Make Gas Great Again

November 2017



Let us consider

Firstgas

- Was gas ever "great"?
- What has changed?
- So is gas "great" now?
- Could gas be "great" again?
- How could this happen?
- Where to from here?

Was gas ever "great"?

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Yes – there used to be:

- Integrated utilities that were the place for "gas"
- Dedicated gas appliance showrooms
- Strong advertising campaigns by industry participants
- GANZ marketing committee, generic advertising including TV
- Promotion of gas to the young through initiatives in schools

Was gas ever "great"?

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Furthermore:

- Gas appliances had a high profile
- Gas reticulation was sought by developers
- Consumers were well informed and actively sought gas appliances
- Getting connected to gas was simple

What has changed?

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Quite a lot:

- Integrated gas companies broken up
- Dedicated showrooms disappeared
- Higher daily charges for natural gas
- High profile of competing appliances
- Less promotion of gas appliances
- Greater focus in impact of fossil fuels
- Competitive housing market

So is gas "great" now?

Not really:

- Gas marketplace fragmented
- Connecting to natural gas more difficult
- Reduced visibility in marketplace
- Gas appliances an "extra" in new homes
- Viewed as unneeded complication by some builders
- Fewer real gas champions in marketplace

Could gas be "great" again?

Yes:

- The benefits of gas are the same
- Good reserves of gas for mass market
- Remains less expensive than electricity
- Gas widely available as NG or LPG
- Modern gas appliances attractive and easy to use
- All industry participants will benefit

How could this happen?

United approach:

- Generic brand or symbol for gas
- Consistent messages to marketplace
- Consistent processes across markets
- Generic promotion of gas to consumers
- Uniform information to influencers
- Attractive pricing options for appliances and connections

How do we make Gas Great again...

Gas is being overshadowed and not being heard.

Make the conversation about Gas.

Gas needs to be on the consideration set for Homeowners both current and future.

Who, What, Where?



Ambassador

When faced with a decision – we often turn to/listen to someone we trust.

Let this person lead the conversation around Gas for New Zealand Homes.





Influencers

Sometimes our toughest critics can also be our best advocates.

Spokespeople from construction, design and real estate.

Develop the message around them:

3rd party recommendation





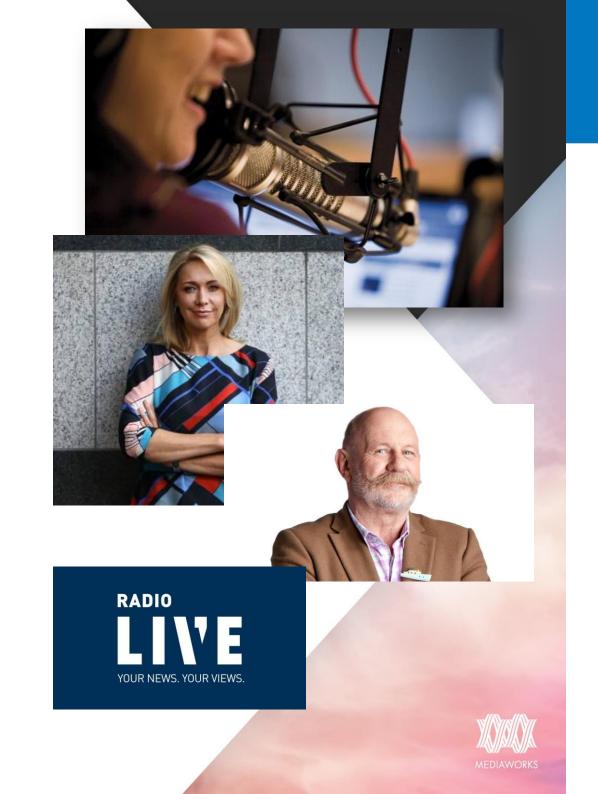




Interviews

Utilise the platforms of Talkback Radio – to build the conversation and talk to what Gas brings for New Zealanders.

Create the talk that we want people to hear.



Native

Editorially styled content that can carry the Gas message – and go into depth of the benefits this allows the Homeowner.

Use video integration to tell the story, multiple points covered and accessible to all. Build the case for Gas.

Newshub.





was seemingly hoping to avoid the media - but it













morning dash into Parliament

Bill English spent \$35k for business class flights to

Justin Bieber cuts short Purpose World Tour

Justin Bieber's abandoning the rest of his Purpose

world tour, leaving thousands of US and Asian fans

Europe with two staff members.

☼ HOME ☼ NZ ☼ WORLD Ў ELECTION ⑤ SPORT ☼ HEALTH ⑥ ENTERTAINMENT ⑥ MONEY ♠ SHOWS ⑥ OPINION





'Wow, you're lost!': Farmer rescues stranded seal pup from paddock

He couldn't believe his eyes when he saw a baby seal wandering the field.



painful insight into Princess's fight for

Never-seen-before footage shows Diana fighting for the rights of others as her own marriage crumbles.



Chainsaw-wielding recluse attacks five people in Swiss town

The man, who mostly lived in the woods, wounded staff members in an insurance



NRL star allegedly abuses bar staff

further treatment.

Baby Charlie's parents

The parents of Charlie Gard

dropped their legal battle to

You just want to f**k me*

give their terminally ill baby

agree to let him die

Buildoos half Josh Reynolds is under the spotlight again.

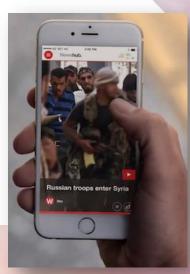


Daughters' fight to save

father's life 3 hours ago

Hamiton man says without his daughters' intervention, he'd be dead.







Television Integration

Working with television shows such as The Block, to demonstrate Gas over Electricity. Show Gas as part of the build process, and show what it provides to the Homeowner. Show the value added. 2 Homes with....2 Homes without – who wins?









Advertising

Radio

Television

Online

Use emotive and compelling creative that connects with New Zealanders and gives them a reason to consider Gas in their lifestyle



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Where to from here?

Agreement:

- Canvass interest to proceed
- Convene a committee to look more closely
- Consider options for all groups
- Report back to GANZ Board
- Develop action plan if sufficient support