

Communications strategy to supercharge innovation

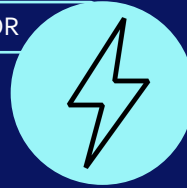


SERVICE



Communications

SECTOR



Energy

REGION



Europe

CHALLENGE

- Wanted a communications plan to involve power sector stakeholders to decarbonise, decentralise and digitise the grid and help originate and implement innovation projects
- Needed to identify audiences, craft messaging, use communications channels and run engagement events

ACTIONS

- Created a communications strategy to define objectives, segment audiences and prepare key messages
- Used high-impact comms channels and partnerships to directly reach 25,000+ key stakeholders
- Revamped the Electricity System Operator's innovation website, including producing animated explainer videos
- Produced National Grid's first innovation communications strategy to embed comms capability in the innovation team

RESULT

- National Grid reached its audiences and attracted fresh partners from industry and academia for innovation projects
- The Electricity System Operator Innovation Team has a detailed communications manual to guide future outreach