



Customer Success Story

BC Hydro Selects EMG to Create Trade Ally Marketing Plan to Drive Energy Efficiency throughout British Columbia

BC Hydro is one of Canada's largest electrical utilities and serves more than 1.5 million customers across British Columbia.

The Opportunity

BC Hydro's Power Smart team needed to motivate their BC Trade Allies to aggressively promote and implement energy efficient technologies; however, BC Hydro did not have the strategy or roadmap in place to accomplish this.

Trade Allies are all the companies involved in the creation, supply and installation and maintenance of commercial and industrial, electrical, mechanical, and HVAC equipment including developers, consulting engineers, manufacturers, sales agents, wholesalers and distributors, contractors and industry associations.

The Solution

BC Hydro asked EMG to create a new cost-effective, integrated marketing roadmap including strategies, budgets, and critical path. EMG's objective was to design a plan that would educate and motivate Trade Allies to promote 'Power Smart' to their clients.

EMG Marketing Group delivered a Trade Ally Marketing Plan complete with an optimum, integrated mix of cost-effective, measurable, channel friendly strategies and tactics. The marketing plan included direct-response mail campaigns, an Internet marketing strategy, point-of-purchase distributor displays, Trade Ally award programs, and more.

The Result

The strategic initiatives contained in the EMG designed plan focused on long-term, sustainable energy savings to BC Hydro's business customers. EMG's plan and the programs and recommendations have influenced Trade Allies and business customers to act in ways that have changed the overall market environment in British Columbia for Commercial and Industrial energy efficiency, and has created increased demand for energy efficient technologies and services.



BC Hydro's Trade Ally Marketing Plan

"We had successfully worked with EMG Marketing Group before on the BC Hydro eCatalog so we knew they were an excellent partner.

We partnered with them again on the BC Hydro Trade Ally Marketing Plan because they know how to design successful marketing projects, they know our business and they know how to successfully promote our energy efficiency initiatives to the right customers and business partners.

EMG designed the best marketing strategy for our business; they solicited the best information from our industry partners and customers and nicely packaged the plan into a fully integrated Marketing Roadmap."

- Dusan Berka, Industrial Alliance Manager, BC Hydro