

MEDIA RELEASE

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Don't get mad, get solar.

ZEN Energy Systems dishes out an angry new advertising campaign.

ZEN Home Energy Systems has launched a new tongue-in-cheek campaign focusing on a developing new phenomenon in the solar market - anger.

Created by Adelaide agency Toolbox the campaign identifies with many customers who now feel burdened by the constant feeling of missing out on solar.

Toolbox Creative Director Adam Carpenter explains, "There's a lot of anxiety about the cost of electricity. And most solar companies are really enjoying making people feel angry about energy by rubbing it in their faces to try and force sales."

"But people are starting to feel threatened and rushed into solar. Some are even feeling as though they've missed out altogether. It's an awful way to start a relationship, particularly one that's meant to last decades," said Adam Carpenter.

The campaign highlights common situations and everyday people, whom have started to resent the sun. The campaign represents a dramatic twist in creative strategy for ZEN Home Energy Systems.

"The sad thing is, customer fear in the solar market actually very close to reality. Instead of enjoying Australia's sun and taking comfort in solar, people are starting to feel as though they've totally missed the boat. But there's no bad time for solar - the usual rush-tactics simply don't apply."

In a matter of just a few years, ZEN has experienced incredible growth to become Australia's favourite home energy brand. The campaign is designed to maintain its reputation for world-class componentry, consultation and installation.

The new campaign will appear on TV, cinema, press, outdoor, radio, PoS and Internet.

VIEW THE ZEN SPOT - <http://youtu.be/RO2vNhm160k>

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