

# The Consumer Council's energy efficiency campaign

Stakeholder pack



# Save energy and money

The Consumer Council is running an energy efficiency awareness campaign aimed at helping and supporting consumers. The multi-channel campaign approach will provide consumers online and offline with practical advice and tips on five themes:

1. Energy efficiency – electricity.
2. Energy efficiency – heating.
3. Reading your gas and electricity meter.
4. Gas and electricity bills.
5. Tariffs and switching providers.

We would be delighted if you could help us share this support and advice for every consumer in Northern Ireland.

# Campaign dates

- **Online**

Online activity across digital and social media will run until 31 March 2024. This will promote five animations covering the five themes and direct consumers to [www.consumer council.org.uk/save-energy-and-money](https://www.consumer council.org.uk/save-energy-and-money) where additional help and support is available.

- **Press**

Quarter page adverts will run on Fridays in December, February and March in the Belfast Telegraph, the Irish News and the Newsletter. Quarter page adverts will run twice per publication in regional weeklies in November and January. These will provide offline consumers with practical advice and support across the five key themes.

- **Radio**

Bursts on Cool FM, Downtown and U105 will run through the duration of the campaign up until the 31st March 2024. Five 30 second adverts will run on equal rotation providing consumers with practical advice and support on the five key themes.

# Social media

You can tag us in your posts using:

- Facebook@ConsumerCouncilNI
- Twitter@ConsumerCouncil
- LinkedIn@ConsumerCouncil
- Instagram@ConsumerCouncilNI

If you would like to share any of our content on your social channels, you can use the example copy below. Feel free to create your own posts too and share your related content.

Save energy and money with help from @The Consumer Council

The Consumer Council has created animations outlining practical steps you can take to make the electricity and heating you use go further. From being more energy efficient, understanding your bills better, reading your meters to switching supplier. Making small changes at home could save you money – which is good news for the planet and your pocket.

Check out the animations, free tips and tools at:  
[www.consumerCouncil.org.uk/save-energy-and-money](http://www.consumerCouncil.org.uk/save-energy-and-money)

Save energy and money with help from @The Consumer Council

The Consumer Council has created five short animations outlining practical steps you can take to make the electricity and heating you use go further.

Check out the animations, free tips and tools at  
[www.consumerCouncil.org.uk/save-energy-and-money](http://www.consumerCouncil.org.uk/save-energy-and-money)

# Resources

- To accompany your social posts, you can use the static graphics below and the five animations.
- Download imagery and animations here: <https://bit.ly/3gOJofN>
- The five animations are also hosted on our [YouTube channel](#).

