كفاءة

المركز السعودي لكفاءة الطاقة
Saudi Energy Efficiency Center

Awareness

At Saudi Energy Efficiency Center

2025

لتبقى

Why AWARENESS ?

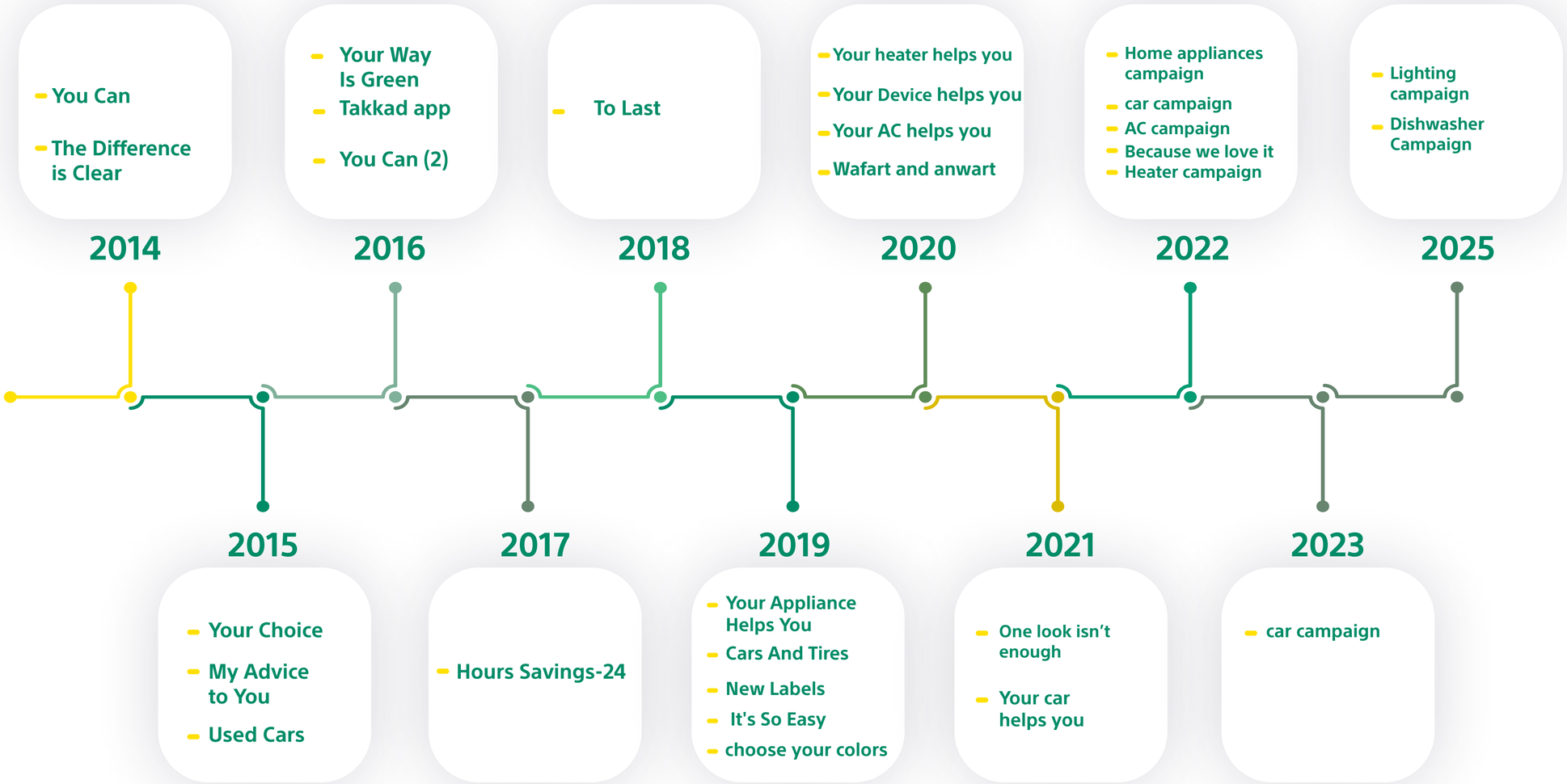
Public plays an essential role in saving energy

What is energy efficiency?

What is the energy efficiency label?

What should I do to be efficient on daily basis?

CAMPAIGNS TIMELINE





CHANNELS

CHANNELS

Before conducting any campaign, a thorough analysis about audience and media channels takes place as well as selecting the best time for the campaign

Right Message Right Channel Right Time

CHANNELS

TRADITIONAL MEDIA

TV & Radio

Reports in Newspapers

Outdoor

Interviews TV & Radio

DIGITAL MEDIA

Social Media

- Twitter
- Youtube
- Instagram
- Snapchat
- Tiktok

Digital Media

- Google Ads
- Direct ads on websites

Monitoring

Before the campaign

- Meeting with all suppliers

During the campaign

- Monitoring of campaignimplementation in all media channels
- Documentation of all TV and Radio advertisements
- Site visit to all outdoor advertisements
- Monitoring of all digital and social media campaigns

After the campaign

- Deducting any missing ads from final payment

TWO SURVEYS PER YEAR

The studies focus to understand the behavior and habits of Saudi Arabia citizens in energy consumption:

1. Car and tires study
2. Home appliance & Thermal insulation

F2F interviews

1500 respondents each study

covering 16 cites within the Saudi Arabia

Knowledge about efficiency Card

85%

Using cruise control improves fuel economy

46%

TARGET AUDIENCE

لتبقى

أطفال لتبقى

Families

Decision makers in buildings

Children 4 - 12

Industry decision makers

Car owners



LIGHTING CAMPAIGN



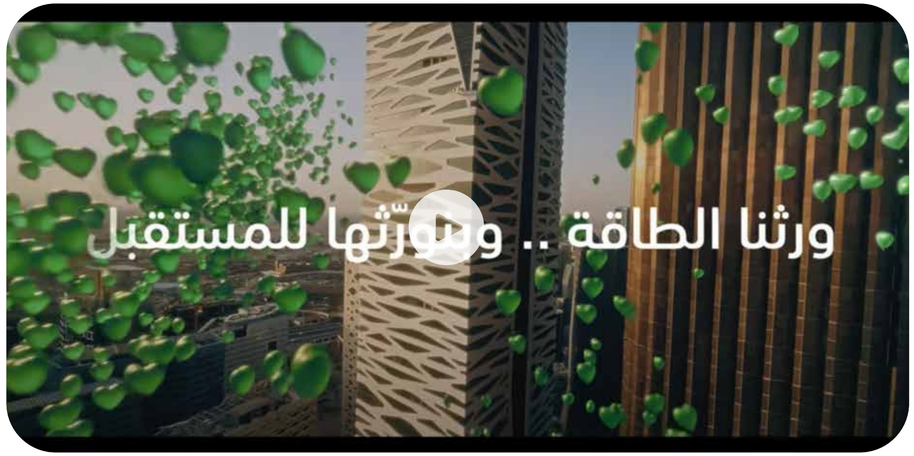




GREEN LOVE CAMPAIGN







TAQA KIDS


عوداً حميداً
أطفال لتبقى


عالم جديد
لجيل يحفظ طاقة الوطن
بنا تدوم
kids.taqa.gov.sa
أطفال لتبقى


أطفال لتبقى

CAR CAMPAIGN







APPLIANCES CAMPAIGN







KEY NUMBERS

31	59K	35K	893M	6.3B
Campaign	Outdoor Ads	TV & radio spots	Digital & Mobile Impression	Social Media impression

THANK YOU

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