



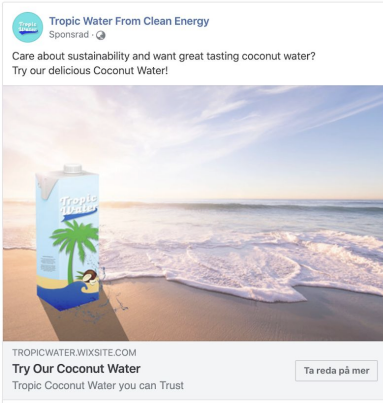
Will a Clean Energy Branding drive Product Engagement?

.renbloc

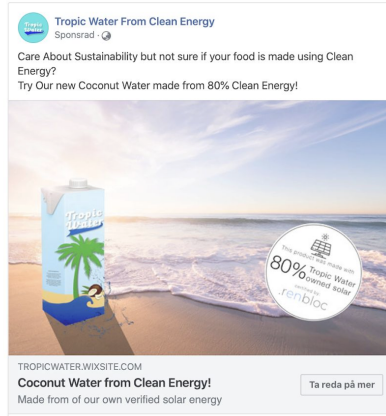
To test this we created a fake product "Tropic Water" and put two ads on Facebook - one with a **clean energy branding**, and one without.

The ads were targeted at people living in Australia, age 20 - 60, with no particular interests nor platform specifications. The ads ran over a longer 4 day weekend.

Without Clean Energy Branding



With Clean Energy Branding



reach	981
clicks	8
likes	3
comments	0
shares	0

reach	900	-8,2%
clicks	11	+37,5%
likes	7	+133%
comments	4	+400%
shares	12	+1200%

Engagement Rate	0.00305
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Engagement Rate	2.55775	+838,6%
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Peter Dixon Now, there is a claim! Does that include packaging, processing and transport? Are you looking at just Scope 1 or 2 and 3?
6 days ago

Tropic Water From Clean Energy hi Peter thank you for your feedback. we are currently tracking all steps in our supply chain from an energy perspective. that includes our packaging and transporting as well. every site gets its own #renewableindex and then we tally up the total. thats how we end up at 80%. its not 100%, but slowly we're getting there :). we're currently running a lot of solar, and we plan on expanding that by 2021!
5 days ago

Peter Dixon Thanks for the reply.
5 days ago

Engagement rating is the amount of likes, comments and share a post gets over reach. Industry standard for beverages on Facebook is 0.45%.

The Clean Energy message scored 2.56% - 6 times the average !!



Want to know How You can Boost Your Rating using Clean Energy?
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