Promotional materials tips

Using co-benefits can help engage a wide audience.

Keep Warm At Home

Helping residents to reduce their energy bills and the health risks of living in a cold home

Our friendly team can offer advice on:

- Keeping warm at home
- Financial support and discounts
- Switching energy tariff and supplier
- Support during power cuts
- Energy efficiency grants

Get in touch:

0800 0123 456 www.OurSite.co.uk

advice@OurSite.co.uk

Offer a variety of ways for people to contact, including non-digital options.

Follow brand guidelines for logo placement, but ensure there is spacing around it.

It's wonderful to have a

warm house - being able

to come home and flick on

a switch is life-changing

Claire who received a first-time central heating grant

Logo here

If using imagery, reflect your audience's diversity, including age, ethnicity, gender identity, etc.

Grants available

In many cases, grants will fully fund the cost of works for:

- Air source heat pumps
- First-time double-glazing Modern electric storage · Loft and cavity wall insulation
- Internal and external wall Room-in-roof insulation insulation

Our team can help with:

heating

Advice about energy suppliers, tariffs, fuel bills, and reducing energy debts.

Free home energy checks to help with heating controls,

energy bills, and advising on energy saving measures

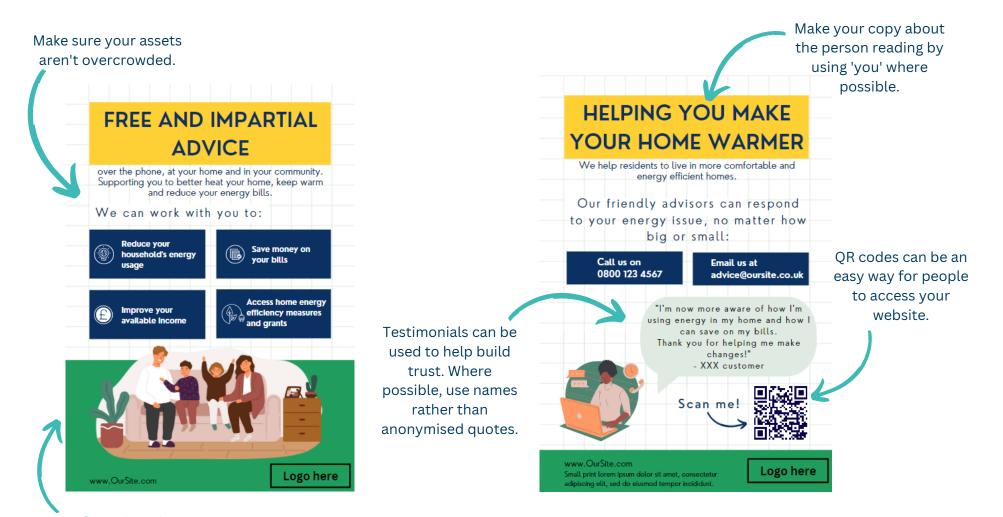
- Emergency funding for low income households with broken heating systems Signing up to priority services register to support vulnerable households receive assistance if there's a power cut Get in touch: 0800 0123 456
- www.OurSite.co.uk
- advice@OurSite.co.uk

Follow your company's brand guidelines to ensure your assets are recognisable and consistent.

Logo here

Bullet points are easy to scan, so include for lists.

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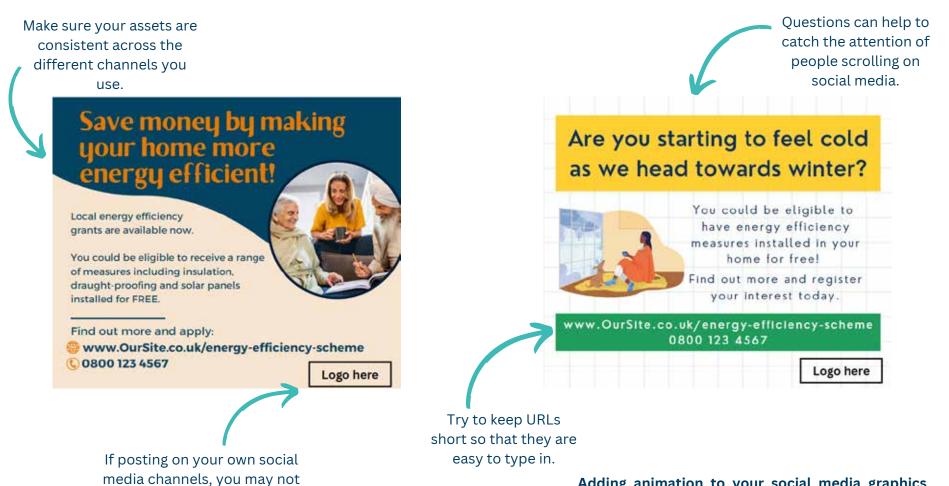
If you don't have access to photographs, graphics can be used to illustrate your assets.

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need to include your logo. But

if assets are being shared with partners, including one is

helpful.



Adding animation to your social media graphics can help them to stand out.

Test different messaging on social media graphics to find out what works for your audiences.