

## Marketing and PR Campaign for commercial PLC in Gotland

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### 1. Introduction

The overall message to the public is:

- EnKOM is a **PLC** service, not a broadband, dial-up or DSL service
- It is an good **alternative** for existing fast Internet services
- It is a nice **option** for rural areas that do not have any service at all
- It is a proven, convenient service, offered by **GEAB**

The success factors for introducing the EnKOM service are:

- Clear explanation what the service is, its benefits and costs
- Excellent service, both for subscribing (via a call center, that gives clear and complete information and/or via the EnKOM website), and a hotline for information and complaints (24-hours, 7 days a week)

General remark on branding and positioning:

The municipality of Gotland has already two strong PR elements that can easily be used: the ram from the crest (Gotlands Kommun) and the slogan and image of their website (1,000 years of Communication).

The EnKOM logo and name (“especially for you”) is also excellent and should get maximum exposure.



**Proposed theme for all collateral:**

**1,000 years of Communication –**  
*from Rune Stones to High Speed Internet*



**2. Product positioning**

To avoid problems with both legal definitions and public perceptions, the EnKOM service should not be positioned and offered as a broadband service, but as the “**elnätskommunikation**” service.

Positioning the product has three aspects:

1. **Legal** – the contract between GEAB and the end user  
The contract is of course the domain of GEAB. In general, to get the best response and commercial success, the contract should be short (if possible one A4 page) and easy to read and understand (no small print and no complicated legal terms and disclaimers).
2. **Commercial** – what does the end user get for which price  
The **commercial offering** should be very clear, including the exact terms and deliverables of the service.  
It is described in section 2. “The commercial offering” below.
3. **Promotion** – how does the public perceives this new PLC service  
It is described in the sections 3. “PR material” and further.

### 3. The commercial offering

The normal procedure for an end user to subscribe is as follows:

- The customer learns about the new service
- The customer contacts the call center of GEAB
- The customer orders a unit for his home
- The customer signs for a trial period free of charge
- The customer receives the unit and signs for it
- The customer installs the unit (the unit remains the property of GEAB)
- If the customer has a problem with the installation, he can call the hotline for assistance.
- The customer uses the service for the trial period
- The customer chooses the package that fits his needs best
- The customer signs the contract
- The customer is billed for the service in his electricity bill

The commercial offer itself must be clear, without any hidden surprises. The PLC service consists of 2 Mb shared between 10-30 end users. In order to optimize the service for each and every subscriber, the maximum is presently limited to 400 Kb.

The potential customer must also be informed in the contract that effective bandwidth is depending on the distance from the transformer and the network load (part of the disclaimer).

From experience in other commercial PLC areas, there are roughly speaking two groups of users: the “heavy” users and the “average” user. There should therefore be two commercial packages:

1. **Standard package** up to 2 Gb use for around 200, -- S.Kr. per month + 0.11S.Kr. per Mb
2. **Flat rate** for 385, --S.Kr. per month.

#### Remark:

Considering the fact, that Gotland has a large number of temporary residents in the summer, GEAB might want to consider offering this group a special package consisting of a one time rental fee for three months, to be paid upfront.

#### 4. **PR Material**

Depending on the budget, there are a several options for introducing the EnKOM service to the end users.

The options should be carefully considered to determine what is most effective in Gotland (what appeals to the people?) and what fits into the budget.

One of the first PR activities that have to be done is building comprehensive promotional material. It includes general design elements as well as the collateral mentioned below (flyers, posters, mailing, website).

Since PLC is starting in Gotland, there is no mainland positioning in style, colors, formats etc.

There are two options to develop good and cost effective materials:

- To select a local art studio or artist, who incorporates the local cultural and visual elements into the PR materials (using the BAC - Baltic Art Center);
- To organize a local competition among art design students (I have done this in the past with great success: good results and both the student and the art college got good exposure).

PR collateral for launching a new service normally consist of:

- **Flyer** to introduce the service
- **Letter** with specific offer/special sale to persuade people to subscribe
- **Website** that also includes general information, on-line subscription and support
- **Advertisements**
- **Banners, flags and posters**
- **Events**, that can vary from small scale local come-together to large midsummer parties
- **Sponsoring** can vary from joining major large scale GEAB/Vattenfall events to sports clubs, like the golf club

## 5. **Flyer / introduction letter**

The introduction letter (that can have the format of a flyer) is an important and cost effective way to introduce the service to the people of Gotland. Every electricity consumer that wants high speed Internet is a potential customer. The flyer can be sent with the electricity bill; this way it is both cost effective and efficient and it also gives added value to GEAB as the energy service provider as well.

It can have two formats: a personalized letter, addressed to each individual potential customer or a generic flyer. The latter is the more cost effective and easy to handle option.

Following is a possible layout (with some concept text) for the flyer:

### **Introduction**

Smoothly functioning communications are essential for our island. A thoroughly up-to-date telecommunications network makes it fun to live and work in Gotland and do business with markets on the mainland and abroad. Information technology has made great strides in Gotland: several projects have already been implemented, including PLC (Power Line Communication)

### **What is PLC?**

PLC is Power Line Communications; it is a technique that allows you to receive high speed Internet at any electrical outlet in your home. It is brought to you by Gotlands Energi GEAB. You are surfing the World Wide Web over electricity!

### **What are the benefits?**

PLC will give you fast Internet that:

- **Is available to you from every electrical outlet anywhere in your home**
- **Is always-on, so no more dial-up!**

### **What is the procedure?**

You ask GEAB for the PLC service that is called **EnKOM**. You can choose which package you want to receive.

You plug your computer or laptop in the unit and ready you are!

You do not need to invest in any extra cables or lines. You can easily unplug your unit in one room and move it to any other where you can plug it in again.

You will have the full range of Internet options with the support of GEAB, your reliable energy company.

### **What do I get when I subscribe?**

- You receive a self-configuring power line modem complete with cables **just plug and surf!**
- You will receive the manual on CD
- You will have E-post, chat and more on our first class server **Tjelvar**
- You will get a bargain price if you sign up NOW for a full year support
- You will have access to the game server with **Quake3, Counter-strike, 3D shooting games and much more...**
- You will have direct communication with us via the web page at [www.enkom.nu](http://www.enkom.nu)

### **How much will it cost me?**

The introduction price until the end of the month is ( to be filled in)

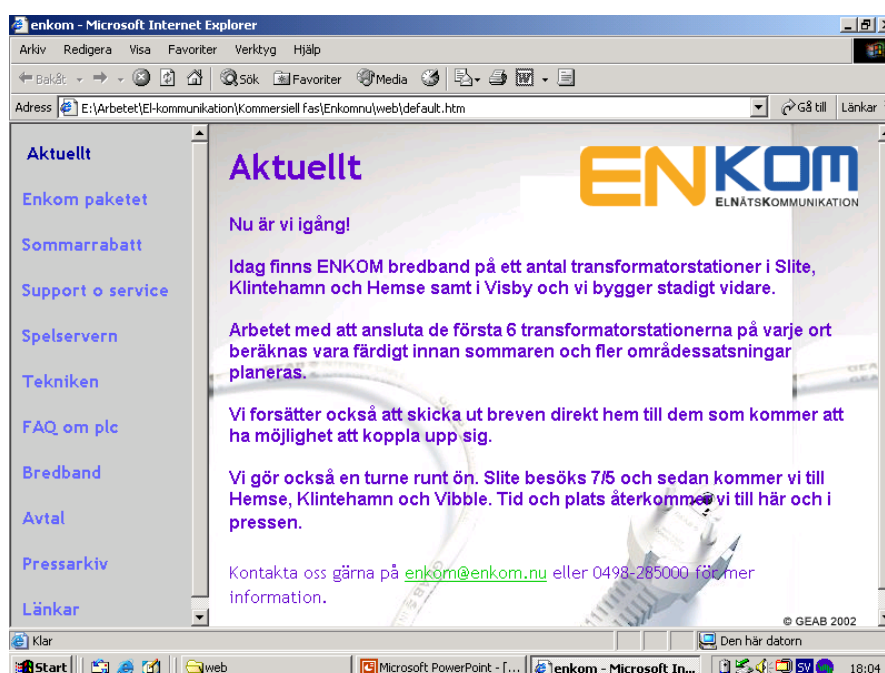
### **How can I subscribe?**

You can sign up for this new and exciting service by calling the following ( toll free) telephone number ( to be filled in ) or via the website: [www.enkom.nu](http://www.enkom.nu)

## 6. Website

The present website of **EnKOM** ([www.enkom.nu](http://www.enkom.nu)) gives lots of information, but is not easy to read. The text is in purple (I would like to suggest standard black or the blue from the EnKOM logo) and in Trebuchet MS, which is an unusual letter type that is not easy to read. The letter type Verdana is commonly used. There are also hardly any graphic elements on the website. The diagram used is an old one from Main.net (and should be replaced). The website does not have to be completely redesigned just “vamped up”. (Design of a nice template with the EnKOM logo; putting the text in a different format; putting in some graphics like photos of users; a news section which also mentions upcoming events etc.)

This can be done fairly low cost; one option is in cooperation with the Gotland Art and Media Education (GAME) program at Gotland University College. They could also put in some multi-media elements.



## 7. **Advertisements**

Several forms of advertisements and promotion are possible; again, depending upon the available budget.

### ***Radio spots***

Buying airtime and broadcasting EnKOM jingles on the local radio station. The effectiveness depends on the popularity of the local radio stations, and if it can be combined with an on the air interview; on the air discussion forum etc. There might be a radio program that suits promoting the service; such as “focus on Gotland”; “focus on high-tech”, etc.

### ***Press Articles***

Press articles written by the municipality and interviews with EnKOM and GEAB managers in local newspapers or news bulletins are an excellent way to introduce, explain and promote the new service; especially since there is a public benefit aspect.

### ***Advertisements***

Comprehensive advertising campaigns in the printed media are quite expensive. When introducing a new service, the average effective advertising campaign consists of a series of three advertisements, in the same format and style, with a certain frequency (e.g. every week) and in the same medium (e.g. page 2 left bottom in the News on Sunday). It has to build awareness and brand recognition. It is effective in densely populated areas on a regional or national level.

Considering the demographics of Gotland, it is not worthwhile to go for the Broadsheets. Local magazines that are distributed free of charge is worthwhile. However, the costs for preparing a print-ready advertisement are quite high.

The same goes for advertising (posters) on public transport, in bus stations, etc.

## 8. **Banners, flags and posters**

Considering the communal nature of Gotland, using banners, flags and posters are an effective way for promoting the service.

The municipality and GEAB might consider putting a banner or flags on their buildings to promote the service. This would only involve the production costs.

For the design of the banners and flags, I would suggest the EnKOM logo against a white background.

The banners and flags (as well as posters) can also be used for promotion at local events: charity events organized by the (92) churches on the island, sport events, schools and university events, shopping malls. This is normally low cost, since it also benefits the organizers.

## 9. Events

Other events, apart from the sponsoring mentioned above, that are low budget and effective are:

**a. *Internet café***

This has already proven to be a huge success.

**b. *Information evenings***

The municipality already started with special information evenings that were successful (high % of subscribers)

During these meetings, it is important that subscribers have the feeling that they are getting a good deal. They need to receive a comprehensive information package, including a small gift (gimmick)

**c. *Testimonials***

Since word of mouth is essential, I suggest building testimonials of happy users for both PR as soon as possible. The testimonials can be used in the printed media (quotes, interviews), on the website, for photos and as spokespersons.

## 10. Sponsoring

Gotland has many churches (92) that organize bazaars as well as fund raising, charity, and social events.

Gotland also has its fair share of sports events, organized by sports clubs, schools and the Gotland college university.

By sponsoring these events, a lot of potential customers in one targeted geographical location can be reached and it is also fairly low cost. The sponsoring can range from having an info booth with collateral at the church, fair or sports grounds to putting up EnKOM flags and banners.

Donating a free subscription to the winner (e.g. of a golf tournament) is also an excellent way of sponsoring. It gives maximum exposure in a targeted geographical area at low costs (providing GEAB agrees and cooperates).

Other events that serve as good sponsoring vehicles are national holidays (like the King's birthday, Memorial Day, Midwinter celebration, Yule, St. Lucia) that are celebrated with street fairs and other public happenings, both indoors and outdoors.