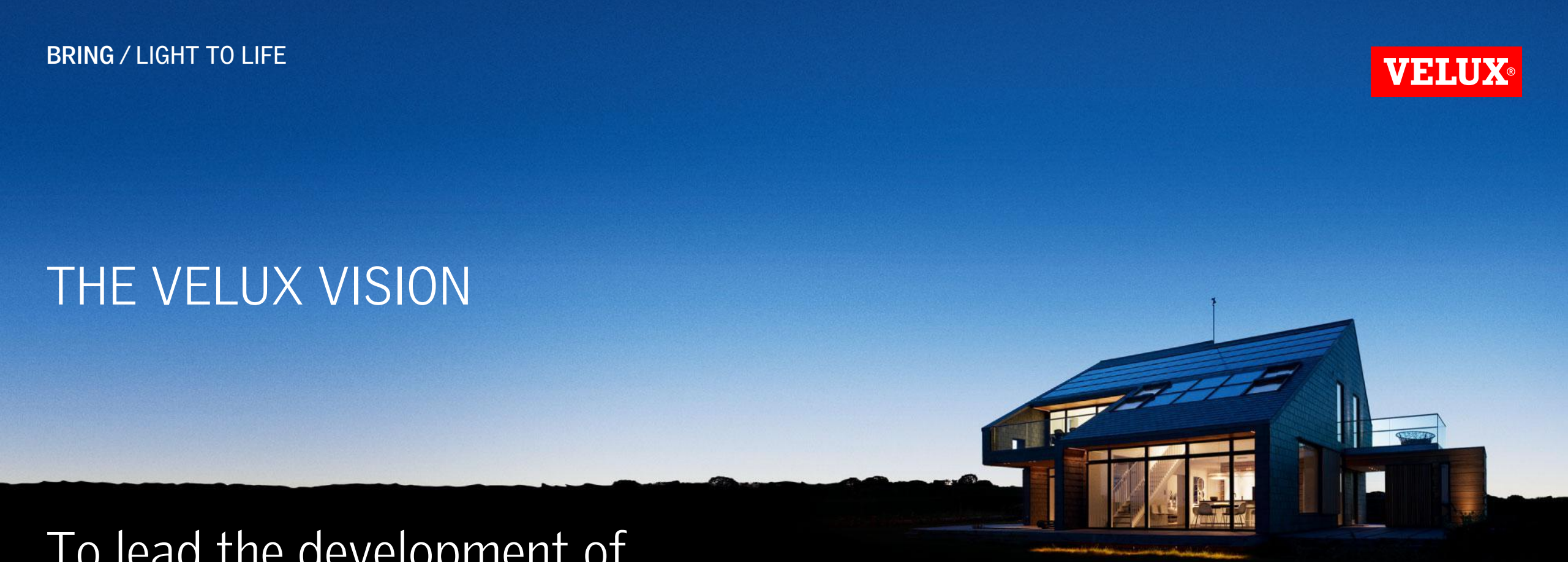
LISBETH MENG-COLLIGNON & INGRID REUMERT

DECEMBER 2018

THE INDOOR GENERATION – A VIRAL CAMPAIGN LINKING MARKETING TO PUBLIC AFFAIRS

THE VELUX VISION



To lead the development of **better living environments** with daylight and fresh air through the roof, and to be rated as the best in the eyes of our customers.

THE RENOVATION CHALLENGE

Only 1-2%
of the building stock is
renovated each year

And only 10%
of the building stock is
energy efficient

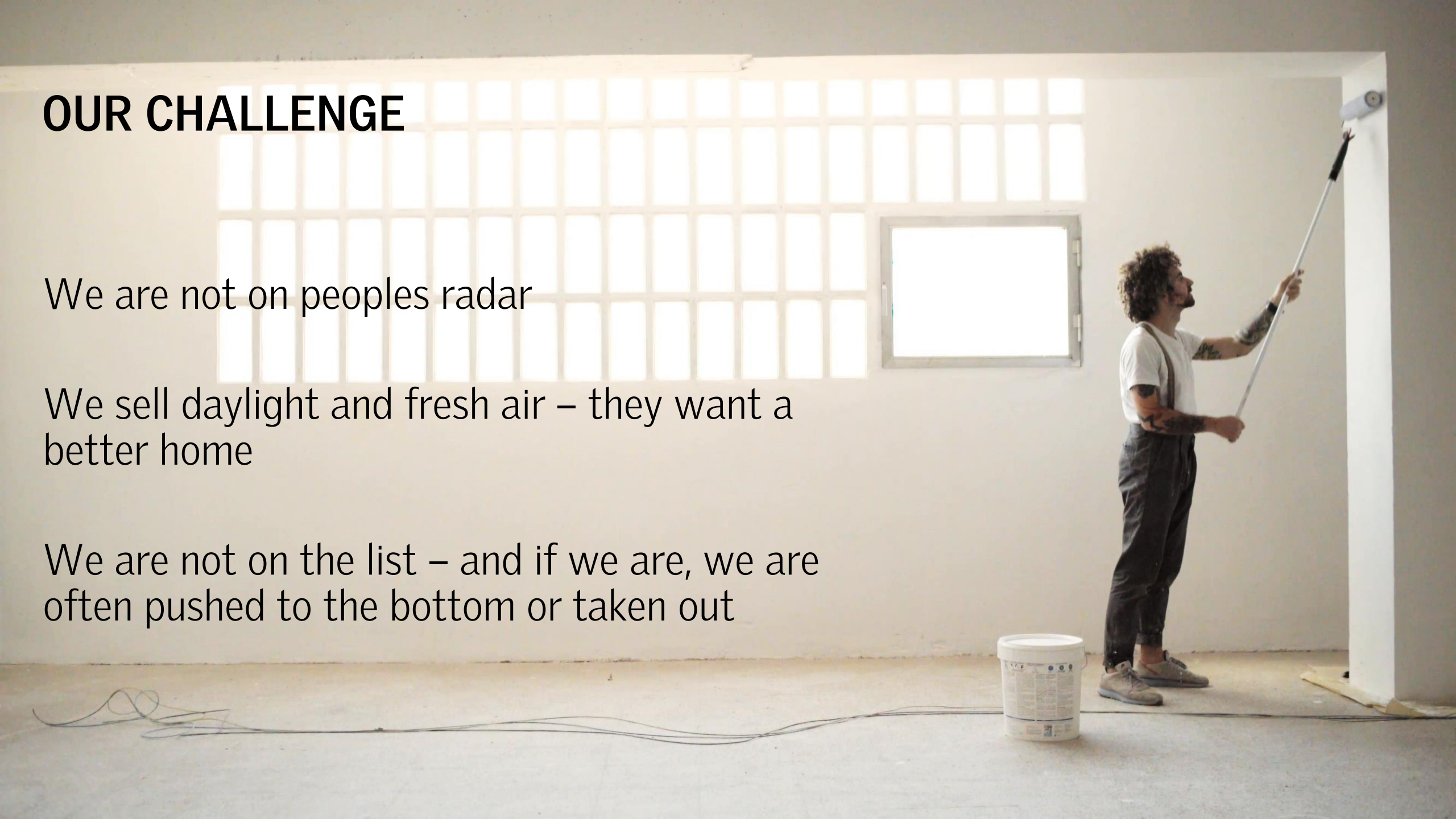
1/6
Europeans live in
unhealthy buildings

OUR CHALLENGE

We are not on peoples radar

We sell daylight and fresh air – they want a better home

We are not on the list – and if we are, we are often pushed to the bottom or taken out



SO – WE HAVE TO…

BOOST RELEVANCY
with our customers
And make all people see daylight and fresh air as mandatory whenever they do a residential renovation project

SO, WHAT DID WE DO?

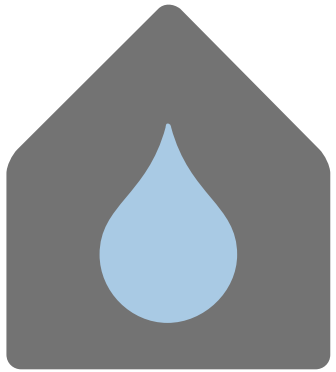
HEALTHY HOMES BAROMETER 2018

- The 4rd Pan-European survey investigating the link between homes and health.

- The first report to use detailed statistical data from Eurostat SILC to show the correlation between the health of an inhabitant and the building's state.

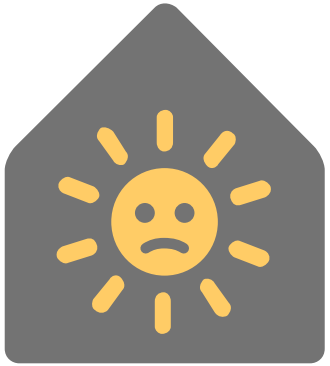
- Research based on **250,000 adults** (+16y) and **100,000 households** across all EU Member States, except Germany.

EUROPEANS LIVING IN DAMP OR DARK BUILDINGS ARE MORE LIKELY TO REPORT POOR HEALTH



x1.7

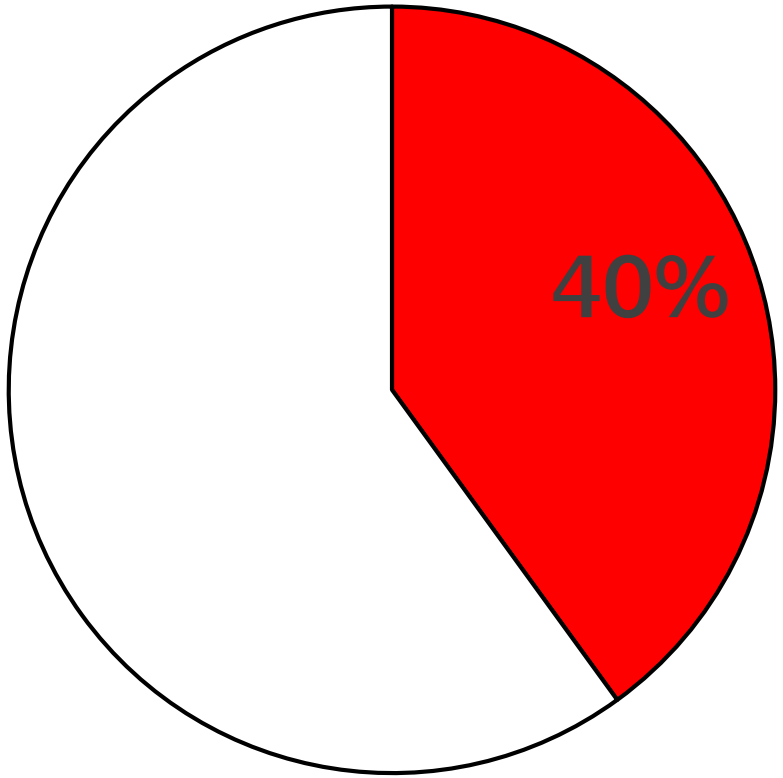
Almost twice as many Europeans report poor health when living in a damp home



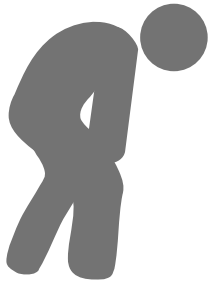
x1.5

1½ times as many Europeans report poor health when living in a dark home

EUROPEANS ARE 40% MORE LIKELY TO HAVE ASTHMA WHEN THEY LIVE IN A DAMP OR MOULDY HOME



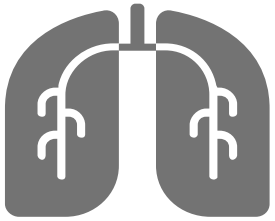
UNHEALTHY BUILDINGS AND THEIR COSTS TO SOCIETY



€40 bn

Indirect annual cost of asthma and chronic obstructive pulmonary disease, eg. loss of work productivity [11]

+



€42 bn

Direct annual cost of treating asthma and chronic disease, eg. medicine and care

=

€82 bn

Total annual cost for European societies attributable to asthma and chronic obstructive pulmonary disease

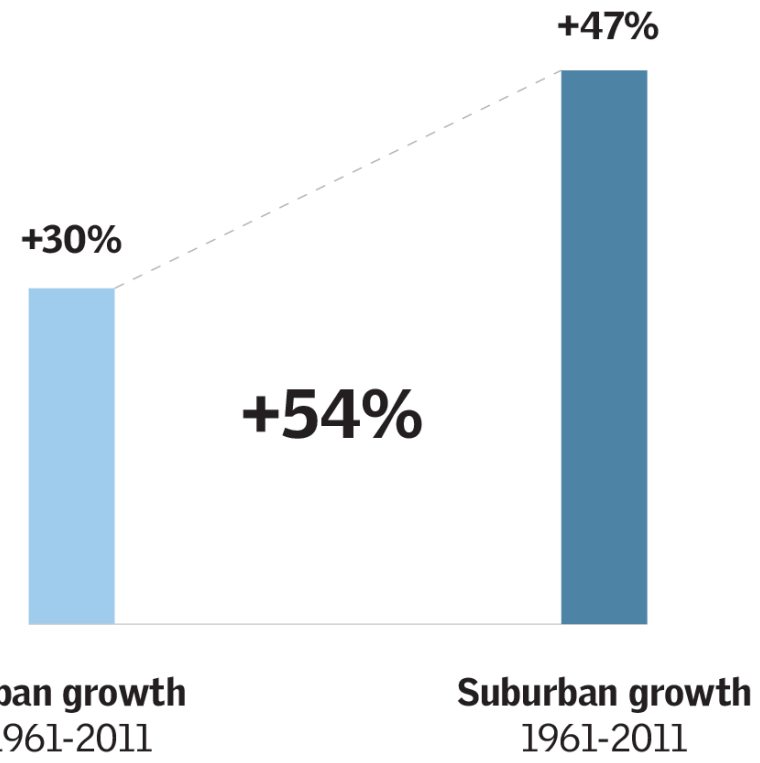
ACCESS TO DAYLIGHT IN OFFICES CAN INCREASE PERFORMANCE BY 10-25%

Heschong Mahone Group (2003) Windows and Offices: A Study of Office Worker Performance and the Indoor Environment:

http://h-m-g.com/downloads/Daylighting/A-9_Windows_Offices_2.6.10.pdf

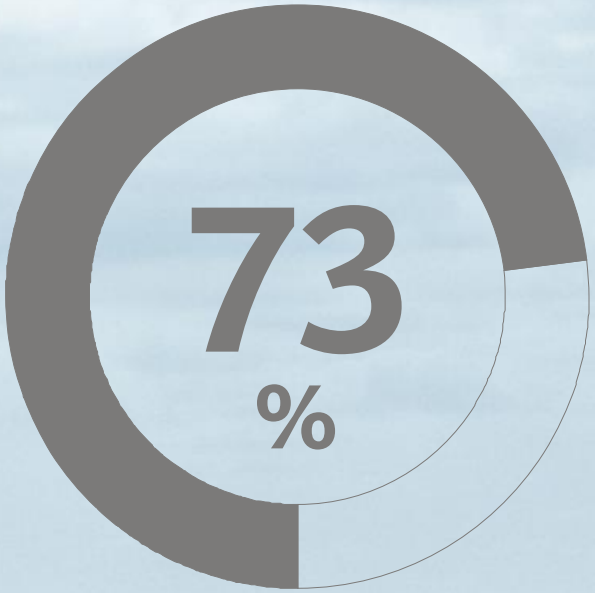
SUBURBANISATION: A EUROPEAN DREAM

Urbanisation is not just cities... suburban growth have outpaced urban by 54% between 1961 and 2011

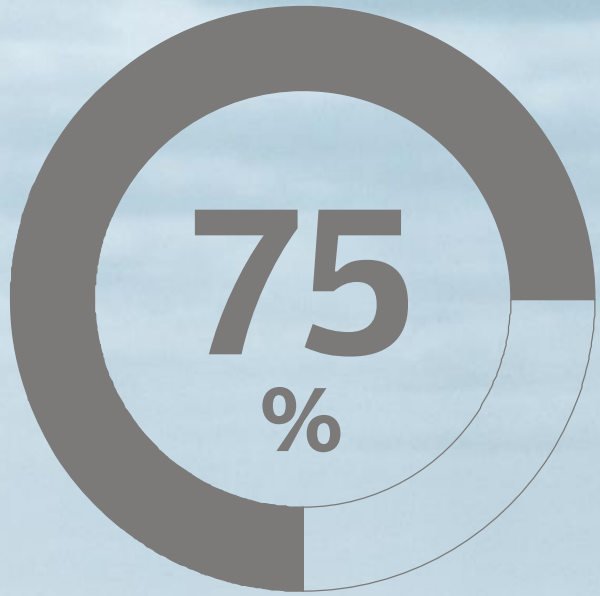


COMFORT AND WELL-BEING DRIVE RENOVATION

What motivates Europeans to renovate their homes



Improve well-being



Save energy costs

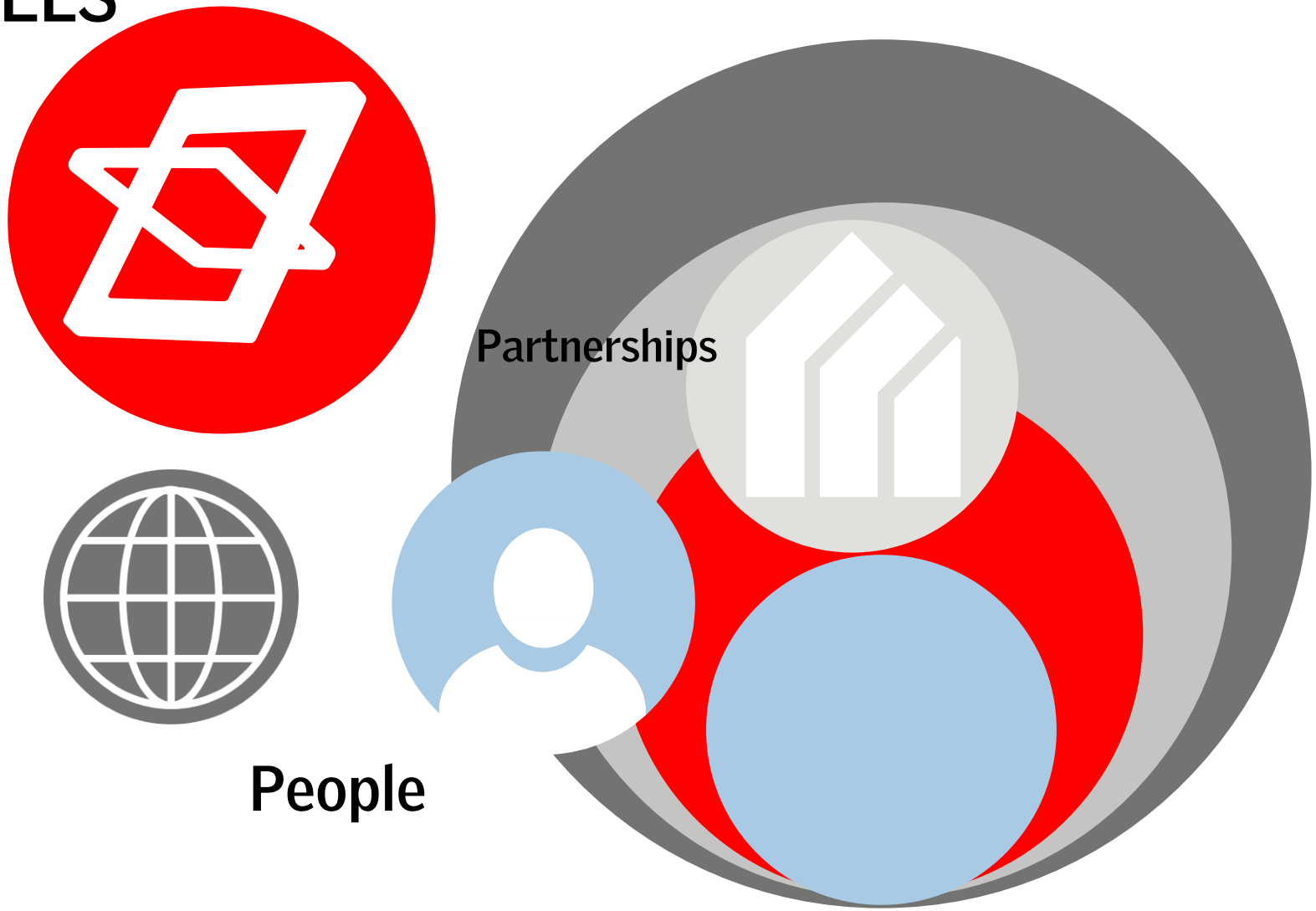
APPROACH ON 4 LEVELS

Products

Planet

Partnerships

People



PUT PEOPLE FIRST

Planet
Global commitment on sustainable cities and suburbs

Partnerships
Teaming up with key stakeholders

Products
... and deliver products and solutions

People
... made to optimise human health and well-being and minimise environmental impact

SUSTAINABLE LIVING COMMITMENT

26 projects and counting...

01 Torzhkovskaya Street
St Petersburg, Russia

02 Soltag
Copenhagen,Denmark

03 Átika
Bilbao, Spain

04 VELUXlab
Milan, Italy

05 VELUX House, COP15
La Rochelle, France

06 Home for Life
Aarhus, Denmark

07 Green Lighthouse
Copenhagen, Denmark

08 Sunlighthouse
Vienna, Austria

09 LichtAktiv Haus
Hamburg, Germany

10 Maison Air et Lumière
Paris, France

11 CarbonLight Homes
Kettering, UK

12 Osram Culture Centre
Copenhagen, Denmark

13 Guldberg School
Copenhagen, Denmark

14 Albertslund Solar Prism
Albertslund, Denmark

15 Russian Active House
Moscow, Russia

16 Solhuset
Hoersholm, Denmark

17 ISOBO Aktiv
Stavanger, Norway

18 Future Active House
Trondheim, Norway

19 Smith Residence
St. Louis, USA

20 De Poorters
Montfoort, the Netherlands

21 Healthy Home townhouses
Stjoerdal, Norway

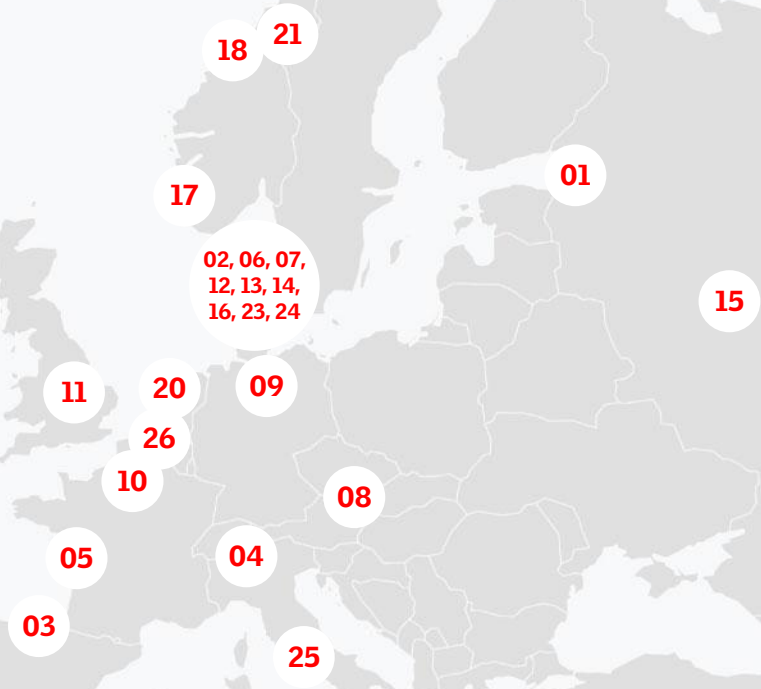
22 Great Gulf Active House
Toronto, Canada

23 Langebjerg School
Fredensborg, Denmark

24 Green Solutions House
Roenne, Denmark

25 Active House
Rome, Italy

26 RenovActive House
Brussels, Belgium



CONNECTING THE BRAND'S STORYLINE WITH THE SOLUTION

Brand (globally driven):

The Indoor Generation is a way of talking about the issues that our products *can help to improve*

Solutions (locally driven):

Our products and services are part of the solution for The Indoor Generation

IN 160 SECONDS YOU WILL DECIDE HOW THIS STORY ENDS
In 160 seconds you will decide
how this story ends.

Brand Campaign – the upper funnel

Globally run

Phase one: hero content
Content: video

Phase two: qualify and drive traffic
Content: articles and image ads

Phase three: segment visitors and create engagements on the landing page

vt.

YouTube

HUFFPOST

The New York Times

Google

Banners/pre-rolls/bumpers

Automatic redirect to **velux.nn/indoorgeneration**

\+ CTAs according to life situation

CTAS

- Holistic tips to improve indoor environment
- Renovate
- Replacement (focus on daylight)
- What to look for in a new build

VELUX Homeowner Professional Landing page

VELUX Homeowner Professional Landing page

VELUX Shop

VELUX Homeowner Professional Landing page

Retargeting using Oath as media agency

Audience: general public
KPI: views

Audience: interest-based (healthy home topics)
KPI: views, engagements and visits

Audience: segmented and targeted by life situation
KPI: marketing engagements on IG.COM

"The Healthy Homes Barometer reminds us that buildings are intended to create a healthy home for citizens. But it is alarming to read that one out of six Europeans reports living in an unhealthy building".

Maroš Šefčovič, Vice-President,
Energy Union
European Commission
Foreword, Healthy Homes Barometer

Healthy Buildings Day 2018 – commercial event in AutoWorld, Brussels

- **Theme**: Healthy Buildings as Value Drivers – why healthy buildings make sense economically for builders, owners, occupants and society in general
- **Participants**: More than 300 targeted professional house builders, architects, developers, building owners, politicians and media
- **Speakers**: High-level stakeholders within VELUX target groups and the voice of users bringing RenovActive and PHB Schwörer's Healthy Home families on stage

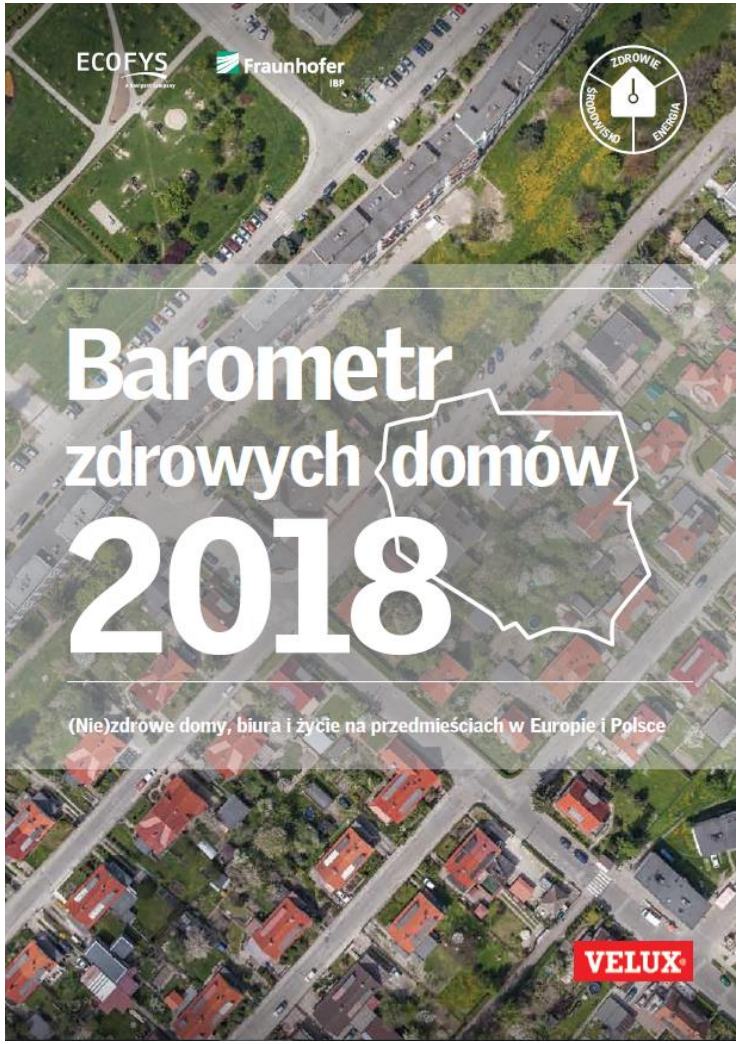
POLITICAL EVENT @EUROPEAN PARLIAMENT

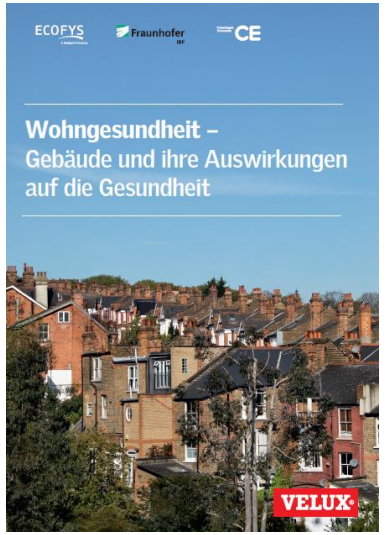
Main goal to bring together key high-level stakeholders to present their views, examples and potential ideas to improve energy efficiency (in buildings) and ensure healthy buildings during the EPBD implementation process beyond 2020.

Commissioner's Canete:

»The revised Directive emphasizes health issues. ..... People's **health, wellbeing and productivity must be a core priority** alongside building performance.«

NATIONAL DATA GENERATES MARKET ACTIVATION





WHAT DID WE DO DIFFERENTLY?

1. Activated a **new, long-term brand positioning and storytelling** directly towards end users – not just a 'one-off' campaign

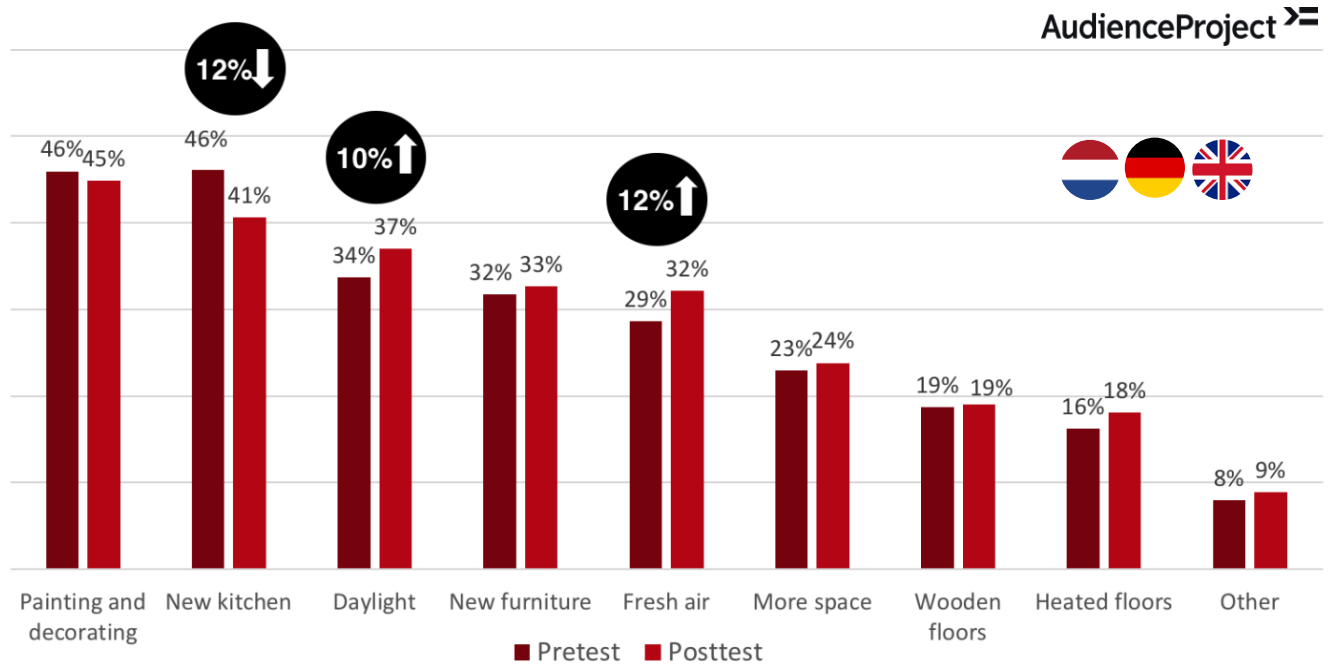
2. One global creative concept, **The Indoor Generation** - an agenda setting campaign linking marketing to public affairs

3. Omnichannel media mix: TVC, SoMe, digital marketing, PA events, etc.

RESULTS

+10% lift in USP's

If you were to renovate your home, what are the three most important things for you?



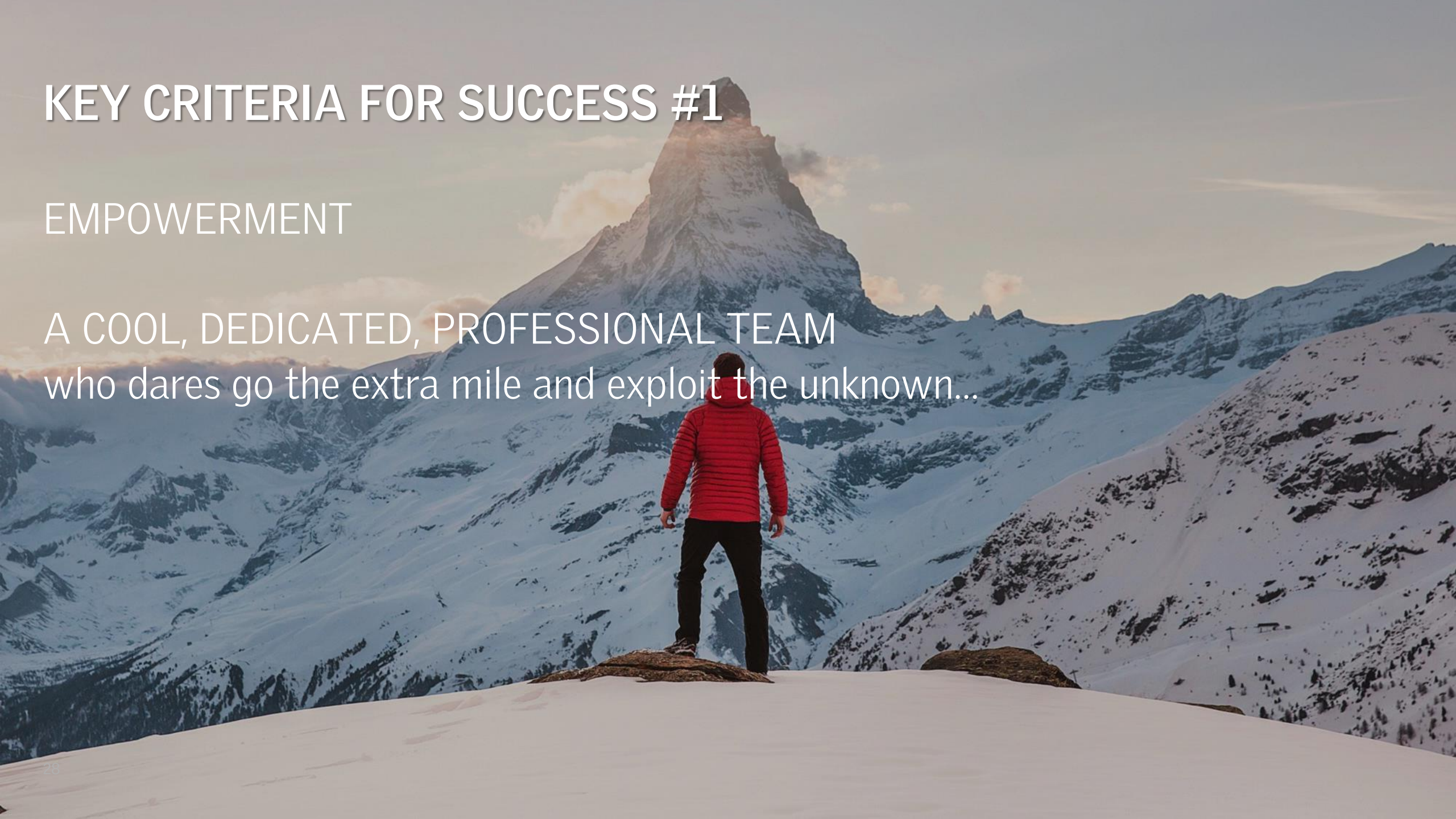
+110 million views

+2K press articles

KEY CRITERIA FOR SUCCESS #1

EMPOWERMENT

A COOL, DEDICATED, PROFESSIONAL TEAM
who dares go the extra mile and exploit the unknown...



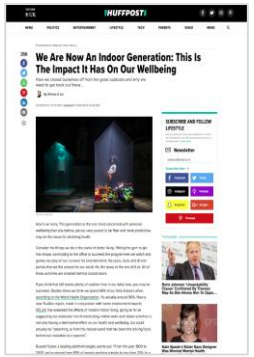
KEY CRITERIA FOR SUCCESS #2

Mix of media & channels = IMPACT

IMPACT AND SCALE

For raising **awareness and starting conversations**, we used the Facebook video advertising option, YouTube, traditional PR, sponsored media partnerships (for example, New York Times and Viral Thread), Click-to-Play and native video programmatic advertising.

To **drive traffic**, we used Facebook link ads, SEM and banners, using Oath's DSP.



ENERGY PERFORMANCE OF BUILDINGS DIRECTIVE BRINGS IMPROVEMENTS

- Member States must now consider wider benefits, such as health, comfort and wellbeing, natural light when implementing
- Member States must make long-term building strategies for renovation
- A ‘smartness indicator’ measuring tool is introduced

VELUX®

Bringing light to life™

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youtube.com/user/VELUX

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