



ENGIE EMPOWER FLEXTIME

The power of when

**ENGIE x
SPACE**

Best media strategy

06.05.2026

What is Empower Flextime ?

Flexible residential energy contract based on one truth :
Electricity doesn't have the **same value at every moment**

SUPER-
DALUREN

EXCLUSIEF
BIJ
ENGIE

SEMAINE

ENGIE

Empower
Flextime

HEURES
PLEINES

HEURES
PLEINES

HEURES
CREUSES

HEURES
CREUSES

NOUVEAU

HEURES
SUPER
CREUSES

07:00 11:00 11:00 17:00 17:00 22:00 22:00 01:00 01:00 07:00

WEEK-END

NOUVEAU

HEURES
CREUSES

HEURES
SUPER
CREUSES

HEURES
CREUSES

NOUVEAU

HEURES
SUPER
CREUSES

07:00 11:00 11:00 17:00 17:00 01:00 01:00 07:00

**SUPER-DALUREN
HEURES SUPER-
CREUSES = ENGIE**

When a consumer thinks super-daluren, we want him to think “ENGIE”.
Build a **mental association**: this is simple, strong & easily memorable.

Installing a new reflex

FROM

How much do I pay ?

TO

When do I consume ?

Moment x Audience = **Impact**

If energy is defined by time, media should be too.
When it matters, for the right people and with the right trigger.

1

The when

2

The who

3

The how

THE WHEN

1

Every channel was selected for its ability to activate at the moment where savings become tangible

TV & CTV built the foundation with high-attention reach and peak cultural moments

REAL-TIME DOOH

**306 Bauer screens across the 100 priority ZIP codes.
Countdown timers
synchronized with off-peak
windows.**

DYNAMIC PROGRAMMATIC

**Banners triggered via
Zapier/N8N, automatically
activated during low-energy-
cost time slots and interactive
countdown timers**

CONTEXTUAL AUDIO

**Audio spots triggered during
peak times and on specific EV
segments
+ Audio retail media as
primeur**

DOOH

WEEK		WEEKEND	
DURING SUPER DALUREN	OUTSIDE OF SUPER DALUREN	DURING SUPER DALUREN	OUTSIDE OF SUPER DALUREN
			

THE WHO

2

Three data layers, one goal : invest when timing and intent align

Reach without waste

EV interest audiences, 2.1 to 2.5 million people

First party activation

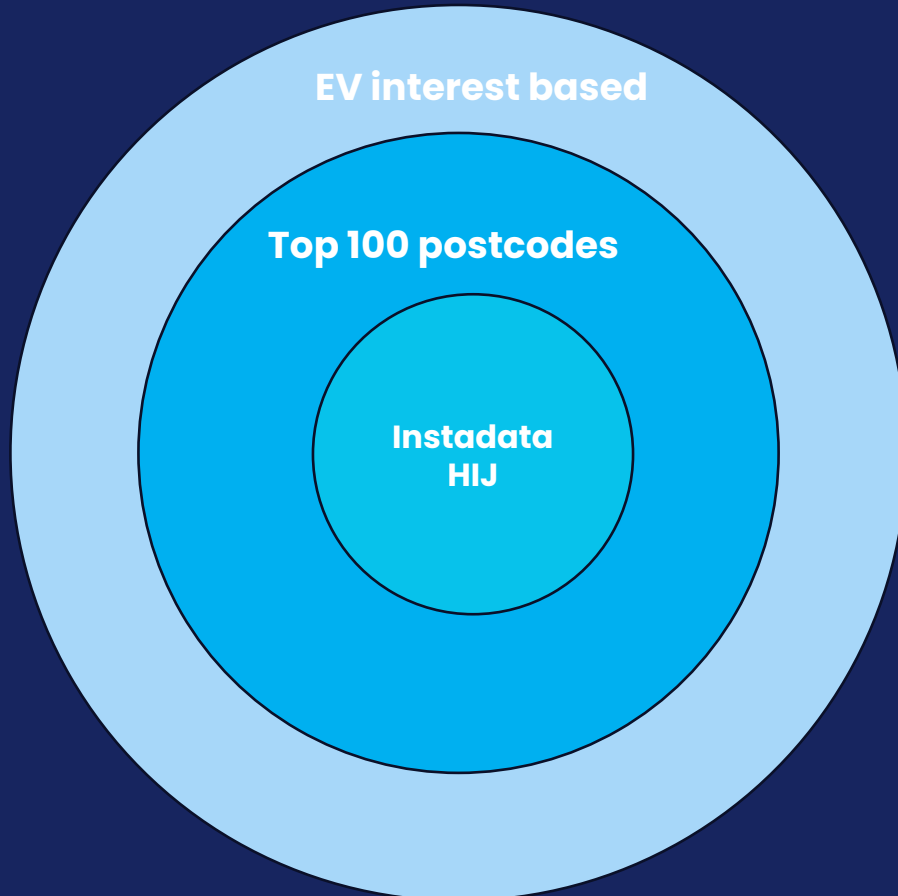
ENGIE first-party data, postal codes with high customer lifetime value (CLV)

Accurate prospection

Dividuals HIJ via The Wave / Instadata for maximum precision, excluding ENGIE customers

Every euro was invested where timing and propensity to convert were at their simultaneous peak

MEDIA STRATEGY



▶ **A MASS CAMPAIGN
ON POTENTIAL
EARLY ADOPTERS –
IN THE BROAD SENSE**

THE HOW

3

A full-funnel orchestration where each channel plays a precise role in the conversion journey

TV & CTV

Built concept understanding at scale

DOOH & AUDIO

Anchored the “when” into daily routines, making off-peak tangible.

DIGITAL VIDEO & SOCIAL

Engaged and qualified audiences

DATA-DRIVEN TARGETING

Converted intention into action

Switchers and new customers were addressed through distinct approaches

TIME BECAME A BRAND AND MEDIA ASSET

BRAND

**SUPER-
DALUREN**

P&S

TACTICAL

**CONTRACT
EMPOWER
FLEXTIME**

Results

+6%

Contracts sold (vs objective)

58%

Contracts during launch month

+600

EV's on smart charging

2x

Inbound calls (40 → 85/day)

17 → 20%

Efficiency improvement



Why AMMA ?

Empower Flextime is the essence of a convergent strategy, where media translates the product into a meaningful experience.

Time is central in the product and became the central trigger in the media strategy, merging product, message and media into one bold approach

Proven full-funnel principles enriched by moment-based orchestration and data-driven solutions accelerated adoption and converted both switchers and new customers.

And above all, we created a reflex. Driven by the power of when.



THANK YOU

SPACE

connect • dare • grow