

26th World Gas Conference

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An innovative marketing approach

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GrDF's marketing approach to achieve ambitious customer acquisition goals

A mitigated statement

Natural gas image is exposed to **ecological, economic and political threats**

3 marketing challenges to achieve ambitious customer acquisition goals

1

Co-creation: a disruptive marketing strategy

2

Packaged offerings designed to focus on the customer needs

3

An updated communication around and about natural gas

First encouraging results

Results that demonstrate **customer rising interest**

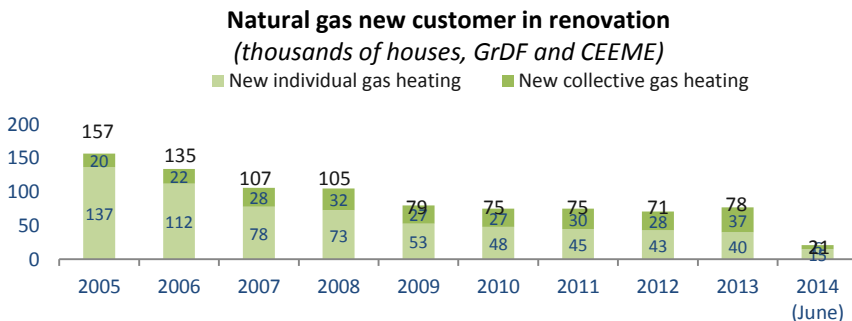
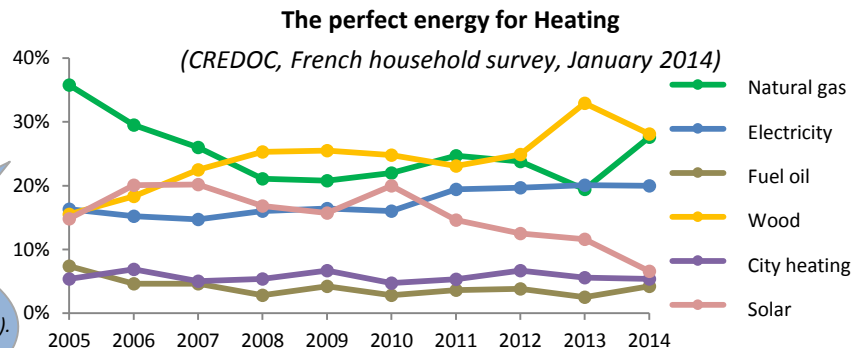
Key indicators : natural gas image is exposed to ecological, economic and political threats

Volatile natural gas perception:
the perfect energy after wood

In 2013, natural gas (27,6%) grew 8 points compared to 2012. Wood is still ahead (28,1%). Electricity is stable (20%).

Mitigated statement
for natural gas
in customer perception
and sales figures

Less and less
natural gas new customers
on the renovation market



1 Co-creation: a disruptive marketing strategy

More than 50 Expert Gas Professionals invited to share their experience and build the offerings

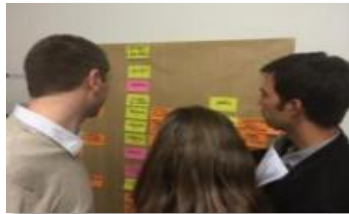


Open Labs with French Consumer Associations to challenge the offerings and services

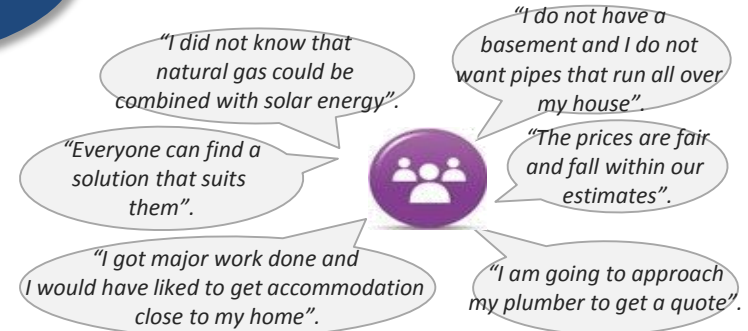


A range of offerings created and challenged by those who sell it and buy it

Open Labs with internal teams to get a field view and mobilize them



Focus groups with consumers to check their appeal to the offerings



2 Packaged offerings and innovative services designed to focus on the customer needs

Customer needs



To be reassured and oriented



To assess their future investment



To be able to choose



To consider also comfort, pleasure and modernity



GrDF's answers

Clear and accessible range of offerings
Services to guide the customer all along his project
Ready to promote gas professionals

Price examples for heating solutions

Heating solutions **designed for every customer needs and finances**

Promotion of little-known and attractive natural gas equipments: stoves and fireplaces, smart heating control, modern radiators, new generators...



Additional equipment
Basic solution
Ecological
Technophile
Only heating
Renovation works
Low budget



3

An updated communication around and about natural gas

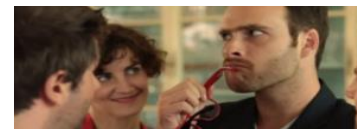
The website biencheznous.fr



A guide of natural gas heating solutions fitted for each target



Web movies dedicated to GrDF solutions



Press articles in special interest magazines (home, design...)



Communication in professional press (for plumbers, fabricants...)



First results show a growing customer interest for natural gas value proposition

In 2013, contribution to stop the decrease of gas new customers

First encouraging results

A growing number of leads qualified by the teams, that shows GrDF's capacity to give the potential customer an interest in natural gas

A presentation strategy and communication plan attracting potential customers that would not have thought of natural gas before

- More than 800 000 unique visitors on bienchezvous.fr
- 368 000 unique visitors on web movie dedicated to the GrDF offers

