

BELGIAN BLACK-OUT

A DARING & THRILLING
CROSS DATA RESEARCH



AQRate **thecube**



2 DARING OBJECTIVES

CONFRONT TWO DIFFERENT 'RESEARCH APPROACHES': CONSUMER OPINIONS
CROSSED WITH EARNED MEDIA ANALYSIS ABOUT A SAME NEWS TOPIC:
TO GENERATE A COMPLETE & GLOBAL VIEW
TO MAKE SPECIFIC INSIGHTS EMERGE
TO ENRICH LEARNINGS IN A MUTUAL WAY

THE BLACK OUT RISK :

- A TYPICAL BELGIAN PROBLEM
- A NEVER ENDING STORY
- AN ISSUE WHERE A LOT OF ACTORS ARE INVOLVED
- A SUBJECT MANAGED BY AN APPROXIMATE, DISORDERED POLICY SINCE MORE THAN 10 YEARS
- A « DARING TRIP » : THE ISSUE WAS NOT KNOWN AT THE START OF THE PROJECT



A MAGNETIC PARTNERSHIP

AQRate

OPINION SURVEYS RAN
BY AQ RATE

WAVE 1: 537 PEOPLE
FROM 10 TO 17/12/2014

WAVE 2: 487 PEOPLE
FROM 22 TO 28/01/2015



the cube

EARNED MEDIA SCREENED
AND ANALYSED BY THE CUBE

FROM 26/11 /2014
TO 31/01/2015



END OF 2014 MEDIA CONTEXT : FUSES HAVE BLOWN OFF..



VANDE LANOTTE : “HYSTERIE RONDE BLACK-OUT
KOMT ELECTRABEL GOED UIT.”



QUAND LA PEUR DU NOIR TETANISE



Kans op black-out groeit
We voeren nu al zo veel stroom in uit buurlanden dat
afschakelplan deze winter in actie kan komen.



Grooste kans op stroomtekort
In komende weken



STAD EIST 10 MILJOEN PER AFSCHAKELING



‘Black-out is paniekverhaal’



Verhoogd risico op stroomtekort in komende twee weken

La Libre.be Quatre réacteurs sur sept à l'arrêt



Black-out à Liège : en cas de délestage,
la ville risque des inondations



BLACKOUT PSYCHOSE



FACT 1 - A WINTER BLOCKBUSTER

BLACK-OUT

5.808



Speedy Pass

4.562



Gate

4.408



Bellens

2.678



652

**# MENTIONS
ON AND OFFLINE**



99%

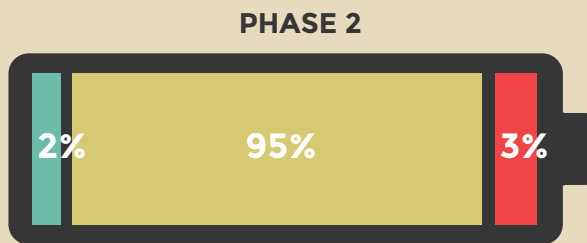
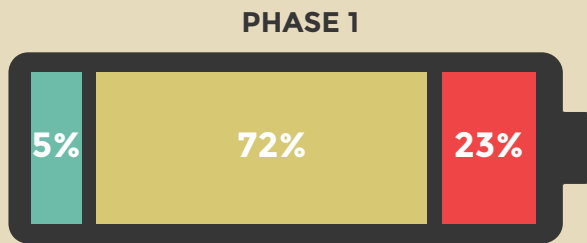
**BLACK-OUT AWARENESS
WAVE 1 : FROM 10 TO 17/12/2014**



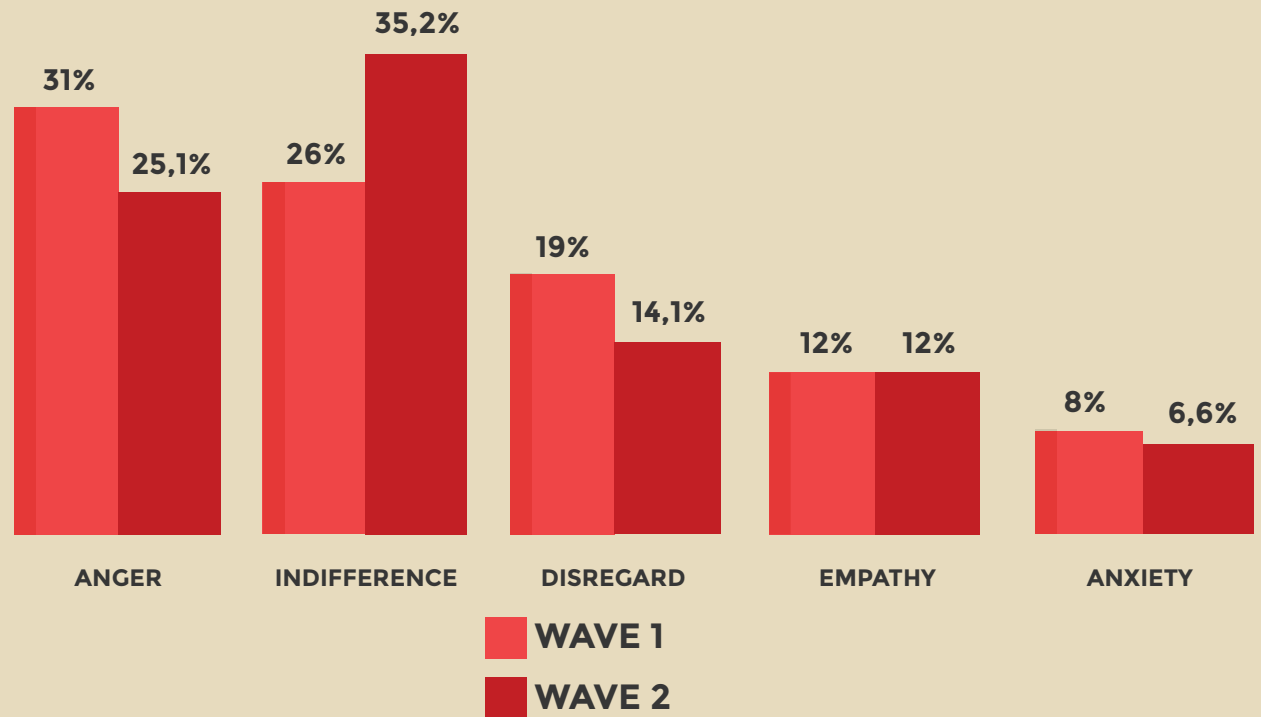
FACT 2 - MIRROR EFFECT

MEDIA CONTENTS TONALITY

“WHAT FEELINGS DOES THE BLACK-OUT RISKS INSPIRE YOU?”

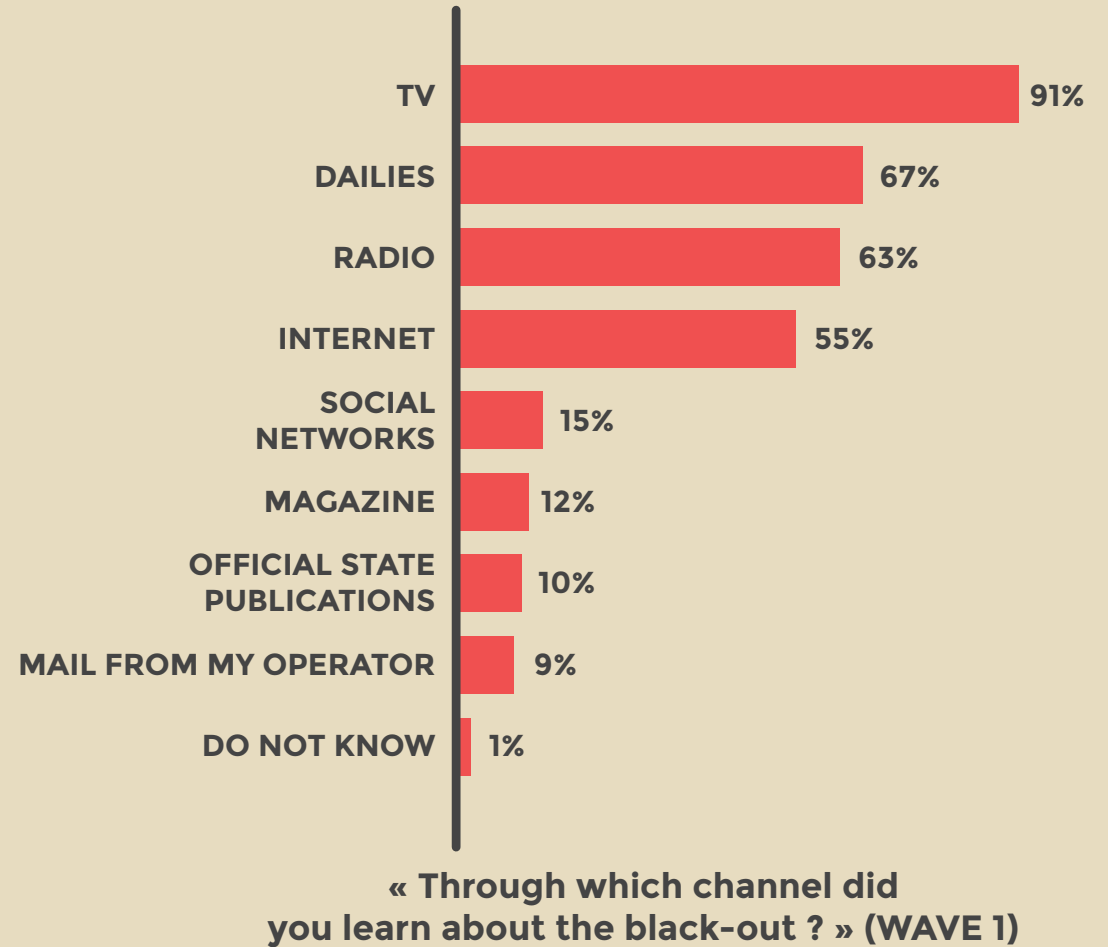
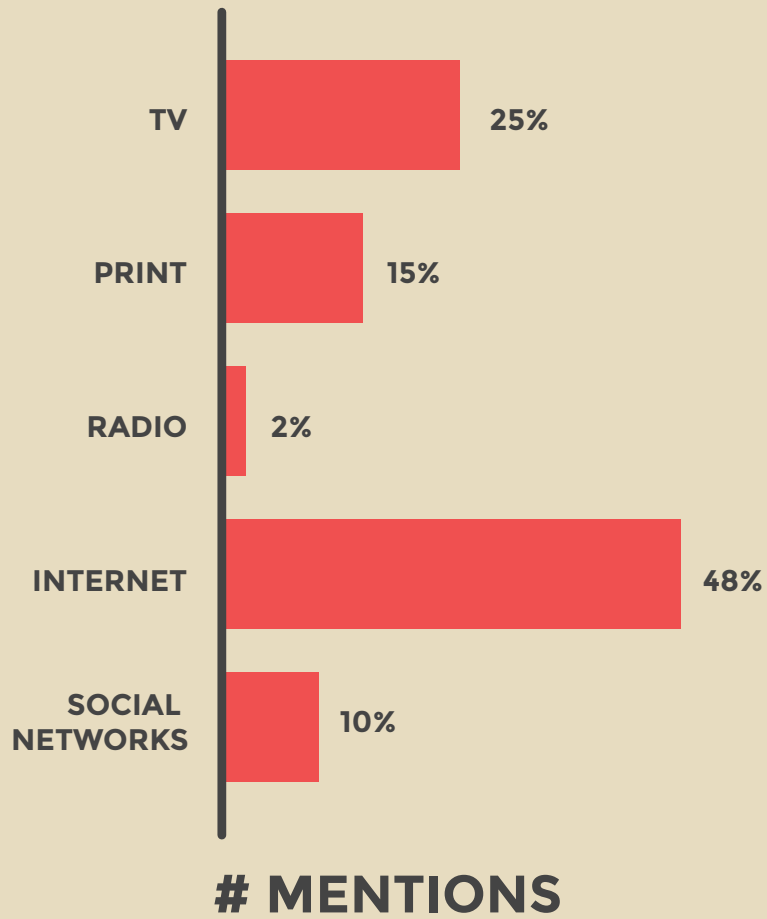


- REASSURING
- NEUTRAL
- ALARMING



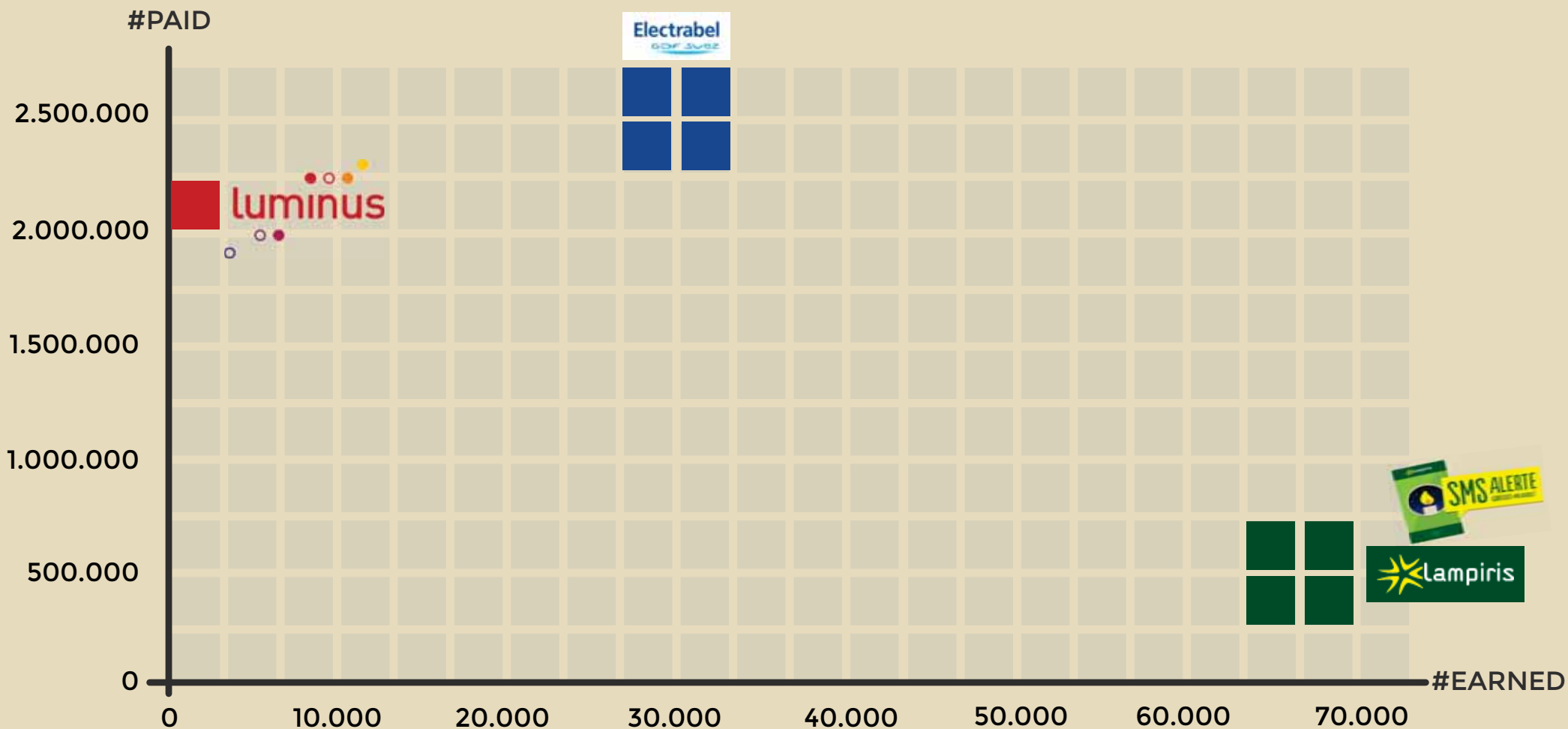


FACT 3 - QUICK OBSOLESCENCE VS PERSISTENCE





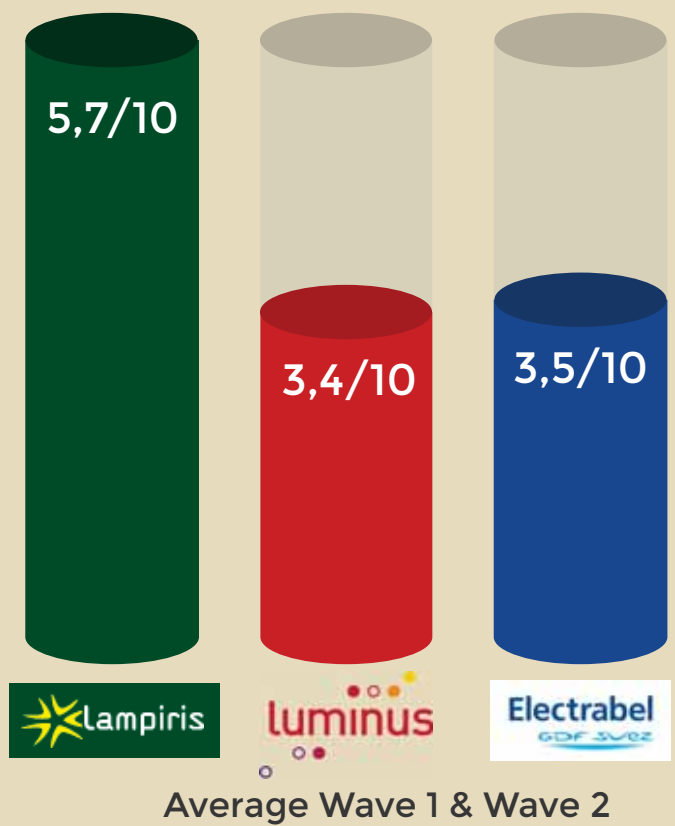
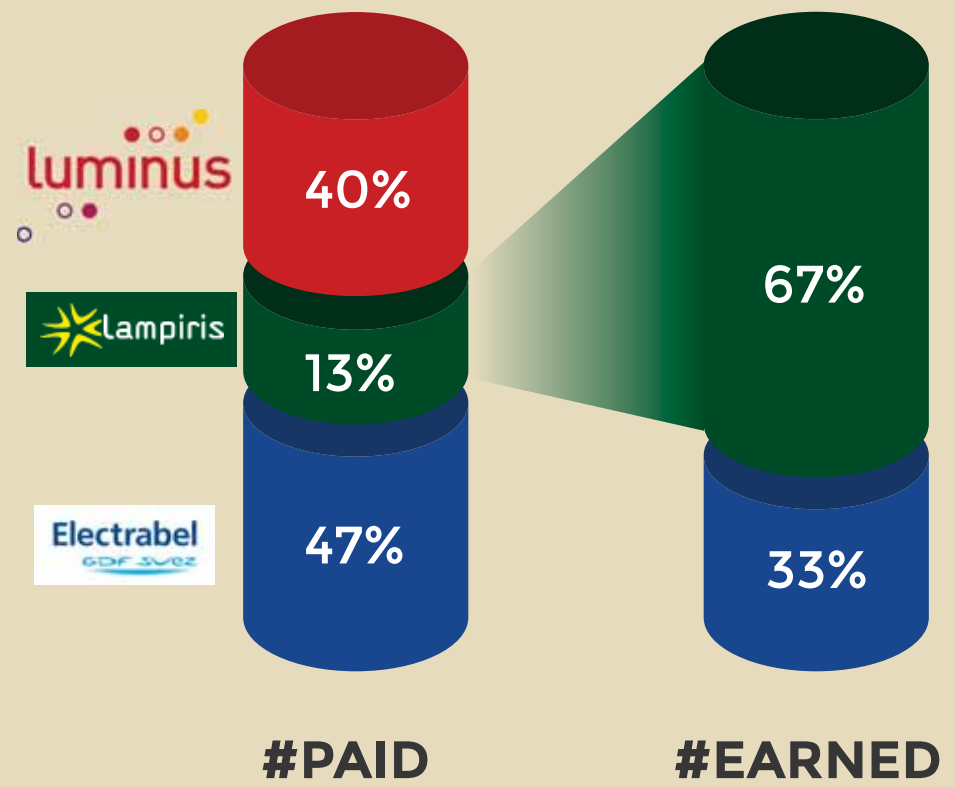
FACT 4 - LAMPIRIS : THE SMART ONE





FACT 5 - IS EARNED MEDIA MORE EFFICIENT ?

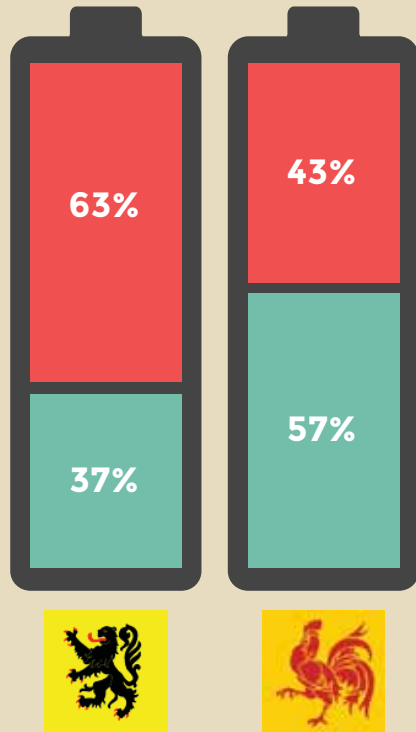
“ In which proportion do you think you have been correctly informed by your energy provider?... “
Quote out of 10



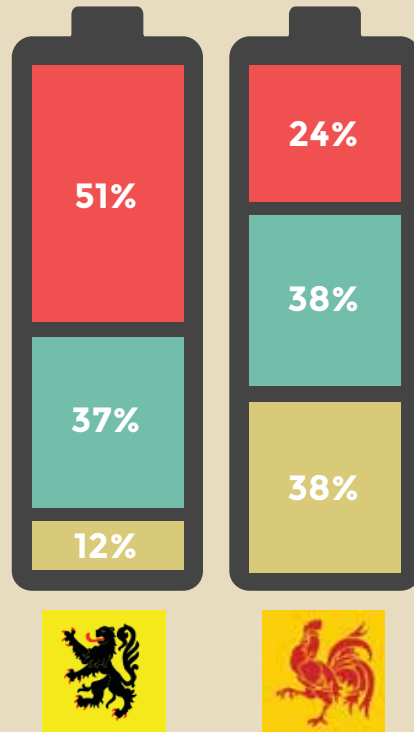


FACT 6 - POWER BLACK-OUT, REGIONAL BREAKDOWN

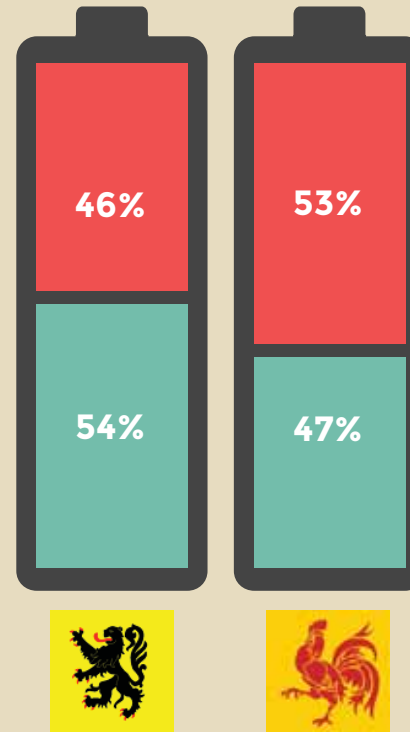
“Do you feel concerned about this risk of electrical blackout?”



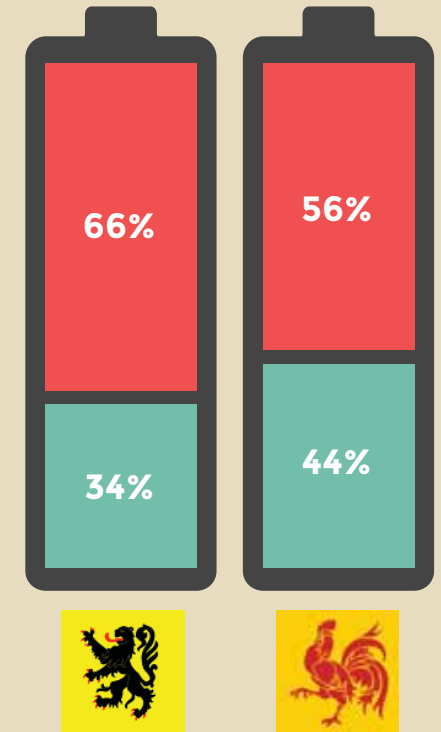
“Do you live in an area affected by load shedding plan?”



“Do you feel sufficiently informed?”



“Did you seek by your own to obtain additional information about the power blackout?”



YES NO DK



FACT 7 - PRESSURE ON / PRESSURE OFF

4.437
MENTIONS
from 26/11
to 31/12/14

WAVE 1

"DO YOU FEEL CONCERNED
BY THE BLACK-OUT?"



DO YOU THINK THE BLACK OUT
WILL HAPPEN?

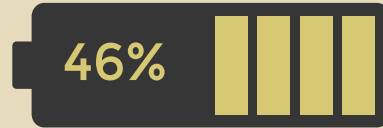


YES!



WAVE 2

"DO YOU FEEL CONCERNED
BY THE BLACK-OUT?"



DO YOU THINK THE BLACK OUT
WILL HAPPEN?



YES!

1.025
MENTIONS
from 01/01
to 31/01/15



FACT 8 – TOO MUCH NOISE, NO LEADERSHIP!

#POLITICS



NO

YES

SURE

MAYBE

YES

#ENERGY SPECIALISTS

D. Ersnt (ULG)

A. Verbruggen

JP Ducart

C. Deconinck (KUL)

J. Driesen (KUL)



NO

NO ANSWER

NO

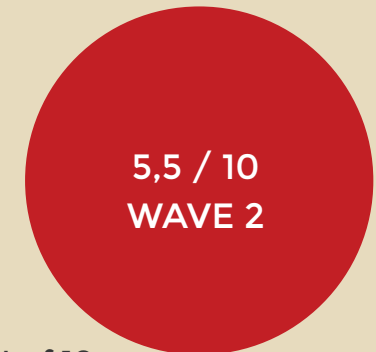
MOST PROBABLY

YES

#INSTITUTIONS / COMPANIES

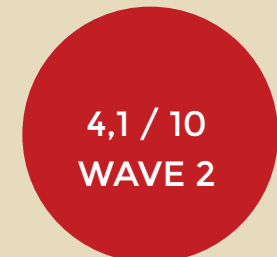


“Did the government inform properly about the black-out?”



Quote out of 10

“Did the government take the necessary actions to face it?”



Quote out of 10



FACT 9 - WHAT ABOUT NEXT WINTER...?

#EARNED MEDIA



Lampiris vous invite à tester le délestage

L'arrêt de Tihange 3 met le réseau sous pression

Les Pays-Bas à la rescousse de la Belgique pour éviter le Black-out

On risque une hausse des tarifs électriques de 25% en 6ans

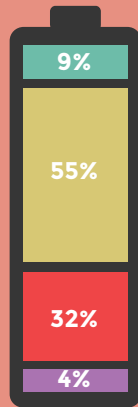
DOEL 4 redémarre

Grotere strategische reserve nodig tegen black-out

Merci la météo! On a échappé à 25 jours de délestage

Regering wil grotere stroomreserve

PROBABILITY OF A BLACK-OUT THIS WINTER?

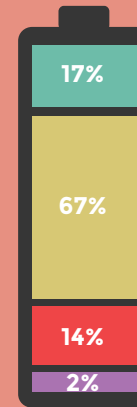


FOR 36%, BLACK-OUT WILL HAPPEN

-56%

FOR 16%, BLACK-OUT WILL HAPPEN

PROBABILITY OF A BLACK-OUT THIS WINTER?



26/11/2014

WAVE 1

WAVE 2

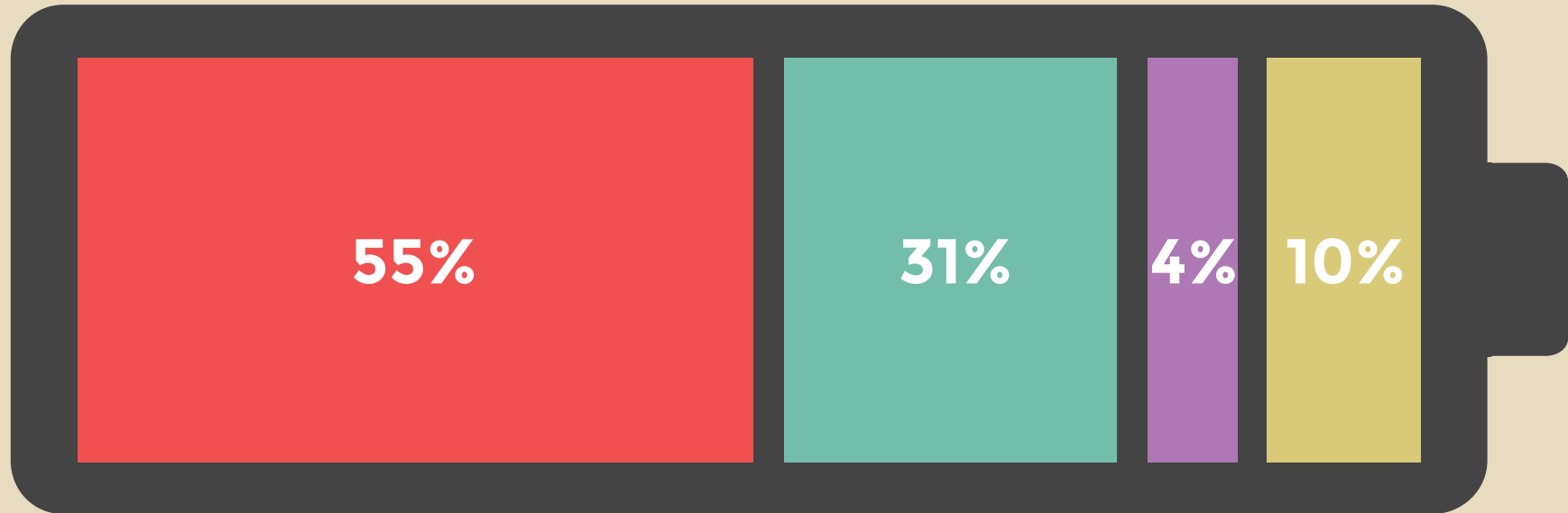
31/01/2015



FACT 10 - AND FINALLY, MUCH ADO ABOUT NOTHING

CONCERNS ABOUT ELECTRIC BLACK-OUT WERE ...

WAVE 2



EXAGGERATED



JUSTIFIED



UNDERESTIMATED



DK

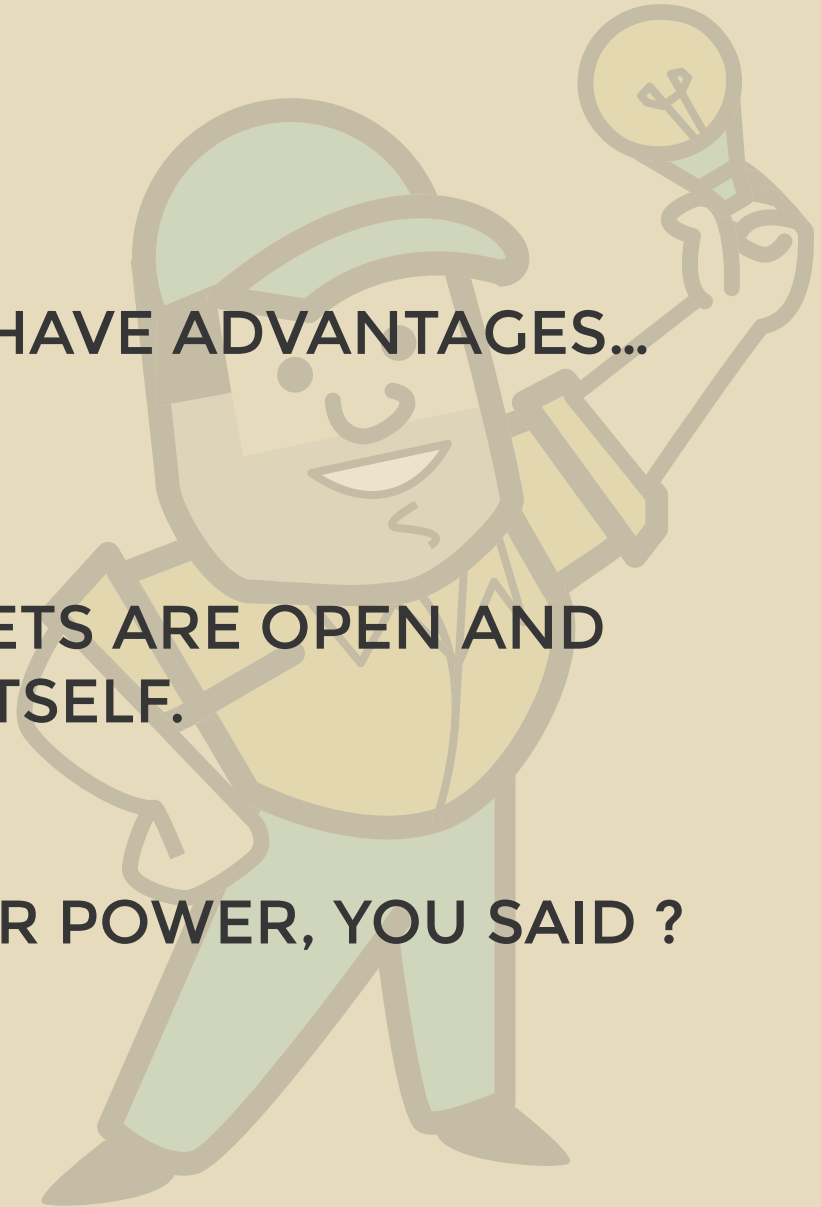


CONCLUSION

GLOBAL WARMING SEEMS TO HAVE ADVANTAGES...

FOR WINTER 2015/2016, THE BETS ARE OPEN AND THE HISTORY MIGHT REPEAT ITSELF.

PHASING OUT OF THE NUCLEAR POWER, YOU SAID ?





OBSERVATIONS

MEASURING ALL COMMUNICATION DIMENSIONS (POE) AND CONFRONTING IT WITH CONSUMER PERCEPTION GENERATES VIRTUOUS CYCLES. IT ALLOWS TO « CLOSE THE LOOP ».

IF EARNED MEDIA IS NOT A GUARANTEE OF SUCCESS, IT CAN BE VERY USEFUL IF WELL DONE (CFR LAMPIRIS).

THE OPINION OF THE PEOPLE REMAINS CLEARLY INFLUENCED BY THE MEDIA, ITS CONTENTS AND ITS TONE OF VOICE (MIRROR EFFECT CONFIRMED).

WITHOUT CONSISTENCY AND COHERENCE, COMMUNICATION SIMPLY DOES NOT WORK, LEADING TO CACOPHONY, QUESTIONS AND EVEN DISTRUST.

