LPG Exceptional Energy

Alison Abbott
WLPGA Good Practices Workshop
Thursday 16 February 2012, New Delhi
1. LP Gas - The realities…
2. The perceptions…
3. The challenges…
4. The way forward
REALITY NO 1: OIL & GAS WILL CONTINUE TO SUPPLY A GROWING ENERGY DEMAND GLOBALLY

- World Energy needs in 2030 will be 60% higher than in 2000
- Fossil fuels will continue to dominate, accounting for 80% of total demand by 2030
REALITY 2 – LPG IS AN AVAILABLE ENERGY SOURCE

Source: WLPGA Statistical Review of Global LP Gas Purvin & Gertz
REALITY NO 3: NEARLY 2.5 BILLION PEOPLE LACK ACCESS TO MODERN ENERGY

According to the landmark 2006 WHO study “Fuel For Life, Household Energy and Health”

- ... smoke from indoor cooking fires from traditional fuels such as kerosene or wood kills 2 million every year, more more people than malaria, and almost as many as unsafe water and sanitation
- ... smoke in the home is the fourth greatest cause of death and disease in the world’s poorest countries
- WHO have highlighted LP Gas as the cost effective solution for reducing pollution from cooking fuel
REALITY NO 4: LPG IS AN EXCEPTIONAL ENERGY

- It burns cleanly with little smoke or residual particulate matter
- Low Green House Gas (GHG’s) emissions
- Helps fight deforestation by substituting “traditional fuels”
- Helps manage electrical loads if consumers cook with LP Gas
- Frees women and girls from drudgery of searching for firewood
- Bottles can be stored indefinitely
- Easily transported and used virtually anywhere -- from urban centres to remote regions
REALITY NO 5: LPG IS THE BEST KEPT SECRET IN THE ENERGY INDUSTRY

- $300 billion per year
- 2,000,000 employees
- 3 billion consumers
- Bigger than LNG on an energy equivalent basis
- Eight times around the world....
1. LP Gas - The realities…
2. The perceptions…
3. The challenges…
4. The way forward
WHAT IS POSITIONING?

LPG = ______
WHAT IS POSITIONING?

How others experience and perceive you. (customer service, opinions of others) + What you do. (operations and messages)
LPG Share of Voice

International media published in English over a three month period

- 41 Consumer Information (Price, Supply)
- 60 Environmental
- 31 Corporate Initiatives
- 61 Government Regulation
- 179 Safety
LPG Sentiment

Found in international media published in English over a three month period

- Positive: 38
- Neutral: 14
- Negative: 48
1. LP Gas - The realities…
2. The perceptions…
3. The challenges…
4. The way forward
A COMPLEX FRAGMENTED LPG WORLD
Over 1000 applications worldwide
What should we do?

1970s = 500 ads/day ... today, it’s >5,000

This year > 4x10^{19} bytes of info generated = more info than past 5,000 years

We have to compete for “share of mind” with other energies
HOW CAN WE CHANGE PERCEPTIONS?

✓ Clear, common messaging across the world
✓ Recognisable look and feel to positioning regardless of market
✓ Development of a GOBAL BRAND

Why bother?

1% increase in perception = 1% change in support = 1% change in financials

Source: Reputation Institute
AGENDA

1. LP Gas - The realities…
2. The perceptions…
3. The challenges…
4. The way forward
GOING FORWARD WITH EXCEPTIONAL ENERGY

• To position LP Gas in a **consistent** and **positive** manner
• Apply a clear, **common messaging** across the world
• Recognisable look and feel to positioning **regardless of market**
• Bring **recognition** of the benefits that LPG use can bring
• Support creation of stable, **long term policies** providing confidence to investors
• Help develop a sound **regulatory environment** with correct enforcement
Exceptional Energy works *WITH* existing LP Gas industry brands.

As all brands – your brand, your logo, identifies the company, it promotes your philosophy and it is your recognisable common identity.

**Exceptional Energy** works alongside the existing brands to give a powerful identity to our product.
WELCOME TO THE LPG EXCEPTIONAL ENERGY INDUSTRY COMMUNICATIONS TOOLKIT

An industry that speaks with “one voice” from common and consistent messages is far more powerful than one that doesn’t. This toolkit aims to provide communication materials and artwork that can be used by our members around the world to promote this consistency.

How to use the toolkit: Download any of the materials and use as appropriate in your local market by translating them into your local language (as required) and print them. Content can be slightly adapted to reflect local information, culture and markets, as necessary.

Some of the source files are not available online because they would take too long to download. Please contact us to obtain these files on a DVD.

Presentation Materials | Promotional and Artwork Materials | Website / Online Materials | Media Outreach Materials

- Powerpoint Presentations
- Trade Fair video
- Brand Guidelines & Logos
- Reports & Studies
- Posters
- Advertising
- Case Studies
- Fact Sheet
- Artwork for events

- Online banner ads

- Press Kit (Q&A, Key Messages, Fact Sheet)
- Global Media Relations Roadmap
- Global Media List
EXCEPTIONAL ENERGY COMPLETE GRAPHIC TOOLKIT

Logo Suite

Press Kit

Case Study Library

Advertisements
GLOBAL SUPPORTERS BEHIND THE BRAND
How Exceptional Energy is sweeping the globe
WLPGA’s COMMITMENT

Common Messages

Consolidate Associations Network

Content Content Content
**HOW WLPGA MEMBERS CAN HELP**

- Full use of Toolkit
- Power of Content
- Comments on Common Messages
- Support for Case Studies
- Submit stories, events for inclusion in website
- Provide images to tailor the website
- Support Social Networking initiatives
WHERE WE WANT TO BE

Flying's a wonderful thing
GOOD INDUSTRY PRACTICES

WLPGA strives to unite the industry in its voice ...

... and also in its practices

WLPGA establishes global safety and business guidelines to support the industry with a common voice

Today’s Sub-Continent Workshop is one of a series of global Good Industry Practices Workshops to support these initiatives
Thank You

www.exceptionalenergy.com