



# SG 1. The working programme

Study Group E.1

***Marketing natural gas and promoting new usages.*** *The search of best practices of Marketing & Promotion campaigns and its uses*

**Chaired by:** to be confirmed

**Scope and Purpose:**

- Analyse marketing & promotion campaigns for the use of natural gas
- Provide special attention to relevant market differences such as growing and mature markets, cold and warm weather markets, regulatory schemes, etc
- Analysis of market-applied innovation and new technologies, including hybrids.
- Profitability analysis of technologies relative to the level of usage covered

The study group will also develop a handbook with Key success factors and Compendium of best practices for international use.



# SG 1. The working programme

## Scope

Study Group E.1

***Marketing natural gas and promoting new usages.***

The focus of the analysis is on how the gas market expands

- With new supply points (a new customer using gas)
- With new uses for existing gas customers
- With retention campaigns to hold your customer base or your gas volumes



# SG 1. The working programme

## Framework

Study Group E.1

***Marketing natural gas and promoting new usages.***

**How do we segment our analysis?**

BY REGION

- Considering the price of gas vs the price of competing energies

BY ENERGY POLICY

- Regulated vs. Liberalized markets
- CO2 and environmental regulation

BY SEGMENTS/USES (matrix)

- |                    |                     |
|--------------------|---------------------|
| - Residential      | - Heating & cooling |
| - Commercials      | - Hot water         |
| - Industrial       | - Cooking           |
| - Transportation   | - Moving            |
| - Power generation |                     |

COMMERCIAL ACTIVITY

- By technical prescription
- Mass market



# SG 1. The working programme

## Organisation of the committee

Study Group E.1

***Marketing natural gas and promoting new usages.***

### Next steps

- Develop a work plan with specific tasks and responsables (SG1 leaders)
- Define Market cases describing the marketing initiative and including the impact of the relevant levers identified
- Set up a bi-monthly conference call