

Community Awareness

EnergyAustralia

theBRIEF

EnergyAustralia brief Adrenalin on developing a strategy that would see EnergyAustralia as community focussed at a time when electricity supply deregulation was approaching.

Adrenalin pitched a unique community ground roots level campaign, giving back to the community, which we called "EnergyAngels Day!"

The program also had to fit into EnergyAustralia's new positioning statement, "Who's Got the Energy?" EnergyAustralia!

theSTRATEGY

Organise Volunteers, collect and verify nominated jobs from the community.

Community projects ranged from repairs and maintenance to refurbishing community buildings and sites.

Volunteers were sourced through EnergyAustralia staff and within the community through advertising.

theADVERTISING

Press, Radio, & Internet were the mediums used. Together with a PR Campaign

theBRIEF

Adrenalin was responsible for all design from logo design, press ads and radio scripts through to supporting the internet page which was an add on to EnergyAustralia existing web site.

theLEAD - UP

Council meetings to approve certain projects. Media launch with the CEO of EnergyAustralia with celebrities like Paul Harogan gathered at Warners Bay foreshore.

theEVENT

There were 25 projects nominated to be completed in one day in the 2 regions. With 200 Volunteers to help.

The work ranged from cleaning rubbish on the foreshore at Newcastle seaside, painting community halls and general clean-ups at retirement homes.

theRESULT

Increased brand awareness post EnergyAngels day has influenced EnergyAustralia's decision to roll out the concept into the Sydney Metro region.



Adrenalin
...what a great idea