

# Make Gas Great Again

November 2017

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?

## **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

## 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

## **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

## **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

## **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:

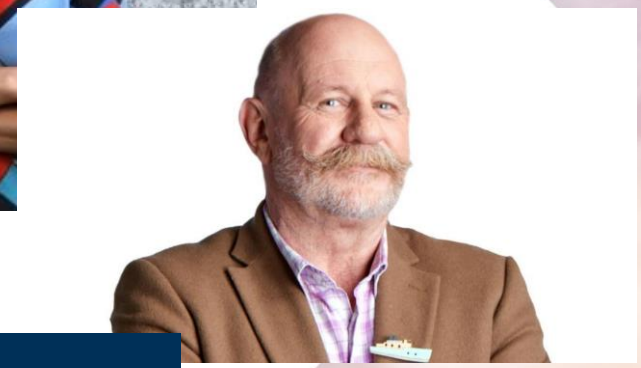
3<sup>rd</sup> party  
recommendation



# 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.

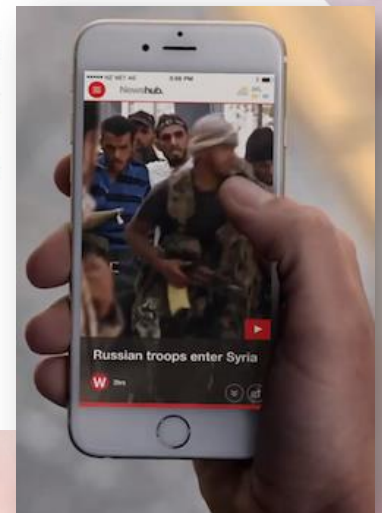
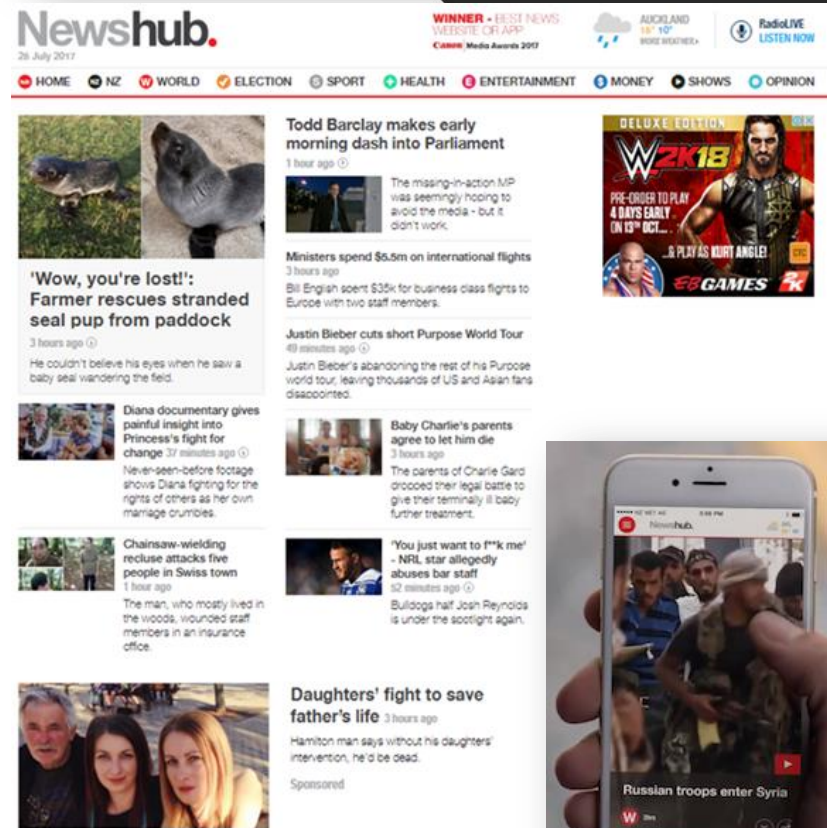


# Native

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.



# 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

## **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