

Let's turn Black Friday Green



Objectives

OVO Energy is an energy supplier on a journey to zero carbon with their members. They wanted to run a campaign that aligned with their values and dedication to Plan 0. Giftcloud was able to support this by providing content

that matched OVO Energy's Green initiative, creating an engaging new customer campaign that provided that little something extra for the customer in what has been a very challenging year for us all.

Who, What, When

2020 posed many new challenges for businesses and individuals alike. Black Friday has traditionally been an annual event built on in-store commerce and mega discounts, however, 2020 changed the face of this as we know it. 2020 became the year that everything went digital and remote, because it had to.

COVID-19 restrictions meant that any non-essential workers had to work from home for almost a year. This led to new ways of working with their colleagues - utilising Zoom,

MS Teams and other collaborative tools. This year's Digital Consumer Trends survey, carried out in May 2020, explored the rise in online consumerism. 40% of all respondents engaged in more online shopping, 14% had online health care appointments and a third streamed more films and series.

Black Friday 2020 became all about online commerce, a massive shift from the classic in-store shopping habits associated with this weekend.

OVO challenged this consumer based holiday, promoting greener living and encouraging customers to join them on the road to Plan 0 - they called it 'Green Friday'. OVO offered customers a £50 National Trust gift card, to get them out and about with loved ones, walking, cycling and enjoying the great outdoors, when signing up to an OVO fixed (all renewable energy) tariff.

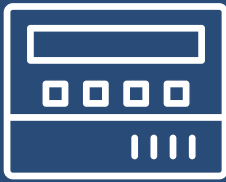
What did you have to do to be eligible?

Customers had to sign up with OVO directly and not via any other channels, such as their Refer-a-Friend programme or affiliate offers.

Available on fixed contracts only, the customer had to go live and remain

on supply after the initial cooling off period. This meant customers received their gift cards in February 2021 and they could use these for a much needed walk during the third lock down, or save this up for the easing of the rules in March.

“ You could choose from one of OVO's 3 green plans and receive a National Trust gift card ”



Better Smart Energy

12 month contract

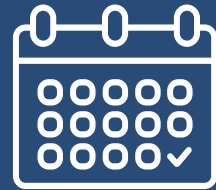
OVO's lowest rate – for new members who don't yet have a smart meter



BetterEnergy

12 month contract

With fixed rates to protect you against price rises



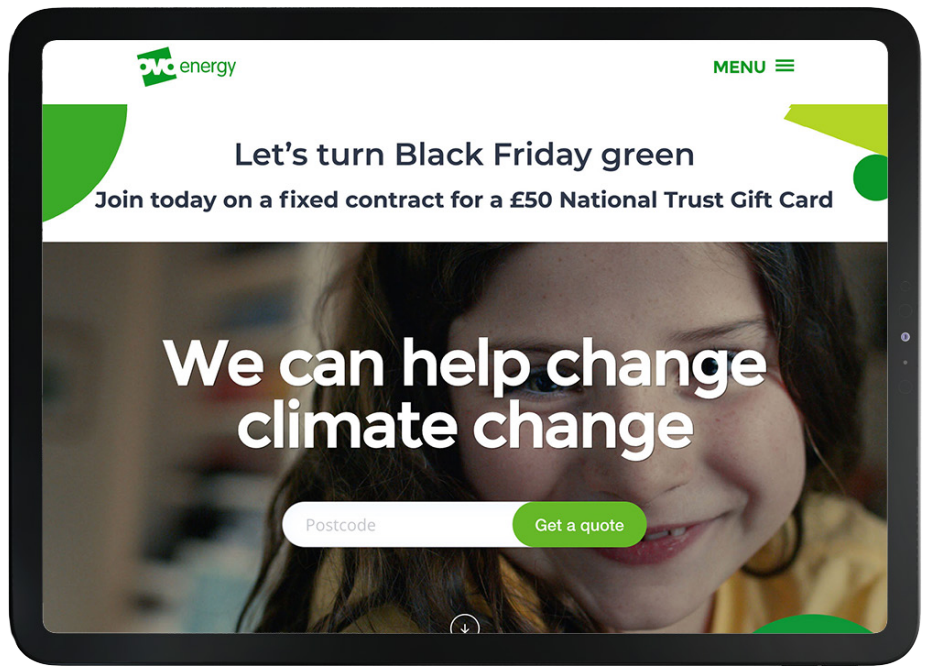
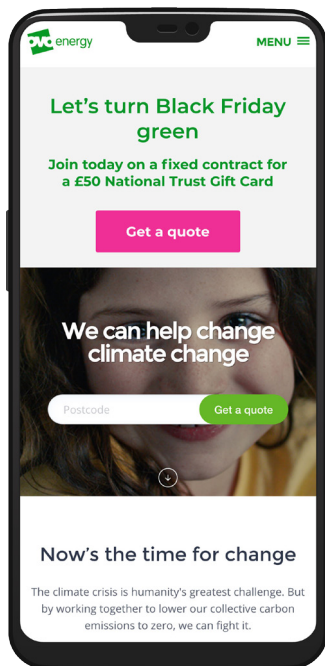
2 Year Fixed Energy

24 month contract

OVO's most popular fixed-rate plan with 2 years' protection

Where?

Where could you find this offer? The OVO Energy homepage, social media, paid media and featured on Green living sites (Edie.net, Portus POV, Eco living ideas and Green Friday).



Result

OVO Energy saw a week on week (WoW) uplift of 13%, with the usual sales mix unchanged. 78.5% of UK regions saw an uplift in sales during the Green Friday promotion, with one region seeing an impressive 40% increase WoW.

During this period there was also a price drop across some tariffs, so how do we know the true effect of the Green Friday offer? Direct signups increased 13% WoW (like we said), however, 63% of direct sign ups were for fixed tariffs not included in the price drop but included a National Trust voucher campaign.

“ **695** customers joined OVO in turning Black Friday Green over the weekend! ”

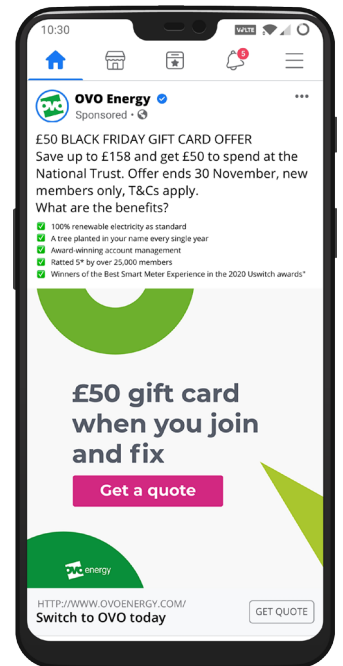
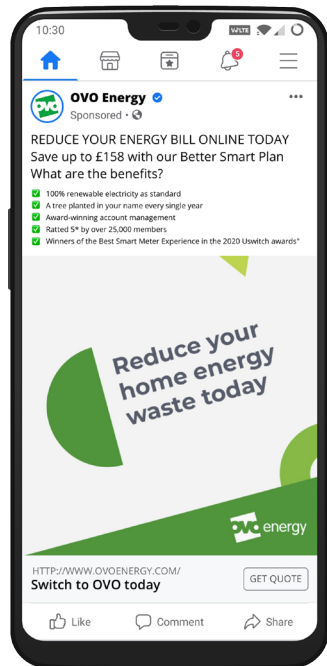
Performance per product

Regions which saw an uplift grew all fixed contract sales with Better Smart tariff seeing the greatest volume uplift.

Conversely, regions seeing a decline saw all fixed contract sales decline, while the Simpler Tariff grew, offsetting some of this.



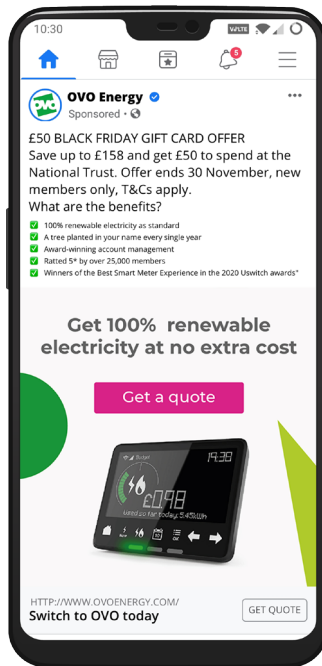
Social results



Social results

Interestingly, social post copy that included gift card messaging alongside BUA creative saw the highest click through rate (CTR) at 31% above average, however, we think it could be improved further by offering customers a more popular brand, such as Amazon.co.uk.

The data around the gift card only copy and creative would suggest that the campaign copy needed to draw out the benefits of the reward more effectively, which we can A/B test to really make sure the customer knows what they are getting and why it is excellent.



Data showed that a social post showing a headline Gift Card offer resulted in the highest CPA at 1.2x higher than average and provided the highest quality traffic, with quotes converting to sales by 11% more than on average.



Using incentives offline

Having vouchers as a tool at your disposal while on a call to a customer can help you acquire and retain customers - the Green Friday results show that 36% of sales calls mentioned an incentive and when they were, conversion increased from 40% to 77%.