

# BEcause offers warm welcome for British Gas customers

Experiential agency BEcause hosts British Gas consumer roadshow



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Summary **British Gas has hired experiential agency BEcause to promote energy saving ideas at major consumer home exhibitions across the UK**

Details Experiential agency BEcause is mounting a national roadshow to help British Gas promote its energy saving message at major consumer home exhibitions throughout 2014.

The roadshow is the latest stage of the 'Here To Help' campaign designed and implemented by BEcause on behalf of British Gas. It consists of a touring exhibition space based around a series of 'pods' including customer service areas, genius bar and children's area. Consumers can access the latest technology from British Gas via smart devices or chat to Brand Ambassadors over a cup of tea. The set, which is informal and comfortable, has been designed to promote customer engagement.

British Gas experts will also be on hand to provide advice and information about its new Hive Active Heating product, Generation Green education programme and ECO energy efficiency initiative.

Sharon Richey, CEO at BEcause comments: "British Gas has a number of innovative new schemes and products to help people understand their energy use. At BEcause we believe that face to face engagement is the most natural and effective way of doing this. Our team has created an inviting and comfortable space which will allow Brand Ambassadors to talk with consumers in a relaxed and unhurried way. We are looking forward to a busy and successful tour".

The British Gas 'Here to Help' roadshow made its debut at the 2014 Ideal Home Show, Earls Court, London. It will also visit Grand Designs Live (3-11 May), Ideal Home Show, Scotland (23-26 May), Ideal Home Show, Manchester (6-8 June), and Grand Designs Live, Birmingham (9-12 October).

Quotes **”** *"British Gas has a number of innovative new schemes and products to help people understand their energy use. At BEcause we believe that face to face engagement is the most natural and effective way of doing this. Our team has created an inviting and comfortable space which will allow Brand Ambassadors to talk with consumers in a relaxed and unhurried way. We are looking forward to a busy and successful tour".*  
— Sharon Richey, CEO BEcause

## BEcause Brand Experience

Berkshire House  
39-51 High Street  
Ascot  
SL5 7HY  
+44 (0)20 3371 3337

BEcause Australia  
Suite 501  
104 Commonwealth Street  
Surry Hills, Sydney  
NSW, 2010  
+61 2 8202 7504

## SPOKESPEOPLE

**Chris Burton**  
Highlight PR  
T: 01225 444268  
chris@highlightpr.co.uk  
highlightpr

**Nick Vellacott**  
Highlight PR  
T: 01225 444268  
nick@highlightpr.co.uk  
highlightpr

**Samantha Dybac**  
(for BEcause Australia)  
sjdybac@sammway.com.au  
+61 411 251 373





## About BEcause Brand Experience

BEcause is an integrated brand experience agency, with offices in the UK, Australia and Russia. The agency uses trial and dialogue to shape the way people experience brands, services and information. Its experiential marketing work ranges from sampling drives and roadshows to fully immersive events – all amplified via relevant media channels. Clients include FMCG brands, blue-chip corporates and Government departments. With almost 20 award winning years of experience behind it, BEcause knows what it takes to get brands tried, trusted and talked about.