



OVO Energy encourages app downloads through intelligent Doordrop

OVO Energy launched in 2009 and set out to make energy cheaper, greener, and simpler. OVO believe that energy has the power to solve some of the world's biggest, and most pressing problems. By blending natural energy with smart technology they create great service and renewable electricity.

Campaign objective

OVO Energy wanted to incorporate door drops as part of their multichannel, integrated approach, to drive new customer acquisition and build awareness of OVO Energy as a 'Smart Energy' provider.

Solution

Whistl built a blended targeting model that used four different data sources. A base of 4.2m households were identified as the most responsive whilst maintaining a full UK geographical spread. 5 different creative solutions were deployed.

Campaign results

The doordrop started 3 weeks into a TV campaign, with an instant positive impact on sales, generating a 35% increase in response. Campaign awarded 2016 DMA Silver – Best Use of Doordrop.

