

Hungary Residential CFL campaign

The main campaign components/activities are as follows:

- co-operation with manufacturers (information exchange, harmonization of CFL marketing activities)
- production and broadcasting by local TVs of a 10 sec TV spot about CFLs
- production and broadcasting by local TVs of a 5 minute information film about CFLs
- production of DM leaflets and distribution by the help of the local electricity utility
- production of a POS electrometer for the demonstration of the savings effect of CFLs
- production and distribution of POS danglers about CFLs
- press and radio advertising for CFLs
- employment of an “ELI CFL promoter”, a person, who visits points of CFL sales,
- press conference
- local TV quiz
- talk shows in local – cable – TVs with lighting experts
- information dissemination through selected environmental and greenTV programs
- PR articles
- Christmas advertising promotion
- Energy Champion' competition
- a promotional road-show.

Some details follow below.

The main aim of the campaign is the popularisation of the quality CFLs, explaining benefits of using CFLs, helping people making difference among CFL choices.

The first phase of the campaign is run in two counties (out of the nineteen) of Hungary, with a population of 1.1 million (out of 10 million). It is the test or demonstrational phase. Following conclusion and evaluation, the campaign will be run in other geographical areas of Hungary.

The 10 second TV spot refers to CFLs as the cheapest source of light after natural light. This is the opening imige of the spot:



The information film explains why and how to use CFLs. The following picture shows the leaflet that was distributed to all electricity end-users in the region.

- a general ELI CFL poster,
- a road-show-announcement poster and
- a retail “CFL-price” poster.

The following picture shows both sides of the dangler which was distributed to a large number of POS locations.



The two sides of the dangler (POS)

A radio campaign started on October 15th with airing spots and quiz games. Each winner of the quiz received a package of three CFLs at the radio stations.

The first ad of the press campaign was placed in a local paper, Kelet-Magyarország on the 31st of October, which is the international day for saving. The paper had a larger size and circulation that day, because the topic of saving received a special few pages attachment.

Press ads were published a dozen times in all the major local papers. An example is shown below:



Press ad in Kelet-Magyarország

The ELI CFL promoter visited all the significant retail units in the region, small and large, specialised and general, individual ones and units belonging to big chains. He visited ca. 15 units a day in a period of ca. two months. He succeeded in selling 150-200 CFLs per week to the local shops.

The ELI CFL agent promoted the following CFL products:

Type	Manufacturer	Lifetime [h]	Price [HUF] excluding 25% VAT	
			Special price ¹	List price
FLE 15 TBX/LQ	GE Hungary	8,000	880	2,500
FLE 20 TBX/LQ	GE Hungary	8,000	880	2,600
Dulux EL LL 20W E27/B22d	OSRAM	15,000	1,778	3,200
Dulux EE 13W E27/B22d	OSRAM	6,000	836	1,762
Dulux EE 17W E27/B22d	OSRAM	6,000	836	1,850
Economy 6Y 11W E27 (46929)	Philips	6,000	836	1,553
Economy 6Y 18W E27 (469304)	Philips	6,000	916	1,661
Ambiance 12W E27 (865960)	Philips	6,000	996	1,668
PL Electronic T Pro E27 20W	Philips	15,000	1,788	2,835

KONKAM Studio, a small communication company had the task of negotiating with big hypermarkets and chain stores (TESCO, METRO, Praktiker, Baumax). They were convincing the retail units to exhibit the ELI dangler and electrometer.

All the 420 elementary schools of the two counties were invited to participate in an “Energy Champion Competition”. It means that all 420 schools received an information package: a letter for the school, posters, data sheet and the guide for calculation. Participation was rather active throughout the entire campaign period.

The road-show appeared in 14 settlements and attracted 12 hundred participants. Experience to date: teachers and students are enthusiastic, the school presentations are always successful. Teachers also receive the guide for these presentations, and the presented slides are made available to them, so that they can give similar presentations or lectures in the future. The presentations for opinion leaders (e.g. local MPs, well-known personalities of the local society) are always difficult, from an organisational point of view. Very often the ELI team cannot organise the meeting due to a lack of interest. The success of the street actions also varies settlement by settlement, although the method of organising is standardised.

The availability of CFLs in the local stores greatly increases the efficiency of the ELI road-show, people often go to stores to check CFL prices.

¹ *Special price during the regional ELI residential campaign*

Two press conferences introduced the ELI communications campaign in the region: on the 30th of October in Nyíregyháza and on the 31st of October in Debrecen. The Nyíregyháza event was visited by eight media representatives, while the Debrecen one by five. Among them there were journalists/TV crews of some regional media that distributed the material to several other media. The media presence is monitored and will be reported at the end of the project in the final report.

Presentation of the ELI campaign by the E-misszió Environmental Association at the “Lighting Day” (see under separate heading) was very successful: they supplied information and gave advice to many participants. The CFL balloon was erected at the stage of the conference.