

# 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.

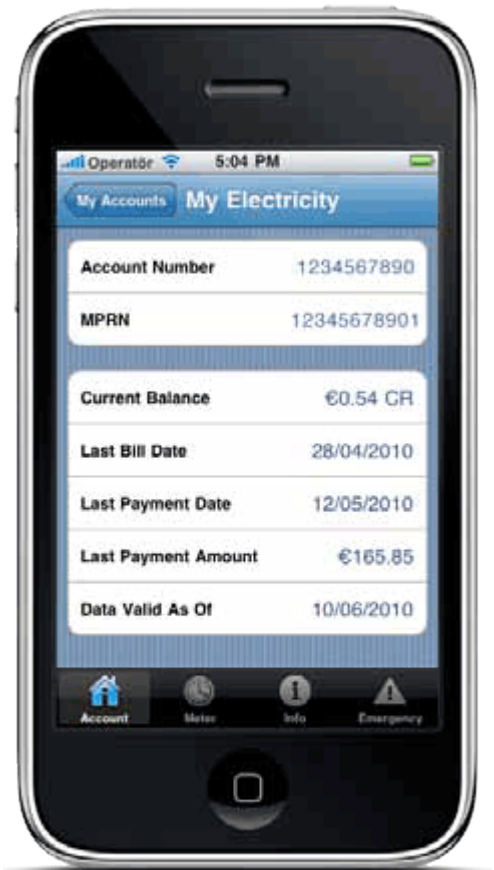
To meet the first objective, a mix of high profile web take-overs were planned, in conjunction with offline DM & engagement pieces.

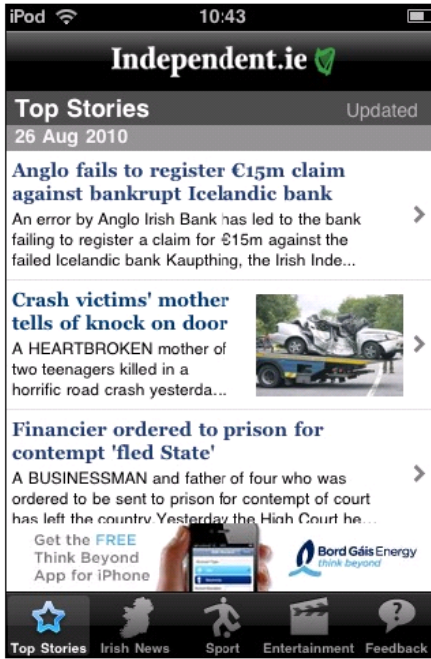
In order to drive download of a mobile app, it was obviously essential to target mobile users: this was done with a strategic mix of mobile advertising (on popular Irish sites), mobile search (building on the rise in awareness generated by the ATL campaign) and in-app advertising on relevant apps.

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

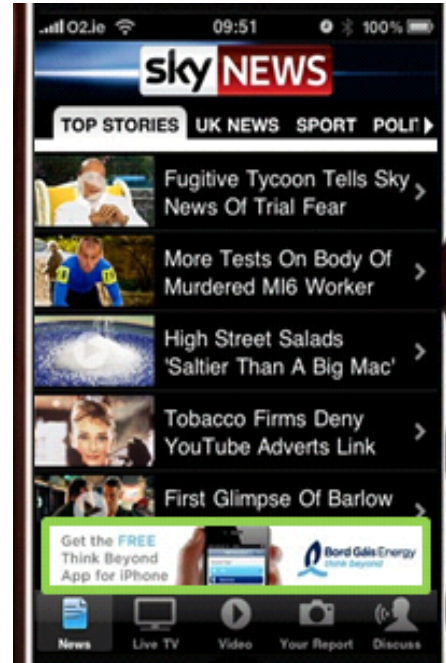




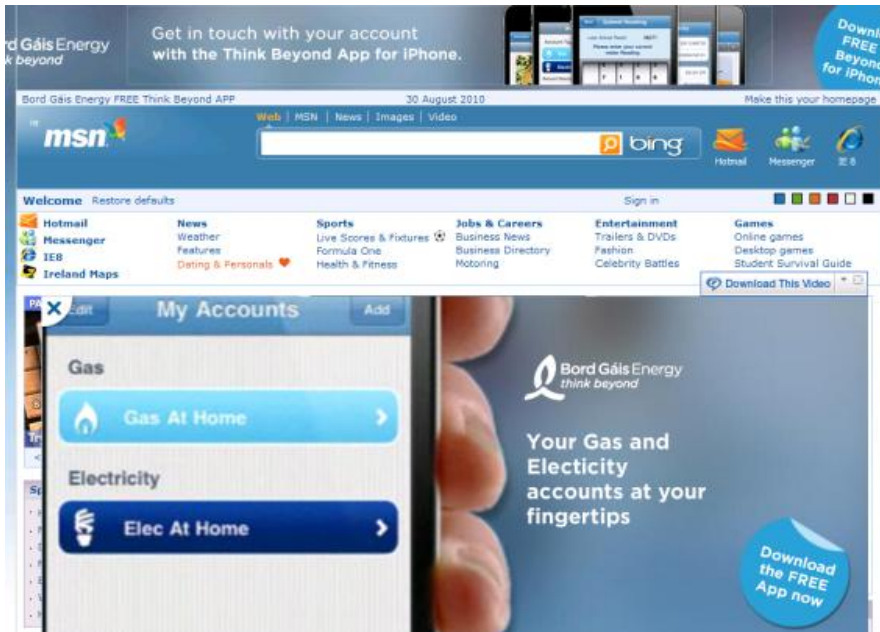
In-App Ads



Print Ad With QR Code



In-App Ads



Home Page Take-Over

