

**WP 4** Energy supply  
**WP 5** Financing

## Financing energy efficient refurbishment in apartment buildings - awareness campaign 2011



SA KredEx

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## Campaign

Time of campaign march-april 2011

### Goal

- to inform people of the financial measures offered by KredEx that help to increase energy saving in apartment buildings
- by complete renovation of an apartment building, the inhabitants save heating energy, resulting in smaller heating expenses for the inhabitants, healthy internal climate in the building and improved living conditions
- to inform as many apartment buildings with an association as possible of a possibility to renovate/insulate their apartment building on the best possible terms, using the state grants. To help the inhabitants find answers to topical questions in regard to the offers of KredEx. To reach the right target group in shopping centers and public transport, and supply them with information in regard to the measures of KredEx as much as possible.

### Tagline

“BY COMPLETE RENOVATION - YOU HIT THE NAIL ON THE HEAD!”

### Channels:

- 1) TV - EST/ RUS. Long clip 30 s, reminder 15 sec
- 2) Radio - EST/ RUS. 20 sec
- 3) Outdoor media - 6\*3 and bus stop displays
- 4) Campaign web page and Internet banners
- 5) Printed advertisements in Linnaleht EST/ RUS
- 6) Roll-up in shopping centers, EST
- 7) Advertisements in public transport, A3 poster, EST/ RUS



The advertisement features a close-up image of a hammer hitting a nail. The headline reads "RENOVEERIDES TERVIKUNA, TABAD NAELAPEAD!" (When renovating the whole building, you hit the nail on the head!). On the right, four green arrows point to icons representing: "RENOVEERIMISTOETUS" (Renovation grant), "ENERGIAAUDITI TOETUS" (Energy audit grant), "RENOVEERIMISLAEN" (Renovation loan), and "LAENUKÄENDUS" (Loan forgiveness). The KredEx logo is in the bottom right corner.

RENNOVEERIMISTOETUS €

ENERGIAAUDITI TOETUS

RENOVEERIMISLAEN %

LAENUKÄENDUS

**RENOVEERIDES TERVIKUNA,  
TABAD NAELAPEAD!**

Lisainfo: tel 6674 100 / [ko@kredex.ee](mailto:ko@kredex.ee)

Renoveerides oma kogu kogu tervikrenovatsioon, võidad kindelalt pea peale  
Nii tagad ka hea sisekliima ja hoidad ennast koguneva niiskuse ning CO2ga seotud tervisehäired.

Just nüüd on alustamiseks õige aeg, sest KredEx katab renoveerimiskuludest kuni 35%.

Vaata lähemalt [www.kredex.ee](http://www.kredex.ee) ja alusta juba täna, sest toetuste periood on piiratud.

KREDEX



## Results and conclusions

### TV CAMPAIGN

- In Kanal 2 and PBK, the campaign was broadcasted from March 7th to March 27th, 2011
- In ETV2, the campaign was broadcasted between March 14th and April 3rd
- In total, 154 broadcasts were planned
  - Kanal 2 - 60 broadcasts
  - PBK - 74 broadcasts
  - ETV2 - 20 broadcasts
  - In total, the campaign received 884.5 viewer contacts in the target group
  - of which 781.9 viewer contacts were achieved between 6:00 p.m. to 11:59 p.m.
- The campaign coverage was 87.4%
  - 67.1% of the target group could see the advertisement for 3 or more times

### INTERNET MARCH-APRIL 2011 SUMMARY

There was excessive reception of contacts in all channels, due to which the price of a contact is also lower than planned.

A recommendation for next times: when using more popular news portals (postimees.ee, delfi.ee etc.), we suggest the use of more aggressive banner solutions, as the portals are flooded with other information and a more "quiet" banner remains less visible. Also it might make sense to make greater use of targeted Internet pages like web pages of shops of construction materials, etc.

### BTL

#### Public transport

A2 poster in buses of Tallinn, Pärnu and Narva

In Tallinn, buses on the routes of Lasnamäe, Mustamäe and Õismäe were used. To every bus, 4 A2 posters were placed in a location as noticeable as possible.

- In Tallinn a total of 80 buses and 320 posters. Daily average number of passengers was 660 per bus.
- In Pärnu 15 buses and 60 posters, passengers per day ca 11,000 persons
- In Narva, 15 buses and 60 posters, passengers per day ca 10,000 persons
- 



## Shopping centres

For the campaign needs, an eight-member team was trained, of whom the majority communicated freely also in Russian. Presenters of KredEx were out every weekend in period from March 12th to April 10th, also a rollup supporting the campaign was exhibited as presentation material.

In general it may be said that a half of the ones that spoke knew of KredEx. However, most people are not aware of the terms of application for grant. People are interested, but mostly it is considered/stated that it is not enough, as it is difficult to reach agreement in meetings of associations due to contradictory opinions.

According to the feedback received by the presenters it may be said that the message has reached the target group through various channels (TV, radio, e-mails, media and information leaflets). Renovation is more topical in Tallinn, Tartu and Jõhvi, less topical in Narva and Sillamäe.

Next time there should definitely be a poster/roll-up in Russian in shops!



## PR summary

- Actual success stories, survey results and statistical figures assisted the media coverage. With the help of those we achieved good media coverage.
- The achievement of media coverage was hindered by lack of success stories (especially in certain counties) and obtaining the approval of association members.
- In the next campaign, the publishing of paid leaflet and media material should be better timed.

## Total summary of the Campaign

- According to the follow-up survey of Saar-Poll versus the pre-campaign survey, we may be satisfied with the campaign result as a whole.
- People are more informed on the topic - most of all the chairpersons of apartment associations.
- Awareness of key words has increased (the ones we wanted to communicate to the target group - complete renovation saves heating expenses).
- Also awareness of financing possibilities offered by KredEx had increased.

In further campaigns we definitely recommend to use TV, radio and newspapers as the main channels (both advertisements and PR), as those are places where people mainly get information about the topic. Internet must definitely remain as a supporting channel of information.

Campaign was partly financed by the EU through Urb.Energy project.

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