

Our Marketing Campaign for 2008/09



Stop your profits
going out of the window.

Proud supporters of



energy saving trust®



PILKINGTON
NSG Group Flat Glass Business

All the brand support you need for 2008/09

Campaign Activity 2008/09 – Creating a window of opportunity for the trade

We began promoting Pilkington **energiKare™** to consumers in February 2008. Our research has shown that 12 million UK homeowners are now aware of the brand, a 29% increase in awareness since before the campaign, and around two thirds are interested in having it installed in their home. Our integrated TV, press, PR and online campaign is set to continue, building consumer awareness still further and increasing demand for Pilkington **energiKare™**. That will give you many more sales opportunities, and even more reason to get involved.

A reminder of our TV commercial ‘Money out of the Window’

Most people know about climate change and the need to be energy efficient. But when it comes to making a change, even the most well-intentioned consumer needs motivation. Pilkington **energiKare™** is energy efficient, so not only is it good for the environment, it can help your customers save money on heating bills. And what's more motivating than saving money? That's what inspired us to make this commercial. We show everyday people in everyday scenes simply throwing money out of the window. Because by NOT having energy efficient glazing in their windows that's exactly what they are doing every day.



Behind the scenes



TV Stills

When you can see us on air

The new Pilkington **energiKare™** national TV campaign will be back on air in Autumn 2008 and then again in Spring 2009. Our last TV activity in February was seen by over 15 million adults, and we will be aiming to reach a similar audience again this time. To ensure we talk to as wide an audience as possible, we'll be appearing on digital and terrestrial channels such as Sky One, ITV2, E4 and also Channel Five, during popular programmes such as House and CSI.

five

RTE

SKYONE

itv 2



*Living



Freeview

In The Press

National

Home interest titles are hugely popular and are used by consumers as a key source of advice and inspiration when they improve their homes. As such, we will be supporting the TV campaign with PR and advertorial features in the lead home interest magazine titles. So far we have run PR and advertorials in the Guardian, the Telegraph, Home and Gardens and Living etc. We've also run advertorial features in BBC Good Homes and Ideal Homes.

Regional

In addition to this we'll, again, be running a regional and local press campaign. This is designed to support our licensed partners and to help increase local awareness of the brand and the partners who supply it.

Online

Many people now go online to look for double glazing for their homes. That's why we've created a friendly, informative product site for Pilkington **energiKare™**. Consumers can find out all they need to know about the benefits of being more energy efficient, Pilkington **energiKare™** as a product and where it is stocked. What's more, if you have signed up to be a licensed partner you'll be listed as a local supplier of Pilkington **energiKare™**. We have also developed a microsite where our trade partners can find out all about Pilkington **energiKare™** and download ready to use marketing materials to help promote the brand to customers.



Marketing Support

Our range of support material has been designed to help you explain the benefits of Pilkington **energiKare™** to homeowners. It includes sales tools, a consumer leaflet for customers to take home and now a DVD. As you'd expect from Pilkington, it contains plenty of clear, concise background and technical information to help support your sales. We've also created some point of sale posters, window clings and a set of simple guidelines on how to use the Pilkington **energiKare™** logo, so your customers know that you are a registered supplier.





2008/09 Marketing Summary – Pilkington energikare™

	2008								2009			
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Consumer Promotion												
TV advertising												
Regional / Local press advertising												
PR and advertorial features in home interest magazines & national newspapers												
Website with full search engine optimisation and Supplier Finder												
Billboards and vehicle decals												
Trade Promotion and Support												
TV advertising												
Trade press support												
Trade press PR and features												
Trade website and supplier finder												
Sales and marketing support materials												
Outbound promotion & partner support												

**Make sure you register. Visit www.pilkington.co.uk/energikare
email pilkington@respond.uk.com or call 01744 692000**



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