



**POSITIONING RENEWABLE
ENERGY TO WIN WITH
CONSUMERS**



The Conversation



Rational Vs. Emotional

Global Vs. Individual

Intangible Vs. Tangible



Are we relevant?



The “cultural codes” of sustainability



RESIDUAL

DOMINANT

EMERGING

A Colour

“Green is good”

“Go green”

“Eco-friendly”

“Pure and natural”

All-powerful humans

“Save the planet”

“Eco-warriors”

“Harnessing nature”

“Feats of engineering”

Mutualism & Mindfulness

“Stewardship of our land”

“Kaitiakitanga”

“The good life”

“Conscious consumption”

Adapt & Transform

“People, planet & profit converging”



Oppositional
Absolute
Global
Judgemental
Requires sacrifice
Negative

Aspirational
Optimistic
Individual/local
Elitist/premium
Requires effort
Positive

Feel good
Dynamic
Individual/local/Global
Holistic
Effortless
Positive

RESIDUAL

DOMINANT

EMERGING

Fear
Guilt
Obligation
Loss/compromise
Unattainable

Desire
Hope
Responsibility
Exclusion
Unattainable

Excitement
Anticipation
Possibility
Inclusion
Achievable





How do we “win”?



Know what you're trying to achieve

Our Mission: Energy Freedom.

REALISING
OUR PURPOSE >>

TO INSPIRE NEW ZEALANDERS
TO ENJOY ENERGY IN MORE
WONDERFUL WAYS

EXECUTING
OUR STRATEGY >>

DELIVERING CUSTOMER
ADVOCACY
LEVERAGING CORE STRENGTHS
DELIVERING SUSTAINABLE
GROWTH

LIVING
OUR ATTITUDE >>



ACHIEVING
OUR GOAL >>

TO BE NEW ZEALAND'S
LEADING ENERGY BRAND



WELLBEING
OF OUR PEOPLE AND
CUSTOMERS

KAITIAKITANGA
THE CUSTODIANSHIP OF
NATURAL RESOURCES

COMMERCIAL
COMMERCIALLY ASTUTE
DECISIONS



Make it real

With actual
“things”



Make it relevant

Resolve the
cultural tension



Make it “wonderful”

Be unique and memorable –
for the right reasons.....



Get the story out there

ENERGY'S AMAZING. IT CAN MAKE OUR HILLY LAND FLAT.

Energy made Wonderful | Mercury



#RideWonderful on an e.bike

ACTIVEWEAR OPTIONAL.

#RideWonderful on an e.bike

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LESS CARPARKS, MORE PARKS.

#RideWonderful on an e.bike

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MAKE MOLEHILLS OUT OF MOUNTAINS.

#RideWonderful on an e.bike

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8 REASONS to get ON AN E-BIKE

There are many reasons why you should consider getting an e-bike. It's a great way to get around town, and it's a lot more fun than a regular bike. Plus, you can go on adventures that you wouldn't be able to on a regular bike. E-bikes are also a great way to get in shape, and they're a lot more affordable than you think. So, what are you waiting for? Get on an e-bike today!



ARE YOU WITH MERCURY?

Save up to

\$500



on selected e.bikes

ASK US HOW
#RideWonderful

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SUNDAY 2 OCTOBER

Waterfront, 10am - 3pm
[View on map](#)



And keep building on it

MEET EVIE. NZ'S NEWEST ELECTRIC CAR.



See her story at [mercury.co.nz](https://www.mercury.co.nz)

Energy made
Wonderful

Mercury 





Positioning Renewable energy to “win” with Consumers

- > **Know where you are** today – how relevant are you?
- > **Know what you want** to achieve – strong mission and purpose
- > **Make it real and relevant** – tangible examples (show don't tell) that connect with people emotionally as well as rationally
- > **Make it stand out** – be unique and memorable
- > **Get the story out there** – in as many ways as possible
- > **Keep building** – and be consistent



Resources

<http://www.sbc.org.nz/resources/videos-and-presentations/2017/connecting-sustainability-with-your-brand-story>

<https://www.wbcsd.org/Programs/People/Sustainable-Lifestyles/Resources/The-Good-Life-2.0-Playbook-US-Edition>



