

CIPR PRide Awards 2014

Corporate and Business Communications Campaign

Submitted by: **Target Public Relations**

Client: **ADEY Professional Heating Solutions**

Title: **Growing a £1billion marketplace with best practice**

Introduction

In ten years, Chris Adey's garden-shed-invention has transformed heating system maintenance, earned a Queen's Award for Innovation, and created a new marketplace estimated at £1billion.

ADEY Professional Heating Solutions' magnetic filters capture the 'sludge' that damages boilers reducing energy efficiency. Today, ADEY's *MagnaClean* filters are fitted in more than two million of the UK's 26 million homes.

In 2013 ADEY launched its own range of water treatment chemicals to further protect and maintain central heating systems, disrupting a market dominated by two main players for the past 25 years.

Brief and objectives

ADEY's success has driven a growing industry, and by the start of the heating season in September 2013 more than a dozen firms had filters on the market.

The business goal was clear: maintain ADEY's leading market position despite increasing competition by selling more of its superior products.

Target's brief:

- Educate installers, homeowners, housing associations and local authorities on the benefits of regular, quality and holistic heating system maintenance
- Differentiate ADEY's products by demonstrating superior quality
- Support ADEY's relationships with merchants and partners
- Maintain an overall share of voice of 40%
- Support the sales team to achieve its targets

Strategy and tactics

Strategic differentiation

To date, magnetic filters and chemicals had been promoted separately within the industry. Recognising the greater benefits for installers and their customers, ADEY created a point of difference by being the first to devise a 'best practice approach', championing the need for filters and chemicals to work together.

Target developed a three-phase strategy to raise awareness of ADEY's 'best practice' message:

1. Trade education

- Introduction of ADEY's four-step best practice approach and its benefits to installers

2. Homeowner awareness

- Help homeowners to see the importance of well maintained heating systems; equip installers with homeowner insights to encourage them to adopt best practice

3. Tomorrow's trade talent

- Promote best practice among apprentices

Themes and messaging

The first manufacturer to 'badge' the use of system cleaning, filters and chemicals together as best practice, ADEY's simple four-step approach to heating system maintenance was a core message.

Magnetic filters and chemicals are not DIY products and must be installed by a qualified heating professional. Target sought to create demand from homeowners for more efficient, reliable and 'healthy' heating systems by explaining the financial and energy-saving benefits. To talk to householders, Target coined the phrase 'Heating Health'.

Tactics

Target's tactics included survey and research analysis; liaison with trade, broadcast, regional and national media; online and social media activity; and press release and feature development, in addition to delivering content for ADEY's marketing channels including its Installer Club and website.

Implementation

1. Trade education (Sept 13 – May 14)

- Target employed strong media relations with ADEY's core plumbing and heating publications. The placement and writing of in-depth features and competitions, and attendance at industry events, allowed ADEY to explain its approach to best practice and benefits for installers. Content is routinely shared through online and social media channels in partnership with ADEY's in-house team.
- Target also prepared award submissions for ADEY's best practice approach.

2. Homeowner awareness (Oct - Dec 13)

- Target partnered a research company to devise a survey of 1,300 UK homeowners revealing attitudes to 'Heating Health' and annual maintenance.
- Target selected *One Show* reporter and *Observer* columnist Lucy Siegle to front the campaign with ADEY's Operations Director, Rebekah Howard. Releasing the survey findings amidst a slew of further energy price hikes, the results were launched with a number of live and pre-recorded radio interviews and discussed on Twitter using #HeatingHealth.
- Exclusive video interview and feature material provided to trade media partner Installer Magazine.
- A supporting infographic of survey results accompanied all media activity, and was used as sales collateral and content for ADEY's exclusive Installer Club.

3. Tomorrow's trade talent (May 14)

- To support ADEY's sponsorship of the Apprentice Plumber of the Year competition, Target placed editorial features with competition organiser HIP! Magazine, published specifically for apprentices.
- The Final was hosted at ADEY's Training and Conference Centre, where best practice was reinforced through event photography and the production of a video summarising the day for use on ADEY and HIP! websites.

Research, planning, measurement and evaluation

Research and planning is integral to the Target/ADEY partnership and includes:

- Analysis of competitor coverage; dashboard reports for ADEY Board
- Monitoring key trends and industry issues; consideration of other energy saving campaigns, carving a space for Heating Health
- Rolling schedules of forthcoming news and features; building up best practice coverage over a sustained period, achieving media balance and breadth
- Six-monthly Marketing Summit involving all external and internal colleagues, discussing business priorities and key messaging around best practice and Heating Health
- Detailed scheduling to dovetail PR campaigns with product developments

Outputs

Survey of 1,300 UK homeowners

Coverage:

- 16 'Best Practice' features
- 17 'Heating Health' features and news stories
- 19 'Heating Health' radio broadcast interviews
- 9 'Tomorrow's trade talent' news stories

Social media interactions #HeatingHealth (Oct-Dec 13):

- Proactive messaging: 26 posts reached 67,574 accounts (Twitter/Facebook)
- Twitter followers increased by 25% (to 1,514)
- Facebook likes increased by 38% (to 3,684)

Share of voice:

- Overall share of voice (2013): 43%
- Filter market (2014): 46% YTD
- Chemicals market (2014): 29% YTD

Outcomes

Sales performance:

- Overall sales: 26% above target during Q4 2013
- Sales of filters: 43.8% above target during Q4 2013
- Sales of chemicals: exceeded target by 84%
- ADEY completed its most successful trading year to date with total sales up 37% on 2012.

Market position:

- From a standing start ADEY has achieved almost 10% of total UK market share in chemicals in 18 months.

Winner, Gas Industry Innovation category, Gas Safety Management Awards

The Heating Health infographic was requested by a national merchant chain for use during installer training sessions. It was also requested by several installers to use as a customer information tool.