



Klimatesten



Team Norway: Marketing insights

Meet Team Norway



Norwegian Federation of Service
Industries and Retail Trade

Lena Øien

**Framtiden i
våre hender**

Future in our hands

Håvard Langmoen



Norwegian Consumer
Council

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Parat

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Launch Goals

Drive users to take the test - goal is 100 000 tests taken

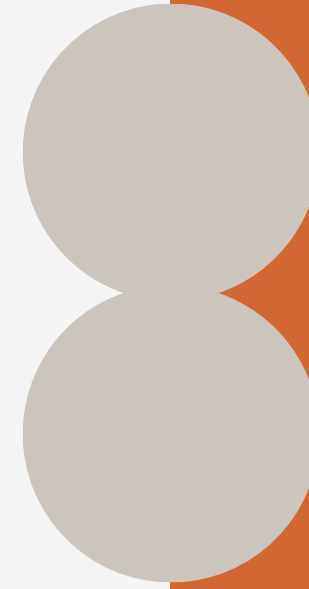
Drive users to the test page with targeted ads, engaging social media content, media coverage and internal initiatives to attract users.

Increase awareness of the PS Lifestyle Test

Increase awareness of the test and its “brand” through media coverage, social media content and podcast ads.

Gain data for future campaign pushes

The more tests taken, the more data we are able to analyse and use in marketing and press pushes moving forward.

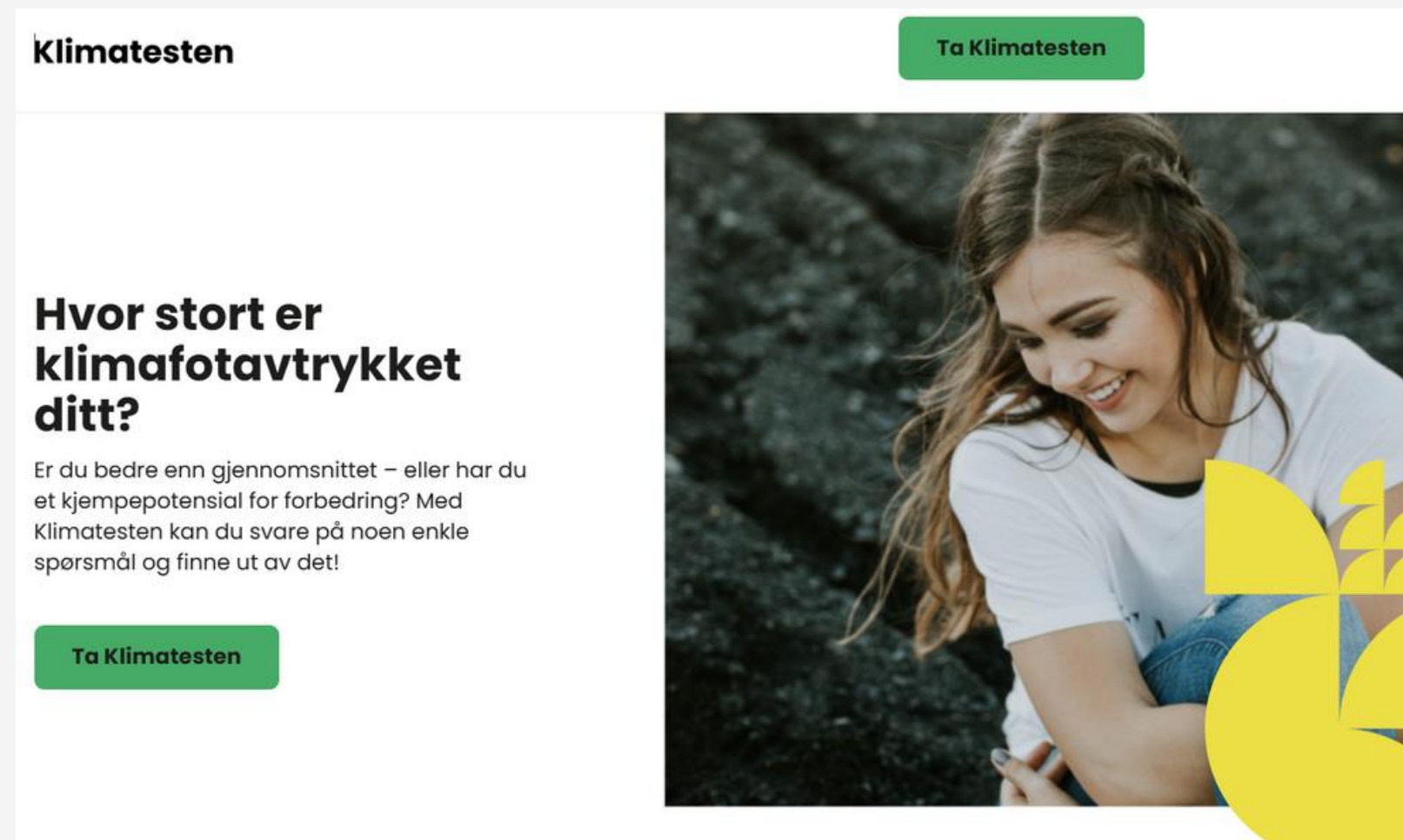


Rename:

PS Lifestyle Test to Klimatesten

We chose to name the test “Klimatesten”, “the Climate Test”, to make the brand more understandable for Norwegian users.

This included creating our own website on our own domain, klimatesten.no. It is almost identical to the PS Lifestyle original landing page. We reused a lot of the translated copy, but also changed a few sections.



Klimafotavtrykket ditt

3208 kg CO₂e

Mål innen 2030

2500 kg CO₂e

Du reiser klimasmart!

Du har et lavt klimafotavtrykk knyttet til reiser og transport – godt jobba! Nå kan du se nærmere på boligen din: Vet du hvor mye energi den bruker? Det finnes mange måter å kutte energiforbruket på, som både sparer penger og er bedre for klimaet. Ta gjerne en titt på våre tips og lag din egen klimaplan.

**Se tipsene som er plukket ut
for deg**



555

772

1142

739

 Bolig  Transport  Mat  Innkjøp og fritid



Chosen Channels

Social Media: Facebook, Instagram and LinkedIn

Organic and sponsored content on Facebook, Instagram and LinkedIn. This includes content with an influencer and content with organisation leaders.

Podcasts

Native ads and spot ads in two popular Norwegian podcasts, as well as the organisations' own podcasts where applicable.

Press/media

Press release on day of the launch, as well as contacting relevant journalists.

Newsletters

Newsletters to members, member businesses, and stakeholders. We all have a large reach here.

Other internal initiatives

Promote the test at conferences, in board meetings, to collaborators etc.



Content Examples

Influencer: Steinar Sagen

We managed to get Steinar Sagen, one of Norway's most famous comedians and podcasters, on board with promoting the test. He is popular with a wide range of age groups.

We shot a short film to use as sponsored and organic content for our own social media channels. It is light hearted and funny.

This has resulted in approximately 4000 - 5000 clicks and redirects to the landing page.





Content Examples

Shareable “stamp”

We created what we call a “stamp” - stating “I have taken the PS Lifestyle test”.

This can easily be shared by whoever wishes to promote the test, or show that they have taken part.

We also included photos of the organisations’ leaders to create a sense of shared ownership and endorsement from well-known business leaders.

This has been posted on LinkedIn, Facebook and Instagram, and has been popular among business leaders / owners.





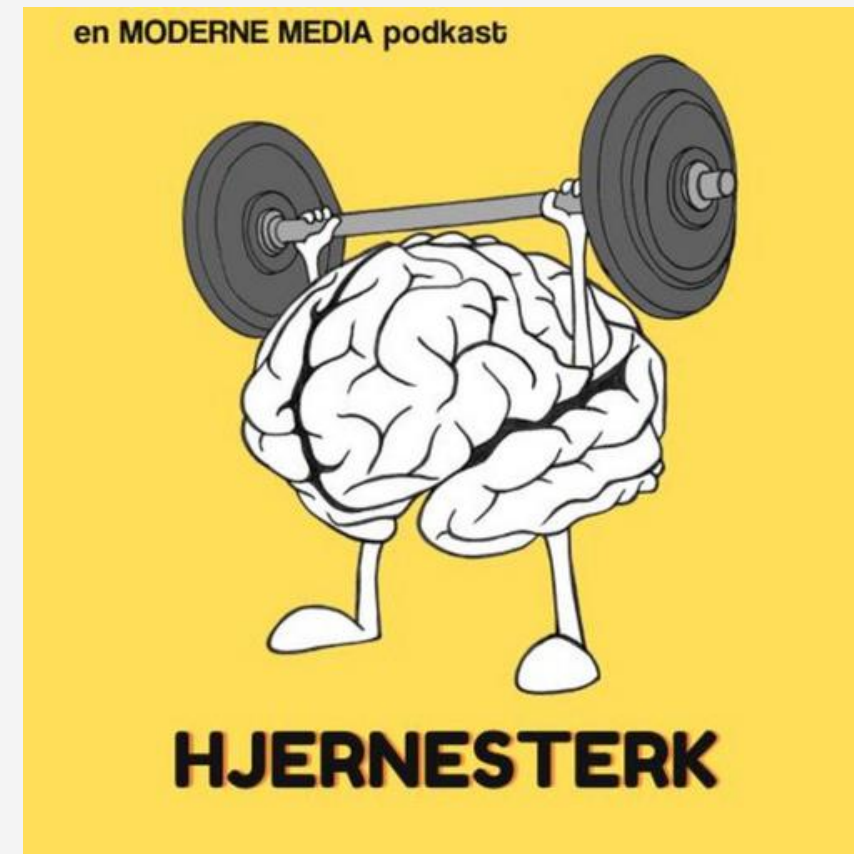
Content Examples

Podcast native and spot ads

We chose two of Norway's most popular podcasts, Hjernesterk (Brainstrong) and Pengesnakk (Talk about money) to promote the test.

For the native ads we chose episodes which we thought would be the most thematically relevant.

So far the Hjernesterk ads have reached 73 779 unique listeners. We are still waiting for the Pengesnakk numbers.





Content Examples

The climate minister is on board!

Andreas Bjelland Eriksen, the Norwegian climate minister, has agreed to promote this with us!

Content with the Norwegian Consumer Council's leader and the climate minister.

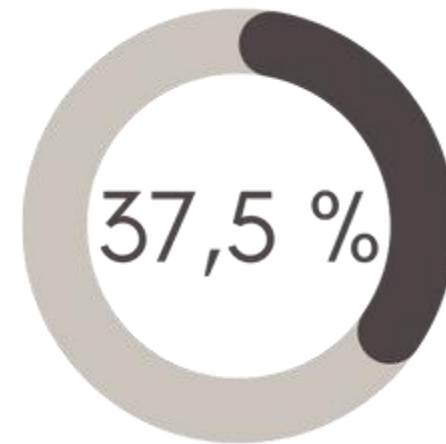
He takes the test, states what actions he wants to complete, and challenges the consumer minister to also take the test.



Budget

Podcast ads - €3250

Includes expenses for native ads and spot ads in two of Norway's most popular podcasts.



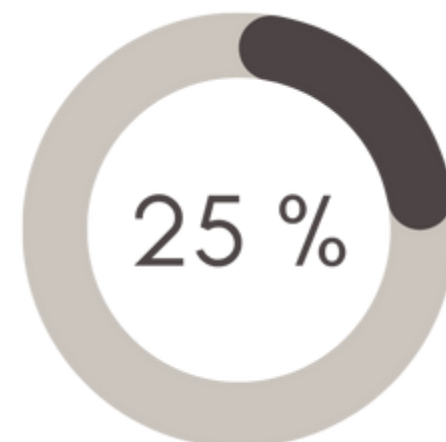
Influencer content - €3250

Budget for having an influencer/well-know person on board for content.



Social media ads - €2100

Budget for ads on Meta-platforms and LinkedIn.



Total Marketing Budget for Launch:

€8600

Results?

17 550 tests taken
3244 plans made

- Press proved difficult to get on board
- Social media content with Steinar Sagen has been a success
- Newsletters have proven to be a great channel
- Podcast ads still undecided

Other elements:

- The Norwegian team made a lot of changes to the actual test itself to make it more relevant to Norwegians and their lifestyle.
- The re-name of the test and copy on the landing page.
- We spent a lot of time ensuring that the stakeholders within the organisations were informed. We listened to their recommendations and made sure everyone was on board before the launch.
- This has led to more engagement internally within the organisations – which means we deliver the marketing messages with more commitment and enthusiasm.

Next Steps



Earth Overshoot Day - 16th of April

Use best practice marketing channels and make sure to use the momentum gained from having the climate minister on board

August

New campaign push using best practice marketing channels

June

NHO and Parat: Climate Conference, where the PS Lifestyle Test will be one of the main themes

Questions?

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