



GAVIN SHEPPARD

Former CMO – Smart Energy GB





how magazines helped make Britain smarter

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Former CMO, Smart Energy GB



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Carrot Cars

Dial 123

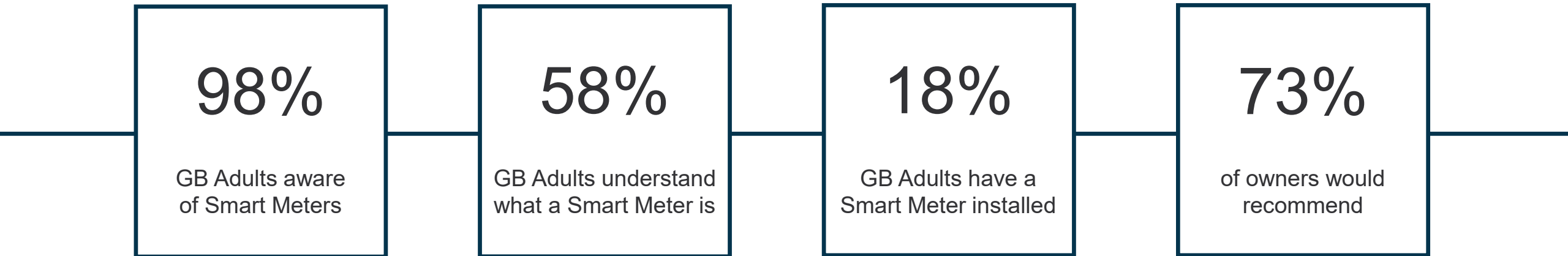
FREE

NEXT CUSTOMER PLEASE



50 million adults
26 million homes

A hugely successful first three years



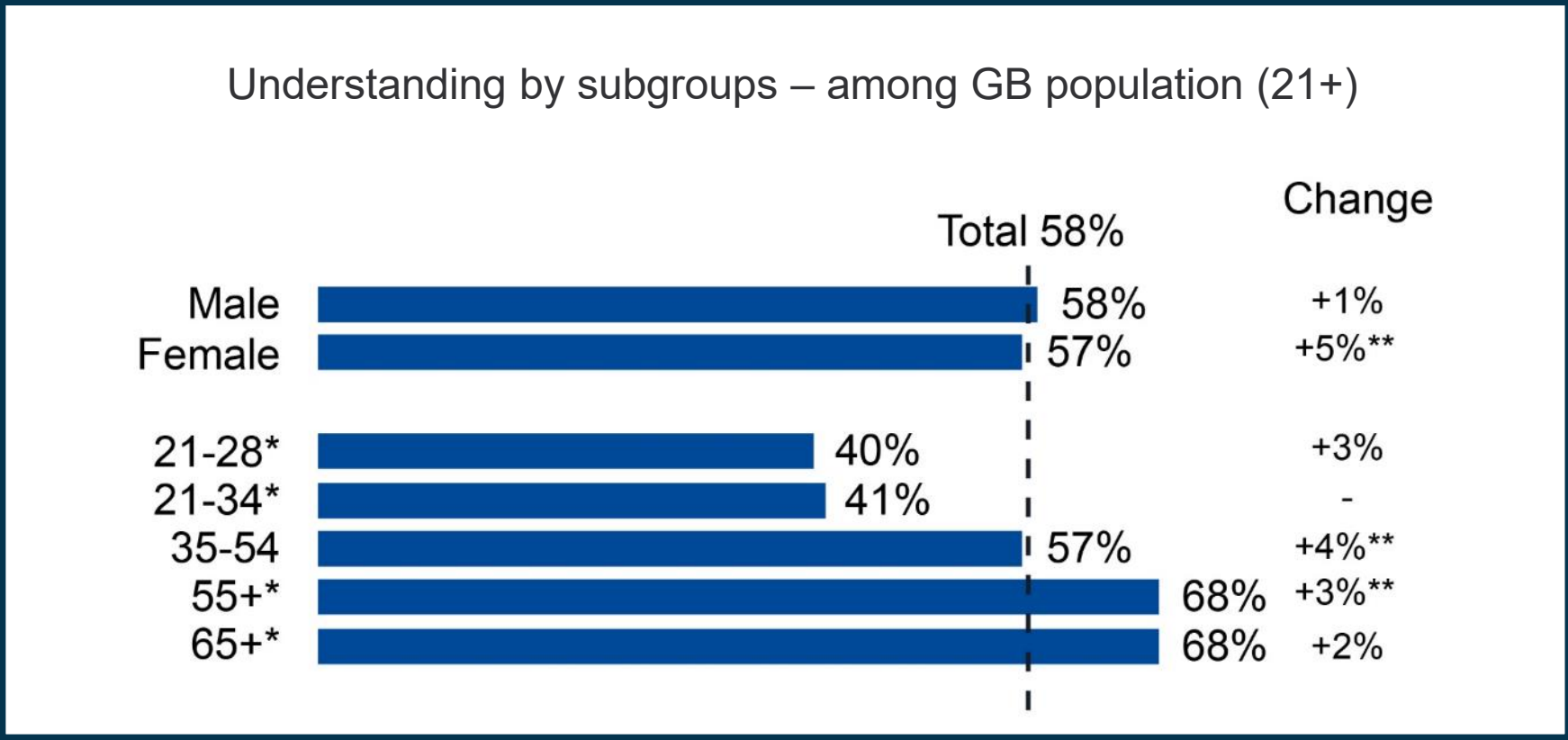
Source: Outlook Wave 8 (November 2017 fieldwork)

Low interest
category

Functionality
problems

Negative press
coverage

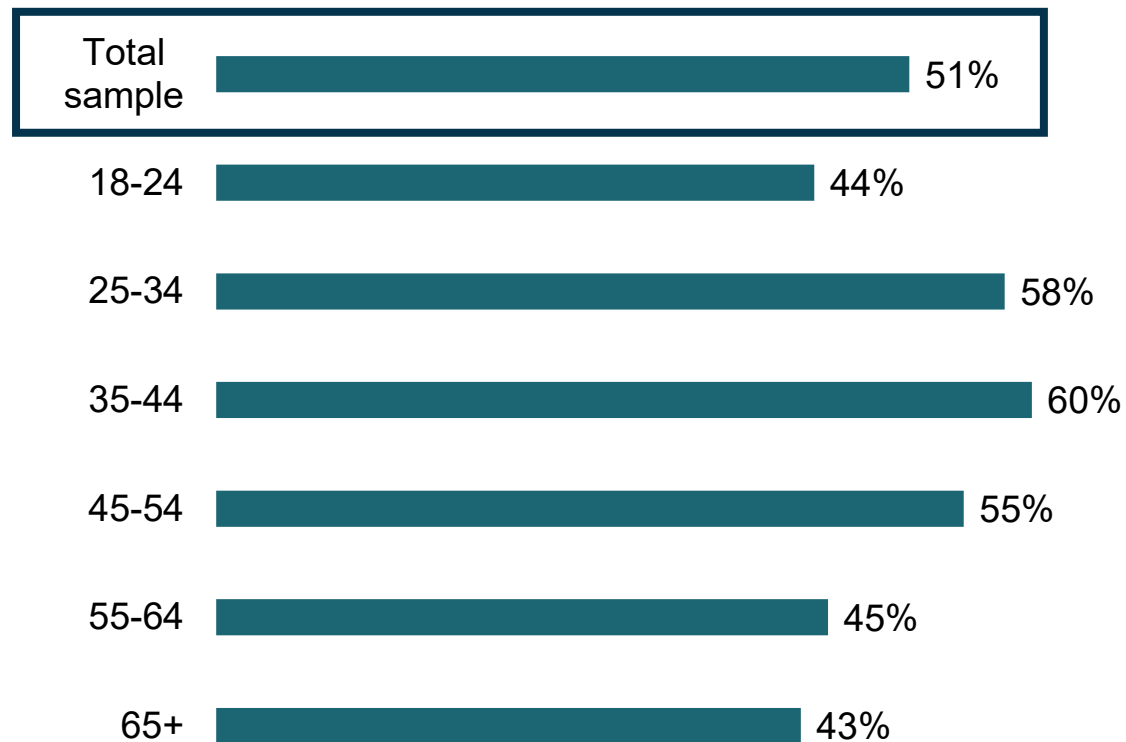
In 2017 younger audiences were lagging behind



Source: Outlook Wave 8 (November 2017 fieldwork)

the core campaign
wasn't cutting
through

Relevance among core campaign recallers



Source: Smart Energy Advertising Tracker H1 2017 Deep Dive



insight

Energy doesn't begin to register with young people, yet it sits at the heart of the things they care about most: from video games to beauty, food to exercise



connect to passion points
target discretely
demand attention



changing role for magazines

FROM

- Secondary awareness-driving channel
- Standard display formats
- Print only



TO

- Primary engagement-driving channel
- Bespoke content
- Multi-channel



the work



10p



What!?



We put two *Cosmopolitan* Home, Made HQ residents to the test with Smart Energy GB, to discover how much they *really* know about what goes into powering a home...

Sophie and Emily have lived with their three housemates in a *Cosmopolitan* Home, Made residency in east London for nine months now – so you'd think they'd be pretty clued up on how much it costs to run the place. Using the super-genius of a smart meter – which shows you how much energy you're using and what it's costing in pounds and pence – we dared the girls to get ready for a night out using just 10p of energy (check out the video at [Cosmopolitan.com/uk/goingoutchallenge](https://www.cosmopolitan.com/uk/goingoutchallenge) and see how far they managed to get).

Their next challenge is to tell us exactly how much they think all the appliances they use every day *really* add to their bills and cost of living. Turns out, when you dig a little deeper and get yourself in the know, you can save a tidy sum. (New shoes, anyone?)

LET'S START NICE AND EASY. FOR 10P OF ENERGY, HOW MANY MINUTES OF BLOW-DRYING CAN YOU GET?

Sophie: After our getting ready challenge, I noticed the dial on our energy meter spiked when I had my hairdryer on, so I reckon this one is a bit of an energy guzzler. I'll say an hour.

Emily: I'm going to be optimistic and say two hours. I'm sure my answers are going to be wildly disproportionate, but I'm interested to discover how much I do – and don't – know about our energy use.

ANSWER: *Deep breaths, guys: you can actually only get 21.36 minutes of blow-drying time for 10p. With a house full of women, this could rack up surprisingly quickly!*

PICTURE THE SCENE: IT'S A SUNDAY AFTERNOON, YOU STILL HAVE THE STAMP FROM LAST NIGHT'S CLUB ON YOUR HAND AND, OH YES, YOU'RE HUNGOVER. HOW MUCH WILL THE ACCOMPANYING THREE-HOUR NETFLIX BINGE COST?

"I'm sure my answers are going to be wildly disproportionate, but I'm interested to discover how much I do – and don't – know about our energy use"

EMILY

Sophie: Three hours of TV...? Maybe 45p? We usually all pile into my room for film binges, and at the moment, we're obsessed with the show *Big Little Lies*. It's so addictive.

Emily: I've got a feeling this one is less than you think... I'm aiming low again and saying 2p.

ANSWER: *3p. The average person has five TV series on the go at once and spends a staggering eight years and 10 months watching off halfway through and having to reheat the water then, eh!*

AND, OF COURSE, NO GOOD TV BINGE WOULD BE COMPLETE WITHOUT SNACKS. LET'S GET SOME TOASTIES ON THE GO. FOR 10P, HOW LONG DO YOU THINK YOU CAN USE A GRILL?

Sophie: A couple of hours? I'll take mine with Marmite, thanks. It's mad to think I really have no idea how much electricity things use; this is all guess work.

Emily: I think around two hours as well. And it's easy to forget about it while you're waiting for the machine to get hot!

ANSWER: *You can heat a grill for 29.37 minutes using 10p of energy,*

making it more expensive than a gas stove.

FANCY A CUPPA? IT'LL COST YOU. AS A HOUSE OF COMMITTED TEA DRINKERS, HOW MANY TIMES CAN YOU BOIL THE KETTLE FOR 10P OF ENERGY?

Sophie: I'm always on the herbal teas – I can get through five in a day alone. I think 10 cups in one day was my personal best. I reckon you could boil a kettle 900 times for 10p.

Emily: I need a coffee first thing in the morning to get me going, otherwise I'm completely useless. I think you could boil a full kettle about 15 times.

ANSWER: *We hate to be the bearers of bad news, but assuming a kettle takes two minutes to boil, you can only get seven boils out of it for 10p. Time to stop wandering off halfway through and having to reheat the water then, eh!*

YOU'RE BATTLING WITH YOUR HOUSEMATES FOR A SPOT IN THE KITCHEN, THE STOVE IS IN USE FOR AN HOUR – HOW MUCH WILL THIS COST YOU?

Sophie: I'm thinking it'll cost around one pound for an hour's worth of cooking. I think a gas stove would use quite a big chunk of energy, but I can't go for sure? It's not something you'd ever usually think about.

Emily: There's five of us altogether, and I reckon stoves are probably quite high in terms of energy consumption, so I'll say it costs 15p for an hour of cooking. We have a few vegetarians and vegans in the house, so if it's my turn to cook for everyone, I'll usually go for a lentil curry.

ANSWER: *A gas stove will run for 23.49 minutes using 10p of energy (making it 25.5p for an hour). In a house of five with people cooking at different times, this could soon see pennies turning into pounds.*

Save cash by bulk cooking as a group.

COSMOPOLITAN PROMOTION



"I think 10 cups of herbal tea in one day was my personal best. I reckon you could boil a kettle 900 times for 10p..."

SOPHIE

Like Sophie and Emily, taking a minute to learn how much the appliances you use every day can contribute to your bills could help you to cut back on your energy usage – saving enough for a cheeky Nando's before you know. It's also better for the environment, so *hello* good karma points. Sophie and Emily have both pledged to use their smart meter to keep track of those unexpected energy guzzlers (kettle, we're looking at you), and by making a few changes in their daily habits, are well on their way to receiving cheaper energy bills.

If you want to get clued up on your own energy use and learn where you could be saving cash, contact your supplier today about getting a smart meter at no extra cost. Ka-ching!

1.2m

Video Views

x3

Longer dwell time
than benchmark

32%

Contacted their
energy supplier
about a smart meter
installation

200,000

additional young Britons with a detailed understanding of smart meters

What we've learned

The flexibility of
magazines
as a channel

The value of
quality attention

The power of
trusted voices

The benefits of
agency-client-
publisher
collaboration



onwards