

Department of State Development/E10 Communication Strategy

Challenge

As part of the Queensland Ethanol Industry Action Plan, a marketing campaign was commissioned by the State Government to educate motorists about the benefits of using ethanol blended fuels. The 'Plus E' campaign encouraged industry and consumer adoption of E10 fuel as an environmentally responsible alternative to standard fuel. Past myths about ethanol blended fuels needed to be dispelled to build industry and consumer confidence and to increase the uptake of E10.

Strategy and Action

A unique strategy was developed which included the creation of an E10 brand, pilot marketing campaign, industry and key stakeholder consultation, and a mythbusting, good news campaign. Managing stakeholder issues and perceptions was critical in ensuring acceptance and endorsement of a world-class renewable fuels industry in Queensland, as was the need to mitigate challenges through understanding and education. It was also vital to respond to concerns while addressing the many positive elements.

Results

The communication strategy was rolled out through Queensland on a staged basis through point-of-sale materials at fuel retail outlets and was supported by promotional, media and advertising campaigns. These campaigns were very successful in launching the E10 brand, boosting ethanol sales and creating awareness within the community, media and other stakeholders of the benefits of ethanol blended fuels.

