SWITZERLAND

An island surrounded by EU member states

Christiane Lellig: Stratagème. Agentur für Social Change

Christiane has been working as a political communications and social marketing consultant in Switzerland and Germany since 1999. She has led national research programmes and behaviour change campaigns in various domains ranging from environmental issues to labour and social justice issues.

Christiane holds a masters degree in Social Sciences (Sociology, Mass Media & Communications, Marketing, Labour law) from the University of Göttingen, Germany. She is the founder and president of “Stratagème. Agentur für Social Change”, a Zurich-based consulting firm specializing in social marketing and sustainability communications. She is a Board Member of the iSMA and Co-Chair of the European Social Marketing Network.

Climate Change. CO2. Energy.

An industry approach to eco-social marketing.
Anything Communications

Chances and Barriers

The social marketing process

Industry approaches and market shares

Evaluation and the pragmatism dogma

Building the grounds for a brighter future
Chances and Barriers: the Social Marketing process.

• The perspective: society as a market.
• Understand the market. Understand its stakeholders.
• Set SMART goals. Segment target groups.
• Participation – how, who & why.
• Develop measures.
• Evaluate.
Chances and Barriers: an example from Switzerland.

Chances and Barriers: Swiss „Compressed Air Campaign“

- Energy efficient use of compressed air
- B 2 B-environment
- Heterogenous market structure (micro to large industry)
- 3 language regions
- Buy-in of German campaign

Mandate: campaign diagnosis
**Chances and Barriers:** Swiss topographics.

**Chances and Barriers:** The market and its players.

- Federal Office for Energy - EnergieSchweiz
- Compressed Air Industry (+/- 10 big shots)
- Productive Industries of all scales*
  Industrial Associations

✗ approx. 50'000-100'000 USD p.a.
✗ maximum of 3 years*
✗ coordination with Science Team from Germany*

Choice: 3 in 1 approach

Chances and Barriers: 3 in 1 approach.

The research-development-diffusion-committee.
**Chances and Barriers:** Social dilemma and market share.

- Need to win partners with 80% of market share
- Need to win market leader

**Chances and Barriers:** Exchange.

- Create win situation 1: reputation offer
- Create win situation 2: marketing offer
**Chances and Barriers**: Customer insight.

- Compressed air system is vital for production
- Low priority for CEO except for…
- 3 instances: optimization, extension / renewal, new construction*
- High risk perception*

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**Chances and Barriers**: Defining measures & tools.

- Need for easy low risk high performance measures
- Need for business arguments
- Need for technical arguments
- Need to enhance communication between players
- Need to serve sales persons with a present for their clients*

Decision: Sales & communication tools for vendors & customers.
Chances and Barriers: Defining technical measures.

The Cinderella tactic

Products: The sales tools.

- Optimization
- Renewal / extension
- New construction
**Chances and Barriers:** market implementation.

Distribution concept based on 4 pillars:

- × Industry partner network (9 partners)
- × EnAW-facilitators*
- × Industry associations (publications, professional training)
- × Media: PR & ads* (specialized, local); campaign website
  
  [www.druckluft.ch](http://www.druckluft.ch) or [www.air-comprime.ch](http://www.air-comprime.ch)

**Chances and Barriers:** Evaluation.

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Chances and Barriers: Evaluation.

✗ Qualitative feedbacks from industry partners.
   Very positive reactions from clients.

✗ Quantitative media response analysis.
   Output is good.
   Outcome unknown.

Building the grounds for a brighter future.

Marketing Social Marketing in Europe.

Activities in Switzerland so far....
Building the grounds for a brighter future.

• 25+ personal interviews with programme managers, consultants
• Collection of 20+ social change case studies
• Dialogue with universities and polytechnics

Walk away message.

To influence the system become part of it.
Identify market partners. Make your idea their idea.
Become a winning (market) team.
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Thank you.

Christiane Lellig
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Addressing the major behavioural challenges of our time

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The 2nd World Non-Profit & Social Marketing Conference

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