

Email - Octopus Energy & KidStart

Subject line: And Now for Something Completely Different

Alt Subject line: How To Become A Modern Day Eco-Warrior

Body Copy:

Hi,

Are you concerned about the environment?

We're all concerned about air pollution and how it is affecting our environment and our children's health. However, if we work together, we can all help to make our air cleaner for the future. Every little positive step we take, can make a big difference and we, as an energy company, are doing everything we can but we need your help.

Octopus is reaching out...

Octopus Energy is a different type of UK energy company. Unlike the big 6, we don't support energy production that relies on nuclear or fossil-fuelled power plants. The energy that we supply our customers is 100% renewable. That simply means safe and friendly, clean and green, wind and solar powered energy at no extra cost.

Why choose Octopus?

The benefits to the environment are obvious and renewable energy is the future. Octopus is a futuristic company that embraces new technology to help provide you with a service that is transparent and straight-forward. That translates to cheaper, cleaner energy with a dedicated customer service, which means you don't have to speak to someone from the other side of the world about your energy supply.

Switching is just soooo easy!

Switching to Octopus takes just 2 minutes and if you don't like us, you can switch right back. We won't tie you into a long-term contract and our prices are not linked to the other energy companies' tariffs. We are completely independent and we believe in simple because life is complicated enough. Don't you think?

We're making a name for ourselves...

Okay, so we don't want to keep harping on about it but we are already supplying around 750,000 homes and 5,000 businesses in the UK. We've won a few prestigious awards for our technology and customer services plus we were the ONLY Which? recommended energy supplier last year. We have a 5-star TrustPilot ranking, thanks to our satisfied customers, and we are more than happy to work with KidStart, providing children with cash savings direct to their personal Kiddybank.

What to do now...

To find out more about the eco-friendly, Octopus Energy Company, including what we do and how we do it plus how much you can save on your energy bills and just how easy it is to switch... Come and visit us here: www.octopus.energy

[Sign off]