



Branding for success

National CAN workshop | Taunton | 28 September 2011

CosyDevon
hug your home

Why do local authorities get involved?

- maximise uptake
- target groups/sector
- target geographic areas
- quality standards
- local contractors/employment

What does the scheme offer?

- loft & cavity wall insulation
- draughtproofing/HWC jackets
- energy advice
- benefit entitlement checks
- safety checks (fire); security checks (police)

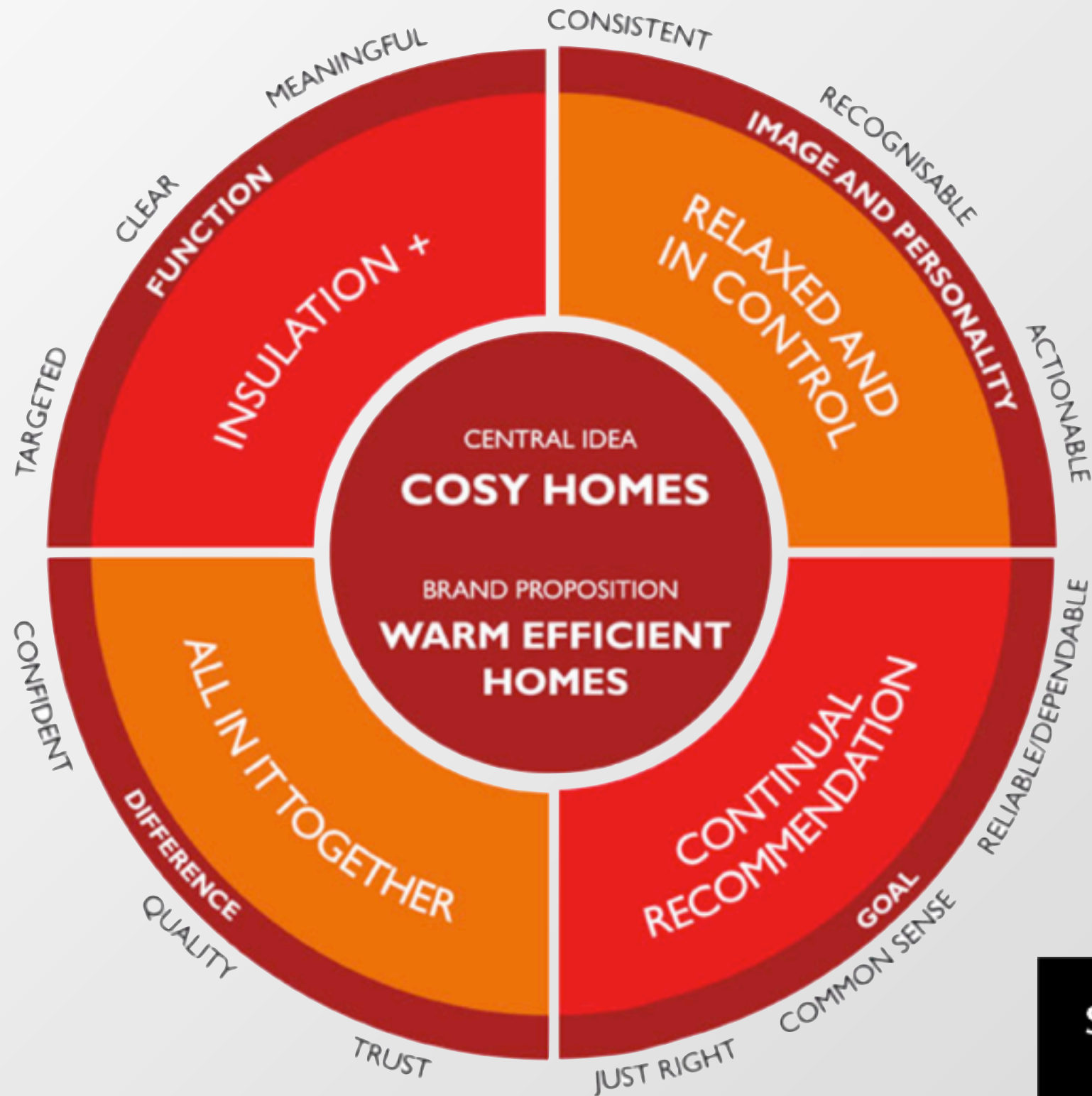
Who is involved?

- 10 local authorities + Devon County Council
- Energy Action Devon/ESTAC
- E.ON
- Fire Service; D&C Police
- Care & Repair + other agencies



Target measures
2010/11: 6,000

The brand wheel



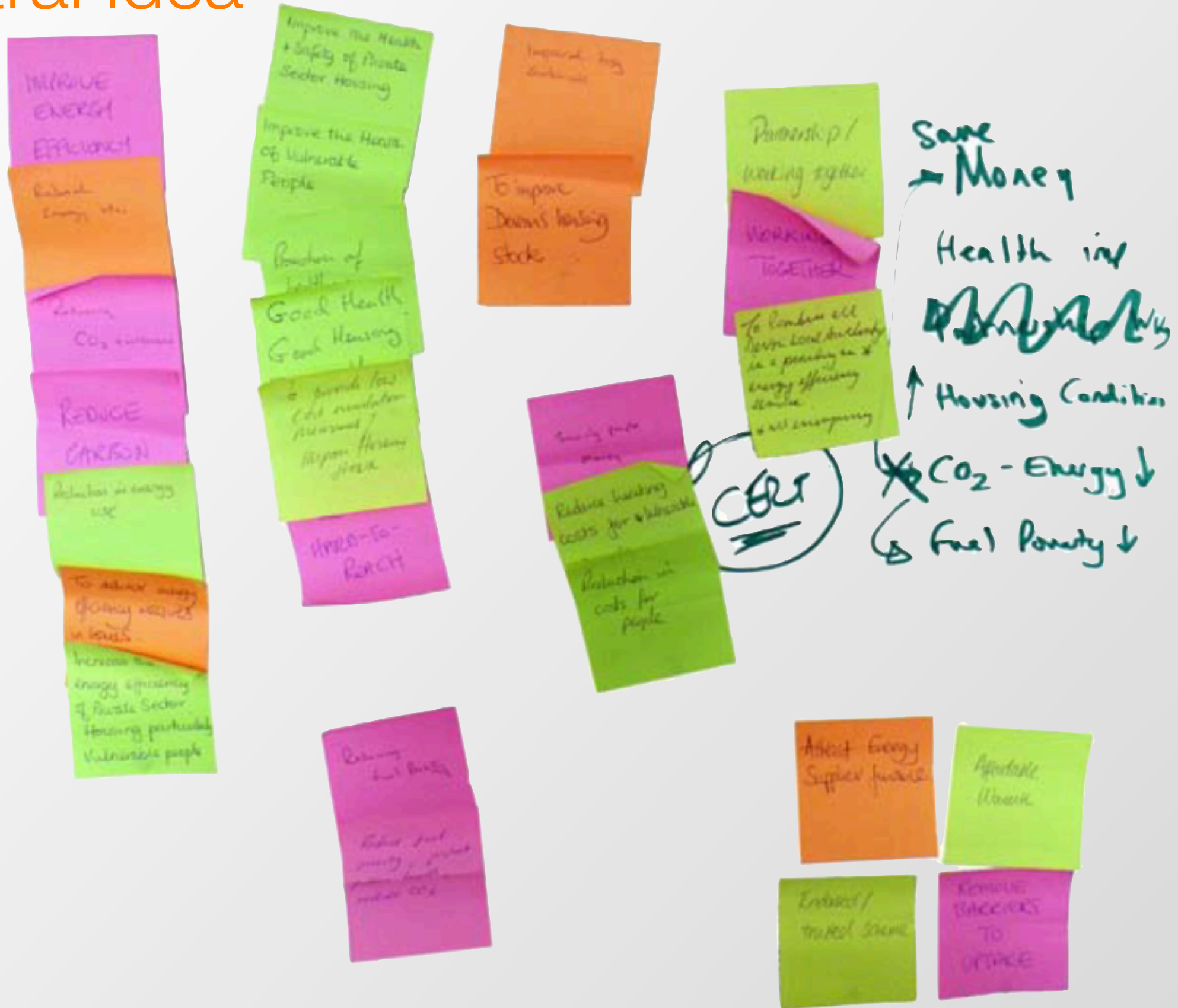
CENTRAL IDEA

COSY HOMES

BRAND PROPOSITION

**WARM EFFICIENT
HOMES**

Central Idea



Central idea - sample of thoughts

- endorsed/trusted scheme
- remove barriers to uptake
- affordable warmth
- reducing fuel poverty
- protect public health
- reduce CO2
- saving people money
- reducing heating costs for vulnerable people
- improve housing conditions
- improve Devon's housing stock
- partnership/working together
- promotion of healthier living environment
- reach hard to reach
- improve the health & safety of private sector housing
- improve energy efficiency

Primary Function

What do you want people to get?

- protect the environment
- quality
- good service
- improve housing conditions
- improving health
- winter warmth
- warmer, comfortable home
- affordable warmth
- educate & help people keep warm & well
- cheaper energy bills
- value for money
- maximise benefit take-up
- insulation
- reduce CO2 emissions
- reduce energy use

Image & Personality

What sense of group identity is there?

- comfortable with the service
- trusted, reliable, helpful
- honest, open & trustworthy
- friendly & professional
- local, friendly and trustworthy
- warm & healthy
- easy
- hassle-free
- an easy journey
- groovy
- warm

How are you different?

What do you want people to think?

- cheaper
- working with communities
- non-profit driven
- local connection/endorsement
- I want some of this
- Local Authority backed/led/endorsed
- Local
- Large/wider partnership
- Partnership acting to serve Devon
- quality assured
- good value/often cheapest
- best price in market
- using 'best in class' insulation service
- moral
- public funding

What's the aim for the business?

What do you want to achieve?

- 16,000 measures by December 2010
- provide insulation measures cost effectively
- maximise the uptake of measures offered
- help occupiers live in decent homes
- reduce number of people suffering cold-related illness
- improve people's lives
- healthier home life
- more comfort
- common standard across Devon
- lasting partnership
- reduce CO2 emissions
- be the best
- continual recommendation

Function

The primary function of CosyDevon's business is Insulation 'plus' - added benefits such as help & advice.

Keeping focussed on insulation will help maintain business drive and in achieving business objectives.

Associated values are Targeted, Clear and Meaningful - these will help reinforce CosyDevon's raison d'être.



Image and personality

The image & personality should establish a sense of no worries with the customer. By using CosyDevon they will know they have chosen the right organisation and that the end result will bring warmth & financial benefits.

All Devon councils + E.ON + Energy Action Devon working together can only bring extra reassurance to the customer.

Associated values are
Consistent, Recognisable &
Actionable.



Difference

The overriding difference that CosyDevon has is that we are all working across the county as part of a big team, working on the same goals and business objectives.

Being 'all in it together' refers to the customer, ensuring they get the best deal and that satisfaction exceeds expectations.

Associated values are Confident, Dependable & Trust, leading to a greater chance of a positive experience.

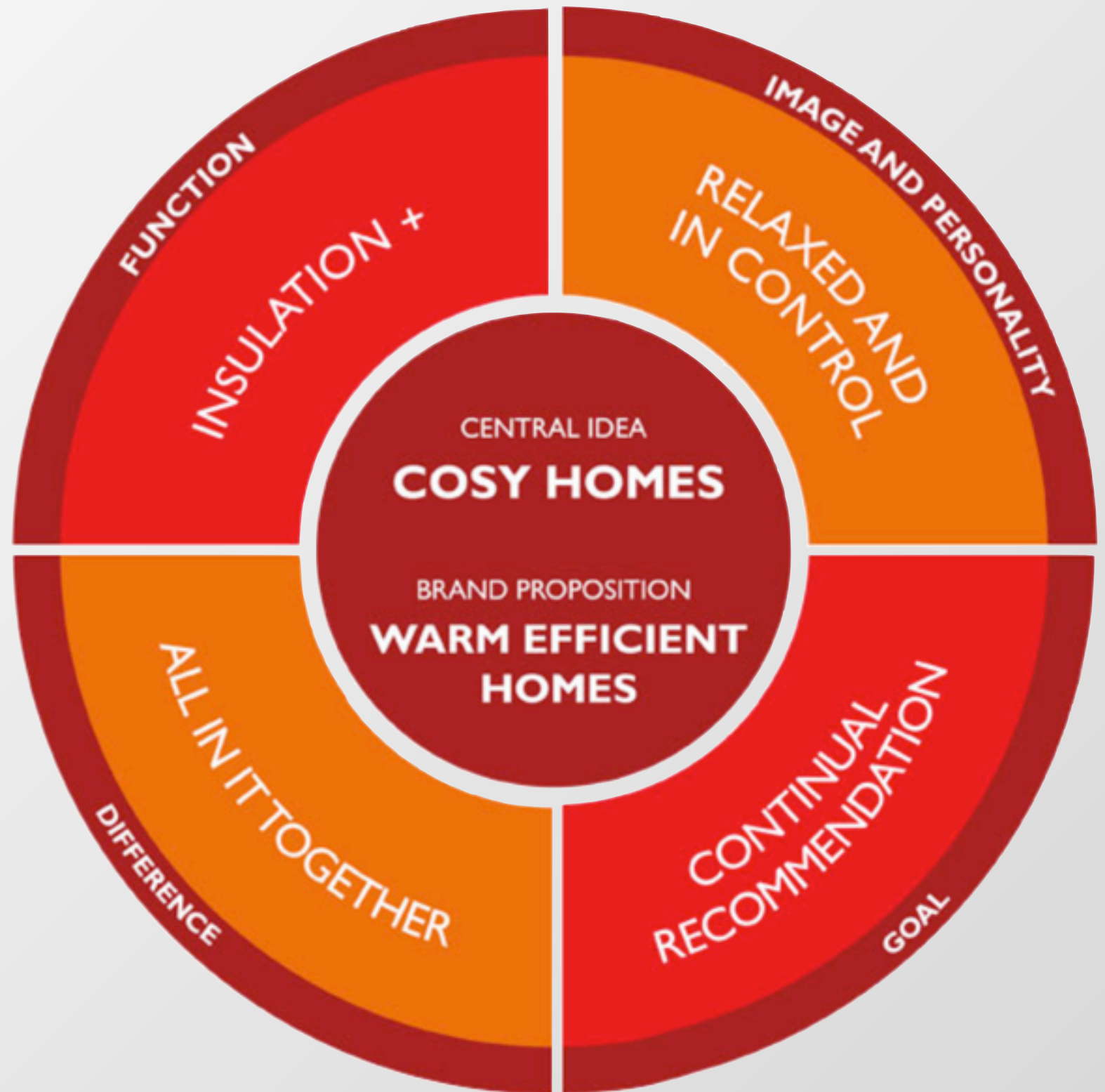


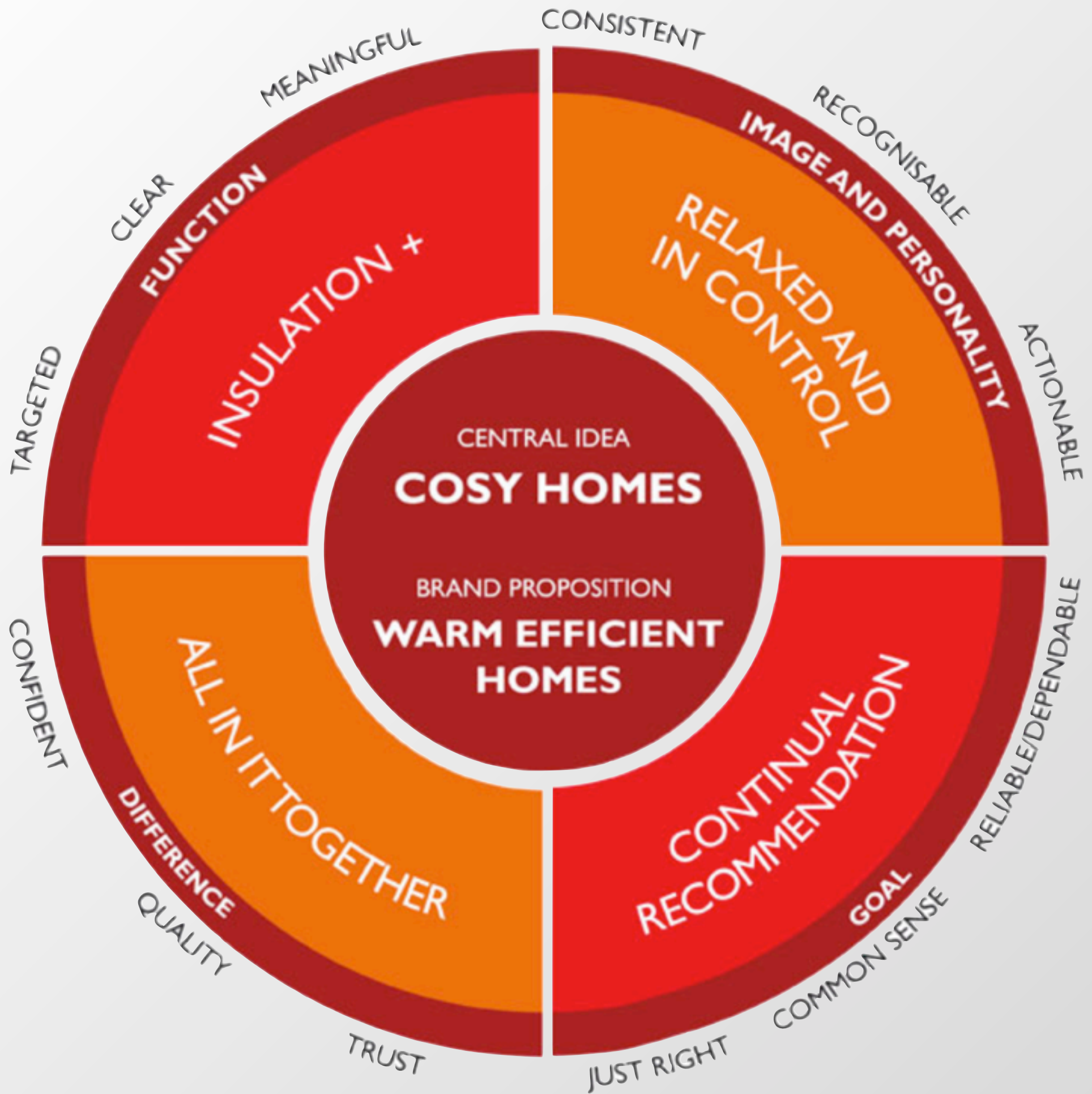
Goal

The ultimate goal is to achieve 'continual recommendation', without which business growth will not happen. Word of mouth is a powerful tool.

The associated values are Just Right, Common Sense and Quality. If these values are expressed by customers to other people demand will increase.

The Goal works in tandem with the Function to achieve business focus and direction.





Brand Guidelines

CosyDevon
hug your home

Brand Guidelines
How to start using the CosyDevon brand

The key elements

CosyDevon
hug your home



warm
snug

Helvetica
Arial

Simple,
direct and
engaging

CosyDevon

CosyDevon's visual identity has six key elements. When applied consistently and in the correct way, they will create a powerful and distinctive look.

The Brand Mark
Typography
Imagery
Colour palette
Language
Writing CosyDevon

Always write CosyDevon joined with a capital C and D. Do not write as two separate words.

What are the guidelines for?

Professional

All materials must look as if they come from CosyDevon, ensuring good value for money and that a warm and efficient home is of primary importance.

Consistent

Whenever and wherever people come into contact with CosyDevon we want to create a clear and coherent impression.

Distinctive

For maximum impact our communications should convey what makes CosyDevon the right choice for customers, consumers and stakeholders.

Visual identity: six key elements

- the Brand Mark
- Typography
- Imagery
- Colour palette
- Language
- Writing CosyDevon

CosyDevon
hug your home

CosyDevon
hug your home

Headline typeface

**ABCDEFGHIJK
LMNOPQRST
UVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
1234567890**

Primary typeface

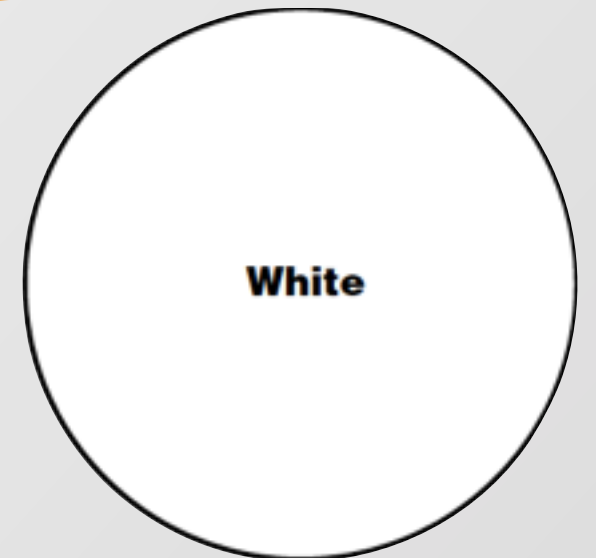
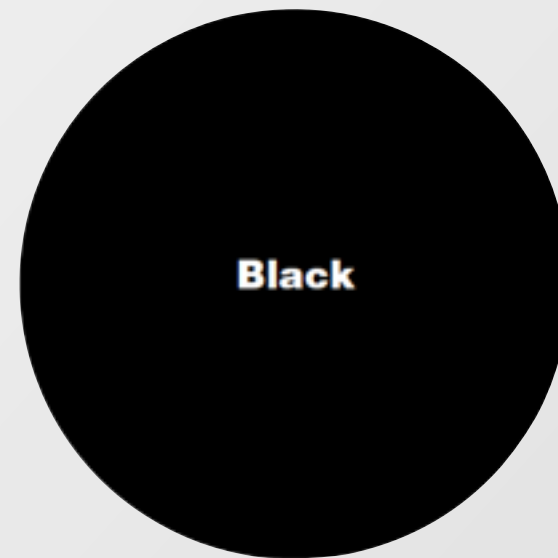
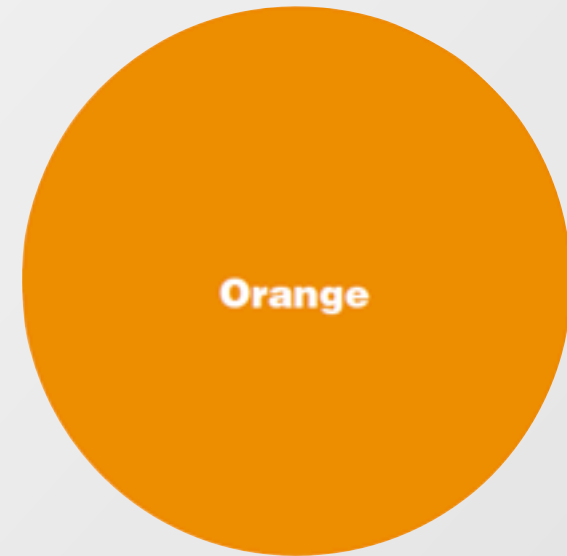
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nopqrstuvwxyz
1234567890

Character typefaces

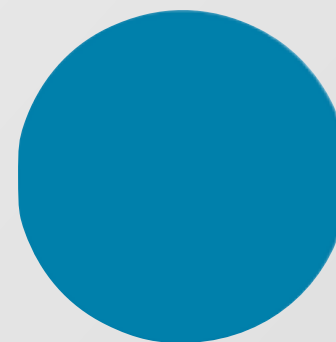
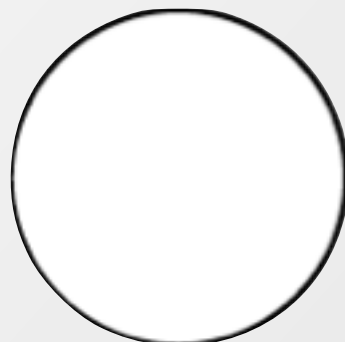
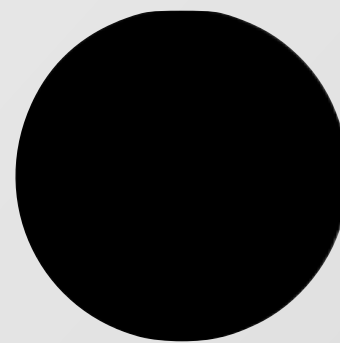
**Why shiver
this winter?**

Why shiver
this winter?

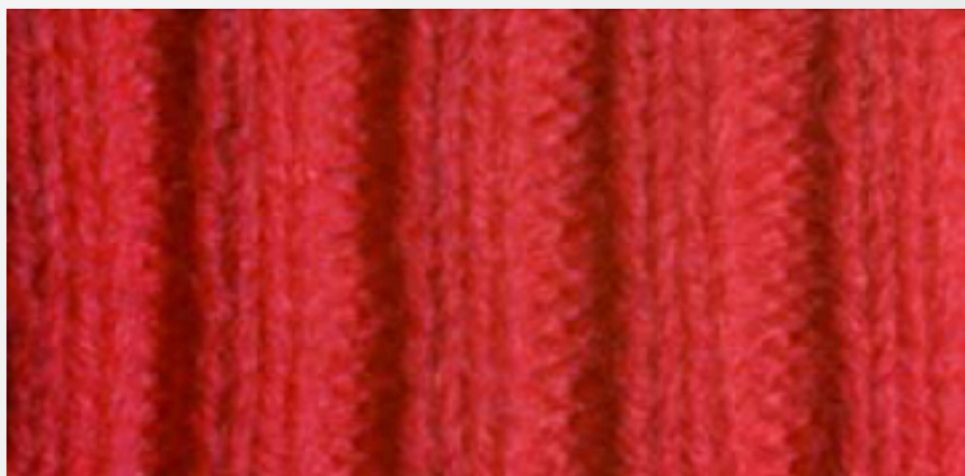
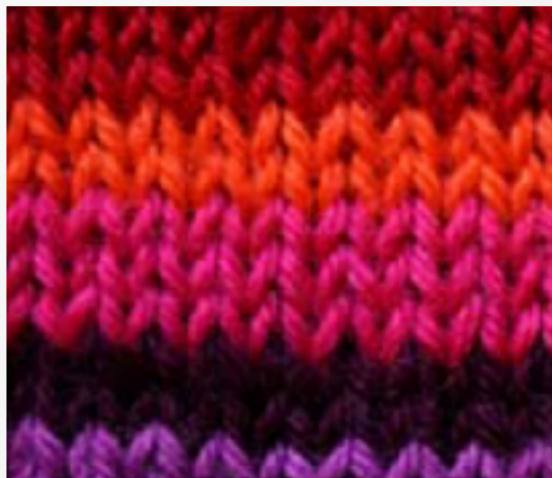
Core colours



Colour palette



Backgrounds



Objects



‘Knits’ help reinforce the function of CosyDevon - insulation. We do not use standard shots of insulation but introduces a sense of humour to make it ‘cosy’.

IMAGERY Portraits and groups of people



Images should be:

- real people
- capture a moment in time
- natural & spontaneous
- depth & perspective
- avoid cliches and stereotypes

IMAGERY Customer relaxation



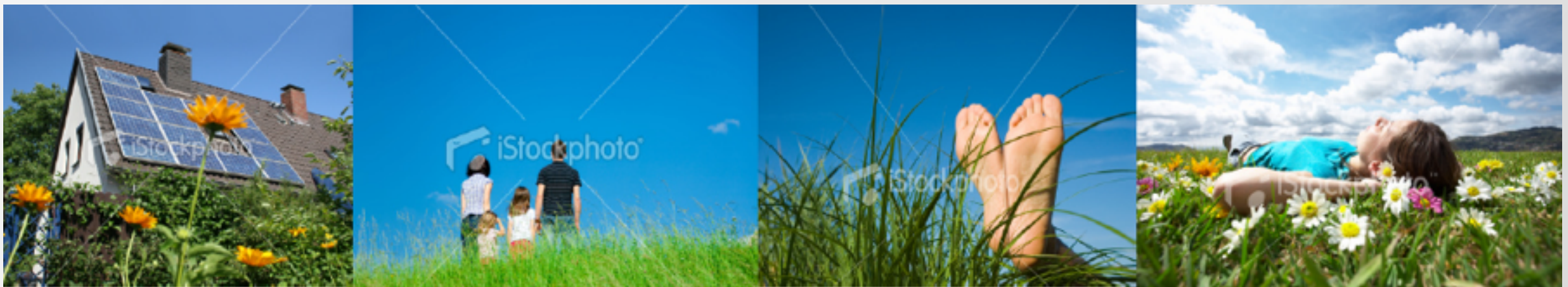
It is difficult to sell insulation in summer months. We reflect 'no worries' aspect of brand wheel to express positive messages. Images:

- capture spirit of relaxation
- need to look care-free
- people should be relaxed
- keep images simple
- natural & spontaneous
- depth & perspective

So, what about images?

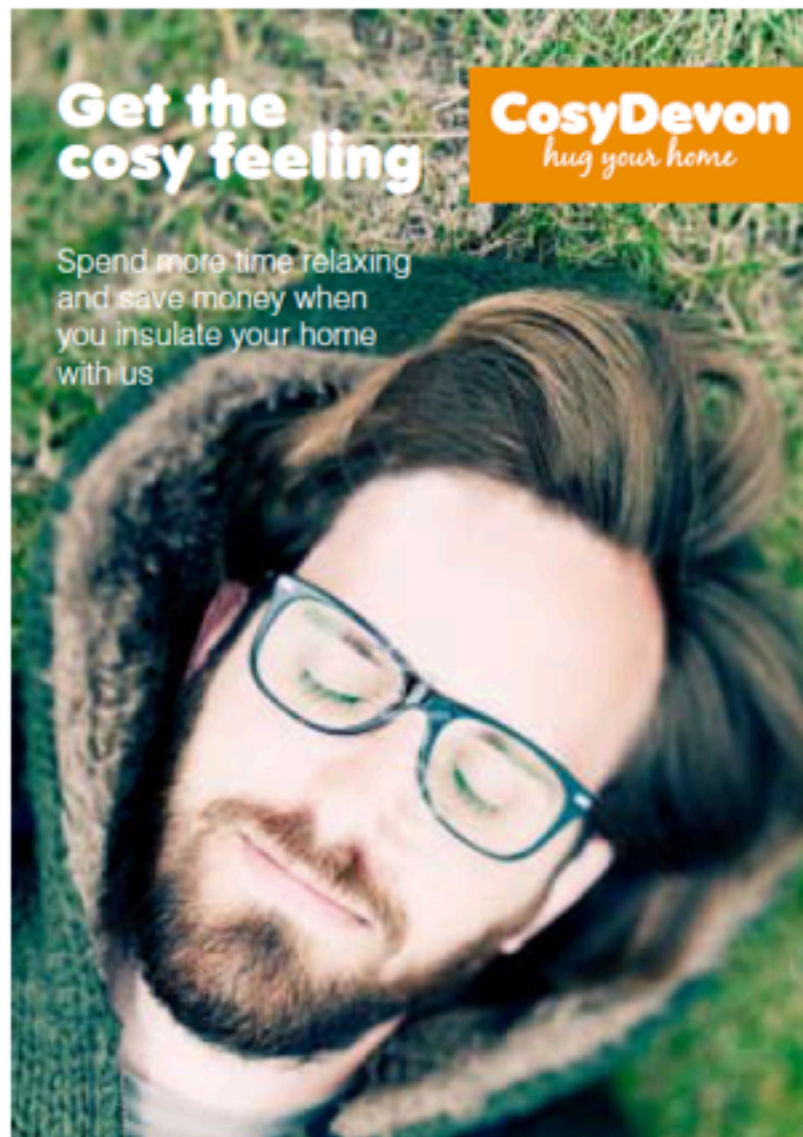


Knitted items would be most appropriate for autumn and winter campaigns.



Blue sky would work well for spring and summer.

Putting it all together Publications



Get warm and snug

Energy saving tips from the experts in insulation

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Examples of how the basic elements are applied across different publications. Each brings together combinations of type, colour, tone of voice and imagery. The overall impression is one of recognisable consistency for the CosyDevon brand.

Putting it all together Promotion/advertising

CosyDevon
hug your home



Love your home for less

Save energy, save money, keep warm.
We have great discounts for cavity wall and loft insulation

0800 512 012*
Or visit cosydevon.co.uk

*This number is the Energy Saving Trust Advice Centre who offer free impartial advice on energy saving grants and offers. CosyDevon is funded and managed completely separately from the Energy Saving Trust.

CosyDevon
hug your home

Why shiver this winter?

Talk to us about keeping warm and snug.
You can save money on your fuel bills with our free and discounted offers for home insulation!
Just give us a call or visit us online.

0800 512012*
cosydevon.co.uk

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Supported by your local authority



CosyDevon
hug your home



Doh lovely!

Save energy, save money, keep warm.
We have great discounts for cavity wall and loft insulation.

FREE to everyone aged 60 and over

FREE if you are in receipt of income related benefits

FREE if you have a household income of £18,000* or less

£99 for loft or cavity wall insulation for everyone else
or **£149** if you have both installed!

The best deal in Plymouth!
Apply for a free,
no obligation survey today!

is a partnership scheme between all 10 local authorities across Devon and E.ON, one of the UK's energy companies.
may apply if a property is larger than the average size for the property type, or if any required. Prior to undertaking any work the homeowner/landlord will receive written out the scope of the insulation work including any additional charges. Work will only be carried out when written acceptance has been received by the installer. Other terms and conditions will be set out in the contract with the appointed installer. E.ON reserves the right to withdraw the offer at any time. Offers subject to availability.

For more information, why not call the Energy Saving Trust advice centre on:
0800 512 012
Or visit cosydevon.co.uk

Or visit cosydevon.co.uk
0800 512 012
Energy Saving Trust advice centre on:
For more information, why not call the

Putting it all together Stationery

0800 512012
cosydevon.co.uk

CosyDevon
hug your home

The Occupier
00 High Street
Someplace
Plymouth
PL1 0XX

00 Month 2010
Dear Sir/Madam

Plymouth City Council
Civic Centre
Plymouth PL1 2AA

T 0800 512012
W cosydevon.co.uk

**Fuel bills getting you down?
Free* and discounted home insulation offer to
Plymouth homeowners and private tenants.**

Plymouth City Council is delighted to offer FREE* loft and cavity wall insulation for all homeowners and private tenants who are over 60 years of age OR in receipt of certain benefits OR have an annual household income of less than £18,000.

For homeowners and private tenants that do not qualify for the above, loft and cavity wall insulation is available for £99* each or £149* for both measures. This special offer is funded by the energy company E.ON and supported by Plymouth City Council

Don't forget that over half of the heat in your home is lost through uninsulated walls and the roof. An insulated home is warmer and more comfortable and is less expensive to run.

There are three ways to access our special insulation offer; pick the one that suits you best:



1. POST: complete the enclosed form and post it back to us - you do not need to use a stamp.
2. TELEPHONE: Call freephone **0800 512012** to speak to the Energy Saving Trust advice centre and ask about CosyDevon.
3. INTERNET: for more information and to apply online go to www.cosydevon.co.uk.

Please ring 0800 512012 or visit www.cosydevon.co.uk to find out more

Yours faithfully,

Colin Anderson
Home Energy Co-ordinator

* Terms and Conditions apply and will be set out in the contract with the appointed installer. Offer is subject to survey, availability and very limited funding so contact us today to avoid disappointment.



Examples of preprinted stationery, including a mailshot letter and a card.

CosyDevon
hug your home

0800 512012*
cosydevon.co.uk

*This number is the Energy Saving Trust advice centre who offer free impartial advice on energy saving grants and offers. CosyDevon is funded managed completely separately from the Energy Saving Trust by Energy Action Devon.



CosyDevon
hug your home

The feeling...

Cosy Cuddly Comfy Snuggly Cuddle
Nuzzle Nestle Snuzzle Fuzzy
Tingly Sleepy Drowsy Snuggle
Snug Hug Sizzling Purring

The home...

Insulate Shelter Haven Protect Safe
Secure Homes Family Home-spun
Love Warmth Relaxed Content
Security Happy Glowing Radiant
Calm Come home Welcoming
Delightful Restful

The area...

Local Devon Communities Street
Togetherness Well-being
Better-off Pleasant Rural
Bright Light Natural Life-style Holistic

The investment...

Invest Savings Deal Future
Environmental Energy Saving
Efficiency Sustainable Green
Eco Low-carbon

The business...

Service Quality Satisfaction Satisfying
Care-free Joy Smile Ecstatic
Confidence Swift Rapid Prompt
Courteous Polite Reliable
Dependable Friendly Choice Friends

The money...

Dosh Wonga Cash Dough Readies
Bread Money Moolah
Loot Brass Sponduliks

The ones that worked...

Snug Hug Devon Home
Smart Energy Insulate
Cosy Comfy Clever Glow Savvy

Putting words together

Devon Homes X - Building

Warm Devon X - Warm

Devon Warmth X - Warm

Glow Devon X - Fossil Fuels

Bright Devon X - Education/tourism

Smart Devon X - Education/tourism

Love Devon X - Tourism

Naming heirarchy

The Name

The Tag or Descriptor

The Campaign

Different takes

Descriptive

British Airways (Descriptive)

The World's Favourite Airline (Emotional)

easyJet (Descriptive)

Come On Let's Fly! (Emotional)

Different takes

Abstract

Orange

Together we can do more (Aspirational)

Apple

Virgin

Tesco

The Economical Shopping Company
(Functional)

Different takes

Initials

IBM

International Business Machines (Functional)

BP

Beyond Petroleum (Aspirational)

IKEA

Ingvar Kamprad Elmtaryd Agunnaryd (Descriptive)

Different takes

Names

John Lewis

Saatchi & Saatchi

Sainsbury's

Possible names

Cosy Devon

Hug your home

Cosy Devon

Love your home

DES

Devon Energy Smart or Devon Energy Solutions or
Devon Energy Savers

The ones that got away

Insulate Devon

Give your home a hug

Comfy Devon

Clever insulation

Insulate Devon

Your Happy, Huggable
Home

Comfy Devon

That Warm Feeling

Comfy Devon

Every Home Needs a Hug

Energy Smart

Keep Devon Snug



CosyDevon
hug your home