

**LONDON OFFICE**  
62-68 Rosebery Avenue  
London EC1R 4RR

**MILTON KEYNES OFFICE**  
NHBC House, Davy Avenue  
Milton Keynes MK5 8FP

**T 0845 888 7620**  
**F 0871 813 0569**  
**info@zerocarbonhub.org**  
**www.zerocarbonhub.org**



**Consumer Engagement Steering Group Meeting**  
**Thursday, 25. June 2009, 2pm – 4:30pm**

- 1) Coffee and tea
- 2) Review since last meeting - Matt Robinson
- 3) Presentation of draft zero carbon homes marketing plan covering:
  - Positioning
    - broad consumer positioning – industry positioning
    - positioning implications for individual developments
    - and how developers can integrate I into their marketing
  - Target audience – priority targets
  - Messaging
  - Message distribution
    - marketing materials
    - media
  - And also cover implications for the supply side
    - especially regarding the impact on the consumer proposition
- 4) **Discussion and next steps**

**The session will be led by:**

Matt Robinson – Consumer Engagement Workstream Lead  
Margaret Egan - Brand and Marketing Strategies Consultant, Sinclair Barnes ,