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More sunshine at BCM

BCM has been appointed in a three way pitch to promote Adelaide as one of Australia's first solar cities.

The Solar Cities programme is a \$75 million Australian Government initiative and is a joint venture between public and private enterprise. Origin Energy will take the lead in terms of brand promotion and marketing of the initiative in Adelaide.

According to Jodie Dootson, from Origin, "Solar Cities is about taking a holistic approach to energy consumption and sustainability." Of BCM's appointment she said "we were really impressed by the agency's green credentials, their immediate understanding of the issues and obvious enthusiasm for the aims and objectives of the Solar Cities initiative."

BCM Partner, Kevin Moreland, said that the agency was genuinely thrilled to be working with the whole Solar Cities consortium (which comprises Origin Energy, ANZ Bank, Big Switch Projects, BP Solar, Delfin Lend Lease and the Salisbury City Council).

"It's fair to say that knowledge and acceptance of Co2 emissions, and their impact on our environment have gained real traction in the last 12 -24 months. A good deal of social research is telling us that the community now wants definitive 'how-to' advice to help minimise their carbon footprints. This is a big part of what the Solar Cities initiative is all about."

According to Moreland, above-the-line media has a role, but a major focus of communication will also be in the digital space.