

**MARKETING SOCIETY SCOTLAND STAR AWARDS 2016**  
**CATEGORY: 3.8 SPONSORSHIP**  
**SSE SPONSORSHIP OF THE SSE HYDRO & SSE ARENA,**  
**WEMBLEY**  
**ENTERED BY: MATERIAL\_UK**





**MUSIC TO OUR EARS. HOW SSE  
ENERGISED THEIR ENTERTAINMENT  
PARTNERSHIPS TO CONNECT WITH  
CONSUMERS AND RAISE THE PROFILE OF  
THE BRAND**





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## PRECIS

Energising entertainment is SSE's long term customer retention and acquisition strategy designed to connect the brand with consumers through a shared passion. The 2<sup>nd</sup> largest energy company in the UK, SSE is motivated to making a difference to its 8.41 million customers in any way it can. Through it's title sponsorship of two of the UK's highest profile entertainment venues the brand has created a powerful platform to deliver unique benefits that have enhanced and made a difference to their customers entertainment experiences whilst proving hugely commercially successful for the brand.





# 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 2<sup>nd</sup> 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 and association with live entertainment, delivering compelling benefits to customers across the UK following the amalgamation of four regional utility brands under the SSE brand name.

With a combined annual footfall of over 2.5million people seeing the SSE name above the door, SSE have created a high profile gateway to drive brand recognition and establish a powerful customer reward platform with a strong emphasis on adding value to support customer retention and acquisition.

To establish a strong foundation in entertainment that sets SSE apart from competitors, building awareness is aligned to a strategy to promote customer retention and acquisition by using the unique benefits and stature of these sponsorships to promote positive brand image perceptions and add value for customers. Exclusive benefits such as 48 hour advance ticket on-sales and exclusive customer lounges are key pillars of the SSE Reward customer loyalty programme which is of vital importance to increase customer retention and build compelling incentives to brand switch.





# OBJECTIVES





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## OBJECTIVES

### Overall business objectives

- An increase in awareness of the SSE venue sponsorships, establishing live entertainment as a clear differentiator for SSE amongst its competitive set
- Increase in brand advocacy amongst customers and prospects, achieving a positive shift in consideration and recommendation
- An increase in the number of customers signed up to the SSE Reward programme, target for SSE Hydro was to increase sign up from 27,736 to 58,000 (50% increase) and for SSE Arena 17,394 to 35,000 (50% increase).

### Specific activation and campaign objectives:

- Live Awards: To drive awareness of the brands central role with the venues and association with entertainment (KPI totaling 1000 votes per venue)
- Top Talkers: To drive highly targeted engagement and advocacy with key influencers (an average reach of 10,000)





# EXECUTION AND EXPLOITATION





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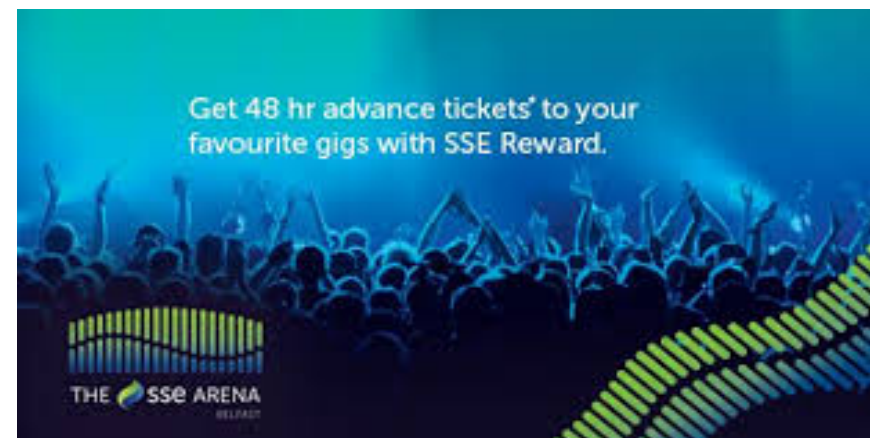
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## 48 HOUR ADVANCE TICKET ONSALE AND SSE REWARD LOUNGE UPGRADES

SSE created a simple easy to access mechanism for an exclusive customer 48 hour advance ticket on-sale for every show and also experience world class customer service at the venues with exclusive upgrades to the SSE Reward Lounges.

This core benefit was delivered by SSE directly to customers via number of the brands channels. All areas of the business were engaged to deliver a comprehensive CRM and digital campaign that would reach all of the brands customers UK wide through bespoke creative and personalised content.





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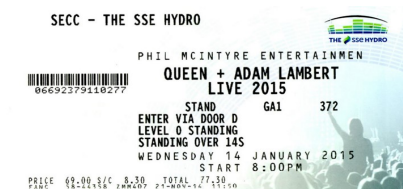
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## SSE FIRSTS

SSE First's was 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 life time opportunity for consumers to attend their first gig.

Supported with specially created 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 to widen the reach and conversation.





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## SSE ENERGISERS

SSE Energisers are dedicated and highly visible customer service teams; a personification of the brand, their role is to add value to the customer and venue experience by promoting SSE standards of customer service. They are an extension of the SSE team, briefed and knowledgeable about the target audience meaning they can identify prospects and extend the surprise and delight opportunities.

Equipped with event and venue information they make the live event experience as smooth as possible for all guests and ensure SSE customers are personally welcomed in the fulfillment of SSE Reward Lounge upgrades.





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## SSE LIVE AWARD

A key piece of activity in 2015 was the SSE Live Award which 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 was also pushed out through social with promoted posts and venue support to reach fans and gig goers. Online video edits were also created to tease the campaign and encourage voting.

In addition to this Live Awards were supported by a comprehensive PR campaign which included photo call famous 'mini-me's' such as Elton John and Simon Cowell who were invited to appear on STV Glasgow along with an SSE representative to talk about the award and the establishment of media partnership with The Metro.

We also received artist buy in for the winner's announcement, going out through SSE channels and artist channels for wider reach.

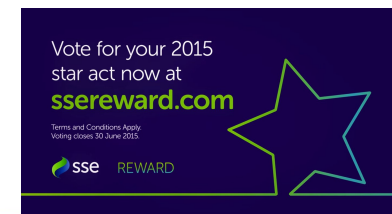
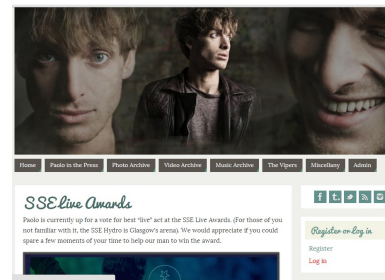
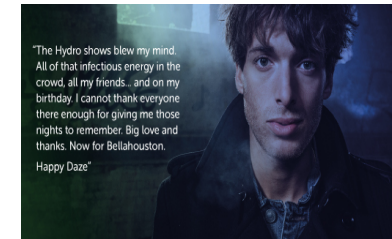
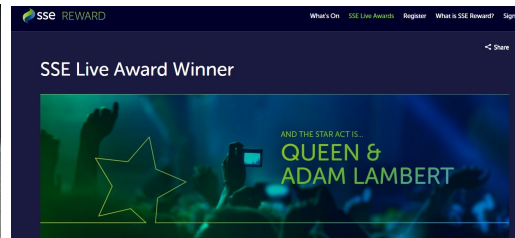




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SSE LIVE AWARD





# THE RESULTS





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## THE RESULTS: AWARENESS AND CONSIDERATION

*Each venue sponsorship is at a different stage in its lifecycle with the SSE Arena launched just one year ago and The SSE Hydro two years ago.*

### Results for The SSE Hydro Jan 16 vs. May 15 {SSE Internal Insight}

- Prompted Awareness of the sponsorship amongst customers increased from 77% to 87%
- **'Feel the sponsorship improves my perception of SSE'** increased from 37% to 45%
- **'I am more likely to recommend SSE because of their sponsorship of The SSE Hydro'** increased from 18% to 26%
- Sign up to SSE Reward increased by 109% from 27,736 to 58,000 customers

### Results for The SSE Arena Jan 16 vs. May 15:

- Promoted Awareness of the sponsorship amongst customers increased from 16% to 21%
- **'Feel the sponsorship improves my perception of SSE'** increased from 37% to 45%
- **'I am more likely to recommend SSE because of their sponsorship of The SSE Arena'** increased from 10% to 27%
- Sign up to SSE Reward increased by 101% from 17,394 to 35,000 customers





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## THE RESULTS: ENGAGEMENT (LIVE AWARDS)

The #sseliveawards was a trending topic in the UK on a number of occasions..

### SSE HYDRO

- Over 250,000 votes cast. This fan award was accepted by Paolo Nutini for The SSE Hydro.

### SSE ARENA, WEMBLEY

- 600,000 votes cast with Queen & Adam Lambert hailed winners.





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## THE RESULTS: ENGAGEMENT (LIVE AWARDS)

### ENTERTAINMENT FOCUS

Queen • Adam Lambert win SSE Live Awards

Posted on January 14, 2016 | By Pip Ellwood-Hughes | Music News

Share Tweet Google+ Pinterest Reddit

### Larkhall boy dressed as Simon Cowell to launch SSE Live Awards at SSE Hydro

Cala Piffers (6) from Larkhall dressed up as a mini Simon Cowell and Jaylene Quigley, (7) from Kirkcaldy was a mini Anton Du Beke from Strictly Come Dancing.

41 Shares | Facebook | Twitter | Google+ | Pinterest | Reddit



It's about our Revenue for you.

+105	+105	+999
40	+5793	+255
+12193	39%	64%

Arnold Clark

#### Recommended in News



Download our tablet and mobile apps today!

**Daily Record**

Most read | Live feeds | What's on | News | Politics | Football | Sport | Celebs | In Your Area

Property | Business | Marketing | Travel | Lifestyle

Entertainment • Celebrity News • Paolo Nutini

### Paolo Nutini crowned winner of SSE Live Awards after sell-out performance at Hydro

17:41, 5 JULY 2015 | BY REBECCA LLOYD

THE Paisley singer, who played a sold-out date at the Hydro in January, won over one third of the total votes for Glasgow act at the 16th SSE Live Awards.

32 Shares | Facebook | Twitter | Google+ | Pinterest | Reddit

PART EXCHANGE

### Gairloch lass is a little star



# Who are your hottest SSE Hydro acts of 2015?

by MARC MCLEAN

mmclean@cfpress.co.uk

**THIS** cute bunch of 'mini-me' celebrities helped launched Scotland's newest live entertainment awards last week.

The SSE Live Awards have been created to celebrate the amazing concerts staged at The SSE Hydro, which in its first year was voted the second busiest live entertainment arena in the world.

The awards encourage visitors to vote for the best act they have seen perform there this year, and these tiny lookalike versions of Simon Cowell, Paloma Faith, Elton John, a Harlem Globetrotter, Taylor Swift and Strictly Come Dancing stars Anton Du Beke and Laila Rouass posed outside the Glasgow venue to help remind voters of some of the top acts that have entertained there.

Clydebank comedian Kevin Bridges will perform ELEVEN sold out shows at the futuristic venue later this year as part of his 'A Whole Different Story Tour'.

The Hargate comic will make his stand-up debut at The SSE Hydro on September 21, with five more consecutive gigs until September 26. He then returns from October 1-3, with the





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## THE RESULTS: SURPRISE AND DELIGHT

SSE were able to enter the conversation on the show nights and engage with fans, with impressions per show averaging 73,857 and an average reach of 19,934.





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## THE RESULTS: CONSUMER PERCEPTION

- 75% of people who attended the SSE Reward Lounges said they felt more valued as a customer
- 75% of people who attended the SSE Reward Lounges said they were less likely to switch energy supplier
- 67% of active SSE Reward members have recommended SSE to others

Expression of purchase intent from Surprise & Delight Twitter engagement:

“When our contract ends we’ll have a look to see if we can get our gas/electricity cheaper and we will definitely sign up”

Rachel Bilson, Prospect Customer, Scotland

SSE Reward Member

“It’s a great idea, you tell your friends about it “





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## THE RESULTS: CUSTOMER PERCEPTION

