

BGNE Marketing Communications

**FREE Insulation – Share the Warmth
in partnership with charities**

BGNE Marketing Communications
(Mirka Potrykus)

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Share the Warmth - Background

British Gas have created a fantastic new proposition aimed at Super Priority Group (SPG) customers. To help these vulnerable customers in the current cold conditions, we are launching Share The Warmth.

This referral proposition not only provides free insulation, but gives a £50 incentive to the end SPG customer, and £50 to the charity which referred the offer.

The proposition

The Share the Warmth proposition is designed to reward the charity who share this offer with £50 per completed install. British Gas will also provide £50 to the SPG customer who calls in and requests the insulation and the customer will receive the £50 once the installation is completed.

Proposition/offer: £50 for finding elderly and vulnerable customers (SPG) in need of FREE insulation. Plus the charity will also receive £50

Call to action: Inbound call to Avance (British Gas call centre)

Offer details: Promote the offer through charity's current marketing channels targeting eligible SPG's about the offer, get them to call British Gas. If loft or cavity wall insulation is completed successfully you both receive £50

Who qualifies for the Super Priority Group?

An SPG customer has to meet one of these two rules:

1

ARE YOU ON **ONE** OF THE BENEFITS BELOW?

(i) State Pension Credit

(ii) Child Tax Credit with an income below £16,190

OR

2

ARE YOU ON **ONE** OF THESE INCOME RELATED BENEFITS BELOW?

Income based Jobs Seekers Allowance

Income Support

Income Related Employment Support Allowance Credit

AND ONE OF

Do you have parental responsibility for a child aged under five who permanently lives at the address?

Child Tax Credit which includes a disability or severe disability element

A disabled child premium

A disability premium, enhanced disability premium or severe disability premium

A pensioner premium ,higher pensioner premium, or enhanced pensioner premium

What you need to be aware of

- ✓ The referrer (charity) cannot contact us with customer details, the customer (who is having insulation installed) needs to call the telephone number and media code
- ✓ The customer **MUST** quote the media code in order to make sure the media code is applied to the correct charity
- ✓ The offer is only available to Super Priority Group (SPG) customers, if you or the customer is unsure whether they are SPG/PG then please capture the referral details. The Energy Expert will carry out further checks. An Priority Group (PG) customer can still gain free insulation, but the customer and referrer won't benefit from the £50
- ✓ The offer is not applicable to British Gas employees or contractors

Next Steps...

- ✓ Complete the form which has been given to set up your account for commission payment
- ✓ Email the completed form to mirka.potrykus@britishgas.co.uk
- ✓ Discuss which marketing channels you will utilise to promote the offer
- ✓ British Gas are happy to provide content and imagines for each charity however please note we will not cover marketing costs to create the artwork/creative
- ✓ Marketing channels are agreed with charity and British Gas
- ✓ Charity to produce artwork/creative
- ✓ British Gas to approve approx 4 working day turnaround
- ✓ Campaign goes live
- ✓ Campaign reviewed and commission paid to charity

Terms and Conditions

The Applicant must supply the Referrer's contact details to British Gas in order for both Applicant and Referrer to receive payment. The Applicant confirms that he/she has the Referrer's consent to do this. British Gas Offer can only accept applications from the Applicant and not the Referrer. A cheque for £50 will be sent to Applicant and Referrer within 30 days of completion of the insulation installation. Employees of British Gas, members of their immediate family and British Gas contractors are not be eligible. Referrers may refer more than one Applicant.

Applicants must provide proof of their eligibility for the Offer, including proof of receipt of eligible benefits as set out above and/or proof of age and proof of their residential address. Free Insulation is limited to one per Applicant. British Gas shall install Insulation in mainland Great Britain only. Not all homes are suitable for Insulation. Applicants will only be eligible for the free loft and cavity wall measures recommended by a British Gas appointed surveyor. Applicants will only be eligible for free measures where we can insulate a minimum of two thirds of the total loft space or total wall space (when applied to the whole property). Free insulation is subject to square meterage limitations which are dependent on the property type and Installations beyond these limits will be chargeable. Applicants will only be eligible for free measures under the Offer where we can insulate a minimum of two thirds of the total loft space (when applied to the whole property) or the total cavity wall space (when applied to the whole property). For loft insulation the Offer only applies where the thickness of existing insulation is less than 60mm. The Offer excludes the provision of scaffolding, vents or any specialist equipment. Tenants must seek their landlord's permission. The Offer cannot be used in conjunction with any other British Gas insulation offer. The Offer is only applicable to residential buildings and excludes all other properties including, without limitation, commercial or part commercial premises. The Offer is subject to availability and subject to change or withdrawal at any time including, without limitation, where the supply or installation of loft and/or cavity wall insulation (the "**Products**") does not qualify for carbon emissions credits for the purpose of the Carbon Emissions Reduction Target (or any replacement scheme) or if the amount of carbon emissions credits for which the Products qualify is materially reduced. Phone lines are open 8am–8pm Monday to Friday and 8am–4pm on Saturday. Closed on Bank Holidays. Calls are free from a BT landline, however charges from mobile phones and other networks may vary. Calls may be monitored and/or recorded for quality assurance and compliance purposes.