

**WP 4** Energy Supply

**WP 5** Financing

# Summary of renovation campaign of apartment buildings



SA KredEx

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## Information campaign

The information campaign took place between October 24th and November 13th, 2011 (weeks 43 to 45) and follow-up campaign from November 21st to 30th (weeks 47 to 48). The campaign was partially (television) funded from the Urb.Energy project.

### **Situation:**

People are aware of the fact that heating expenses are lower in a renovated apartment building.

The using of renovation grant of apartment buildings is hindered by unawareness of the content of the KredEx programme, amount of grant, amount of interest and procedure of application. Therefore, people do not realize the amount of saving and feel fear: “Can we fulfil the loan obligations undertaken?”

### **Target:**

facilitation of renovation of apartment buildings with the help of the financing measures of KredEx

### **Target group:**

boards and active members of apartment associations, inhabitants of buildings

### **Message:**

To members of an association: KredEx helps to renovate so that the loan repayment amount is smaller than the amount saved on heating expenses.

Addition for decision-makers in an association: KredEx helps to renovate so that the loan repayment amount is smaller than the amount saved on heating expenses, and the procedure is feasible for everyone.

## Campaign channels

### 1. Television

A long clip 39 sec (in Russian 40 sec), short reminders 20 sec (in Russian 23 sec)  
The clips used opposition - a younger man, who renovated / is for renovation, and an older man, who is against it. Humorous characters explain the usefulness of renovation with simple means (both sides have their arguments). The long clip told the full story, short ones focused each on their own key word - current heating expenses, loan payments, heating price in the future. Also renovation grant was mentioned in each clip.



[http://www.youtube.com/watch?v=b-EMvDlHF28&context=C33ca756AD0EgsToPDskKeFDeUlQo97ClyCm8G\\_uQS](http://www.youtube.com/watch?v=b-EMvDlHF28&context=C33ca756AD0EgsToPDskKeFDeUlQo97ClyCm8G_uQS)

The campaign utilized 4 commercial channels in Estonian and 4 in Russian, and the campaign took place in two waves: October 24th to November 13th, and November 31st to November 30th.

In the target group (all inhabitants, aged 25-50, place of residence: town) we reached 85% of the Estonian inhabitants at least once within the two television campaign waves.

### Text of the television clip

#### EST

VO: Those two buildings completed at the same time. This building was renovated with the help of KredEx and heating expenses decreased.

“But it is necessary to pay a loan for that”

“It is cheaper also with loan payments”

“Debt belongs to another”

“No difference if you are in debt to a bank or for heating”

“You never know what the future may bring”

“The loan interest is fixed for ten years. But the price of heating???”

VO: We believe renovation is feasible for every association. We know how to decrease the costs of housing.

“Additionally, KredEx gives a renovation grant”



## 2. Radio:

The campaign utilized 4 commercial stations of which 2 were in Estonian (Sky Plus and Star FM) and 2 in Russian (Russkoje Radio and Sky Radio).

In Estonian stations, a 25'' clip was used that was on air within three weeks between 7:00 a.m. to 5:00 p.m., in average 23 times a week.

In Russian stations, a 35'' clip was used that was on air within three weeks between 8:00 a.m. to 6:00 p.m., in average 18 times a week.

The number of listeners by radio stations is in average 243,000 for Estonian radios and 172,500 for Russian radios.

Text of the radio clip:

EST 25 sec

We believe that a warm and well ventilated home increases the living standards.  
We believe all inhabitants of apartment buildings would want to live in renovated buildings.

We believe renovation is affordable for all associations.

We know how to renovate so that the amount saved on heating expenses is larger than the repayment of renovation loan.

See [www.kredex.ee](http://www.kredex.ee)

## 3. Printed advertisements

Linnaleht distributed free in Tallinn, Pärnu and Tartu (Est&Rus) published the advertisement with an article. County newspapers included an inserted advertising sheet. To emphasize the contrast between renovation and no renovation we placed the visuals as a special solution on two pages of an issue immediately next to each other.

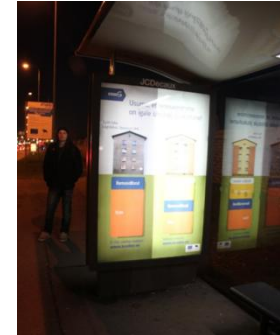
*Linnaleht*



Inserted advertisements were published in 11 county newspapers.

#### 4. Outdoor media

The campaign utilized the JCDecaux bus pavilions/illuminated displays. The visual of the advertisement resembled the printed advertisement, but included a special lighting solution for dark time helping again to emphasize different consequences of renovation and no renovation.

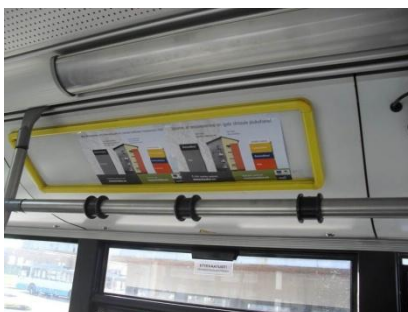


- Tallinn - 139 posters (weeks 43-48)
- Tartu - 32 posters (weeks 43-48)
- Viljandi - 8 posters ( weeks 43-44)
- Rakvere - 12 posters ( weeks 43-48)
- Kuussaare - 9 posters (weeks 43-44)
- Haapsalu - 7 posters (weeks 43-44)
- Jõhvi - 16 posters (weeks 43-44)

The coverage of outdoor media in Tallinn was 62 %. The average coverage of the campaign in Estonia was 46%. The campaign reached 222,503 inhabitants of Tallinn and 542,260 inhabitants of Estonia.

#### Special displays

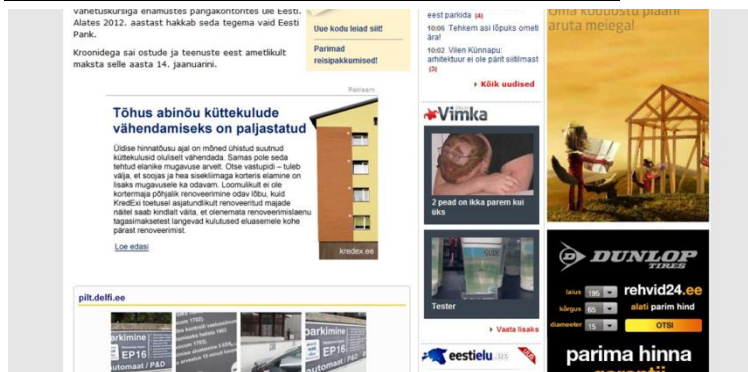
The campaign was also present in public transport (two languages side by side) and in elevators of Lasnamäe apartment buildings (in two languages). For public transport the period was from October 24th to November 13th and 80 trolleybuses moving in Tallinn were used. Advertisements in elevators were used in Lasnamäe between November 7th to December 4th in a total number of 170 elevators.



#### 5. Internet in Estonian and Russian

The campaign took place in two waves, from October 24th to November 10th and from November 21st to November 26th. The first wave utilized article banners both in Estonian and Russian environments. By the second wave arguments heard from television clips were familiar to people, and we amplified that by creative solutions of banner media, also enabling interactive communication. The campaign mainly utilized the largest Estonian news portals, where the advertisement was mainly communicated as an information article, not as a shiny blink-banner. It was a strongly differentiating way.

## I wave of the campaign - visuals and statistics:



### Entertaining news portal:

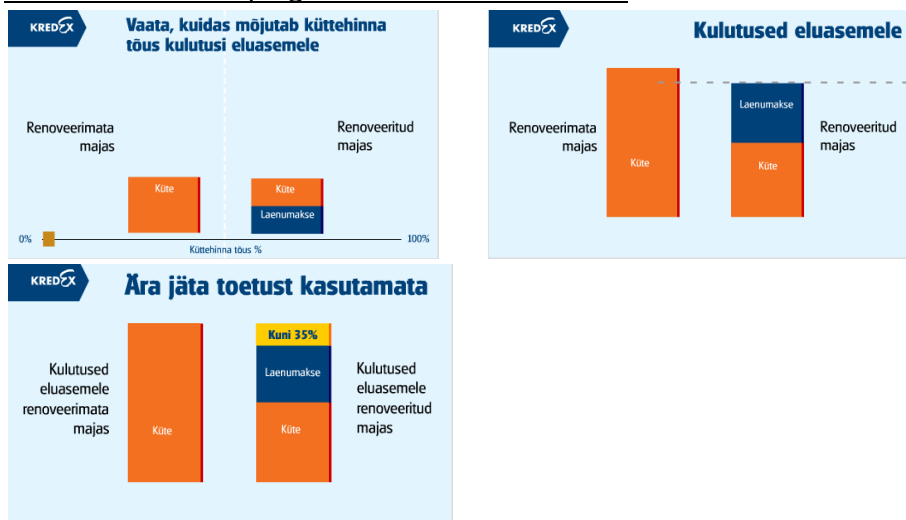
- Delfi.ee: banners got 1,278,011 displays and collected 2315 clicks.
- Delfi.ru: banners got 1,335,424 displays and collected 1,639 clicks

Online versions of local newspapers - 813,556 displays and 1,004 clicks

The online version of the largest all-Estonian newspaper Postimees:

- Postimees.ee: banners got 2,682,027 displays and collected 3,010 clicks.
- Postimees.ru: banners got 643,417 displays and collected 479 clicks
- Elu24.ee: banners got 595,744 displays and collected 199 clicks
- Postimees Weather and Sport: banners got 174,147 displays and collected 120 clicks

## II wave of the campaign - visuals and statistics:



### Entertaining news portal:

Delfi.ee: banners got 1,830,039 displays and collected 1,688 clicks

Online versions of local newspapers: banners got 865,621 displays and collected 228 clicks

## 6. Mini-site of the campaign

A separate campaign paper was designed for the campaign pointed to by the above described Internet banners (also the banner on the web page of KredEx). The target of the paper was to provide a clear and simple overview of renovation stages, as well as direct instructions what to do. Separate sections were created for chairmen and simple members of associations. A simple member also had an opportunity to send an argued letter to neighbours / chairman of the board of the association, which was already prepared for the sender. By such e-mails we meant to activate information exchange between the inhabitants of a building and the chairman of the board of an association, thereby pressing on decision-making in regard to renovation.

*Home page of the mini-site of the campaign*



Tagatud edu Est / Rus

KredEx on aastaid tegeleunud kortermajade renoveerimisprojekti toetamisega. Oma kogemuste põhjal julgeme Seida, et soojusenergia hind on jõudnud Eestis tasemele, kus asjatundliku renoveerimise korral saavad igakuine kokkuvõtte küttekuludelt on suurem, kui renoveerimiseks võetud laenu tagasimaksed.

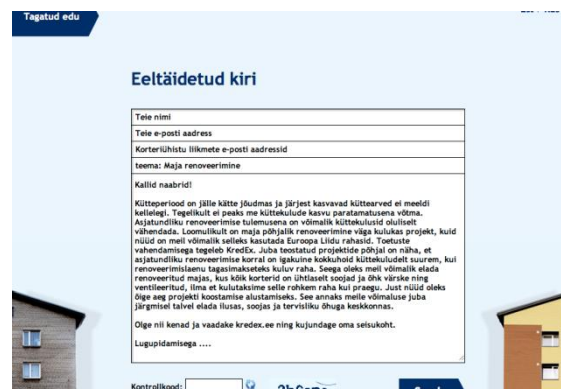
7 põhjust, miks just nüüd on õige aeg alustada:

1. KredEx teeb tagastamatu abi korras renoveerimiskuludest kuni 35%.
2. Laenuintress on kümneks aastaks fikseeritud kuni 4,4% tasemele.
3. Kui alustate projektiga kohe, jõuate juba järgmisel suvel tööd ära teha.
4. Toasooja hind on tõusuteel.
5. Renoveerimist tulevikku liikates peab arvestama ka ehitushindade tõusuga.
6. KredExi poole pakutav toetus ei kehti igavesti.
7. Teie ja Teie lähedaste tervisele on oluline võimalikult ruttu pääseda sooja ja hea sisekliimaga keskkonda.

Ühistu esimehele  
Vaadake, millest alustada ja kuidas kogu renoveerimisprotsess välja näeb.

Ühistu lihtliikmele  
Vaadake, kuidas saaksite Teie kaasa aidata renoveerimise alustamisele oma ühistus.

*Pre-filled letter*



Tagatud edu

Eeltäidetud kiri

Teie nimi  
Teie e-posti aadress  
Korterühistu liikmete e-posti aadressid  
teema: Maja renoveerimine

Kallid naabrid!

Kütteperiood on jälle kätte jõudmas ja järjelt kasvavad küttearved ei meeldi keelelasi. Tegelikkus ei peaks me küttekulude kasvust paratamatusena võtma. Asjatundliku renoveerimise tulemusena on võimalik küttekulud oluliselt vähendada. Loomulikult on maja põhjalik renoveerimine väga kulukas projekt, kuid nüüd on meil võimalik selleks kasutada Euroopa Liidu rahast. Toetuste vahendamisega tagab KredEx. Juba toetatud projektide põhjal on näha, et asjatundliku renoveerimise korral on igakuine kokkuvõtte küttekuludelt suurem, kui renoveerimise tagasimaksed kulu raha. Seega oleks meil võimalik elada renoveeritud majas, kus kõik korterid on ühtlaselt soojad ja õhk värskene ning ventileeritud, ilma et kulutaksime selle rohkem raha kui praegu. Just nüüd oleks õige aeg projekti koostamise alustamiseks. See annaks meile võimaluse juba järgmisel talvel elada ilusas, soojas ja tervisliku õhuga keskkonnas.

Õige nii kenad ja vaadake kredex.ee ning kujundage oma seisuhoht.

Lupupidamisega ....

Kontrollikood:  3bC0de

## 7. Direct mailing

Direct mailing to apartment associations was launched in the middle of the campaign to give time to mass media to support the packages. With the help of a database, chairmen of apartment associations were sent campaign envelopes including a personal letter and an advertising sheet. According to database of Joon, those were mailed to 9,600 clients.

## Summary of web page statistics

During the first stage of the renovation campaign, the web page of the renovation campaign was visited by 6,630 people and 1,677 visitors in the second stage of the campaign. The average time spent on the page was 1.14 minutes.

## PR Summary

The target of communication was to support the general information campaign and to forward information to people through the media regarding the renovation grant and loan offered by KredEx. The information included television, radio, online media and local newspapers.

Two press releases were issued during the campaign (October 24th, A campaign introducing renovation possibilities of apartment buildings started and November 10th, The average energy saving of renovated apartment buildings is 37%) and the topic was offered to several media channels for broadcasting.

October - 13 broadcasts (local newspapers, all-Estonian newspapers, radio, TV, Internet)  
November - 27 broadcasts (local newspapers, all-Estonian newspapers, radio, TV, Internet)

## Summary

The campaign on renovation of apartment buildings was conducted in two stages from October 24th to November 30th, 2011. The target of the campaign was to facilitate the renovation of apartment buildings with the help of KredEx financing measures and the target group included the boards and active members, as well as inhabitants of apartment buildings.

The main message of the campaign was that KredEx helps to renovate so that the repayment of loan is smaller than the amount saved on heating expenses, and renovation is feasible for every association. The main channel of the campaign was television, where 4 channels in Estonian and 4 in Russian were utilized. The TV was strongly supported by Internet banners (est/rus) leading to the campaign web page (est/rus) visited by 8,307 people during the campaign period; radio advertisements (est/rus); printed advertisements in local papers (est/rus); outdoor media advertisements (bus pavilions, trolleybuses) and direct mailing to leaders of apartment associations. Also the campaign PR had an important role in increasing of awareness. During the campaign period, the topic was covered in 40 publications (local newspapers, all-Estonian newspapers, radio, TV, Internet).

The coverage of the campaign throughout all media types among the inhabitants of Estonia was at least 90%. As a whole, the campaign can be considered as successful both in regard to coverage and the message. The campaign delivered a professional message in an understandable way. According to the Housing and Energy Efficiency Division, the number of e-mails in connection with the campaign did not increase. However, the number of phone calls increased first of all in connection with the direct mailing. The actual influence of the campaign can be evaluated towards spring, when the active application period should begin.



## Imprint

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