




# **A BigStep to Sustainability**

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## **Marketing Energy Efficient Appliances in Australia**

**Mike O'Neill**

**BIGSTEP!**



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

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**Quote: Mike O’Neill**

**BIGSTEP!**



# Marketing Energy Efficient Appliances

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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***



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- 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.***





# Marketing Energy Efficient Appliances

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Let's Summarise

Defining the Approach

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

**Above all, keep it relevant and apply ...  
the 'KISS' Principle**



# **Marketing Energy Efficient Appliances**

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**Let's put it to the test!**



# Marketing Energy Efficient Appliances

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**There is presently an opportunity in the  
market for a brand to**

**... OWN THIS SPACE!**



# Thank You

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