
Far South West Retrofit Consortium:
Messaging toolkit

analogy.

April 2024

Introduction

This messaging toolkit has been prepared for the members of the Far South West Retrofit Consortium as an essential component for effective communications efforts, enabling consistency across all channels and materials. It is comprehensive, yet flexible enough to adapt to different contexts, while maintaining clear core messages.

The goal is to present cohesive messages across various platforms and materials, making it easier for Consortium teams to create content and have conversations that resonate with your target audiences.

In this kit you will find direction on key audiences to engage with in the 'able to pay' market for home retrofit. Detailed messaging, guidelines, and resources designed to ensure consistency and effectiveness in all marketing and communication activities.

This toolkit distills decades of sustainability communications evidence and best practice into simple, actionable advice, and is designed to be used as a guide by marketing teams and retrofit advisers alike.

Contents

1. Understanding audiences and context
 2. Key messaging themes and value proposition
 3. Tone and language [for engaging directly with potential customers]
 4. Visual style and branding
 5. Engagement strategies and channels
 6. Accessibility and inclusivity
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1. Understanding audiences and context

Landscape

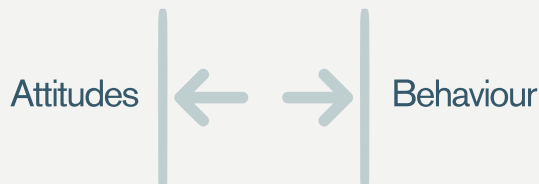
Opportunities

- Climate literacy is now high
- Home retrofit is essential - homes cause 15% carbon emissions
- Spend on home improvements still popular after covid 'bubble' including increased spending on insulation and renewables
- Household spend on fuel and light has jumped considerably

Challenges

- Complex housing stock
 - Few incentives / funding for retrofit
 - Cost of living crisis
 - Election year - uncertainty over national retrofit strategy
 - Mixed messaging - not easy to find reliable information
 - Crisis fatigue - eco anxiety and global 'mega threats'
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The 'attitude-behaviour gap'



What is the 'attitude-behaviour gap'?

- The 'attitude behaviour gap' refers to the discrepancy between individuals' positive attitudes towards environmental sustainability and their actual behaviours.
- Many people express concern about climate change and recognise the importance of making sustainable choices. However, this often does not fully translate into their consumption patterns, transport choices, food choices and energy use.
- For example, homeowners might readily express support for renewable energy but hesitate to switch from traditional energy sources due to upfront costs, perceived inconvenience or lack of information.

How can it be addressed?

- Fully addressing the 'attitude-behaviour' gap requires a multifaceted approach, including education, policy change, incentives for sustainable practices, and making sustainable choices more accessible and appealing.
- Clearly some of these actions are beyond the reach of the Consortium, however, the gap can be narrowed and (with some carefully targeting of key audiences), closed, by answering the question:

'how can home retrofit give people more'?



What works? (general principles)

- Telling a positive story about a desirable future
 - Linking to emotion, identity and personal values
 - Connecting the planet's health with our own
 - Normalising action and change
 - The narrative of WE not I
 - Linking to psychological motivations that drive behaviour
 - Conversation over information
 - Confident, clear, exciting messaging
 - Stories of 're-world building' can be epic. It's a journey... sell the journey!
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What doesn't work? (general principles)

- Significant evidence base now shows facts alone are not motivating and often informational/educational measures are insufficient.



- Facts and information are impersonal.
- Behaviour change is triggered by personal values and identity.

And... take care with social norms... particularly if the majority aren't or don't *seem* to be engaging in the desired sustainable behaviour

Audience research: the national picture

Over the last 20 years, a large evidence base has been developed from a variety of sources about how to understand the nature and motivations of people across the UK when it comes to making sustainable choices.

Alongside the local market research conducted by PFA Research for this project, and the [LGA Social Engine](#) research in Devon on behavioural insights to encourage energy efficiency, the following sources have been called on to inform the development of audience profiles for this toolkit (links are provided for further reading):

- [Diffusion of Innovations Theory](#) (Dr Everett Rogers)
 - [Values Modes](#) (Pat Dade and Chris Rose)
 - [A Framework for Pro-Environmental Behaviours](#) (DEFRA, 2008)
 - [Green Deal Segmentation](#) (DECC, 2012)
 - [Segmenting for Sustainability](#) (Welsh Government, 2016)
 - [Attitudes Towards Decarbonising Homes](#) (NESTA, 2021)
 - [People, Planet, Prosperity](#) (IPSOS ESG, 2023)
 - [Sustainability Eco Segmentation](#) (Savanta, 2023)
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Audience research: the national picture (*continued*)

- **Significant evolution:** Over the last 20 years there has been significant evolution in audience segmentation and understanding of values and motivations in relation to making sustainable behaviour choices. This evolution is driven by increased awareness of environmental issues, advances in data collection and analysis technologies, as well as shifts in societal values towards sustainability.
- **Emphasis on social and cultural context:** There is a growing understanding that values and motivations are deeply influenced by social and cultural contexts. What motivates sustainable behaviour in one cultural setting may not work in another. This has led to more locally tailored strategies that consider cultural norms and values.
- **Enduring themes:** Despite significant evolution in audience segmentation and societal shifts towards sustainability, there are enduring overlaps across the 20 year span of audience research that can be identified. These help give a degree of confidence and clarity in identifying key audiences and opportunities for home retrofit in Devon and Cornwall.

Drawing together the findings from the evidence base of research from the past 20 years, it is possible to identify three key audience groups:

GROUP A: READY PROSPECTORS

- Early adopters but not innovators
- Little stopping them doing more - not likely to cite common barriers such as cost/inconvenience
- Aged 25-45
- ABC1
- Working full time
- Mortgaged homeowners
- Likely to be planning home improvements
- Likely to have dependent children
- Household income £40k +

GROUP B: CONCERNED CONVERTIBLES

- Characterised as 'early majority' for embracing innovation
- Their home is a 'show home' and home improvements are important to them
- Age 35-55
- ABC1
- Majority are working full time or close to
- More likely to be women
- Homeowners (either mortgaged or own outright)
- 50% have dependent children at home
- Open-minded and acquisitive

GROUP C: ROOTED PRAGMATISTS

- Baby Boomers / Gen X
- Climate concerned
- Traditionalists
- Age 50-75
- ABC1
- Will embrace new products but not acquisitive
- May already live quite sustainably
- Unlikely to have dependent children at home
- Middle to high income if still working
- Affluent, likely to have savings



- **Testing typologies:** The research project undertaken by PFA Research evaluated the presence of the outline typologies identified above, and tested a series of draft messages, terminology and assumptions of motivations and barriers within those potential markets.
- **A small market, with commonalities across typologies:** The test research identified that in Devon and Cornwall the market is small, however, there were common themes found across the typologies, meaning it is possible to create messaging that can be used to reach all target audiences. This is because the research found across all typologies:
 - A high level of confidence and recognition of the term 'retrofit' but some misunderstanding of its relation to preparing homes for improved energy efficiency
 - Self-preservation comes first, even though people are generally concerned for the environment
 - Triggers for engaging in home retrofit are specific to individuals and households, and can be connected to life events such as moving house, rather than being defined by 'typology' or 'segment'.
- **Cultural context is critical:** The test research has shown us that applying the national evidence base to Devon and Cornwall needs some adapting. This is to be expected, as best practice in sustainability communications has evolved to focus increasingly on cultural context alongside values and psychographics. Notably, the [Sustainability Eco Segmentation](#) report by Savanta (2023) identified that:
 - Audiences in Devon and Cornwall tend to be skewed towards the *conservative* and *traditional* and may be *cautious* in making progress towards home retrofit.
 - This contrasts with the 'Empowered Individualists' found predominantly in the London suburbs, and the 'Committed Changemakers' found in parts of Scotland, North Wales and inner London who are likely to be innovators and early adopters.
 - It is also worth noting however, that, aside from East Devon, nowhere in Devon or Cornwall was identified as home to the 'Defiantly Disengaged', who are more likely to be climate-change deniers, cynical about spending money on sustainable choices, and who are mainly found in Essex, Kent, East Anglia, parts of the Midlands and parts of Scotland.
- **Remember the relocators:** Devon and Cornwall remain popular destinations for relocation and within-UK migration, with both counties frequently appearing in the Office for National Statistics migration top 10 for 'most moved-to counties'. While the property market nationally has experienced some stagnation over the last 18 months, relocators represent a key opportunity for the Consortium to engage people in home retrofit who are likely to fit within the 'able to pay' market. As relocators, there is likelihood of this group fitting the profile of the Savanta 'Empowered Individualists' or 'Committed Changemakers' who may keenly engage with home retrofit.



Customer personas

- There is a huge (and growing) body of data and evidence about the types of people most likely to engage in making sustainable choices. To support targeted marketing of whole-home retrofit plans, we have identified three key types of customer that the data indicates will be **most open to paying** for retrofit advice and created 'personas' to help bring them to life.

Ready Prospectors (proactive and open to innovation): meet the Martin family

- Jess and Andy Martin have two young boys and work together full time running their successful design agency.
- Able to work from anywhere, the Martins made the move from Bristol to a smallholding just outside Totnes six months ago.
- They love camping and have just bought a new camper van.
- Now the boys are settled in their new school, the Martins are planning a full renovation of the farmhouse and outbuildings, creating a new design studio and holiday lettings in the process, which they will fund from an inheritance and a personal loan.



Concerned Convertibles (aware but hesitant due to costs/misinformation): meet Nicola

- Nicola Harris is financial director at a manufacturing company in Plymouth. Her husband Rob is head of IT at the local NHS trust.
- They have lived in their 1970s link-detached home in the Derriford area of Plymouth for ten years, their two girls now teenagers attending Mount Kelly school near Tavistock.
- Every year they go to their holiday home in Majorca and like skiing.
- Their home was newly renovated when they bought it. They redecorate frequently and are now planning to build an annex extension for Rob's parents.



Rooted Pragmatists (interested in practicality and efficiency): meet Stuart and Jane

- Stuart lectures at Falmouth University, after a long, successful Navy career. His wife Jane is an acclaimed ceramics artist, with a studio in St Ives. Their son and daughter left home a decade ago and are now both married with very young children and live upcountry.
- Stuart's pension pays £35k a year and they earn £30k collectively from their current roles. They also have investments maturing soon.
- They plan to stay in their home, a 4 bed detached 1850s house with 2 acres near the Helford river and are planning some improvements to see them through their older years to come.



2. Key messaging themes and value proposition

Messaging principles

- Be confident and clear in using the term 'retrofit' - while yet to enter common parlance it is recognised by many and a source of intrigue for others
- Speak to people directly as individuals
- Use clear, simple language that is jargon-free
- Remember 'CAMPCAT' - no message is sent or received in a vacuum.

CAMPCAT

Channel. Audience. Messenger. Programme. Context. Action. Trigger.

How the audience is reached	Who are they and what matters to them?	Who the communication is perceived to have come from	Why you are doing it, the intention and the objective	What's around in time and space	The to-do or ask	Motivation (of the intended audience)
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Do

- Recognise and applaud what people are already doing towards energy efficiency
- Use experiences or attractions rather than just messages
- Use interest in homes and gardens
- Deploy the nag factor of their children
- Create offers which are above all easy, cost-effective, instant and relatively painless
- Give 'demos' e.g. engaging video 'proof' that what's being promoted will really work

Don't

- Talk about implications: too remote and most won't engage with 'new reasons to be bothered'
- Use messengers who lack authority or could be challenged (e.g. are poorly informed/trained)
- Criticise behaviour (e.g. 'wasting' energy at home)
- Ask people to give things up
- Ask people to be first to change (among peers)
- Look too green or imply people need to become more ethical - hairshirt indicators are a real turnoff!
- Try to be too cool - many audiences in Devon and Cornwall are traditional and cautious

For all audiences...

Evoke a sense of self-choice, control and achievability



2. Key messaging themes and value proposition (*continued*)

Core messages

The following core messages have been produced as a result of testing a range of key messages with research participants in Devon and Cornwall.

The research showed there are particular messages that resonate more strongly, so can be deployed confidently across marketing and communications materials. The research also showed that messaging which is too activist, too cool or sophisticated left research participants cold, with simpler messaging being better understood.

Taking the learnings from the research alongside the evidence base and best practice in sustainability behaviour-change communications, leads us to the following set of core messages:

- Everyday comfort:** Retrofit: home improvements you can feel all year round
- Practical sense:** Discover smart, sustainable choices for home energy efficiency
- Simplification:** Achieving an energy efficient home is simpler than you think
- Autonomy:** Gain control over your home's energy use and environmental impact
- Caring:** Protect what matters with a home retrofit plan for energy efficiency

These core messages are deliberately broad, designed to capture attention and interest. These are supported by detailed supporting messages on the following pages, that provide specifics and clarity to back up the core messages.

The research showed us that among the 'able to pay' market in Devon and Cornwall, individuals are likely to be more motivated to engage with paying for bespoke retrofit advice by focusing on practical benefits and enhancements to their living space, rather than by sustainability or trend-setting.

By focusing on immediate need and long-term satisfaction, the messaging will show how the Consortium services will guide people through practical and impactful improvements that will enhance their home and their lives.

These core messages, and the value proposition and detailed messaging that follow, are designed to speak directly to homeowners interested in practical benefits and improvements, emphasising comfort, convenience, and the personal and financial value of making well-considered energy efficient upgrades to their living spaces.



2. Key messaging themes and value proposition (continued)

Detailed messaging

The following detailed messaging expands on the core messaging outlined above, allowing for flexibility, enrichment and variety in communications:

- **Audience segmentation:** While the core messaging provides unified themes, the supporting messaging can be tailored to resonate with the specific three key audiences, ensuring relevant and engagement.
- **Versatility across channels:** Supporting messages can be adapted to fit the medium effectively while maintaining the overall messaging integrity.
- **Addressing objections:** Supporting messages can preemptively address potential objections or questions, providing evidence and reasoning that reinforce the core message.
- **Consistency and repetition:** Repetition with variation is a key principle in marketing for reinforcing memory. Core and supporting messages together allow for repetition of key themes in varied forms, enhancing memorability and recognition without monotony.

Core message: Everyday comfort: “Retrofit: home improvements you can feel all year round”

Supporting messages:

Seasonal adaptability:

Experience year-round comfort with tailored insulation and home energy solutions that keep your home cosy in the winter and cool in summer, perfect for the varied climate in [Devon / Cornwall].

Energy efficiency:

Reduce drafts and dampness with customised retrofitting that improves your home, making it comfortable and energy efficient no matter the weather outside.

Heritage compatibility:

Preserve the charm of your home while enhancing its liveability. Our specialist retrofitting advice service respects the integrity of traditional homes while boosting everyday comfort and energy efficiency.

Audience suitability: These supporting messages can be used with all three key audience groups, and are particularly likely to resonate with those that fit the ‘ready prospector’ profile (group A).

Trigger points: These are ‘broad appeal’ messages that can be used at any time of year to reach audiences at any stage of their home purchase, home improvement or home retrofitting journey, and with homeowners who are not yet actively considering any home improvements or retrofitting.



2. Key messaging themes and value proposition (*continued*)

Core message: Practical sense: “Discover smart, sustainable choices for home energy efficiency”

Supporting messages:

Cost-effective and tailored:

Invest in energy efficiency with a smart home retrofit plan that pays for itself through reduced energy bills, tailored to the unique needs of your home and lifestyle.

Future-proofing:

Stay ahead of rising energy costs and regulatory changes with retrofit upgrades that ensure your home is cost-efficient, compliant and comfortable for years to come.

Enhanced property value:

Boost your home’s appeal and resale value through targeted energy-efficient improvements that prospective buyers will love.

Audience suitability: These supporting messages can be used with all three key audience groups, and are particularly likely to resonate with those that fit the ‘rooted pragmatist’ profile (group C).

Trigger points: The ‘cost efficiency’ and ‘future proofing’ messages are particularly pertinent for ‘rooted pragmatists’ who are planning home improvements to make their homes comfortable, cost-efficient and easy to maintain in preparation for their older years.

The ‘enhanced value’ message can be used to appeal to ‘rooted pragmatists’ who may be downsizing or relocating e.g. once dependent children have left home.

Core message: Simplification: “Achieving an energy-efficient home is simpler than you think”

Supporting messages:

Custom, expert assessment:

Our home retrofit assessment and advice service pinpoints exactly what your home needs to become more energy efficient and sustainable, removing any guesswork.

Clear guidance and support:

Our experts guide you every step of the way, from selecting the right improvements to overseeing installation, making the process easy and understandable.

One-stop solutions:

Our all-inclusive service will make it easier to make decisions that are right for your home and your budget, even the tricky bits, like choosing building contractors and securing finance.

Audience suitability: These supporting messages will be reassuring for all audience groups and are likely to resonate particularly with the ‘concerned convertibles’ (group B) who are likely to be time-poor, are least likely to feel confident choosing a building contractor and who are the least confident of the three groups in their knowledge of home retrofit.

Trigger points: These messages will be most powerful and resonant with people who are planning home improvements and those who are buying a new home / have recently moved house.



2. Key messaging themes and value proposition (*continued*)

Core message: Autonomy: “Gain control over your home’s energy use and environmental impact”

Supporting messages:

Empowered decision making:

Equip yourself with the knowledge to make informed decisions about your home’s energy efficiency with a home retrofit assessment and plan.

Customised energy solutions:

Whether you own a rural cottage or a modern townhouse, we help you find the most effective upgrades that meet your personal energy requirements.

Independence from high energy costs:

Break free from rising energy costs with home upgrades that maximise efficiency. Our tailored advice guides you to cost-effective retrofits that pay off in the long-term.

Audience suitability: These supporting messages appeal to the independent individualist, and will therefore resonate most strongly with ‘concerned convertibles’ (group B) who are less motivated by sustainability.

Trigger points: These messages are not time or trigger-point specific and can be used more broadly and generally to reach the ‘concerned convertibles’ group for whom autonomy in decision making is important, and confusion and mistrust about all the options for home retrofit is a barrier to taking action.

Core message: Caring: “Protect what matters with a home retrofit plan for energy efficiency”

Supporting messages:

Family focused comfort:

We specialise in helping homeowners choose the right upgrades that maintain ideal temperatures and air quality, promoting health and wellbeing for all occupants.

Future ready homes:

Prepare your home for the future with sustainable retrofits that not only meet your current energy efficiency needs but anticipate future environmental standards, ensuring your home remains a valuable asset.

Budget-sensitive planning:

Our home retrofit plans are designed with your budget in mind, offering scalable and phase approaches that allow you to improve your home’s efficiency without financial strain.

Audience suitability: What ‘matters’ is deeply connected to people’s personal values, so these messages are not interchangeable across the three key audiences. We recommend their usage as follows:

Family focused comfort

‘Ready prospectors’ (group A)

Future ready homes

‘Rooted pragmatists’ (group C)

Budget-sensitive planning

‘Concerned convertibles’ (group B)

Trigger points: These messages will be most powerful and resonant with people who are planning home improvements and those who are buying a new home / have recently moved house.



2. Key messaging themes and value proposition (*continued*)

Value proposition

A value proposition is a clear statement that summarises in its entirety why a customer should choose a product or service, highlighting the unique value it delivers.

Value proposition for the paid-for retrofit advice service

Discover how to make smart decisions about home energy-efficiency with our specialist retrofit advice service.

Designed for homeowners who value both practicality and sustainability, our service offers personalised guidance and clear, manageable steps to enhance your home's energy performance.

We demystify the process, helping you identify sustainable choices that make sense for your lifestyle, the type of home you live in, and your budget.

From insulation to advanced heating solutions, we will guide you towards practical upgrades that will deliver long-term efficiency, comfort and sustainability specifically for your home.

Every home has potential for energy-efficiency.

Even the most challenging properties can be retrofitted to offer enhanced comfort and lower energy costs, without sacrificing their character or aesthetic appeal.

From thick stone walls to off-grid locations, we're equipped with the knowledge to tackle your home's unique energy challenges with clever installations that fit your home's needs, so you can retrofit with confidence and enjoy the peace of mind from knowing you've made the right choice.

With our personalised retrofit advice service, your journey towards a more comfortable, practical, and sustainable home is clearer and more attainable than ever.

Let us guide you through making informed choices that improve your quality of life and make your home fit for the future.



3. Tone and language [for engaging directly with potential customers]

Tone of voice characteristics

To align with the messaging strategy, the following tone of voice should be employed across all communications:

1. **Empowering:** Encourage homeowners by emphasising control and personal agency in making decisions about their homes. Make them feel capable and informed.
 2. **Supportive:** Offer a sense of partnership and support. The language should convey that the service is a guide and ally in their retrofitting journey.
 3. **Expert and trustworthy:** Maintain a tone that reflects deep knowledge and reliability. It's important that communications instil confidence in homeowners.
 4. **Respectful and considerate:** Acknowledge the individual needs and unique circumstances of each homeowner. The tone should respect the character and particular challenges of each home.
 5. **Inspirational:** Inspire action by highlighting the positive changes and potential improvements that retrofitting can bring to a home and the people who live there.
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Language use: Do's and Don't's

Do

- **Use clear accessible language:** avoid overly technical terms unless you are explaining them, keep language straightforward.
- **Include encouraging and positive affirmation:** use language that affirms the homeowner's decision to explore and invest in retrofitting, such as 'smart choice', 'wise investment' or 'valuable step'.
- **Be specific and detailed:** When discussing benefits or processes, be specific to help homeowners understand exactly what is being offered and how it applies to their home and their specific circumstances.

Don't

- **Use generic statements:** Tailor messages to show genuine understanding of the homeowner's unique challenges and desires.
- **Overpromise:** Be realistic about what retrofitting can achieve. Overpromising can lead to distrust and disappointment.
- **Be alarmist:** While it is important to convey urgency in some contexts (such as when other home renovation is underway/beginning imminently), alarmist tones can create anxiety and overwhelm that disengages people.
- **Be negative:** Focus on positive outcomes and constructive solutions rather than dwelling on the negatives or what homeowners lack.



4. Visual style and branding

General principles

The Far South West Retrofit Consortium is made up of a collection of organisations across Devon and Cornwall that serve the needs of their local communities. It is Analogy's understanding that there is currently no plan to produce one cohesive brand for the Consortium that could be used across the entire region because each individual Consortium member is already established with their own branding and communications channels.

On that basis, Analogy has not produced guidance for specific branding elements or consistent use of logos, taglines or brand palettes.

To aid engagement with key audiences, we have developed guidance for visual styles that align with the messaging, focused on imagery that reflects the project's ethos and will resonate with target audiences.

Core message: Everyday comfort: "Retrofit: home improvements you can feel all year round"

Use lifestyle images:

Use high-quality photographs of comfortably retrofitted homes, for example, a family gathered in a warm, cosy living room in winter, or enjoying a cool and pleasant indoor environment in the summer.

Use real people:

If possible, feature real clients showing how retrofitting has improved their comfort levels, and accompany with a testimonial.

Purpose:

To emotionally connect with viewers by depicting relatable scenes of everyday life that are directly improved by retrofitting.



4. Visual style and branding (continued)

Core message: Practical sense: “Discover smart, sustainable choices for home energy efficiency”

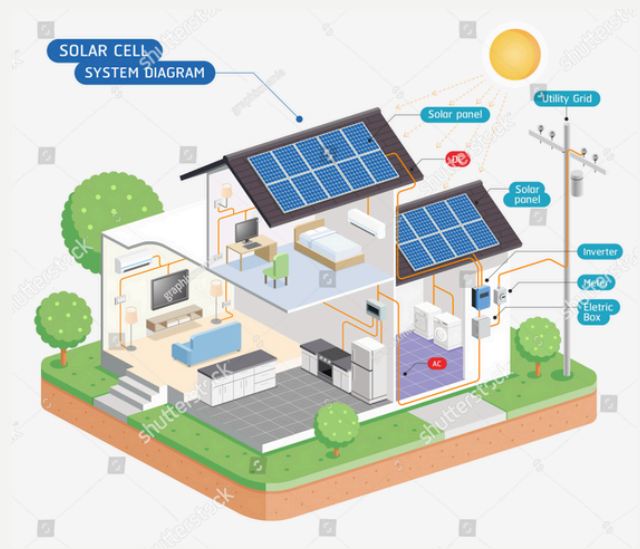
Use dashboards and diagrams:

Create digital mock-ups of smart home dashboards that monitor energy usage and efficiency gains.

Create simplified illustrations of technologies like heat pumps, solar panels and advanced insulation methods.

Purpose:

To demonstrate in a practical, tangible way, how retrofit methods and technologies can work in a homeowner-friendly manner that educates people and helps them feel ‘smart’.



Core message: Simplification: “Achieving an energy efficient home is simpler than you think”

Use checklists, planners and visual FAQs:

Create simple flowcharts or diagrams that break down the retrofitting process into clear, manageable steps.

Create downloadable or printable checklists and planners for homeowners to track their retrofitting process.

Use illustrated questions and answers to common questions about retrofitting, using friendly graphics and minimal text - good for social media and leaflets.

Purpose:

To demystify and simplify common concerns and queries, and to show they are engaging in a well-planned, approachable process.



4. Visual style and branding (*continued*)

Core message: Autonomy: “Gain control over your home’s energy use and environmental impact”

Use images of smart home systems and personalised retrofit plans:

Create animations or photographs that show sample plans outlining tailored retrofitting recommendations for different types of home. Use images of smart home interfaces controlling heat, light and energy consumption.

Purpose:

To demonstrate that homeowners can have a customised approach that fits their specific needs and desires.

To illustrate the autonomy homeowners can have over their energy use and environmental impact.



Core message: Caring: “Protect what matters with a home retrofit plan for energy efficiency”

For ‘ready prospectors’ (group A):

Use photos and videos showing families of various compositions comfortably enjoying a healthy, happy life at home, to evoke emotional connections between retrofitting and family life.

For ‘concerned convertibles’ (group B):

Create a visually engaging timeline showing a step-by-step process that is budget friendly to communicate a well-planned, financially manageable process.

For ‘rooted pragmatists’ (group C):

Use video clips or quote graphics from real customers showing how retrofitting has brought them peace of mind and return on investment.



5. Engagement strategies and channels

With a relatively small market, and complex messages to convey, relying on traditional marketing channels alone is unlikely to yield the desired results, or set the scene for a positive spiral of positive action that sees home retrofit become widespread among 'able to pay' groups in Devon and Cornwall.

Here, we have included a range of ideas that go beyond press, social media and traditional marketing tactics to engage with key audiences in meaningful ways, capture the attention of relevant audiences and encourage immediate interaction.

Town centre demos

- Set up a visually appealing mock-up of a retrofitted home. This could include sections of wall with different types of insulation, small-scale solar panels, or advanced heating and cooling systems.
- Conduct live demonstrations showing how certain retrofit technologies work, such as heat pumps, smart thermostats, or smart home systems.
- Use digital displays that show before-and-after energy use statistics and potential savings.
- Use VR headsets to give virtual tours of retrofitted homes, showing the possible transformations and benefits in a fun and engaging way that will attract kids and their parents to take part.
- Distribute brochures, flyers and promotional items for attendees to take home. These should include detailed information on retrofitting services, success stories and contact information.
- Set up a sign-up station where visitors can register their interest, schedule a consultation or speak to a qualified adviser.
- Capture visitor information with a simple registration form with a chance to win a free retrofit assessment and advice plan.

Real home virtual tours

- Produce 'open house' style video content using real customers who have successfully retrofitted their homes, highlighting the different retrofit strategies and technologies used, with input from the homeowner about the impact it has had on their home life, and expert commentary from a specialist retrofit adviser to explain the process.
- Share the videos on the service website and social media channels.

Incentive programmes

- Develop a structured referral programme where existing customers can receive a discount or 'cashback' from their own home retrofit advice service fee for each referral that results in a new home retrofit assessment.

Educational workshops for building contractors and architects

- Upskill and build confidence in the professionals who advise customers on home renovation and upgrades by hosting free workshops or webinars on home retrofitting.



5. Engagement strategies and channels (*continued*)

Strategic partnerships

- Collaborate with home improvement stores, estate agents and building contractors to reach potential customers through referrals and joint marketing efforts.
- This approach provides a direct line to reaching key audiences at optimal trigger points when homeowners are likely to be more open to undertaking retrofitting projects, such as when they are planning a renovation project or during/shortly after the purchase of a home.

Reaching affluent relocators via high-end estate agents

Affluent individuals purchasing and renovating 'dream homes' in Devon and Cornwall represent a small but potentially impactful market. Here's how a collaboration with high-end estate agents could be structured to maximise reach and impact:

- **Retrofit workshops:** offer workshops for estate agents to educate them on the benefits and process of whole-house retrofit as part of wider renovation projects. This knowledge enables agents to confidently discuss retrofitting as a value-add for potential buyers.
- **Information materials:** provide estate agents with brochures, leaflets and digital content they can share with clients. These materials should highlight the advantages of integrating energy efficiency measures during the renovation process, as well as the availability of 'green finance' via banks and building societies.
- **Jointly hosted events:** provide specialist retrofit advisers who can attend open house events organised by estate agents.
- **Co-marketing:** collaborate on targeted digital marketing campaigns, including email newsletters, social media posts and featured listings on estate agent websites that emphasise properties with high retrofit potential.
- **Referral incentives:** implement a referral programme where estate agents receive incentives for directing clients who complete a retrofit assessment.
- **Success stories portfolio:** Develop a portfolio of before and after case studies showcasing successful retrofit projects, Estate agents can use these to illustrate tangible benefits of retrofitting to potential buyers.

n.b. affluent relocators may be more likely to engage with messaging that is more sophisticated and aligned more closely with themes of sustainable living and new technology. This is because, as relocators, they may be more likely to be aligned with personal values of embracing newness, acquisition and embrace the growing focus on renewable energy and microgeneration as the next 'must have'. Example messages for this audience could include:

- *Custom eco-living: Discover personalised home retrofit options that align with your vision for a sustainable lifestyle.*
- *Raise your home game: Make your new home a talking point and elevate your lifestyle with cutting-edge renewable energy solutions.*



6. Accessibility and inclusivity

Principles for accessible and inclusive communication

This list outlines how communications can help remove barriers to inclusive communication. It is not exhaustive, but is designed to summarise key principles.

- Plan to deliver information in multiple mediums:
 - Website copy
 - Illustration
 - Leaflets and flyers
 - Face to face communication.
 - Use inclusive fonts and design options:
 - Choose 'sans serif' fonts
 - Ensure colour contrasts are in line with the [WCAG guidelines](#)
 - Use both alt text and image descriptions
 - Avoid using text over images
 - Provide closed captioning and subtitling on video content.
 - Plan for event accessibility both online and offline
 - Choose accessible venues with suitable routes to, from, into and around the venue, with suitable bathrooms, lifts and lighting.
 - Choose your online event platform carefully. Not all online platforms offer the same accessibility options. Zoom is consistently voted the most accessible platform by disabled and neurodivergent people.
 - Consider when to hold your event. If it's early morning or evening, can people travel there and back safely and cost-effectively, will it impact caring responsibilities?
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