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**IMPACT OF FRENCH ADVERTISING CAMPAIGN**

**Jean-Pierre CHAUSSADE**  
**Philippe ANSEL**  
**Electricité de France**

"Today, some 75 % of France's electricity is generated by nuclear plants". This was the theme of the advertising campaign launched for the second time in May 1992 by Electricité de France in national daily newspapers and magazines, in regional publications, on cinema and on TV.

Compared to 1991 the second campaign was a new step in our communication :

- at first, we insisted in our will to inform better the public. We have created a Minitel program "3614 EDF" connected by general public including a lot of informations about nuclear energy and the way to visit a nuclear plant,
- secondly, we used TV media to target a larger population. The TV spot, "the nuclear drill", use humor to get more impact on the public.

The campaign received an encouraging reception from the press, which admired its boldness and originality. As far as the general public is concerned, the campaign achieved its goals, as illustrated by the results of post-campaign surveys carried out to measure its effect.

The segment of population targeted by campaign was mainly the so called "pragmatics". "Pragmatics", who account for 25 % of the french population, are young, have a good education and are well informed. This category was selected as it shows a subtle attitude toward nuclear power, with more doubts than certainties. Moreover, this segment of the population has proved to be open to information issued by EDF and also plays a key role in influencing social trends.

63 % of the segment targeted by the campaign ("pragmatics") and 56 % of the whole french population saw the ads.

**Question : Have you seen on TV, on cinema or in the press an advertising campaign for nuclear energy ?**

	French population	Target : Pragmatics
YES	56 %	63 %
NO	43 %	36 %
No answer	1 %	1 %
TOTAL	100 %	100 %

Most of these "pragmatics" liked the visuals used in the campaign, pointing to their originality and humor :

**Question : Did you find these ads pleasant or unpleasant ?**

	French population	Target : Pragmatics
Pleasant	57 %	58 %
Unpleasant	22 %	22 %
Don't know	21 %	20 %
<b>TOTAL</b>	<b>100 %</b>	<b>100 %</b>

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Furthermore, the ads created a more dynamic, rejuvenating image for the utility. After this campaign far more people were conscious of the importance of nuclear power in France, which accounts for 75 % of electricity produced :

**Question : Can you tell me approximately the proportion of nuclear power in the total production of electricity in France ?**

	December 1991 %	July 1992 %
Less than 50 %	18	14
From 50 to 59 %	17	13
From 60 to 69 %	15	14
From 70 to 79 %	17	28
From 80 to 89 %	6	8
More than 90 %	1	1
Don't know	26	22
<b>TOTAL</b>	<b>100</b>	<b>100</b>

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By highlighting this importance of nuclear power, power plants are perceived as more commonplace and therefore more familiar. In addition, an ad campaign tends to remove the aura of mystery surrounding nuclear plants.

In terms of impact, the campaign enabled EDF to improve the image of nuclear power by enhancing awareness of the advantages and benefits enjoyed by the general public.

**Question : Did these ads give you a good or a bad impression of nuclear energy ?**

	French population	Target : pragmatics
Good impression	40 %	39 %
Bad impression	14 %	12 %
Neither good nor bad	40 %	41 %
Don't know	6 %	8 %
<b>TOTAL</b>	<b>100 %</b>	<b>100 %</b>

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The ads have also helped to reduce fears about the impact of nuclear power on environment and health.

In qualitative terms, it would seem that by taking the initiative and talking about nuclear power in a calm, relaxed manner, EDF has provoked a shift in attitudes, removed some of the doubts and opened up a new approach to nuclear energy.

If EDF can maintain and indeed foster this shift, significant medium-term gains will be secured.