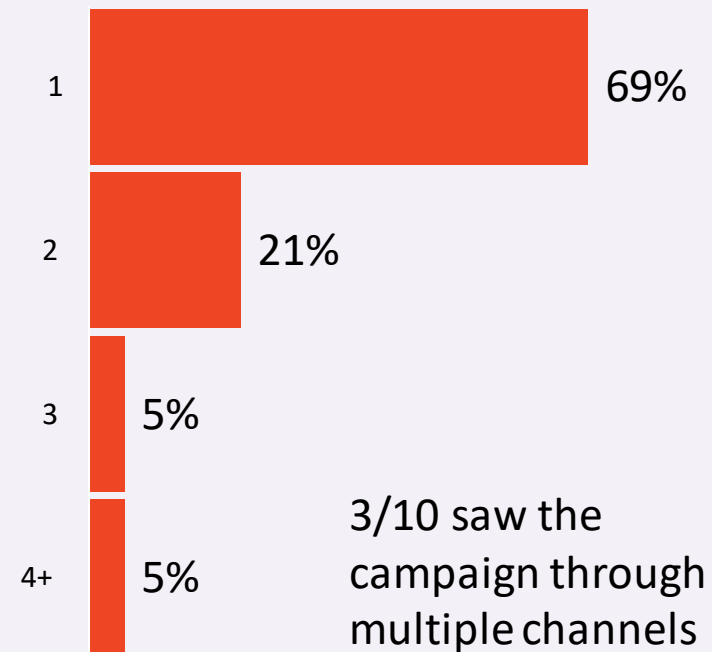


# Reach: multi-channel warranted

The campaign's channel mix successfully reached different targets with different channels. Pacific and youth leaned more to digital channels and out of home, while older Kiwis relied more on TV and traditional channels.

	Total market	Māori*	Pacific*	Youth	Older
TV	65%	65%	48%	32%	81%
Radio	4%	3%	5%	1%	5%
Out of home	4%	5%	13%	5%	6%
Online advertising	11%	13%	18%	19%	7%
Social media	15%	21%	34%	28%	13%
YouTube	12%	6%	29%	26%	8%
TV on demand	20%	19%	17%	31%	13%
In my mailbox**	11%	4%	5%	10%	13%

Number of channels through which the campaign was seen(total market)



\*Note small sub-sample size at ad-recaller level (43 Māori and 40 Pacific) – results indicative only

\*\*Note the mailbox drop was done 10 week prior to research so this will have had an impact on ability to recall

Note this doesn't include the booklet as that was not distributed / placed direct to audience rather through intermediaries

# Recall and resonance

Did our campaign connect  
and stick with the audience?





# Recall + resonance: liked and useful

59%

of New Zealanders could recall seeing the campaign.

92%

liked the campaign – Significantly higher than the norm for government campaigns at 76%.\*

60%

thought campaign 'useful and practical' - the two most positive terms used to describe the campaign.

58%

of our audience would like to see the campaign a lot more or a few more times.

31%

of those that recalled the campaign saw it in at least 2 different channels.

Q: LIKE: Do you like the ad?  
BASE: Total market n=838, Māori n=138, Pacific n=101  
NORM: based on 8 government campaigns -

# Recall + resonance: drove action awareness

Those who recalled the campaign had significantly higher awareness and perceived effectiveness for all four hero actions.

## Awareness of actions

	Haven't seen campaign	Seen campaign	Difference
Checking you are on the best power plan	84%	93%	+8%
Switching off appliances at the wall when you are not using them	90%	96%	+6%
Setting your heat pump to a maximum of 21 degrees	72%	93%	+21%
Changing your washing machine settings to cold wash	87%	96%	+9%

## How effective are the actions in saving on power

	Haven't seen campaign	Seen campaign	Difference
Checking you are on the best power plan	28%	36%	+8%
Switching off appliances at the wall when you are not using them	19%	29%	+10%
Setting your heat pump to a maximum of 21 degrees	23%	31%	+8%
Changing your washing machine settings to cold wash	31%	45%	+14%

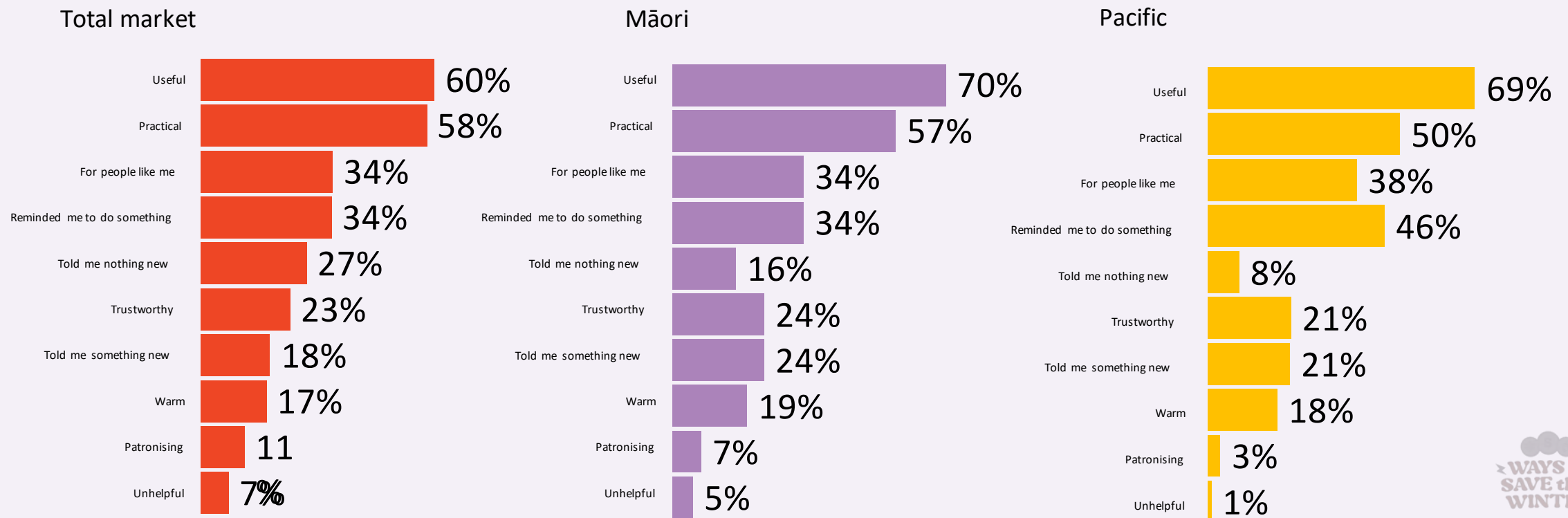
\*Compared to 8 recent NZ Government mass media campaigns from a range of agencies



# Most found the campaign useful and a third agreed it was for people like them

Only 1 in 10 found it patronising

The campaign had a high relevance score, with around one-third saying it was 'for people like me' - nearly double the government average of 18%\*. Māori found the ad significantly more useful than the total population. Significantly fewer Pacific peoples found the campaign unhelpful.



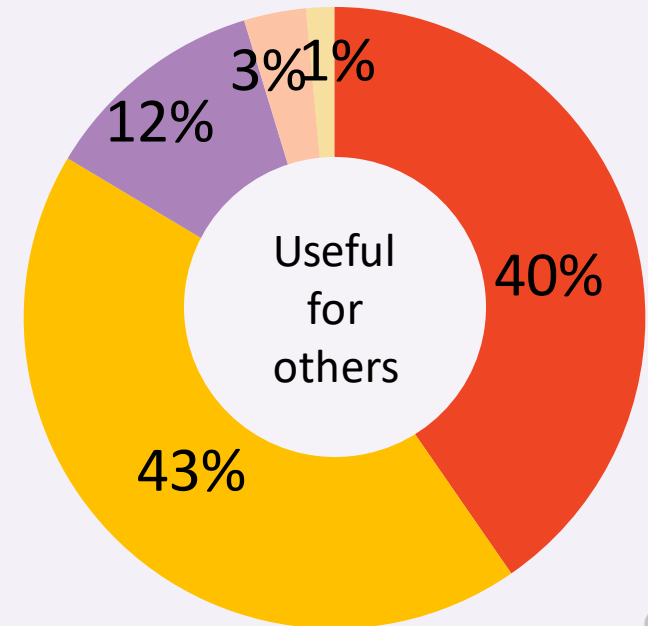
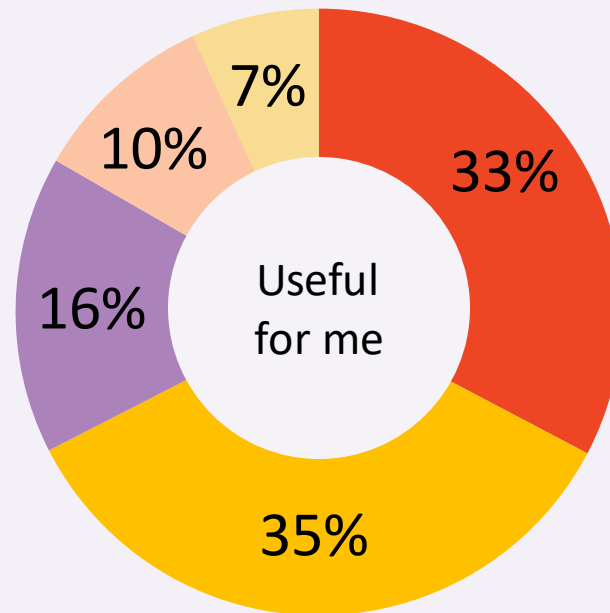
# Over two-thirds thought it was useful for them personally to have a campaign about saving money at home

Just 1 in 20 didn't think this was useful for anyone.

"Great way to catch the people who don't know these tips. Well done!"

- Respondent

- Very useful
- Useful
- Neutral
- Not that useful
- Not useful at all



# Response

Did our campaign help  
shift behaviours?

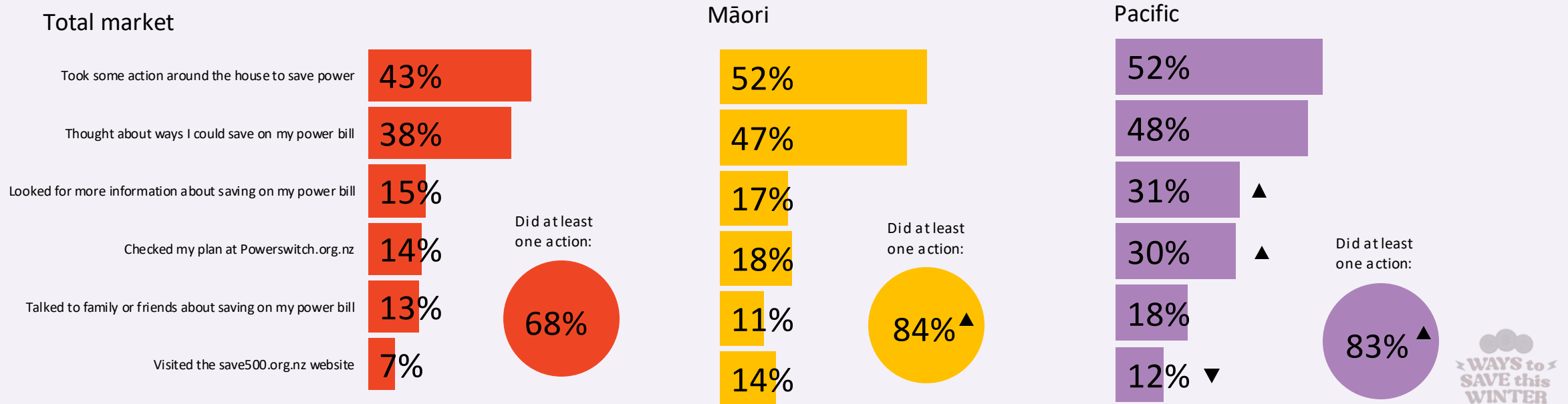




# Of those exposed to the campaign, 68% took action, rising to over 80% among Māori and Pacific

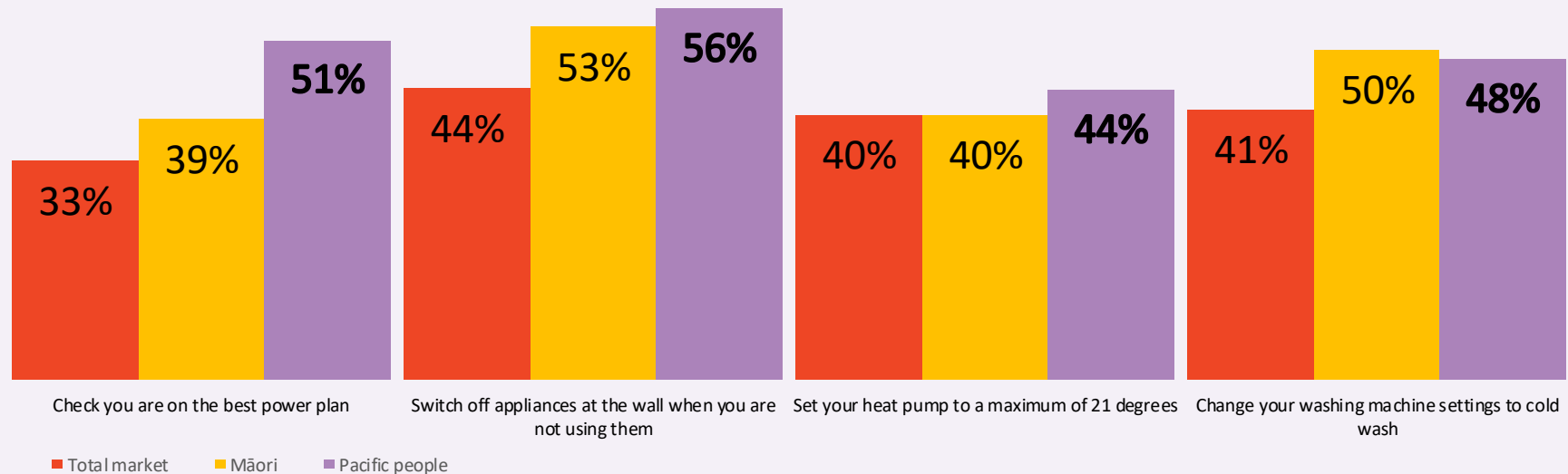
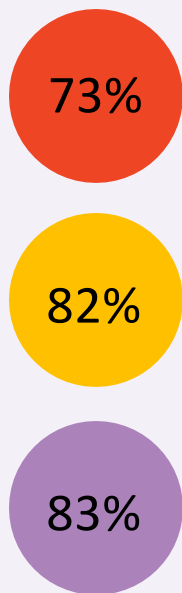
The campaign was effective in prompting real action, not just encouraging people to think about it. A greater proportion of ad recallers indicated that they 'took some action around the house to save power' than those who 'thought about ways I could save on my power bills'.

## Action taken as a result of seeing the campaign



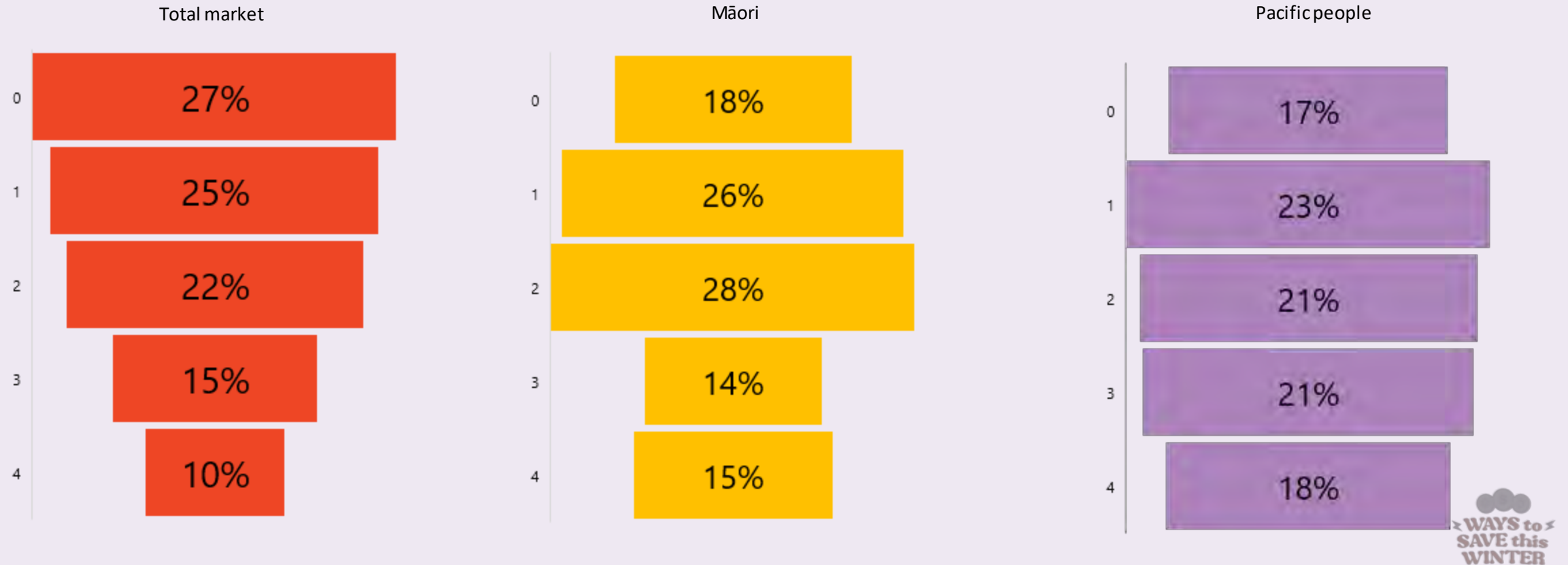
# Of people who saw the campaign, 73% took at least one of the four key actions – with higher incidence among Māori and Pacific people

Action taken as a result of seeing the campaign (4 campaign actions)  
Done at least one action:



# The campaign drove an increase in taking multiple actions

Number of actions taken as a result of seeing the campaign



# Māori and Pacific performance

	Māori	Pacific	Total Market
<b>Six out of ten of respondents identifying as Māori and / or Pacific had seen the campaign</b>			
Net seen campaign	59%	60%	59%
<b>Māori and Pacific found the information significantly more useful than average</b>			
Found the advertisement useful	70%	69%	60%
<b>And these two groups were significantly more likely than average to want to see the campaign again</b>			
Would like to see the campaign more	68%	76%	58%
<b>They were significantly more likely than average to undertake at least one campaign action as a result of seeing the campaign</b>			
Undertook at least one campaign action as a result of seeing the campaign	84%	83%	73%
<b>Māori and Pacific were also significantly more likely than average to see the campaign as useful for others.</b>			
Found the campaign very useful for others	48%	62%	40%

# Further insights by segment: renters vs homeowners

The difference between renters and homeowners are very small.

However, renters are more likely to live in a cold and draughty home but are slightly less aware of actions they can take to help reduce energy costs - and are doing less in this space.

	Total market	Renters
<b>Renters are more likely to be living in a cold and draughty home.</b>		
Live in a cold and draughty house	23%	29%
<b>They have slightly lower awareness of actions they could take to reduce their energy bills compared to total market.</b>		
Checking they are on the best power plan (knowledge)	89%	87%
Checking they are on the best power plan (action)	57%	53%
<b>Their recall of the campaign was similar to average, but it resonated slightly less with them; they were slightly less likely to see the ad as practical for them or for people like them.</b>		
Net seen campaign	59%	58%
Practical for me	58%	54%
For people like me	34%	31%
<b>Renters were less likely to see this type of campaign as useful for others</b>		
Saw the campaign as 'very' useful for others	40%	37%



# Further insights by segments: age

## Younger adults aged 25-34:

- Knew the least about what they could do and were taking fewer actions
- Were the most responsive to the ad, liking it more and wanting to see it again
- Weren't as easy to reach within the current channel mix, and were less likely to see the TV ad

## Older adults aged 55+:

- were more aware of what they could do, and were taking more actions
- Were less likely to report a change in behaviour as a direct result of seeing the campaign.

*"Saving energy, aimed at millennials who have no idea of the costs of things as they live at home until in their late 20's and haven't had to budget plan in their life."*

*Respondent aged 55+*

	Younger (25-34)	Older (55+)
Younger adults were less aware of energy-saving actions they could take, and their conversion to action was lower.		
Awareness of 4 hero actions in campaign (average across 4 actions)	83%	94%
Taking action (average across 4 focus campaign actions)	55%	63%
Conversion to action	66%	67%
Campaign recall	49%	71%
When they saw the campaign, younger adults were more likely than older New Zealanders to say they 'loved' the ad and wanted to see it a lot more.		
Loved it	30%	19%
I'd like to see it a lot more	20%	11%
Younger adults were more likely to feel informed by the ad, and significantly less likely to find it patronising.		
Told me something new	27%	18%
Patronizing	3%	13%
Younger adults were significantly more likely to have taken at least one of the four campaign actions as a result of seeing the ad		
Taken at least one of the four campaign focus actions	85%	69%

# Campaign digital eco-system

Alongside the direct-to-consumer message about the actions they could take, there was a strong digital ecosystem.

It was built around the idea of reaching the audience with the biggest single actions (through social and digital ad channels), increasing their knowledge through deeper information at the campaign site and linking to them key sites where they could take digital **action**. This was predominantly Powerswitch, but also the Warmer Kiwi Homes eligibility tool.



# Social media: important role and strong performance



- Social total impressions 4.2m
- Social total reach 1.4m
- Traffic to site delivered by social 40,200 visits
- Average cost per click 86 cents (Industry benchmark \$1.20)
- Average click through rate 0.88% (Industry benchmark 0.50%)

- Social media played a huge role in this campaign- driving both reach and traffic. It allowed two-way interaction between the campaign and consumers, as well as peer-to-peer interaction.
- Hosted on Consumer NZ's Facebook page, and mirrored to Instagram, the campaign ran over 16 variations of creative across video, static and animated material.
- Social drove 40,000 clicks to the website at very efficient industry benchmark costs and engagement levels. This was by far the largest driver of website traffic in the campaign.
- Social moderation reviews were undertaken multiple times a day. However, the large reach of the campaign (over 4.2 million impressions reaching over 1.4 million kiwis), meant that moderation was light and there was no need for our escalation process.

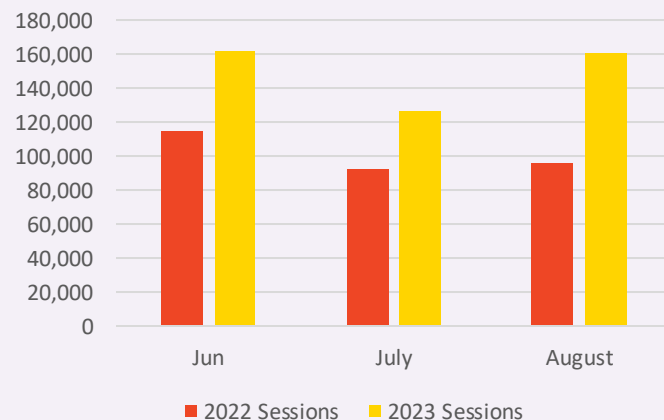


# Powerswitch: a significant increase in performance

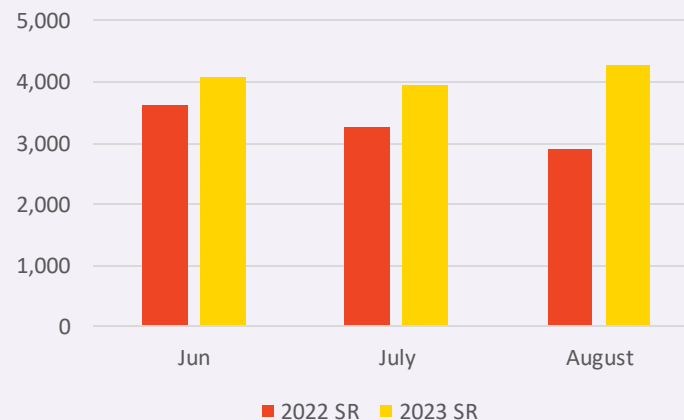
The impact of this campaign on Powerswitch alongside the successful Powerswitch marketing activity run by Consumer NZ was seen through:

- Organic search for Powerswitch 'brand' keywords had a 61% increase YOY
- The Powerswitch website had a 47% increase YOY in site sessions across winter – 450,688 sessions over June, July and August in 2023
- There was a 26% increase in switch requests across the three months.
- There was effectively no change YOY for questionnaire completions, over the three months. This aligns with generic Powerswitch user behaviour, as switch requests are less common on first visits

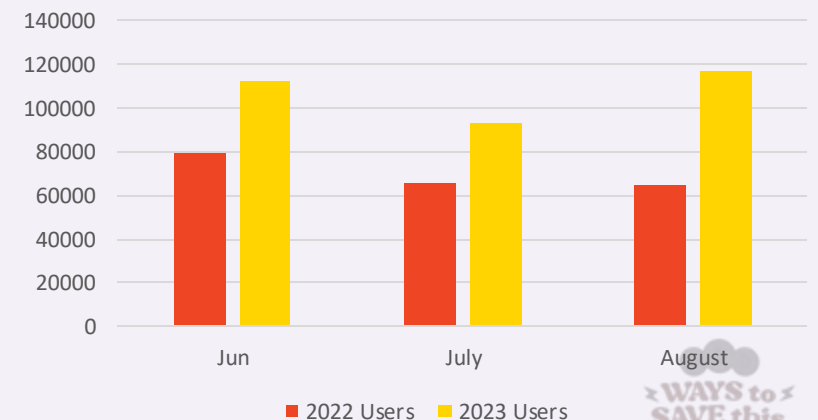
Site sessions by month



Switch requests by month



Site users by month

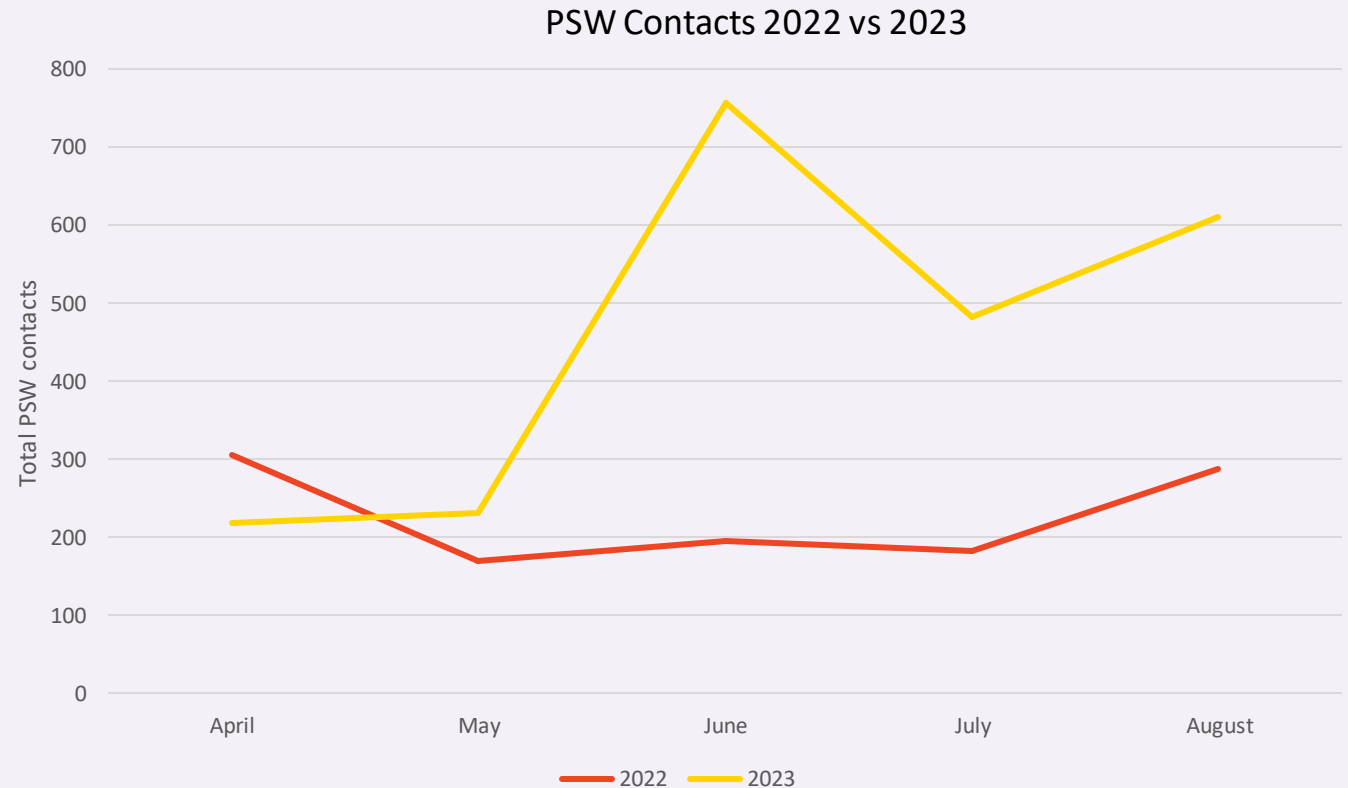


# Powerswitch contact centre impact

From May to August, emails and calls to the contact centre doubled year on year.

One of the key campaign infrastructure elements was to increase the capacity of the Powerswitch contact centre to account for increased contacts - this investment was key.

The contact centre is a key tool in reducing digital inequality, because it allows consumers to still use Powerswitch if they can't do so online.



# Save500.org.nz had over 170,000 visitors

Between May 24 and August 30 - Save500.org.nz saw:

143,054

Users

172,515

Sessions

46.25%

Engagement rate

58% of visitors scrolled past 25% of page - noting this was a single page site with the key information prioritised to the top of site.

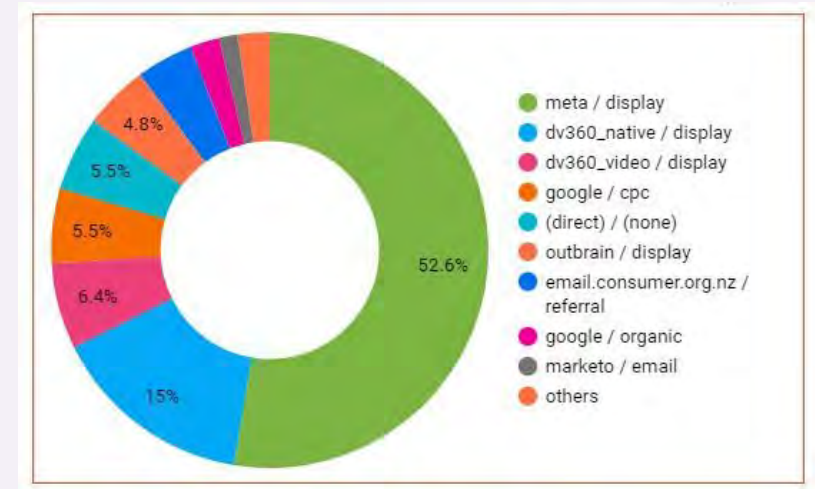
Of the total users, 114,000 came direct from paid campaign marketing

6052 users came directly from Consumer NZ's Powerswitch email campaign

Website traffic was skewed female (66%) and was predominately from mobile devices (78%)

- Over 3850 users went directly through to Powerswitch
- Over 950 users clicked through to the Warmer Kiwi Homes eligibility tool
- Over 670 users clicked through to Gen Less
- Over 450 downloaded the English 16-page booklet

Users by Source





# Return on Investment

Did our campaign deliver value for money on its investment?



# Value for money: Return on investment

**\$2,700,000**

Campaign investment

**\$7,875,456**

Consumer\* energy savings

**2271 tonnes**

Carbon abatement

**\$390,552**

Carbon abatement value

**\$3.06**

Annual ROI per dollar spent

For every dollar spent on the campaign, **\$3.06** in energy savings benefits were realised for New Zealanders who took action as a result of seeing the campaign.

This goes up to **\$2.92** when including the carbon reduction these changes in behaviours have created through reduced energy use.

This ROI is developed using Treasuries CBAX tool, we inputted data from the campaign and the external evaluation with pre and post survey data alongside energy use data to determine the ROI across three of the key campaign actions and aggregate that up to a single ROI\*\*

The three actions we evaluated were:

- Switching to a new power plan on Powerswitch.org.nz
- Shifting from always washing in warm water to washing in cold
- Setting your heat pump to a maximum of 21 degrees.

The ROI is based on the percentage of people that recall the campaign and the shift in behaviour from pre to post campaign. Alongside the energy impact of that specific behaviour shift over a year. The Carbon figure is based the averaged carbon production from our grid, the reduction due to the energy savings produced. The carbon price is based on Treasury Shadow Price of carbon, central estimate out to 2030.

\*New Zealanders struggling with income adequacy

\*\*The full data breakdown and assumptions used have been supplied in the appendix

# Value for money: campaign cost of delivery

When looking at the media investment overlayed across the campaign reach, recall and action we can understand the cost per individual impact.

**\$60.35**

The media cost per 1000 people reached.

**\$0.87c**

The cost per person that could recall the campaign.

**\$1.55**

The campaign cost per person that took some form of energy saving action from seeing the campaign.

Based on a \$2.7m investment, across campaign reach of priority audience, recall percentage of that audience, and self reported action from those that could recall the campaign. Source: MBM Media performance & TRA Campaign monitor Aug 2023



# Value for money: media recall vs media spend\*

Channel	Total market recall	Percentage of media spend
TV	65%	32%
Radio	4%	4%
Out of home	4%	10%
Social media	15%	7%
YouTube	12%	9%
TV on demand	20%	4%
In my mailbox**	11%	34%

From an investment perspective, TV (linear and on demand) highly overperformed.

Social media overperformed in terms of recall, and was the highest driver of website traffic over the campaign.

Out of home has underperformed in this campaign.

\*\*While we have reported direct mail there is less confidence in these numbers due to the singular nature of the out of home approach and the gap between the drop and the research (11 weeks).

\*This spend looks at the media placement cost not including production as multiple channels used the same assets.

# Summary and key learnings

1. Simple and direct energy-efficiency messaging proved impactful with consumers, particularly Māori and Pacific. It was deemed helpful and led to action uptake. Over 90% of campaign recallers liked the campaign – significant outcome.
2. During a challenging cost-of-living backdrop, this campaign helped to deliver a \$3.06 of benefits for New Zealanders who took action – direct energy savings and carbon abatement.
3. Nudging works with scale and frequency. This campaign didn't include new ideas, it was about linking actions with the savings (creating a low barrier and compelling offering) and reaching audience with frequency. While our data showed an overall high knowledge of the actions before the intervention, the campaign drove considerably higher uptake.
4. Multichannel approaches are crucial to ensuring campaign recall – leading to higher action uptake with more channels recalled.
5. ROI benefit clear due to understood energy costs and benefits associated with individual actions.
6. Partnerships created an impact that we couldn't have delivered alone. Using strengths of each partner allowed us to deliver much more overall (Ministry of Social Development data, Ministry of Pacific Peoples connections, Consumer NZ community outreach and trusted messenger, EA's support for call centre support and guidance, etc). Future partnerships in the energy hardship space would be recommended ongoing.
7. Short timeframes to develop and deliver reduce ability to consult all potential stakeholders in ecosystem, test creative concept as fulsomely. Runway key to success for nationwide campaigns.
8. Using trusted brands and the right voices helped us maintain audience trust. This campaign showed the real potential Warmer Kiwi Homes has to support New Zealanders with low-cost energy efficiency messaging and support outside of the grants programme.
9. Information provision alone cannot deliver meaningful behaviour change. Emotional response through creative solutions is critical to drive cut-through and recall.

# As campaign matured, tone shifted and adapted to ensure performance maintained

Aspects of the campaign were modified following feedback from several stakeholder groups. It was useful to listen and reflect on those aspects. As a result, we simplified messaging and the approach to market, specifically we:

- Upweighted the media mix of information on Powerswitch, which offers the highest potential savings on power bills annually.
- We removed the 'shorter shower' message from tier one to tier two, and broadened messaging about hot water usage (hot water usage makes up a third of a household's power bill).
- Tonally, we shifted from using the 'finding money in weird places' strapline as it became a distraction from what was valuable information for many households. The phased creative approach maintained original humour and feeling of nostalgia, using the highly engaging and popular Kura Forrester to carry the messaging.
- This realignment had some impacts on the campaign. Not all channels were in market from May. But TV mix was kept same and by August was overdelivering on recall while some creative was updated.
- Although these shifts occurred, campaign delivered to budget, to timeline and achieved strongly in results.



# Out of Home advertising in action

