

## Magnetise In-Banner generates launch awareness for SSE's iplan

### Introduction

Scottish and Southern Energy plc (SSE) is a FTSE 100 company and one of the largest energy companies in the UK. It is a full service energy provider with more than 50 years experience in the generation, transmission, distribution and supply of energy and currently serves over 10 million customer accounts.

In late August 2010 SSE announced the upcoming launch of iplan, a new energy product which delivers smart energy features to customers, allowing them to track their energy usage and provide the real time and historic information they need to change the way they use energy.

With energy supply and consumption high on the media agenda and in the forefront of consumers' minds, SSE's iplan both caters for a pressing need and positions the company as a pioneer of responsible, sustainable energy management.

### Objectives

In preparation for the physical launch of iplan, SSE wanted to generate interest in its new product to support the acquisition of new customers.

SSE needed to deliver a high impact launch and ongoing campaign for iplan. In light of other suppliers' activity in this area, it was vital that their solution generated mass market awareness to ensure it didn't lose valuable market share.

Equator, SSE's digital agency, developed a range of rich media content for the SSE website to support the new product and it was important to ensure that this could be incorporated and show-cased in any digital activity undertaken. Any solutions provider therefore needed to show how it could elegantly integrate this collateral, enhancing the overall experience, without losing the focus on generating actionable awareness and interest for iplan.

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### Snapshot

- ✓ SSE utilised Magnetise Media's customer acquisition support for the launch of its iplan smart energy product
- ✓ In-Banner deployed to generate leads and drive awareness through display inventory
- ✓ Existing rich media content was integrated into the campaign to provide a seamless experience
- ✓ Delivered 1097 high quality leads within 10 days of the campaign going live

### The Magnetise Approach

The engagement campaign was based around the offer of a free iplan smart energy saving kit which comprised a sensor, display unit and personalised online account management tools to understand and optimise individual energy consumption. The first phase of the campaign was supported by a prize draw to win £100 of Apple vouchers to incentivise interest and engagement from a broad base of online consumers.

Magnetise's In-Banner solution was selected as the best tool for the job, considering the particular objectives in play. It vastly improves the capabilities and success of display advertising by enabling data collection, validation and lead generation from display real estate. In-Banner therefore enabled iplan to reach online audience segments via run of network placement across a wide range of general interest sites in a very cost effective manner.

The intelligent form builder was used to construct and deliver key prospect data such as name, email and postal address. This feature is designed to simplify the campaign set-up and ensure that the resultant data can be structured and processed correctly. Postal address file (PAF) validation on In-Banner campaigns happens in real time during the data entry process itself, which vastly reduces the cost and time associated with handling incorrect or incomplete data. All data checks, measures and actions are completed within a fraction of a second and because the quality of the data is therefore assured, the correct price is identified and paid for each lead generated.

A flash based banner was produced that incorporated the animated iplan introduction to draw the eye to the advert and offer. This ability to blend both branding and direct response within a single execution is one of the key benefits and purposes of In-Banner campaigns. Magnetise also developed a microsite for the campaign to provide a destination for those who could not access the flash-based animation, staying true to Magnetise's commitment to maximising the reach and potential of every single ad impression.

While Magnetise technology is designed to process and deliver leads in near to real time, it can also cater for any different client requirements. In this case, leads needed to be delivered weekly to fit in with the existing programme of activity set up for iplan. Leads were therefore stored in the Magnetise Ad Centre, the management platform that underpins and controls all In-Banner activity, and sent in weekly batches.

## Initial Results

By the time iplan launched on 2nd September 2010, Magnetise's In-Banner solution had generated 1097 high quality leads for the company to convert, sent in weekly batches as requested. On receipt of the prospect data, SSE conducted an email campaign to complete the customer conversion process.

## Ongoing Activity

The initial campaign came in slightly under-target for the number of leads generated. Magnetise therefore recommended that the campaign was adapted and extended to ensure all objectives were surpassed. For this phase, the prize draw incentive was removed from the creative assets and the campaign was renewed and republished.

## Conclusion

In-Banner allowed SSE to be confident there was an existing market and demand for iplan from day one. By the time the product launched, interest was already high. Adapting and incorporating display real estate into the

campaign provided both broad awareness and specific engagement, enabling the brand to reach further and create more impact. The back-end technology in play made the whole process fast, simple and an incredibly cost effective route to market.

Craig Baxter, Senior Product Manager from SSE commented:

When faced with strict time constraints, it can be a challenge to find both suppliers and activity that can adapt to fit. Working with our digital marketing agency Equator and using the In-Banner solution from Magnetise proved to add real value to the launch of iplan, enabling us to generate awareness and interest within days. Incorporating and integrating the existing collateral ensured that consumers were provided with a seamless brand experience at the same time as helping us focus the budget and time on generating results rather than reinventing the creative wheel.

iplan microsite

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## About the Magnetise Group

The Magnetise Group is a marketing technology company founded in 2007 to improve the reach, return and accountability of digital engagement. Its proprietary technology platform supports a suite of products for the creation and management of advertising, marketing and lead generation campaigns that deliver significant revenue while optimising both response rates and data quality.

Clients include Northern & Shell, Maxim, Gumtree, CD WOW! and Business Traveller publications, with campaigns being run for telecom and utility providers, consumer brands including Nokia, Starbucks, Hugo Boss and McCain, as well as retailers such as ToysRUs, Littlewoods and BrandAlley.

Current products include:

- TopFox: UK's leading white label competition platform with over a million active users, integrated into top tier publications.
- In-Banner: improves standard display advertising by adding data capture capabilities with real-time validation and pricing.
- Lead Intelligence: bespoke, fully integrated lead management and analytics platform for multi-channel campaigns.
- In-Video: unique platform that standardises innovative online video advertising for the mass market via rich, interactive overlays.