

**BUILDING  
LEADERS  
BRIEF  
INDUSTRY  
2022**

19TH MAY, 2022

# Making sustainable housing products mainstream with Lifestyle TV

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## Renovate or Rebuild Season 1



James McGregor  
The Blue Tribe Company  
[www.bluetribe.co](http://www.bluetribe.co)



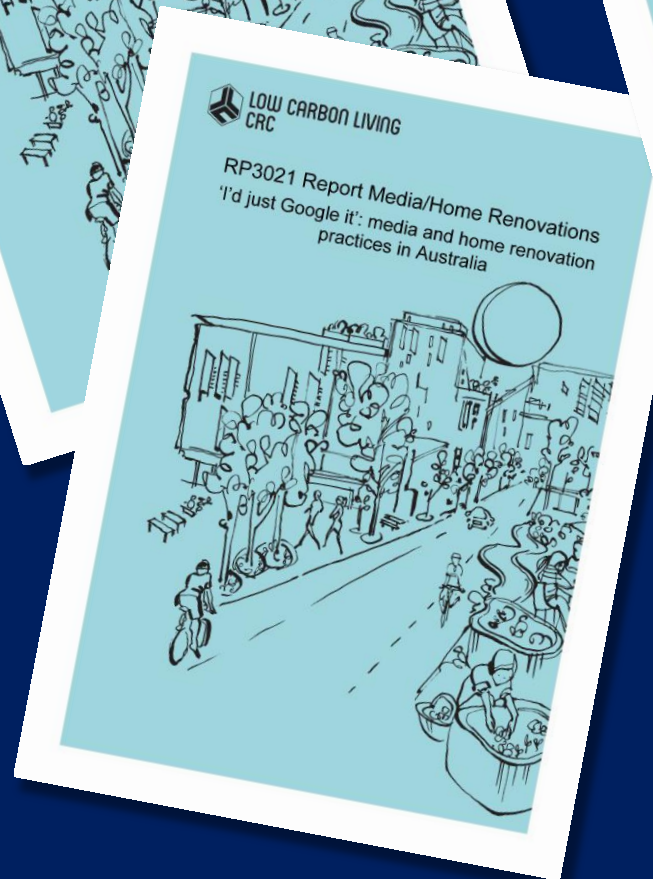
Dr Danie Nilsson  
CSIRO  
[www.csiro.au](http://www.csiro.au)

A blue-tinted photograph of a residential neighborhood. In the foreground, several houses are under construction, showing their wooden skeletal frames. In the background, more completed houses with tiled roofs are visible. Overlaid on the center of the image is the text "\$22 BILLION" in a large, bold, yellow font.

**\$22 BILLION**







GRAND  
DESIGNS  
AUSTRALIA



THE  
BLOCK

6.30 MASTERS OF FLIP  
aussie first

7.30 HOUSE HUNTERS  
aussie first

8.30 HOUSE HUNTERS  
INTERNATIONAL  
aussie first

9.30 HOUSE HUNTERS  
RENOVATION  
aussie first



Life

BRYAN inc.



# Mainstream Media Approach

- ▶ One of the key findings of the social research is that sustainability should be communicated in a more mainstream way and in particular there was an opportunity to learn from mainstream broadcast media with an emphasis on entertainment and storytelling that has been shown to resonate with homeowner/renovators' aspirations and lifestyles - and reflects and shapes the ordinary cultural context for home ownership/renovations.



**400%**

increase in sales of Keep-Cup's

**3.3M**

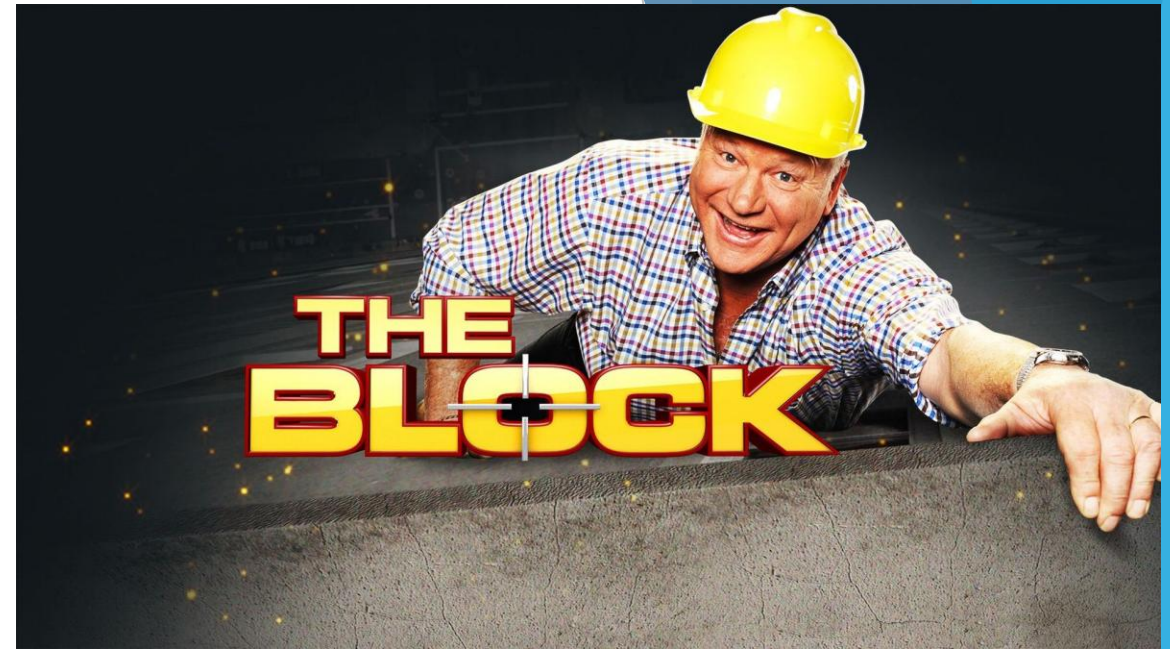
Australians watched the War on Waste - series 2

**1.1M**

Single use plastic straws saved by the Opera Bar alone as part of the #SydneyDoesntSuck campaign

**68%**

of the people who watched the War on Waste Series 2 made positive changes to reduce their waste behaviour - Source ABC



**\$251M**

"\$251 million boost to quarterly renovations investment two quarters (or six months) following the airing."

**1.5M**

Average audience size per episode for 2015 series of The Block

**3.3%**

increase in economic activity associated with home renovations attributable to The Block

# How to create demand and sell more sustainable products

What the does the Science Say?





# What not to do...



Attitudes - not the end goal, don't often translate to behaviour



Awareness/Education - information intensive campaigns - very popular but low success rate alone



Economic incentives - Can provide motivation but alone can often fail - Crowd out intrinsic motivation - Not as sustainable as intrinsically motivated behaviour



Rules and regulations - difficult to enforce, low compliance

# Community Based Social Marketing – Doug McKenzie Mohr

- ▶ Alternative to information intensive campaigns
- ▶ Programmatic approach based in social psychology
- ▶ Very effective at bringing about behaviour change

## Community-Based Social Marketing Steps



Source: U.S. DOE illustration of concepts developed by Doug McKenzie-Mohr, *Fostering Sustainable Behavior*, [www.cbsm.com](http://www.cbsm.com)

# Social Modelling

- ▶ Social modelling refers to the implicit learning generated by observing other people interacting and performing behaviours (Bandura, 1986).
- ▶ Such learning previously stemmed from personal interactions with peer networks, family, and others, **but reality TV has now started to make major contributions to social learning.**
- ▶ Lifestyle programs have been found to influence modelling behaviours in their audiences.
- ▶ If programs demonstrate behaviours that result in a better life, there is research to suggest that viewer modelling of these behaviours continues over time, and as a result creates societal-level change.





I get it all the time especially designwise, ‘Oh I saw this, they did this on The Block’. They would even use words that they hear on The Block. So instead of calling it plaster they call it gyprock. The client will say, ‘When will you be gyprocking the walls?’ And you’re like ‘it’s plaster’.

(MBA 200615) - Master builder research participant, (Podkalicka et al, Hashtag Sustainability? Home Renovators’ Media World)




# Social norms

- ▶ Humans tend to follow others and do not like deviating from the norm.
- ▶ Making a norm prominent and visible leads people to be more likely to conform.
- ▶ Social norms can include both descriptive norm information (what people are doing), as well as injunctive norm information (what others expect you to do).





From Research to Reality



Lifestyle

# Mass Media Project using Lifestyle TV

- ▶ The concept has two key objectives:
  - ▶ To drive mass market consumer demand for sustainable homes; and
  - ▶ To create a path to market for sustainable designs by showcasing of projects by builder/s with the intent of setting key design trends that the broader market aims to mimic.



ANNA GARE'S CAB FARE



BARGAIN MANSIONS  
12 Episodes



BARGAIN MANSIONS  
34 Episodes



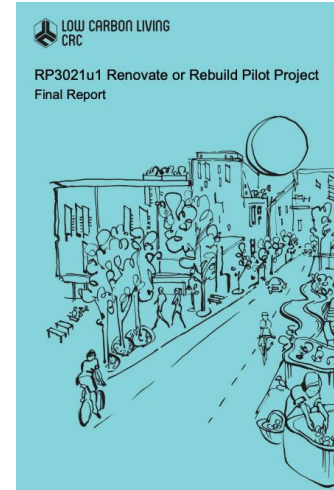
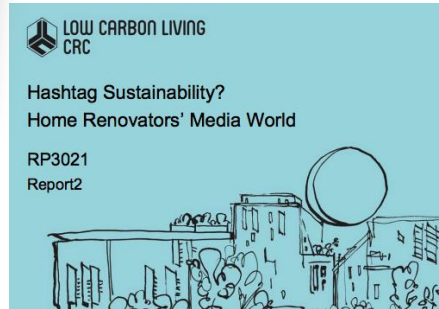
BEACHFRONT BARGAIN HUNT



BEACHFRONT BARGAIN HUNT:  
RENOVATION  
2 Episodes



# The Social Science Research - Mainstream Media Approach



*“As clear as indication that we could hope for that the TV show is promoting changing priorities and behavioural intentions”*

CSIRO Lead Researcher on recent survey results from 1016 consumers on the Renovate or Rebuild TV show pilot episode.

30 September 2019



# RENOVATE

# OR REBUILD





# Season 1 Outcomes



# Outcomes

- ▶ 8 x 1 hour episodes of a new Lifestyle TV Show that premiered on channel 9Life on 4 October 2021
- ▶ Delivered our sustainability message to 3,241,328 viewers on Channel 9Life
- ▶ Created a top rated TV show on Channel 9Life
- ▶ Renovate or Rebuild was the winner of the Communications for Impact category for the 33rd National Banksia Sustainability Awards.



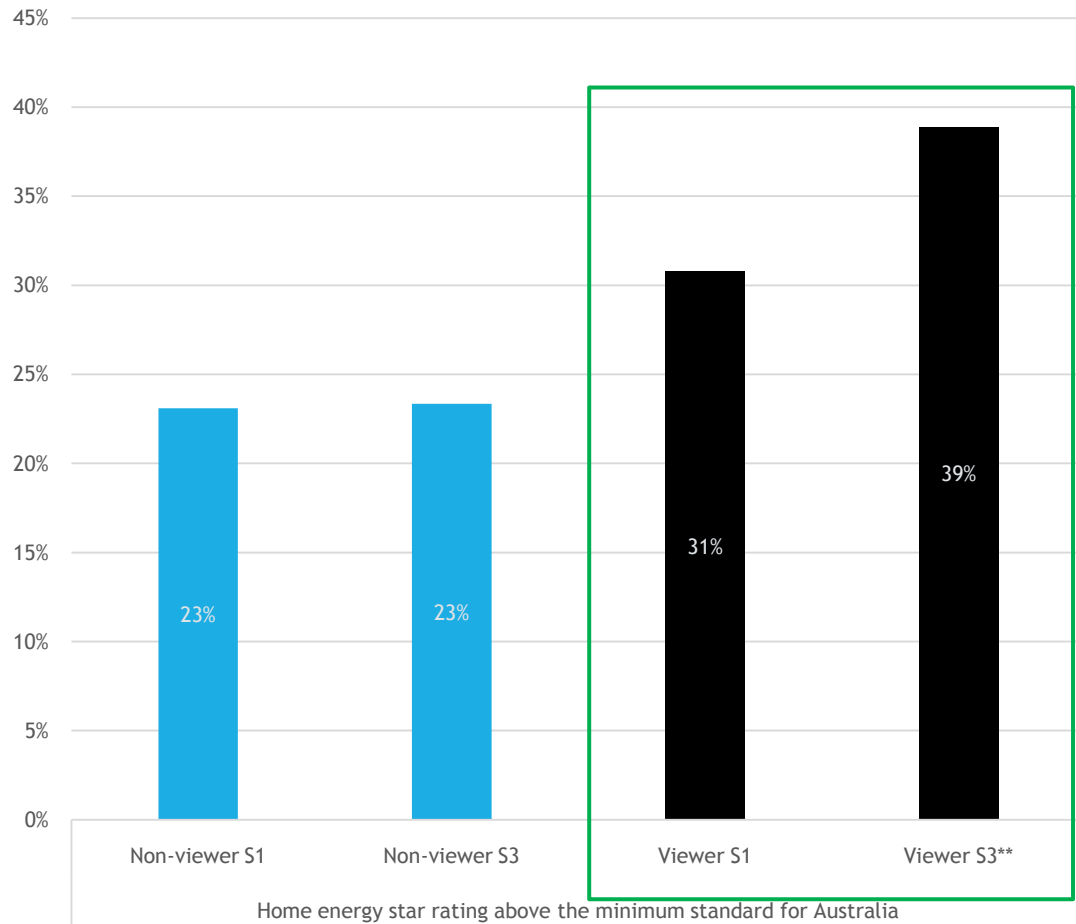
WINNER OF THE 2022  
**BANKSIA COMMUNICATION  
FOR IMPACT AWARD**



SPONSORED BY  
**currie**

# Impact: Home features - Full series

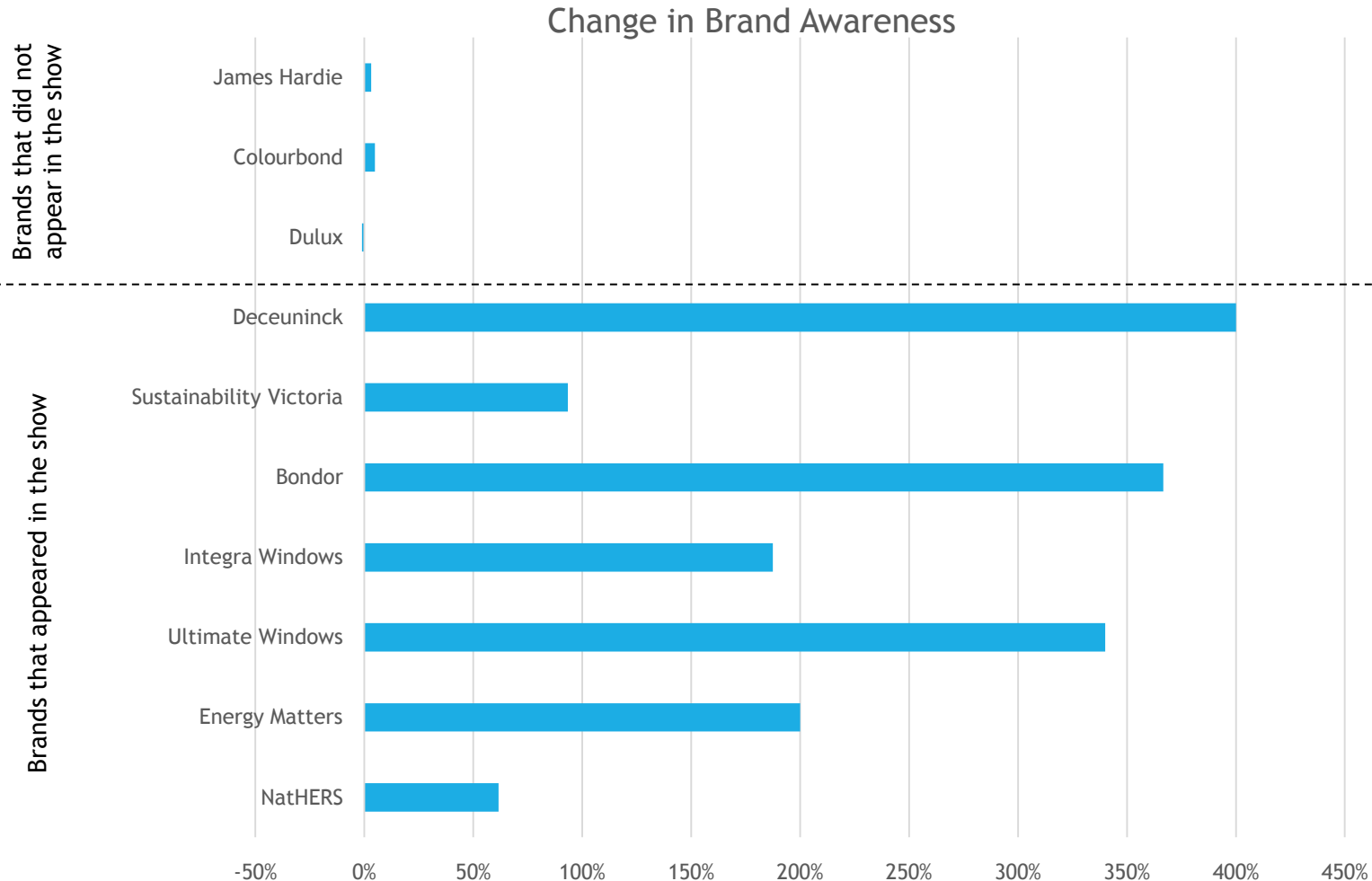
Imagine you are about to choose a new home to live in. Do you consider the following features a 'must have', 'nice to have', 'don't mind' or 'prefer not to have'? (Must have responses are shown)



▶ Statistically significant increase in desire to have a home with home energy rating above the minimum standard for Australia within the viewer group

- ▶ 31% of respondents selected must have in Survey 1 (before Episode 1 was aired)
- ▶ 39% respondents selected must have in Survey 3 (after Episode 8 was aired)

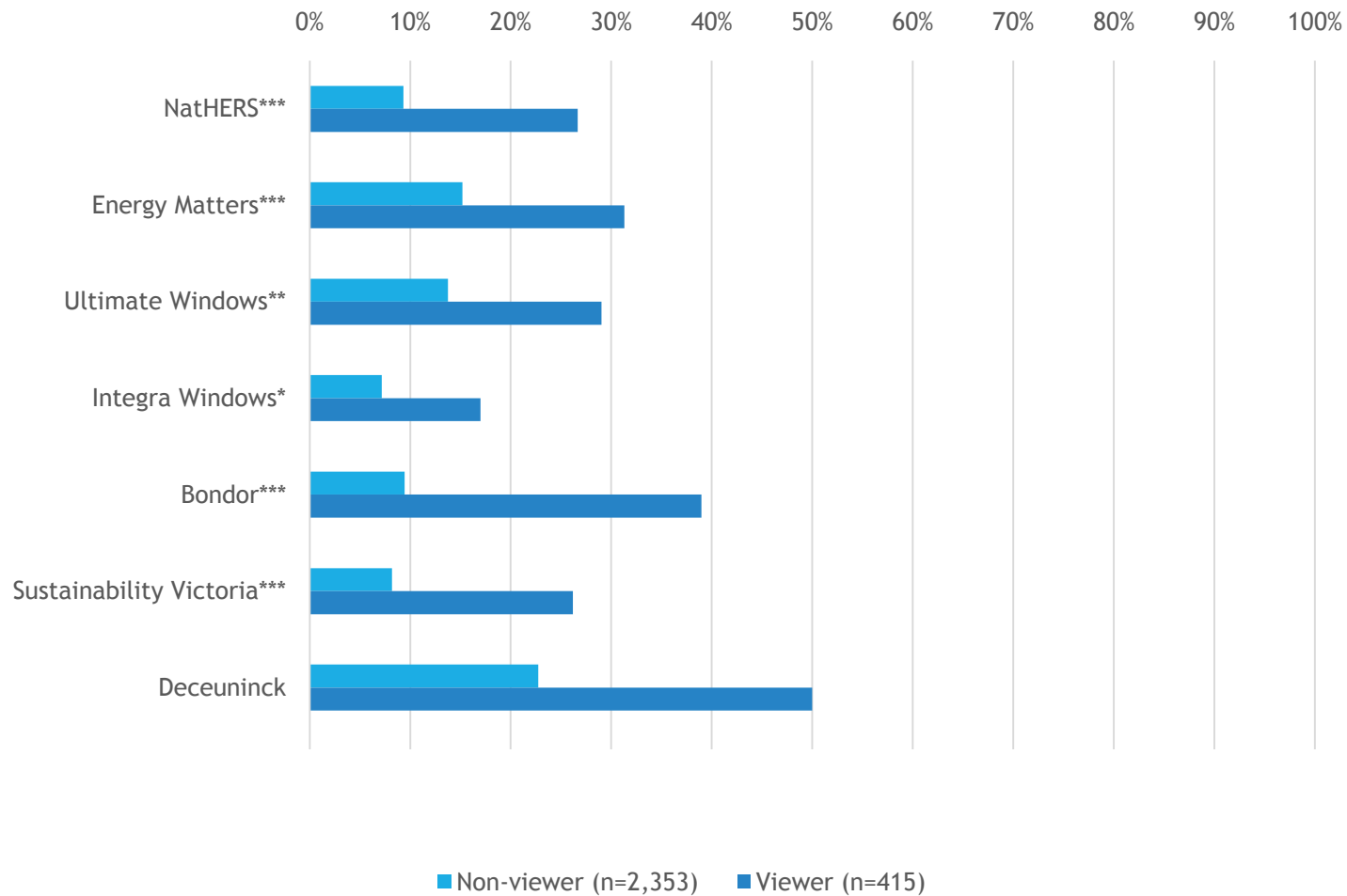
# Brand: Awareness



- ▶ The survey conducted after all episodes were screened, point to a higher level of awareness of the brands presented in the show among the viewer group respondents when compared to non-viewer group respondents
- ▶ In addition, the difference in responses between viewer and non-viewer group were not significant for brands that did not appear in the show.

# Brand: Behaviour

In the last 2 months, have you contacted, made enquiries with or sought information from any of the following brands or organisations?



- ▶ The survey conducted after all episodes were screened, suggests that respondents within the viewer group were more likely to have made enquiries or sought information on the brands presented in the show when compared to respondents within the non-viewer group.

# Value

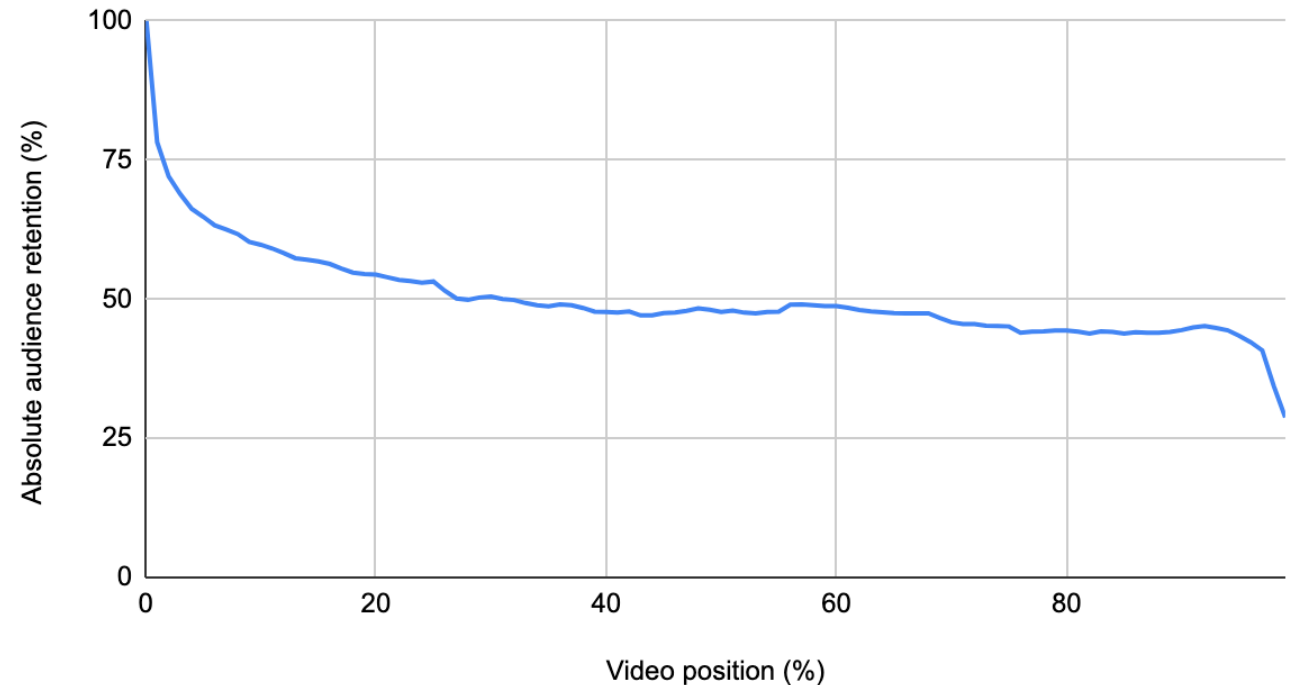
- ▶ Economic modelling by CSIRO suggests that **the use of a mass media campaign and the demand driven approach is 25 times more effective than an incentivised transition** using grants and subsidies.
- ▶ Comparing the value and reach of Renovate or Rebuild vs traditional consumer education campaign on social media:
  - ▶ To achieve 3.2 million engage viewers for content on social media with a cost per click of AU\$2.93 (average CPC for home renovation industry segment - source Wordstream) this would cost AU\$9,497,091. **Sponsorships of season 1 of Renovate or Rebuild were 98 times more effective at reaching the target audience.**
  - ▶ Estimated cost per viewer for Season 2 is 4.2 cents per viewer.
  - ▶ Equivalent impressions required on Facebook to achieve the same number of viewers of your content with a CTR of 0.7% (average of home improvement category) = 463 million impressions.



# Engagement

- ▶ A “video view” on Facebook is defined as a **view of three seconds or more** and will appear for all videos, including those that come to life as people scroll through News Feed. (Source Facebook).
- ▶ Renovate or Rebuild is **holding a viewers attention for 1 hour** because of the storytelling approach.

Absolute audience retention (%)



“ Based on the link between attention and memory, long periods of active attention for advertisers keeps brands in consumers’ minds for longer.

Dr Karen Nelson-Field



**Activity**

# The Educational Approach

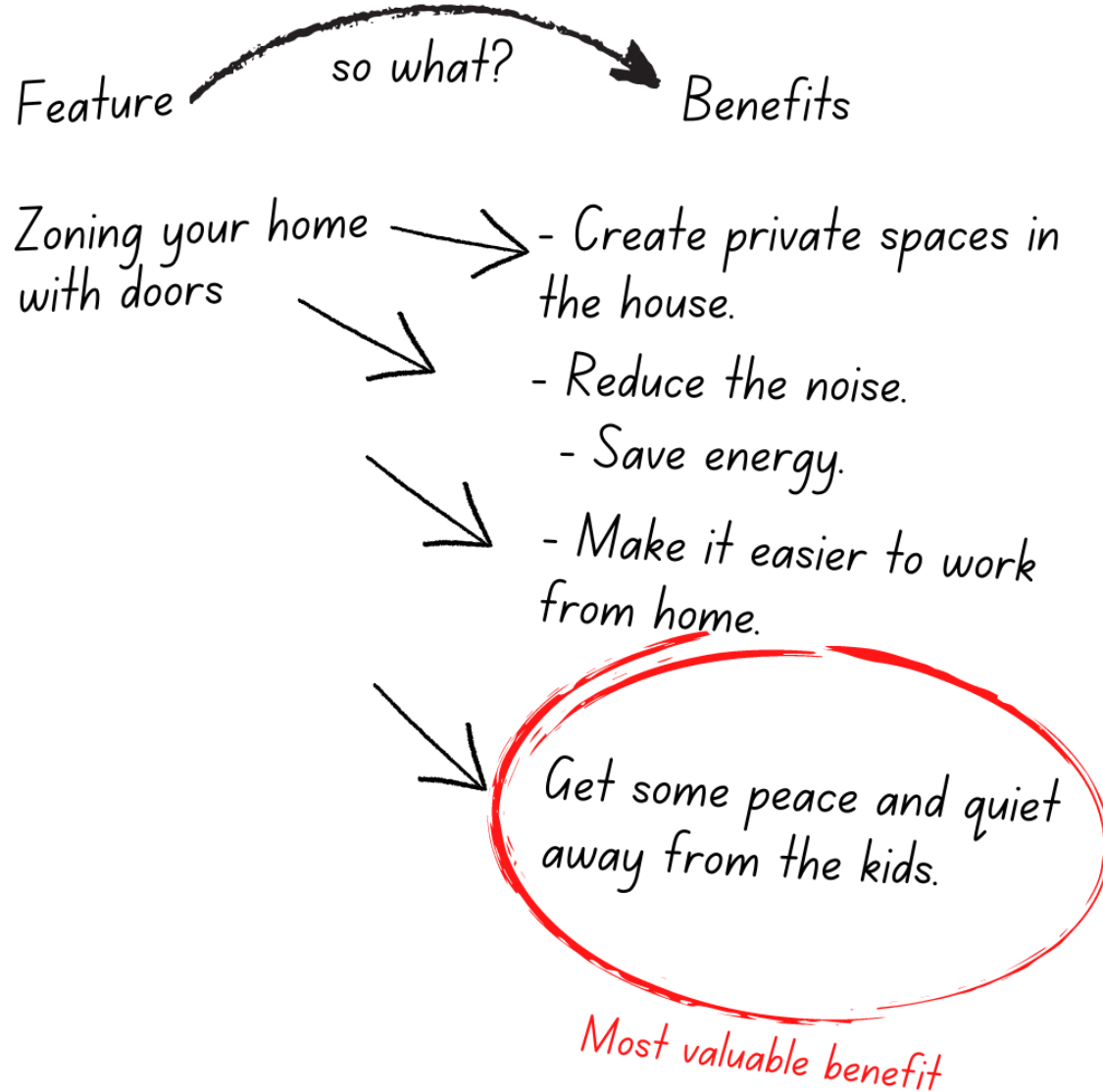


# How to get people talking about things like insulation or zoning your home

- ▶ Step 1 - List all the features of your product.
- ▶ Step 2 - For each feature simply ask the question "so what?" to uncover the benefits - what does that feature mean for your customers life? what can they do that they couldn't do before using your product?
- ▶ Step 3 - Now pick the most valuable benefit that solves the biggest, most frustrating, or most important need and lead your sales and marketing with that.



# Zoning Edutainment Example



# The Edutainment Approach



# Conclusion

- ▶ The strategy employs a systems level evidence and science-based approach to driving the mass market uptake of sustainable housing.
- ▶ The communications framework can be used for any sustainable product or service.
- ▶ Renovate or Rebuild delivered our sustainability message to 3,241,328 viewers in its premiere season and was the top-rated TV show on Channel 9Life.
- ▶ The research shows that we can increase desire for home features in a targeted way.
- ▶ Sponsorship opportunities for season 2 are **now available** (only 2 major sponsorship spots remaining).

**“ THE ONES WHO ARE CRAZY  
ENOUGH TO THINK THEY  
CAN CHANGE THE WORLD,  
ARE THE ONES WHO DO. ”**

**STEVE JOBS**



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**thebluetribe**  
— C O M P A N Y —