



## EVERYDAY HERO

The group or individual to be inspired to do things differently

Homes and businesses, frustrated with 'Big Six' energy providers, who want fair and transparent prices and better customer service.

They also need to feel like they're doing the right thing – 'being greener while still making a smarter choice'.



## ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Seemingly unfair prices rises by the Big Six, new customers getting better deals than current customers, sneaky pricing, poor customer service, and the hassle constantly switching to get the best deal, have all primed them for change.



## CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

'Lower prices when the sun is shining and the wind is blowing – lower cost energy that's more sustainable'.



## BETTER WORLD

The positive change to the hero and the difference the hero has made

Saving time and money.

Can tell people who care (friends, kids, customers, employees) that I'm 'a good person'.

Together with other Octopus energy 'members', I'm fighting against climate change.



## CROSSING THE THRESHOLD

The first step and point of no return

Just enter your postcode to get a quote on homepage of website.



## ALLIES AND GIFTS

The people and help that is needed for change to happen

- 30,000 new customers a month and 5 star rated for customer service on Trustpilot
- Which? Recommended Provider – Energy Companies 2020, 2019, 2018
- The Association for Renewable Energy & Clean Technology – Company of the Year winner 2019



## MENTORS AND GIFTS

Giver of wisdom and support

We're e-commerce experts, bringing the same kind of platform that brought prices down and service up in retail, to the energy market.

We're doing this because, like you, we're fed up with the Big Six.

Our 'Kraken' platform means we:

- Provide fair prices for everyone
- Won't leave you hanging
- Offer 100% green energy (including tariffs that offset gas consumption)



## COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

The 'pricing trickery and poor customer service' of the Big Six costs customers time and money today – because they are 'at the mercy of a handful of complacent dinosaurs'.



## THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. I want to get a good deal without having to constantly switch.
2. I need great customer service to help when things go wrong.
3. Move to electricity powered by renewables (and potentially upgrade to carbon neutral energy including gas).