

MARKETING SOCIETY SCOTLAND STAR AWARDS 2016

CATEGORY: 3.3 DIGITAL

SSE'S ENERGISED DIGITAL STRATEGY

ENTERED BY: MATERIAL_UK



HOW SSE SPONSORSHIP ENERGISED THEIR DIGITAL STRATEGY TO CONNECT WITH CONSUMERS AND RAISE THE PROFILE OF THE BRAND



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PRECIS

As the UK's second largest energy company and with people consuming more and more digital content on a daily basis, the SSE's Sponsorship Team recognised the importance of digital in deepening the depth and breadth of conversation with their 10 million current customers and future prospects.

SSE's Sponsorship Team have created a strong and engaging digital platform that is content led, interesting and appealing. This renewed, more vibrant digital platform has allowed for an increase in social engagement while at the same time improving brand perception and brand awareness.



CAMPAIGN BACKGROUND



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CAMPAIGN BACKGROUND

SSE has embarked on ten year agreements for naming rights of The SSE Hydro in Glasgow, the 3rd busiest live entertainment venue in the world, and The SSE Arena, Wembley, London's most iconic concert venue.

These title sponsorships are strategically positioned to address the challenge of building awareness for SSE, delivering compelling benefits to customers across the UK following the amalgamation of four regional utility brands under the SSE brand name.

The first year of the sponsorship was primarily venue-focused, establishing SSE's presence and creating a high-profile gateway to drive brand recognition. In 2015 SSE shifted focus to concentrate on the development of a digital strategy to leverage the sponsorship collateral from each venue with the aim of commencing new brand owned conversations with both customers and prospective customers.

It was very important for SSE to use the value in the sponsorships as a launch pad to dial up engaging conversations online and challenge people's perceptions of an energy company.



OBJECTIVES



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OBJECTIVES

AWARENESS

- Create a content-led digital strategy that will raise awareness of SSE as a brand and their association with entertainment
 - SSE Live Awards - KPI of 1,000,000 impressions and a reach of 500,000 generated on Facebook and Twitter
 - SSE Firsts - KPI of 500,000 impressions generated across Facebook and Twitter
 - Top Talkers (Surprise & Delight) - KPI of average reach of 10,000

ENGAGEMENT

- Create a content-led digital strategy that increases engagement with customers and prospects
 - SSE Live Awards - Generate 88,000 votes across both venues
 - Facebook Engagement – 5000 / Twitter Engagement - 2000
 - Generate over 30,000 click throughs to the SSE Reward Website
 - SSE Firsts – Generate over 100 votes



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OBJECTIVES

POSITIVE CUSTOMER PERCEPTIONS

- Generate a meaningful, deep and direct means of social engagement with both customers and prospects that results in positive customer sentiment, endorsement and persuasion.
 - Top Talkers as part of Surprise & Delight
 - Over the year generate 100 positive re-engagements with the upgraded prize-winner
 - Generate customer's endorsement of SSE Reward
 - Generate a 'ripple effect' where social engagement results in another SSE customer enquiring about SSE's Reward offering

CUSTOMER ACQUISITION

- Generate appealing, evocative and engaging social conversations that appeals to non-customers and challenges their perception of an energy company
 - Generate purchase intent from non-customers



EXECUTION AND EXPLOITATION



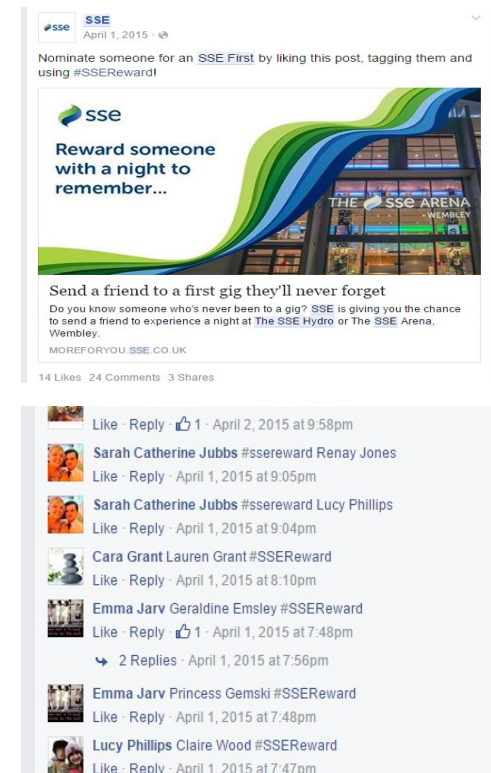
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SSE FIRSTS

SSE First's was a digital campaign conceived as a way to really connect with consumers and engage them in a conversation about their live music memories. SSE utilised venue sponsorships to make a difference to consumers lives by being the brand that could give a once in a lifetime opportunity for consumers to attend their first gig.

Supported with bespoke video content that captured the memories and emotions of people attending their first live music experience, a Facebook competition invited people to nominate someone who had never been to a live show before for a chance to win tickets to their first gig. This was supported by a digital campaign which targeted SSE's venue partner platforms as well as media outlets to widen the reach and conversation.



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SSE SURPRISE AND DELIGHT

SSE's digital Surprise & Delight activity is entitled 'Top Talkers' which profiles audiences on Twitter, driving highly targeted engagement and advocacy with key influencers. Executed on the days of a high profile shows, activity is targeted at people talking about going to the event on Twitter who are then offered free SSE Reward Lounge upgrades and 'money can't buy prizes' to generate goodwill and a brand led conversation, highlighting the brand promise 'proud to make a difference'.

SSE also engaged Disruptive Insight, a Digital Behavioural Intelligence agency who provide a unique social profiling and targeting service to drive awareness of SSE's title sponsorships.



Fleetwood Mac tonight #SSEReward



11:15 AM - 16 Jun 2015



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SSE LIVE AWARD

The central piece of SSE's digital strategy in 2015 was the SSE Live Award. This was devised to drive awareness of the brands central role within each of the venues and to establish a dialogue with a broad audience outside of the brand's customer base. The high profile campaign gave fans the chance to vote for the best act to have played The SSE Hydro and The SSE Arena, Wembley. This campaign recognised the world renowned talent that has played at both venues and saw unprecedented fan and audience engagement.

An online voting page was created which featured all the acts that had played at each of the venues, with live leaderboard for momentum. The campaign had a comprehensive digital strategy and messaging was pushed out through social with promoted posts and venue support to reach fans and gig goers. Online video edits were also created to tease out the campaign and encourage voting: <https://www.youtube.com/watch?v=6kZwnBCIOLA> / <https://www.youtube.com/watch?v=1Hv-Zh3l7Yc>

In addition to this Live Awards were supported by a digital PR campaign, that included the creation of sharable content such as a photo call famous 'mini-me's' including Elton John and Simon Cowell.

SSE also carefully targeted high profile artists to promote the campaign across their channels for wider reach.




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SSE LIVE AWARD – SSE HYDRO

paolo.com/2015/06/13/sse-live-awards/



SSE Live Awards

Paolo is currently up for a vote for best "live" act at the SSE Live Awards. (For those of you not familiar with it, the SSE Hydro is Glasgow's arena). We would appreciate if you could spare a few moments of your time to help our man to win the award.



Vote for your favourite act at The SSE Hydro

Cast your SSE Live Awards vote

Vote for your favourite live act to have played at The SSE Hydro this year to help them bag an SSE Live Award.
The act with the most votes by 30 June will win, and you could win tickets to a show of your choice when you vote. [Terms and conditions](#) apply.

The poll is open till June 30th and you can vote as many times as you like!

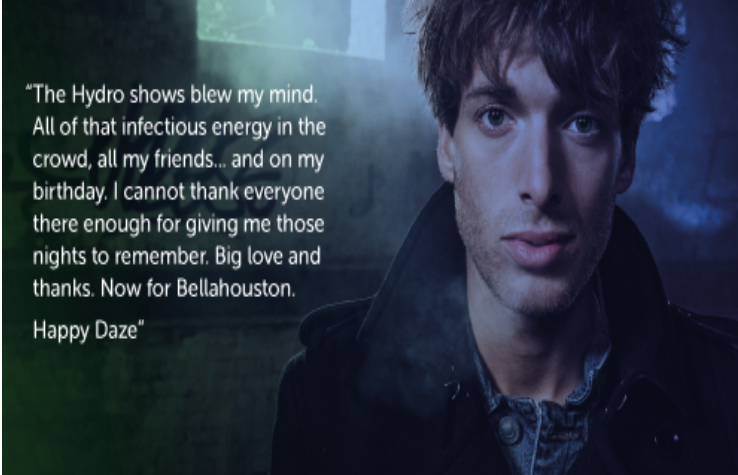
VOTE HERE!



sse REWARD ssereward.com

WHO'S BEEN YOUR STAR ACT AT THE SSE HYDRO THIS YEAR?

Vote for your favourite show of 2015 in the new SSE Live Awards and you could win great tickets.*



"The Hydro shows blew my mind. All of that infectious energy in the crowd, all my friends... and on my birthday. I cannot thank everyone there enough for giving me those nights to remember. Big love and thanks. Now for Bellahouston. Happy Daze"

sse REWARD Sign In

< Back to the leaderboard

Thank you for voting

5 Seconds Of Summer is currently in 5th place.

We'll announce the SSE Live Award winner on 6 July.

Enter our prize draw and you could experience another stellar performance at The SSE Hydro – there's a pair of tickets to a show of your choice up for grabs.

Enter prize draw now

[Terms and conditions](#) apply.

Share with your friends to help 5 Seconds Of Summer take home the first ever SSE Live Award.

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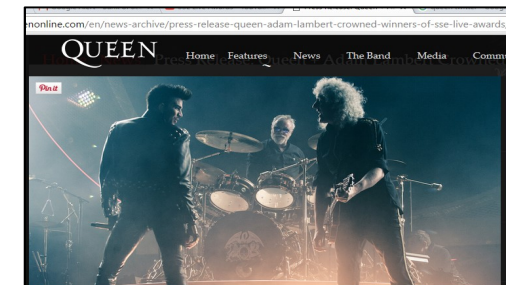
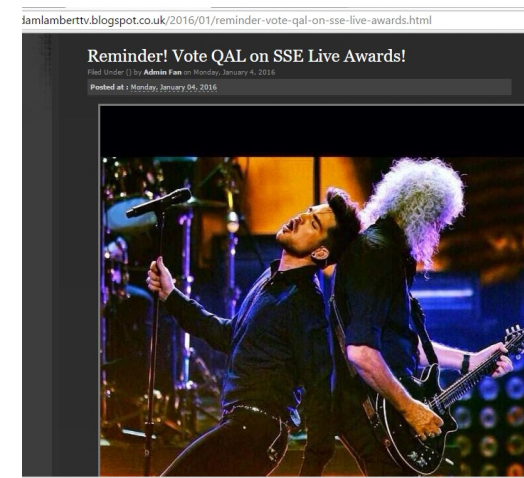
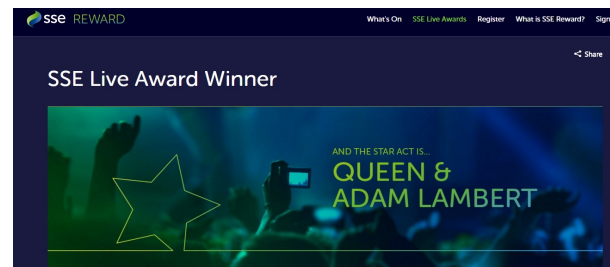
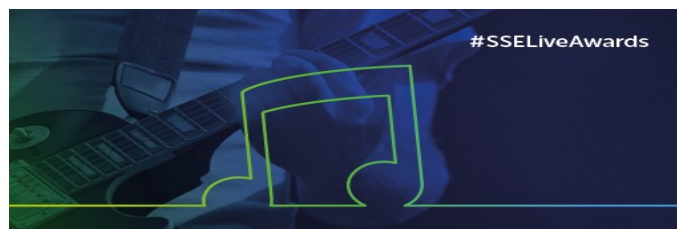
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SSE LIVE AWARD – SSE ARENA, WEMBLEY



Press Release: Queen + Adam Lambert Crowned Winners of SSE Live Awards

Queen + Adam Lambert have been crowned winners of the SSE Live Awards at The SSE Arena, Wembley.

The awards, which have been running since October, gave fans the chance to vote for the favourite act they've seen perform at The SSE Arena, Wembley during 2015. The SSE Live Awards proved to be very popular receiving a total of 661,000 votes but Queen and Adam Lambert came out as clear winners with an outstanding 299,000 votes representing a huge 45% of the total vote.

Brian May of Queen, said: "WOW. Nice. Well. BIG THANKS SSE Folks ... for a wonderful compliment. We're very proud to be your favourite act of last year - by a huge majority. Humbled, grateful and definitely up for a rematch!"

Queen drummer Roger Taylor said: "Fantastic that we have made so many people happy, 300,000 thanks!"

Adam Lambert said: "It was such an honor to play Wembley with Queen, and I am beyond humbled by this".

By logging on to www.ssereward.com fans could vote for the best act they had seen at The SSE Arena, Wembley in 2015.

THE RESULTS



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THE RESULTS

AWARENESS

- **SSE Live Awards** generated 3,003,690 impressions (KPI: 1,000,000) and achieved a reach of 2,037,899 (KPI: 500,000) across Facebook and Twitter
- **SSE Firsts** generated 723,000 impressions (KPI: 500,000)
- **Top Talkers (Surprise & Delight)** – average reach per show night of 73,857 (KPI: 10,000)

ENGAGEMENT

- **SSE Live Awards** entries reached a cumulative total of 775,746 votes (KPI: 88,000)
- **SSE Live Awards** reached a Facebook engagement figure (likes/comments/shares) of 13,039 (KPI: 5000) / Twitter reached an engagement figure (likes/retweets) of 2542 (KPI: 2000)
- **SSE Live Awards** achieved a click through rate to the SSE Reward Website of 71,273 (KPI: 30,000)
- **SSE Firsts** generate 150 votes (KPI: 100)



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THE RESULTS

POSITIVE CUSTOMER PERCEPTIONS

- **Top Talkers** (as part of Surprise & Delight) generated 503 positive re-engagements with prize-winners after they have been upgraded (KPI: 100)
- **Top Talkers** generated 42 customer endorsements of SSE Reward
- **Top Talkers** generated a 'ripple effect' where social engagement resulted SSE Customers enquiring about the SSE Reward offering

CUSTOMER ACQUISITION

- **Top Talkers** generated purchase intent from non-customers



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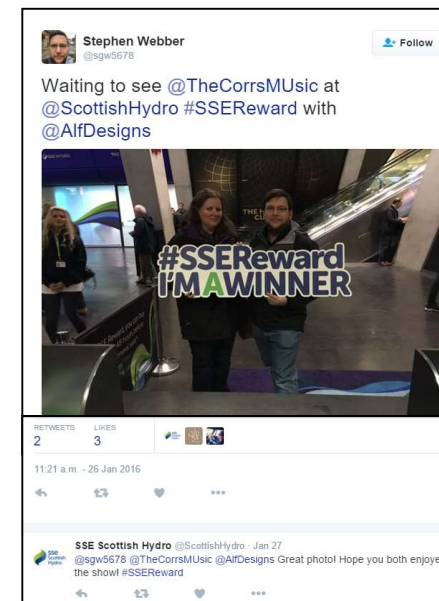
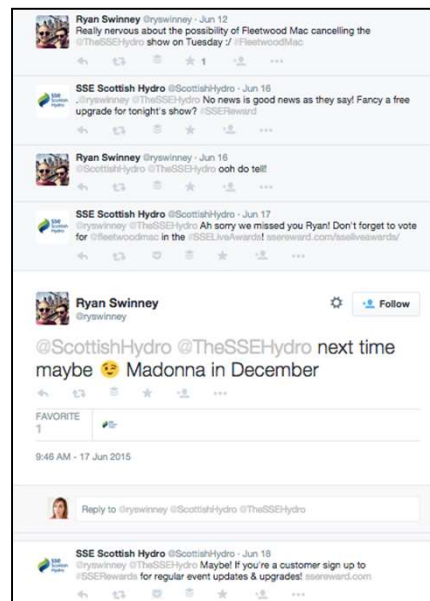
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THE RESULTS: CUSTOMER RE-ENGAGEMENT

SSE had 503 positive re-engagements with prize-winners after they had claimed their upgrade, deepening the significance of the dialogue between the customer and the brand.



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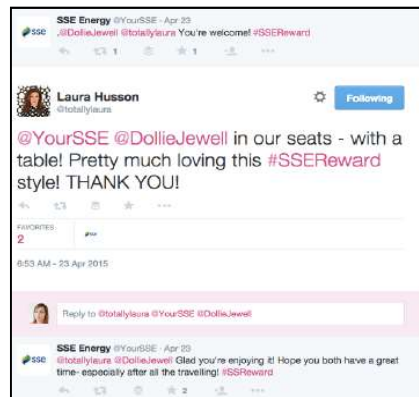
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THE RESULTS: CUSTOMER ENDORSEMENTS

Positive customer sentiment was demonstrated with 42 customer endorsements from Top Talkers posted on their own social channels.

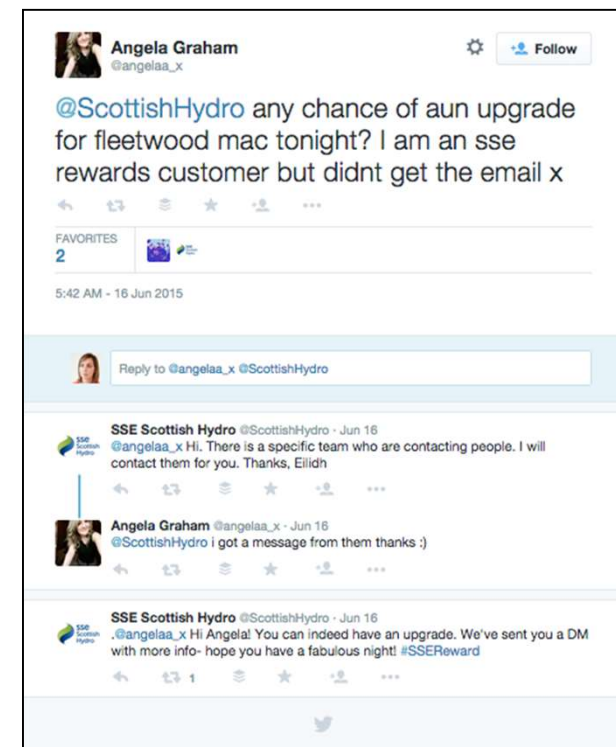
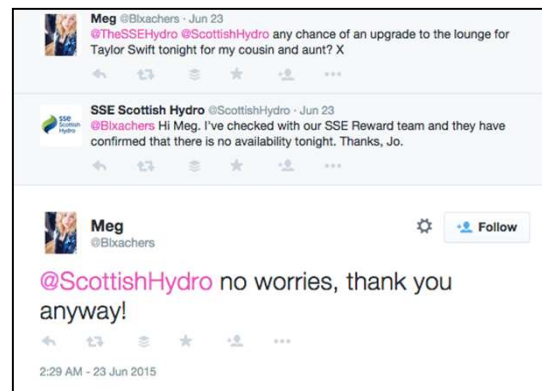
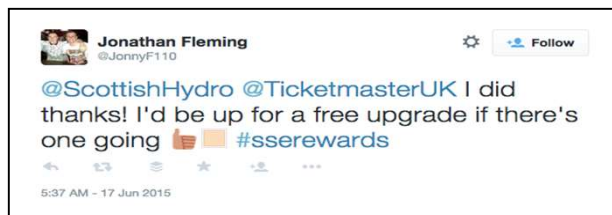


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THE RESULTS: THE RIPPLE EFFECT

Top Talkers generated a ripple effect where social engagement resulted in SSE customers enquiring about SSE's Reward offering. Top Talkers have also asked if they can arrange a lounge upgrade for friends and family.



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THE RESULTS: CUSTOMER ACQUISITION

The appealing, evocative and engaging social conversations appealed to non-customers and challenged their perception of an energy company with many over the past year stating an intent to switch energy supplier.

