A BigStep to Sustainability

Marketing Energy Efficient Appliances in Australia

Mike O’Neill
“You can’t cross a chasm in small steps when it requires ... a BigStep!”

Quote: Mike O’Neill
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The BigStep! Approach

- How – Strategy
- When – Mission
- Where - Deployment
- Why - Purpose
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• How - Strategy
  – ‘Drivers of Change’ 1993 – identifying Global Product resources
  – ‘Strengths’
  – ‘Weakness’ – Realising basics
    • Globally
    • Locally
  – ‘Opportunities’ Seeking relevance
  – ‘Threats’ – neutralise build on Relationships & Partnerships
  – ‘Critical Success Factor’ defining Local Passion

Above all Communicate, Communicate & Communicate
When

- Develop a culture
- Articulate the message
- Gain buy in
- Build the arsenal
- Train the troops

*When you have developed the strengths into ‘Critical Success Factors’ take control of the ‘Drivers of Change’ to ultimately own the high ground.*
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• Where – Deployment
  – Communicate, Communicate, Communicate
  – Immediately but progressively
  – Absorb into vocabulary
  – Key words into every message
  – Build Word Pictures
  – Spread the word
    • Staff
    • Stakeholders
    • Customers
  – Become the Authority

*Communicate, Communicate, Communicate,*
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• Why – Purpose
  – Recognition
    • Globally
    • Locally
  – Ownership
  – Challenge likely competitors
  – Sustainability
    • 10 new products a year

A strategy, formulated with a commercial goal in mind simultaneously delivering benefits to the community.
Let’s Summarise

Defining the Approach

• How – Strategy
• When – Mission
• Where - Deployment
• Why – Purpose

Above all, keep it relevant and apply ... the ‘KISS’ Principle
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Let’s put it to the test!
There is presently an opportunity in the market for a brand to

... OWN THIS SPACE!
Thank You

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