

Contact Xtra caught up with the Brandwagon while it was stationed outside Manweb House in Chester. Employees were glad to give their views on the ScottishPowered exhibition as they emerged from studying the travelling roadshow...

Employees give their comments on new branding initiative



Bill Tubey, Merseyside Regional Manager, said: "The ScottishPowered phrase is a brilliant idea - so simple and effective. Once we can get the message out there people can apply it to so many things, from community activities to sales."



Lynne Rosser, Pensions Officer, said: "The exhibition means everyone will get the same message. The phrase ScottishPowered could quite catch on - somebody said to me recently that I had been ScottishPowered and now I know what it means."



Brian Carman, Customer Service (Operations) Manager, said: "The idea of a travelling exhibition is fine. The phrase ScottishPowered will get people talking and the brand initiative will work if we can get the idea across to the whole country."



Alan Littler, Marketing Sales and Property Director with Contracting Services, said: "The idea of the new verb ScottishPowered is excellent and has a lot of merit. It is an excellent concept which won't do any harm in cementing the values."



Kathy Shaw, Forecasting Analyst at Manweb House, said: "The exhibition is informative and the message could well eventually get through to the public. ScottishPowered is a good phrase - it took a bit of getting used to at first. We have to put the message across to everybody."



Tracy Roberts, Financial Accountant, said: "It's better to be taken out of your environment and be shown an exhibition, rather than just reading about the initiative. You feel part of what is going on, because they have taken the time to mount the exhibition."



Mike Boxall, Commercial Manager, said: "It is a good message and a clever one. It will influence people if the link between Manweb and ScottishPower is handled carefully, and it will pull the two together."



John Caldwell, Technical Services Manager (ISD), said: "It is a good idea. The exhibition is very good from the point of view of the staff. I hope the message will catch on with customers outside Scotland."



Ian Bewley, Project and Support Engineer with Scottish Telecom, said: "Using an exhibition for staff awareness is very good. The Manweb image is a very strong one, and the campaign will work better with local people."

After the Brandwagon...

Did you Know?

■ **OVER 90% of Manweb employees who have had the opportunity to tour the Brandwagon think it is a good idea and is an interesting and informative way to be told about the forthcoming ScottishPowered advertising campaign. In addition, a similar**

proportion of staff who were led around the wagon by their team leader welcomed this way of working. They say their team leaders are able to demonstrate clearly how the campaign will relate to their team and their specific job.

■ **If you're worried about having missed your chance to tour the Brandwagon, don't despair! By popular demand,**

the wagon will return to the Manweb region from December 9-11.

■ **In the meantime, if any Manweb staff who were photographed for the ScottishPowered poster campaign would like to get hold of the original photos, they should contact Alison MacLeod at Corporate Communication on 800 2056.**

Contact Xtra



Manweb
A ScottishPower Company

DECEMBER 1998

Advertisement campaign will spread the message

STAFF URGED TO LIVE THE BRAND

HAVE you been ScottishPowered? It's a simple question - but one which holds the key to a whole new way of thinking for Manweb and the ScottishPower group as a whole.

The enigmatic phrase is spearheading the creation of the ScottishPower brand across Britain, together with a fresh approach to the way employees interface with the public.

At the heart of the new approach is a philosophy of "Living the Brand" whereby staff are being asked to make a personal commitment to exceed the expectations of customers.

The newly-coined verb to "ScottishPower" expresses efficiency, value for money and a range of community-orientated ethics. The group's advertising agency has even devised an imagined entry in the Oxford English Dictionary of 2003:

ScottishPower vb (v.t.)
To enable, make happen, improve (gen); to lower (price); to simplify (bills); to train, instruct (educ); to grow (comm.)

The thinking behind the use of the phrase (now appearing on a series of posters on Manweb walls) is that all the best brand slogans involve the use of verbs (as in Coke "refreshes,") while at the same time the word "Scottish" is perceived by the public as a guarantee of integrity and "green" outlook.

Creating the brand is central to the ScottishPower strategy of capturing extra customers by reinforcing the promise of the multi-million pound advertising campaign with the delivery of first-class service.

It has been established that less than 10 per cent of customers realise that Manweb



They're doing it already - are you?

Welcoming Manweb staff on the steps of the Brandwagon is David Clarke, Marketing Director for ScottishPower's Energy Supply Division.

has been taken over by ScottishPower, and the new arrangement will be a key content of adverts to be shown throughout the Granada TV area in the first three months of next year.

"The Manweb brand is too valuable to throw away," said David Clarke, Marketing Director, Energy Supply Division, who is Chairman of the Branding Steering Group.

"But we have to bring up the ScottishPower level of our content. In doing so we have to stress our contribution of good value and good values, taking the ethical high ground but emphasising a good deal for the customer. In a deregulated

market where prices are often highly competitive, people tend to make their choices on the basis of what a company stands for.

"ScottishPower is a business that does have values in terms of what it puts back into society, with its concern for learning, environment, communities and special needs."

"Living the Brand" will take all these things into consideration, while at the same time opening up the wider vista of employees feeling that they have a level of personal responsibility for ensuring that the business grows.

Are you ScottishPowered?

Everyone has a contribution to make in successfully creating a strong brand



This is how Anne Thompson appears in the poster campaign.

Anne's familiar face stars in poster campaign

ONE of the stars of the branding campaign is Anne Thompson, Manweb's Customer Service Centre Co-ordinator.

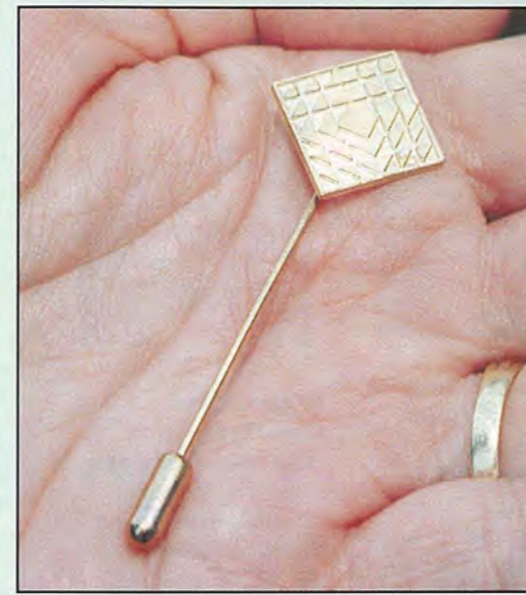
She is still "gobsmacked but flattered" every time she sees herself on the teaser poster with the phrase You Just Know She Is underneath - and still recalls with amusement the way she was "encouraged" to have her photo taken.

She was told a "Familiar Face of Manweb" campaign was underway, and that her assistance was required. Only later was the true nature of her assignment revealed.

Anne thinks the ScottishPowered campaign is a great idea - and that it should have been started sooner to make people more aware over a more spread-out period. "I hope the phrase will enthuse people and emphasise that we are all working together as a team within ScottishPower."



Marc Rossi, left, and Steve Austin study the new outdoor advertising campaign.



One of the special gold badges presented to staff at the Brandwagon.



Bill Tubey examines displays during his tour of the Brandwagon.



Mike Boxall, left, and Jeremy Blackford view the definition of the verb to ScottishPower.



David Clarke, Marketing Director for ScottishPower's Energy Supply Division, addresses staff before they watch a promotional video.

Exhibition highlights our five key values

SCOTTISHPOWER'S Brandwagon recently rolled into town to stimulate interest in the brand initiative.

Manweb employees were ushered aboard the mobile information unit when it parked up outside Manweb House in Chester, and staff at a number of depot sites in north Wales and the north west followed suit. Then it was "wagons roll" for Scotland and the Southern Water region.

In a first-time initiative, it was decided to use a travelling exhibition as a way of being interactive with staff - and judging by the response of those who passed through the "wagon," that's exactly what Manweb employees appreciated.

Inside the unit were visual displays highlighting ScottishPower's five values (well-earned customer loyalty, enhanced shareholder value, positive working environment, trust of communities and teamwork and leadership,) along with a video facility featuring a message from ScottishPower Chief Executive Ian Robinson, who is giving the brand launch his full backing.



The Brandwagon parked outside Manweb House at Chester.

Mr Robinson's personal message was highlighted in a wall display: "Advertising by itself will not be sufficient to create a strong brand for ScottishPower. Success needs a contribution from everyone, whatever job they do in the company and whichever division of the Group they come from."

The video showed examples of the three "ScottishPowered" adverts which will be shown on television early next year, one of them featuring a frog called Finlay.

Managers and teamleaders from Manweb Energy Supply took groups of staff round the Brandwagon. Once they had seen the displays they were

asked to record their comments, and each was presented with a special gold badge.

Also displayed in the Brandwagon were examples of the "teaser" poster campaign, with photos of employees accompanied by phrases such as "You just know she is" and "They hope they will be soon."