

your



CASE STUDY



EDF WON
25%
OF ALL MARKET
SWITCHES

EDF ENERGY FEEL BETTER ENERGY

After stopping face to face selling, EDF Energy lost their largest acquisition channel. To acquire new customers, they tapped into one of the most trusted print channels - direct mail.

EDF Energy revamped their positioning and used new brand character, Zingy, to encourage people to read and embody their new brand message 'Feel Better Energy'.

30%
THE CAMPAIGN
EXCEEDS SALES
TARGETS BY