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FOR IMMEDIATE RELEASE

AMDEA WINS PRESTIGIOUS AWARD FOR KNOW WATT'S WHAT CAMPAIGN

AMDEA, the Association of Manufacturers of Domestic Appliances, scooped the top award last night for its campaign to help cash-strapped consumers use less energy with their appliances.

[Know Watt's What](#) beat stiff competition to win the Campaign of the Year at the Trade Association's Forum TAF Awards in London.

The campaign, which also included special content for retailers, was praised by the judges for being "topical and well-executed" as well as having "fantastic outcomes in terms of consumer and retailer engagement and usage."

AMDEA CEO Paul Hide said: "We are absolutely thrilled to have won. The industry really wants people to use their appliances better, to save money making the most of the technology they have. So, we went all out with this campaign to offer up our expert knowledge to help people do just that. The great engagement we got is testament to people wanting that information. Millions are missing out on the money-saving potential that the sustainable technology in-built in their appliances can provide. And it's a win-win because better appliance use is also good for the environment."

[Know Watt's What](#) delivers authoritative sustainability messages to the vast community of home appliance users and owners. The campaign, which is still developing, hugely outstripped targets set, including seeing a 12,903% increase in AMDEA site visitors versus previous weeks, 50m social media impressions and 156.2m in traditional media reach.

On the website people can access tips to unlock potential savings of up to £500 by just changing their appliance use habits. By simply always using the 'eco-cycle' on washing machines and dishwashers, consumers can save an average of more than £90 a year. The site also includes a lifetime energy savings calculator for those thinking about replacing an appliance and household hacks on how to make savings in use.

The campaign included, in addition, material for retailers to help them better inform their customers about the energy-saving potential of appliances.

More is planned from the campaign in the form of compelling content about care, repairs and safety, an in-home study and consumer workshops.

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Notes to editors:

1. AMDEA is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

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