

Bord Gáis Energy: Think Beyond App

Challenge

To put Bord Gáis Energy in line with changing consumer trends, by creating and launching an application allowing customers to keep on top of their gas & electricity accounts whilst on the move. The campaign challenge was to raise awareness and drive downloads

Strategy

An innovative application called for an innovative launch campaign.

The main objectives were two-fold: drive widespread awareness, and also push downloads.

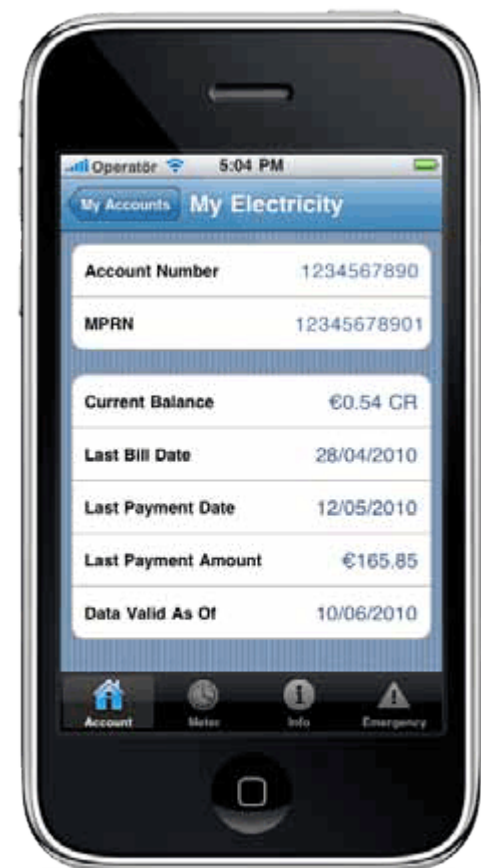
To meet the first objective, a mix of high profile web take-overs were planned, in conjunction with offline DM & engagement pieces.

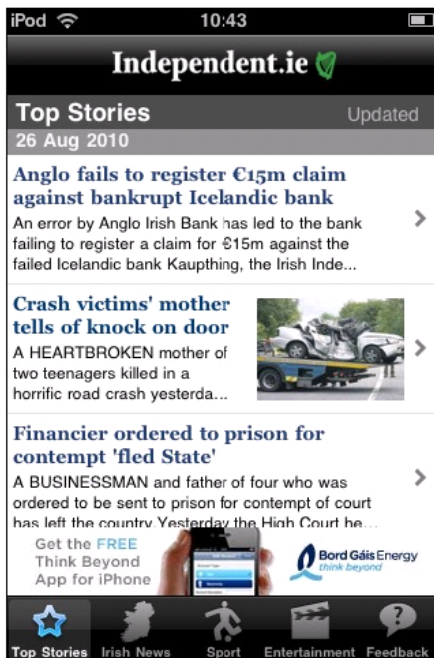
In order to drive download of a mobile app, it was obviously essential to target mobile users: this was done with a strategic mix of mobile advertising (on popular Irish sites), mobile search (building on the rise in awareness generated by the ATL campaign) and in-app advertising on relevant apps.

Highlighting the link between mobile and offline, we utilised QR codes on all offline media to drive downloads.

Results

- * Over 1,500 downloads on day 1
- * Reached year end target in 1 week
- * Over 65,000 interactions during campaign period
- * 30%+ conversion rate from digital/mobile

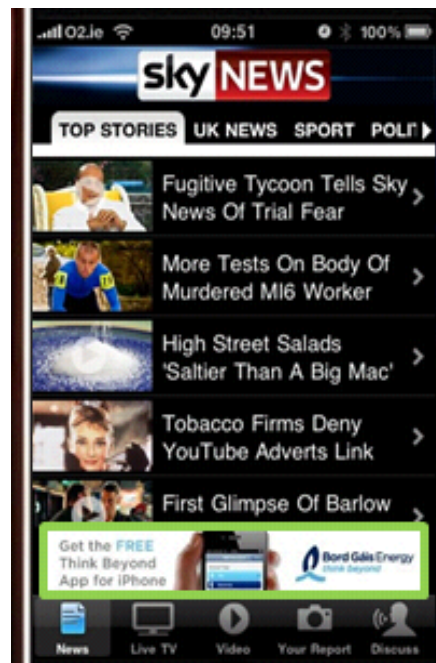




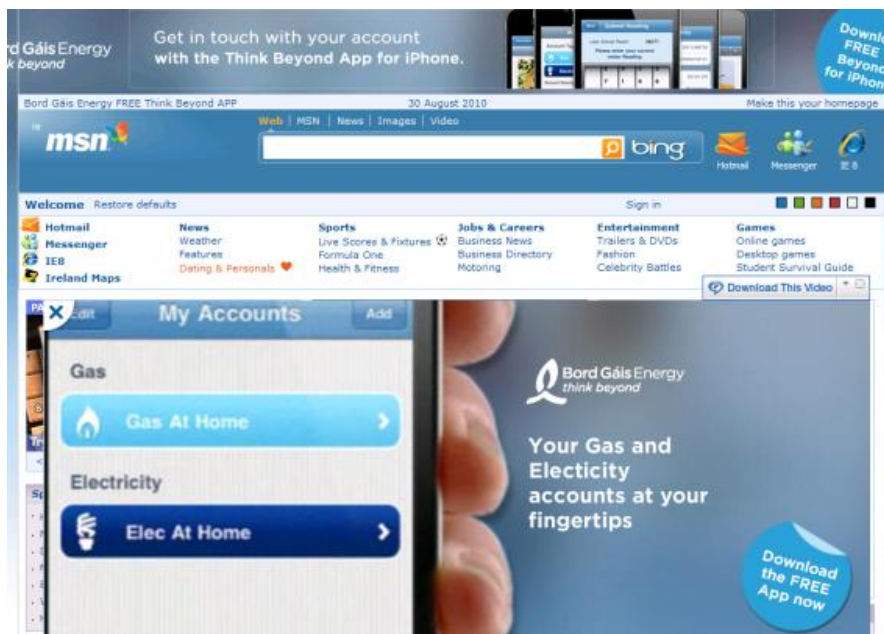
In-App Ads



Print Ad With QR Code



In-App Ads



Home Page Take-Over