



LOW CARBON LIVING  
CRC

# RP3021u1 Renovate or Rebuild Pilot Project Final Report



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Title	RP3021u1 Renovate or Rebuild Pilot Project
ISBN	
Date	July 2019
Keywords	
Publisher	
Preferred citation	



Australian Government  
Department of Industry,  
Innovation and Science

**Business**  
Cooperative Research  
Centres Programme

## Acknowledgements

This research is funded by the CRC for Low Carbon Living Ltd supported by the Cooperative Research Centres program, an Australian Government initiative. Project partners include

- NSW Office of Environment and Heritage
- BlueTribe
- Curtin University
- Josh Byrne & Associates
- Master Builders Association

Behavioural science research was conducted by CSIRO

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- originality
- methodology
- rigour
- compliance with ethical guidelines
- conclusions against results
- conformity with the principles of the [Australian Code for the Responsible Conduct of Research](#) (NHMRC 2007),

and provided constructive feedback which was considered and addressed by the author(s).

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## Introduction

Research undertaken by the Cooperative Research Centre for Low Carbon Living (CRCLCL) has shown that current 'top down' education approaches aimed at changing consumer behaviours to adopt sustainable housing options (including concepts like net zero energy homes) have been largely ineffective.

This project builds on key findings of research conducted within the CRCLCL that communicating sustainability in a more mainstream way could significantly improve uptake of sustainable and energy efficient homes.

This project aims to validate the approach through a pilot lifestyle mass media program. The approach has two key objectives to explore the use of mainstream media to:

1. stimulate demand from consumers for net zero energy homes; and
2. create a "path to market" for net zero energy home designs/ products.

## Previous Research

Research undertaken by the CRCLCL has shown that current 'top down' education approaches aimed at changing consumer behaviours to adopt sustainable housing options (including concepts like net zero energy homes) have been largely ineffective<sup>1</sup>.

One of the key findings arising from the examination of the social research undertaken by the CRCLCL is that sustainability should be communicated in a more mainstream way. There was an opportunity to learn from mainstream broadcast media with an approach that emphasises entertainment and story-telling. This type of approach has been shown to resonate with homeowner/renovators' aspirations and lifestyles – and reflects and shape ordinary cultural context for home ownership/renovations.

Home renovation and lifestyle media have learned how to create content that resonates with homeowner/renovators' aspirations and lifestyles. This content can reflect and shape social norms around home ownership/renovations.

Mainstream media, particularly TV, continues to play an important role in reflecting and feeding what has been called the Australian 'obsession' with housing, across a range of reality, property and lifestyle TV programming delivered in competition, popular education and entertainment formats. Channel 9's *The Block* is a leader in this space, with average audiences in excess of 1.5

million per episode and achieving record audiences for the 2015 season finale of 2,054,000 viewers<sup>2</sup>.

CRCLCL and the Australian Sustainable Build Environment Council identified an industry roadmap with voluntary pathways including:

1. Differentiate sustainable housing in the market
2. Train and reward the construction industry
3. Build awareness and social norms
4. Provide financial value proposition

A key action identified in the roadmap is the need for a longitudinal consumer engagement campaign including mainstream broadcast media, social media and commercial product placement to accelerate the adoption of sustainable homes and support early adopters to enter the market at scale.

Preliminary economic modelling undertaken in the Roadmap found that accelerating Australia's transition to sustainable housing using a mass media communication approach would deliver more than half a billion dollars of extra investment in the construction industry by 2030 and create over 7,000 new jobs resulting in two thirds of all new homes being built to a zero energy standard by 2040. It would also save Australians \$600 million on their energy bills.<sup>3</sup>

Further, industry consultation as part of the Roadmap identified the need for a mass-media communications strategy as the highest priority and central to accelerate the uptake of sustainable homes.

## Methodology

The project aimed to validate the viewer engagement, to support behaviour change, the use of an impact community and the potential for a commercially viable business model. To assess the approach against these criteria the project the pilot included:

1. A 30 minute pilot TV show published on YouTube ('Renovate or Rebuild')
2. A call to action website with featured products and resources
3. Recruitment of an impact community to promote the content.
4. Behavioural science research via focus groups and online analytics
5. Integrated promotion of the show across various social media channels.

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<sup>1</sup> Podkalicka et al, Hashtag Sustainability? Home Renovators' Media World, CRC for Low Carbon Living, 2016

<sup>2</sup> Podkalicka et al, Hashtag Sustainability? Home Renovators' Media World, CRC for Low Carbon Living, 2016

<sup>3</sup> Growing the market for sustainable homes: Industry roadmap, ASBEC and The Low Carbon Living CRC, July 2019

## Renovate or Rebuild

Renovate or Rebuild is a 30-minute lifestyle show where two teams compete to convince a Sydney-based family that they have the best home building solution to providing more space, comfort and reduced energy bills.

For the pilot, Team Renovate, headed by former Channel 9's *The Block* contestants Michael and Carlene, advised the family that they should renovate their existing home, while Team Rebuild, headed by *The Block*'s Norm and Jess, advised a knock down and rebuild approach.

The two solutions were judged by an expert panel on style, sustainability, and cost but ultimately the decision was made by the family - did they choose to renovate or rebuild?

Renovate or Rebuild promotes sustainable homes as comfortable, affordable, efficient and healthy. The project uses popular storytelling – in the form of reality TV – alongside a 'call to action website' and an 'impact community'. It avoids technical terminology and language that CRCLCL research reveals renovators do not use.

The 'impact community' – modelled on the *War on Waste* and *The Block* television shows – includes research partners, peak industry bodies, residential volume builders and developers, construction material suppliers, industry media, utilities, real estate, finance providers and other state and federal government departments. The impact community promotes engagement through social media and provides partner content for the website. The project has delivered a pilot episode of 'Renovate or Rebuild' via YouTube.

The website actively promotes companies that supply net zero energy home products, and the call the action is designed to influence consumer purchasing behaviours.

This approach to behaviour change is common in the private sector, however this is the first time the approach has been applied in a collaborative effort between government, industry and academia for social and environmental purposes.

The pilot project set out to validate the behavioural science and inform potential future delivery models. This included:

- a delivery model that does not require long term government funding
- engagement through the format,
- behaviour change impact,
- impact community model.

This was validated through analytics of the online content and focus groups.



Figure 1: Renovate or Rebuild image

## Summary of Findings

Findings were analysed from focus group results (see appendix A) and online analytics (see appendix B). A summary of these findings against the key areas of the approach are outlined below. The project program and summary of the budget are outlined in Appendix C.

## Engagement

Based on customer research conducted for another CRCLCL project<sup>4</sup>, the expected target audience of this project was primarily women between the ages of 35-54. The results showed engagement with the content was high and validated that the episode reached the target audience (58.1% of viewers). This was demonstrated both through focus groups and the online analytics. The analytics showed the episode also resonated with women in the 25-34 age category.

Viewer retention of the online content was high with 33% of viewers watching 100% of the video content. This is typically 10-20% for a 30 minute video on YouTube<sup>5</sup>. Once a viewer had watched segment 1, there was limited drop off, indicating that once the viewer identified initial interest in the content, it was engaging enough to hold their attention to the end.

## Behaviour Change

The video content achieved 4,290 views and 3,320 unique website hits as at June 27th. This indicates a 77% conversion rate from video content to the call to action website where information and products supporting sustainable housing are featured. An analysis of the call to action on videos on the Wista video platform saw an average conversion of 11%-17%<sup>6</sup>.

Feedback from the online community and focus groups was that viewers generally wanted more information about the design considerations and energy efficiency features of the homes. Viewers re-watched or shared the industry segment featuring Thrive Homes as shown in Figure 2 where a spike occurs at 14:18 corresponding with the segment. This demonstrates viewer interest in products available on the market. The link to Thrive homes received the highest click through rate on the website of all the featured products.

## Impact Community

Marketing of the content was achieved solely via the impact community. The impact community attracted approximately 500 views per day. There was significant impact from influencer campaigns from talent on the show. There were 96 websites, driven through the impact community, which pointed to the YouTube video content.

Retention (%) vs. Time

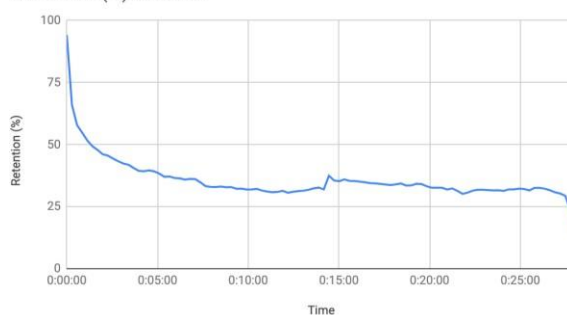


Figure 2: Viewer retention over time

## Lessons Learnt:

- Viewers desired practical takeaways, and this should be made clearer in the video content.
- Viewers desired more detail around the design considerations/trade-offs and energy efficiency features of the home. The format would benefit to be extended to 1 hour to allow for this
- The call to action in the video which directs viewers to their desired information needs improvement.
- The website would benefit from an improved user experience to direct viewers to the desired information from the homepage.
- High level of viewer interest in industry segments
- Viewers were emotionally invested in the families and there was a desire to revisit families.
- The competition element of the format needs improvement

## Conclusions

Overall the project was successful in validating the potential of the mainstream entertainment media to stimulate consumer demand and create a path to market for net zero energy products/services. The results from the pilot exceeded the expectations of the steering committee. The pilot project was able to validate that:

- The content was engaging to viewers and the target audience
- The show generated viewer desire for more information about energy efficiency and design
- The impact community was successful in driving viewership and engagement
- Industry segments were of interest to consumers demonstrating value to industry for sponsorship of content.

<sup>4</sup> Wright et al, Driving a national social media conversation on energy efficient housing, CRC for Low Carbon Living, 2016, <http://builtbetter.org/node/7851>

<sup>5</sup> <https://wistia.com/learn/marketing/does-length-matter-it-does-for-video-2k12-edition>

<sup>6</sup> <https://wistia.com/learn/marketing/using-video-ctas>



# Appendix 1 Focus Group Results



# Renovate or Rebuild – TV Pilot Feedback

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28 June 2019

## Citation

Nilsson D and Gardner J (2019) Renovate or Rebuild – TV Pilot Feedback. CSIRO, Australia.

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# Acknowledgments

This research was funded by the NSW Office of Environment and Heritage (OEH). We would like to acknowledge the collaborative efforts of Blue Tribe, Ivana Brown from OEH, Anthony Wright and Stephen White from the CSIRO, and the focus group participants for their time and contributions to this research.

# Executive summary

Renovate or Rebuild is a TV pilot forming part of a mass media project delivered through the CRC for Low Carbon Living and project partners aimed to propel industry transformation and uptake of sustainable housing. The purpose of this study conducted by the CSIRO is to understand public thoughts and reactions to the pilot. Specifically, the aim is to:

- a) understand if the pilot is engaging to the audience and identify ways to make it more engaging;
- b) understand the impact of the TV pilot on the audience; and
- c) understand what behavioural intentions the audience have after viewing the TV pilot.

To achieve these aims, we conducted a total of six focus group discussions (three each in Brisbane and Sydney) where participants viewed the pilot episode and discussed it afterwards. In each city, there were three different groups of varying demographic characteristics. Group A matched the target market of the TV series, Group B matched a broader audience and Group C reflected the general population. These different groups were used to understand if the show was being targeted correctly.

We identified key themes that arose across each focus group discussion and combined the feedback to determine differences between the sample groups.

In line with the aims of this study the main results are as follows.

**Engagement** - The pilot was found to be most engaging to the target market (female, 34-55 years old, owns a home - includes paying off a mortgage, regularly watch "The Block", "Grand Designs", or other shows on "Nine Life"). Therefore, the TV pilot appears well targeted. However, the tone of the show needs to be considered as viewers within this group differed in their preferences of the style and tone of the show depending on whether they were "The Block" or "Grand Designs" viewers, which is reflected in the different broadcasting channels. For instance, "The Block" viewers tended to prefer the light hearted, fun, and "cheesy" approach compared to "Grand Design" viewers who tended to not like this style. This difference was also reflected in preferences for the style of the host and contestants.

**Impact** - There was a mixture of positive feedback and critique that tended to be consistent across the three groups. There was positive feedback about the unique aspects of the show, both in terms of having a "renovate or rebuild" design focus, as well as a focus on energy efficiency and sustainability. However, these aspects also generated a significant portion of the criticism from participants: there was a strong and consistent desire for more detailed information, practical tips and facts on these topics. Additionally, participants wanted the show to involve homes with more relatable budgets and wanted the show to ensure that maximum budgets were either followed or discussed with the family when going over budget. Further consistent feedback was a desire for a stronger ending or 'reveal'. Viewers were invested in the family and wanted to know and see the outcome – did they actually rebuild and what did it look like?

Behavioural intentions - Attempts were made to discuss how viewing the pilot would potentially impact the participants with regards to renovating or rebuilding. However, due to the lack of detail and practical advice it was difficult for the participants to determine how this might impact their behaviour moving forwards. Importantly, the desire for this information is a positive indicator towards future behavioural change. Longitudinal studies are required to adequately track any such changes that might be evoked by further episodes of the proposed TV series. We also provided participants with a website they could access for further information: participants from the target market groups were most likely to access these links (~44% for Group A compared to ~6% for Group B and C), providing further evidence that the target market is the right fit for the series.

These results demonstrate the following key findings.

1. The pilot resonated well with the target audience who found it to be the most engaging.
2. Viewers strongly desired more detailed and practical information on various features of the home design, particularly regarding energy efficiency and sustainability topics that were mentioned. This indicates a strong interest in these home features and the desire for actionable and relatable advice is a precursor for behaviour change.
3. The pilot demonstrates further potential for behaviour change amongst the target audience who acted to gather further information after viewing, via accessing the website.

Overall, the feedback is actionable, and recommendations are provided to improve future episodes that further appeal to the right target market. The show's concept is unique amongst renovation-related TV series, and the focus on sustainability, energy efficiency and running costs has strong social currency and desirability. Participants did raise some issues with the execution of the show, which can be addressed by providing greater detail on the design and energy efficiency elements, portraying a clearer focus and purpose, addressing budget issues, and showing a clearer outcome for the participating family.





# 1 Introduction

Renovate or Rebuild is a TV pilot forming part of a mass media national project driven through the CRC for Low Carbon Living and project partners with the aim to drive industry transformation and uptake of sustainable housing. The show follows the journey of a family who must make the decision to renovate or rebuild their existing home with the help of two teams – a renovate and a rebuild team. These teams consist of former contestants from The Block. A panel of judges and the host, each with a differing area of expertise (real estate, design and energy efficiency) help to guide the family in making their decision. The purpose of this study, conducted by the CSIRO, is to understand potential viewers' thoughts and reactions to the pilot so that feedback can guide further episodes of a full series. Specifically, the aim of this study is to:

- a) understand if the TV series is engaging to the audience and how to make it more engaging;
- b) understand the impact of the TV series on the audience; and
- c) understand what behavioural intentions the audience have after viewing the TV series.

## 2 Methods

We conducted a total of six focus groups (three in Brisbane and three in Sydney) where people watched the TV pilot and discussed their reactions to it afterwards. In each city, there were three different sample groups involving participants of varying demographics. Each group was surveyed in Brisbane and Sydney, and there were eight participants in each discussion. For participation, participants received a \$90 Coles Myer Gift card. The three group types are listed below.

### *Group A: Target audience*

- female, 34-55 years old
- owns a home (includes paying off a mortgage)
- regularly watch "The Block", "Grand Designs", or other shows on "Nine Life"

### *Group B: Broader audience*

- any age/gender
- plans (in the next year) to purchase a home and/or to renovate an existing home.

### *Group C: General audience*

- no requirements other than adults >18 years old

Participants were informed that the purpose of the study was to understand public thoughts and reactions to a new TV pilot series: Renovate or Rebuild. Initially to prompt dialogue, they were asked about their experience (past, present or planned future) with renovating or rebuilding, and/or asked whether they watched these types of TV shows. They were then shown the pilot and encouraged to take notes throughout on their thoughts and questions to act as a prompt for later discussion. We then asked a set of semi-structured questions designed to elicit responses relating to the aims of the project; engagement, impact and behavioural intentions. These questions were used only when the conversation amongst participants did not naturally touch on the areas of interest. Generally, the discussions ran naturally and intuitively, with participants providing significant information on what they liked and didn't like, reflecting information regarding both engagement and impact. Discussion of participants' behavioural intentions did not emerge unprompted, and when we raised this issue, we found that these questions were not resonating with the participants. Rather, a consistent theme emerged that people required more detailed information before they would feel able to take any practical steps after watching the show. Detailed notes of each discussion were taken by one researcher, while the other researcher facilitated the discussion.

We also provided participants with a website link that they could use to visit the website after the focus group. These links differed between groups, to enable a measure of post-viewing behavioural impact.

The TV pilot was slightly adjusted between Brisbane and Sydney. These changes included improved graphics for the scoring system, additional graphic overlay for the introduction of host and judges, and three additional 10-second segments directing people to vote and comment on the video (which were put in place for the version of the TV pilot which was posted on YouTube). Overall these changes were relatively minor, so we did not expect them to have a substantive influence on participants' reactions.

### 3 Analysis

To analyse the data, we first identified the key themes and issues that emerged across each focus group. We then allocated the data in each focus group according to these themes, which resulted in six tables (one for each group). The data did not significantly differ across Brisbane and Sydney and therefore we combined the results from each city. When analysing the data to ultimately provide feedback and recommendations, we ensured comments that were consistent throughout and between each group were noted, indicating the strength of the feedback. Additionally, any comments that were not consistent (but rather represented idiosyncratic or minority opinions) were also considered when determining overall recommendations.

# 4 Results

## 4.1 Focus Group Results

The results from the six focus groups are collated in Table 1 below.

**Table 1. Summary analysis per group based off key themes that arose during focus group discussions in Sydney and Brisbane.**

Key theme/topic	Group A – target audience	Group B – broader audience	Group C – general population
<b>Concept</b>	<p>Concept is interesting, entertaining and novel but lacks execution. Show is especially original with the energy efficiency approach. However, the focus wasn't clear and needs to be clarified – is it more about the competition, budget or more about the energy efficiency? Wanting more of the focus on energy efficiency.</p> <p>* A couple of people who don't like The Block didn't like the 'cheesiness' and 'emotional' appeal of the show but this <u>wasn't</u> a general consensus.</p>	<p>One person worried that the show may lose target audience based on the "renovate or rebuild" concept (i.e. 2 choices). Others liked this concept but suggested it lacks execution due to the cost blowout, lack of experts, no resolution and no negotiation. Concept was considered a bit too much and not enough substance for building a show. Not clear what the focus was – too much competition if it was a design show (which they wanted more of), but participants also wanted more relatable, energy efficient houses. Purpose needs to be clearer and stronger. Want to see it 'come to life' and show the audience how to do things. More invested in the design aspect – rather see architects. Interested in saving money on electricity bills so if that's the target, then the show needs to tune in on that to be different to "The Block". Show was found to be a bit academic</p>	<p>Overall positive feedback on the conceptual elements but the focus needs refining. i.e. too many elements: team conflict, charity, competition, sustainability. Did like the renovate or rebuild option which made it different to other shows in addition to the sustainability elements. Felt that it was more about the building element of the show (like "Grand Designs") rather than time pressure and interpersonal tensions (like "House Rules") which was liked. Although, there was a mismatch felt between content and style – is it a more serious show, or a drama/entertainment show? Mixed views on the 'fighting' throughout the show – some wanted less, some more. Strong desire for more of the actual 'doing'.</p>

		to some as lacking the tension that “The Block” has, but still mixed reviews on those who prefer “The Block” vs this vs “Love it or list it”.	By having a clearer focus point, that outlined the aim, target and the major focus of the show (i.e. energy efficiency) then this would make it more obvious the purpose of the show. Now it is trying to be too much, to too many people. The show requires more detail and more context. For instance, individual episodes could focus on specifics such as natural light, double glazing, etc. in greater detail, for example knowing how to do these aspects yourself to your own home. The tone of the show seems to be too ‘fluffy’ and requires more detail and of a serious tone to appear to more of the “Grand Designs” type of viewers. It is currently easy to watch but still requires more detail.
<b>Lacking information and depth</b>	Show lacked depth – needs much more information on the factual elements and details of the show, e.g. running costs of the home.	Want much more detail about e.g. floor plan, materials, how to’s, helpful hints, breakdown of pricing, did the cornices survive, did the front door survive, could you renovate a cracked foundation?	More detail needed on the cost of individual elements and how much money is saved over time. e.g. for knock down, energy efficiency components. Would also like more information on what the aspect ratio is, what the floor plan now is, is more room needed, what drove the renovation, what are you suggesting for those needs, what materials are used?
<b>Budget/not realistic</b>	Budget issues need to be addressed in terms of a) having more relatable budgets (less than \$1 million), but also b) have the renovations and rebuild prices reflect the maximum budget given. Also, more detail is needed in terms of explaining why a 7-	Needs to be more relatable budget wise and ensure builds match the budget. Need to explain why the 7-star house was significantly cheaper than options presented. Consult with family on budget.	Didn’t like that it went over budget and was so unrelatable. Would be good to have a feedback session with the client to adjust design and drop costs.

star home price was given that does not reflect cost of the renovation or rebuild. Outline if the budget included knocking down the old home. Break down the budget costs.

<b>Host</b>	Mixed views on Josh and his 'style' and notoriety – some positive, some less. Make his expertise clearer.	Some didn't like the style of the host.	Positive feedback on Josh but wasn't sure who he was. Also, not so positive feedback – wanted someone less bubbly.
<b>Contestants</b>	Positive response. Make it known if the teams have others (i.e. architects) working with them.	Mixed responses to contestants, unsure of having "The Block" contestants – want more expert advice maybe a builder and designer. Liked having them point out in the house what they liked and didn't like. Didn't like the rebuild team – annoying and over the top. Liked the renovation team. Will the couples be the same on each show? Should they be?	Norm and Jess found to be annoying and off putting – 'too over the top'. Some were questioning their credentials. Mixed response on Norm's approach to putting pencil to paper – is that how it really happens? Wanted architects or to know if they were working if them. Low trust in "The Block" contestants.
<b>Judges/ experts</b>	The judges scoring system was felt to be unnecessary, especially as it didn't seem to tie in with the family's decision. However, the judge's opinion in terms of feedback was valued – despite the confusion and dislike of the scoring process.	Liked the judge's opinions but need to be more in depth and more involved as well as improve scoring system. Didn't understand Josh's rating approach. Why was a house 8 or 7 star? Introduce the judges earlier. Participants confused as judge's opinion didn't matter in the end.	Unsure of the relevance of a real estate agent. Need more information about the host and judges and why they are worth listening to. More feedback needed on what the judges didn't like. What about using family and friends to give feedback?



<b>Participants (family)</b>	Null	Family was relatable and likeable despite budget. Make sure their 'dreams' are met.	Perhaps more emotional response from the owners would have been good e.g. kids fighting over the rooms.
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**Energy efficiency/sustainability theme**

This is unique but needs to be more central if main part of the show. Bring attention to running costs. More explanation, education and detail needed. i.e. about 7-star – what makes a star rating? Discuss the issues in more detail that are only touched on briefly like the rising damp, etc. Consider all factors such as environmental standpoint of knock down rebuild, sustainable materials and reuse of materials.

The energy efficiency theme was picked up but not enough ideas were given. Needs much more information about what makes the house efficient, reduces footprint or healthy. There is an audience for this information. There is the potential there but hasn't hit the mark – need to know who to talk to about it, how much cost to the viewer etc. Go into more detail about 7-star home – what makes it efficient and explain the star rating system. Explain more about materials and battery. Want to know more how to make own home energy efficient and healthier so viewer can take these lessons themselves.

The sustainability elements and climate concerns were noted in the show and well received – but concerns targeted to wealthy audience. Can address by addressing budget aspect – aligning budget. New ideas and options for reducing bills and running costs are welcome. Wanted more of the environmental/sustainability aspects in greater detail and why this is or should be a driver. This was a strength that could be built on, if executed well. Careful not to alienate audiences with the environmental message by forceful approaches (one off comment). Make sure to revisit the rising damp issues. Unsure of 7-star rating and the mismatch in prices between the 7-star house shown and the cost of contestants' design. Discuss how to do knock down sustainably.

**Engagement**

Was overall found to be quite entertaining and fun but need to address the competition aspect and include more educative aspects.

Take out some of the 'fluff' and add more detail. But was liked because was different and interesting how they solved the problems. Others weren't engaged (not all though).

Can relate to having these conversations and would look at website. Easy watching. But need more to want to watch again – could it be a follow up of the first show? Some found boring and neither informative or entertaining.

**The "reveal"**

Need to have a better ending of the 'after' product and think about an incentive to keep people watching. Virtual reality mentioned as good compromise.

Wanted to see the end product as invested in this couple – did they actually do it, what was the outcome? Having a walkthrough of the virtual reality is one way of showing this.

Mixed views – some understand that there was not going to be an outcome with a half hour show. However, all did seem to agree that seeing an outcome/end result was

desired or even a preview of next episode of that.

<b>Future episodes</b>	Address different scenarios that a range of people can relate to across Australia.	Have a variety of approaches. Do the teams stay the same?	Unsure if will follow a new house or stay on this house – as stand-alone episode was a disappointment. Would like to see the show in different areas with different budgets and types of homes.
<b>Council planning</b>	Talk about council regulations and whether these were considered and met.	Want to know if can actually do it, and about building envelopes.	Want to know more about whether the council regulations were considered.
<b>Storyline</b>	Make sure the topics that are touched on and discussed in greater detail e.g. the architect from Brisbane. Have a clearer brief that is given to the contestants.	<p>Too much 'fluff' at start of show in terms of setting the show up. Ending didn't tie in – was the family happy as it was out of budget?</p> <p>Liked the two options idea. Development of story was good and easy to follow. Longer would become boring. Liked that there was no scandal. Want more of the problem solving.</p>	<p>Need to be clearer about how the winning option will be chosen. Expected rebuild to be cheaper. Wanted to see more content regarding what was reused in the renovation. Further comparison of the different designs would have been welcomed as well as greater detail on how each met the brief. What about the extended family and their opinion? Have more discussion between the homeowners – less rehearsed.</p> <p>Show needs to be more realistic. If topics are brought up need to circle back around i.e. sewage. Need to discuss how that was addressed and give context and pros and cons of each. Another example, cornices were brought up but not addressed again later, as with the mould issue. Could have</p>

			more information in the family by showing the mould issues and discussing impact on family in greater detail.
<b>Key phrases</b>	Some key terminology noted but people are assuming these words are naturally relating to the term 'sustainability' themselves and that this is glossed over. Want to know more about the materials use. No one knew what reverse brick veneer meant.	Noticed green space, solar, cross ventilation, 7-star rating.	Felt that it was hard to keep track of the messages being mentioned because it was trying to cover so many. Noticed, star rating (but didn't understand), solar, air flow/breezeway, battery and panels.
<b>Charity</b>	The charity aspect was found to not add value and felt to be tacked on at the end.	Imbalance with house budget and charity budget.	Charity aspect not well received – felt forced and tokenistic, especially when spending \$1 million compared to the \$1000 charity budget.
<b>Graphics/ camera work</b>	The virtual reality was an enjoyable aspect, but the outside didn't match up to the real life – where was the ocean? Some concerns for this with vision impairment regarding 'shot jumping' 'camera angel to camera angle' instead of 'panning through'. Need clearer house plans. Liked the in-air drone shots. The scoring system i.e. reading the table was confusing (this version was later edited). Spinning photographs gave vertigo.	Better graphics for the plans – both looked the same.	The cut shots were found to be repeated, some screen shots too fast and some graphics found to be old fashioned.
<b>Other</b>	Liked that it gave website. Potentially lose credibility by name dropping of businesses.		Have more diversity in the cast. Explain if there was professional input in the designs.

Want more fun facts. Where the show logo is, could put pieces of information.

## 4.2 Website link results

Table 2 show the number of participants who viewed the website after each focus group. Importantly, Group A from Brisbane had a high engagement of website viewing – of which this was the target market. It is important to note that not everyone took their information sheet with them (which contained the website link) and therefore perhaps some participants had searched for further information without using the website link provided.

**Table 2. Participants who used the website link provided in the information sheet after focus group discussion.**

Group	Number of Participants
Group A – Brisbane	7
Group B – Brisbane	1
Group C – Brisbane	1
Group A – Sydney	0
Group B – Sydney	0
Group C – Sydney	0

## 5 Discussion

The most positive response to the pilot was found in Group A – the target audience. This is a positive indicator and demonstrates that this should remain the target market. However, there is a need to identify whether the show is targeted more for viewers of “The Block” or viewers of “Grand Designs” and their respective channels, as the viewers of these shows tended to desire a different style of approach towards the show: i.e. more competition/fun vs less “cheesy” and “emotional”. This distinction is also reflected in different responses to the host and the contestants. The feedback was fairly consistent across each group with the main difference being personal taste for the fun, bubbly style of presenting and competition, either liked or disliked depending on personal preferences. Therefore, the tone of the show may need to be refined to match one of these styles. Some like the emotive and “cheesy” tone, whilst others do not like this style.

There was consistent positive feedback from participants about the focus on sustainability and energy efficiency; this feedback suggests that the show’s concept has broad social currency. This is a significant positive for the future series as it indicates a strong desire in the market for this type of content. It is clear though that the concept needs to be better executed through much more thorough practical advice, detail and information. The other issues that were consistent across the groups was the need to address the budget issues, discuss council planning, address the charity donation and have a stronger reveal or outcome of the show – specific suggestions are provided below along with other more minor but specific feedback.

## 6 Conclusion and Recommendations

This section provides concluding remarks and recommendations based on each key theme outlined in the analysis:

1. **Concept** – There is a need to clarify what the focus and central purpose of the show is and clarify this in the delivery - energy efficiency, competition, renovate/rebuild or design focus? Continue with proposed target market. However, identify if the show is targeting viewers of “The Block” vs viewers of “Grand Designs” as each of these audiences tended to desire a different style of show.
2. **Information** – Provide much greater information and depth about aspects that people will be able to use practically themselves. A website isn’t enough – people want to see practical steps and facts in the show that they can use themselves.
3. **Budget** – Ensure that the contestants’ home designs fit the budget provided at the beginning. Also provide a range of more relatable homes or aspects within each home that people can take and use that might fit their budget. Break costs down into separate elements.
4. **Host** – There were mixed reviews on the host, some related well to him and liked his style, others less so. Importantly, Josh was viewed most positively by the target audience. By making Josh’s expertise clearer and having him provide more of the facts and detail, this may provide more substance that many people were seeking.
5. **Contestants** – There were mixed reviews again, some liked “The Block” couples, some didn’t like the ‘cheesiness’. Negative comments were mostly centred on the rebuild team. Others liked the ‘fun’ aspect of this team competition. This can be addressed by targeting the tone of the show to fit the proposed target market.
6. **Judges** – Overall the judges providing expert opinions was well received. But the scoring system didn’t seem to resonate well, as in the end it didn’t seem to influence the family’s decision and therefore, the judging system needs to be reconsidered. Consider an architect as a judge, or at least show architects working with the couples.
7. **Participants** – The family was well liked. Perhaps show even more of their ‘story’.
8. **Energy efficiency/sustainability** – People liked this idea and wanted more of it. Show people how to do these aspects themselves, break down the costs and benefits of individual elements, and directly discuss estimated running costs. Make this aspect much clearer and provide much more detail.
9. **Engagement** – There was varying levels of engagement depending on the audience. It was most liked by the target audience. The show needs to decide if it wants more of the “The Block” viewers or the “Grand Design” viewers, as these groups were after different things in terms of game show vs educational – but everyone seemed to want more information and specific detail.
10. **The reveal** – Very strong feedback wanting to see a reveal or follow up of some sort and what to expect next.
11. **Future episodes** – People want more relatable homes across Australia. Many wanted to see the follow up to this family they had invested in, but this could potentially be done with virtual reality and more discussion with the family.



12. **Council planning** – There is a need to discuss or show if council regulations have been considered by the designs, and how these are being dealt with.
13. **Storyline** – Ensure if something is touched on that it is followed through with the show as viewers noticed when it wasn't i.e. mould, rising damp, cornices, etc.
14. **Key phrases** – Some key phrases were noticed, but a lot of viewers are automatically relating this to 'sustainability' themselves. A lot of these phrases are considered to be glossed over also, as there are many points touched on, but nothing is covered in a lot of detail.
15. **Charity** – Reconsider the delivery and amount of the charity donation. This was considered 'tacked on' at the end and not balanced with the million-dollar budget.
16. **Graphics and camera work** – Mixed feedback on some type of shots. Consider stronger graphics regarding floor plans. Reconsider spinning photographs, which some found off-putting.

## 7 Future Research

The focus group discussions would have benefited by specifying the target market viewership and should be considered for future research (i.e. separating group discussions based on regular viewers of “The Block” compared to “Grand Design” viewers). Importantly, these focus group results provide in depth qualitative insight that is difficult to obtain from other data collection techniques. This has now provided insight to generate more specific and targeted questions about the pilot and future series. Future research can validate these results with quantitative data collected through online surveys to generate generalisable national results. Additionally, further survey research will compliment these findings by allowing for greater ability to measure changes in desire for sustainable and energy efficient home features because of the show. This can be achieved through varying techniques such as using experimental survey designs (i.e. using a control group who does not view the pilot compared to a group who does view the pilot) or via pre and post measures (i.e. asking the same questions before and after viewing the pilot and identifying if anything has changed). Behavioural intentions with regards to potentially purchasing these features or homes will also be able to be quantitatively measured through an online survey. However, a longitudinal study is required to adequately measure behaviour change and actual purchasing decisions.



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## Appendix 2 – Online Analytics





# Renovate or Rebuild

## Analytics Summary

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Revision 03

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Revision	Description	Date
01	Preliminary	12 June 19
02	Updated with audience interests	17 June 2019
03	Minor amendments	2 July 2019

## 1. Executive Summary

The primary objective of the pilot series was to validate the core assumptions of the proposed mass media business model including:

- Content concept/s
- Validate customer segments (via analytics)
- Validate value proposition to builders (measured in sales enquiries to partner builder - need to consult with builder/partner to see what this number is - prelim idea is that it creates multiple X revenue on sponsorship cost - ie for \$25k sponsorship should lead to multiple X \$25k return)
- Validate revenue model - test willingness to pay for content package and advertising including price point
- Validate key activities - test process of partner recruitment and production process
- Validate resource required for business model - what do we need in house vs outsourced.
- Validate cost structure for content production
- Confirm key partners
- Production company
- Distribution partners (Eg Channel 9, ABC)
- Industry partners
- Validate consumer response - views, likes, comments
- Validate communications framework - best channels

### **Content Concept**

The pilot episode demonstrated that the lifestyle TV show format was liked by viewers and that the content was highly engaging. The retention data from YouTube indicates that there was 100% retention of viewers that watched until the end of segment one. The analytics also indicate that viewers were rewatching the segment from Thrive Homes at the 14:18 point in the video. This segment of the video was the strongest example of the use of the social science research on language and how to engage with consumers.

### **Validated customer segments**

The pilot episode validated the primary audience for the show is women (58.1% of viewers) between the ages of 35-54. Interestingly the show seemed to also resonate with women in the 25-34 age category.





### **Validate Value Proposition to Builders**

The analytics suggest that viewers rewatched the segment featuring Thrive Homes and the link to Thrive homes received the highest click through rate of all the featured products. Data from Thrive was not available at the time of this report.

### **Validate the Revenue Model**

There has been strong interest from numerous brands in potential sponsorship of a future series indicating that the proposed commercial model is a valid approach to delivering impact from CRC research.

### **Validate Consumer Response**

Response from consumers has been overwhelmingly positive with 98.5% likes of the pilot episode, strong retention and engagement. Focus groups conducted by CSIRO have confirmed that there is an audience for the show and that our target audience found it engaging. Feedback has suggested that viewers want to see more detail and therefore the show will likely move to a 1 hour format.

### **Validate Communications Framework**

The proposed communications framework identified from the research proved to be highly successful with broad promotion of the pilot episode across industry resulting in high profile media coverage. The key area for improvement from the communications framework is developing a more effective call to action.

---

## 2. Audience Demographics

### 2.1. Target Audience

Renovate or Rebuild was designed with a specific target customer segment.

The target audience was females, 35-55 years old, degree educated, with a household income of \$150,000+, working full time, with children aged between 3 years to being in university education.

The following is the generic viewer profile used for the design of Renovate or Rebuild.

Susan loves the suburb she lives in - it has great schools for her kids and she has an established social network. Her home is dated and she and her husband need more space for a growing family. Her husband is a project manager and works close to home. They are planning to knock down their existing home and build their new dream home. Land values have gone up so much in the past few years that they can make the case to build a new home on their block. She is married, works full time and is 38 years old. She has a Bachelors degree in Marketing and Communications. She wants a new stylish home and plans on staying for many years. The family income is \$200k and they have a \$300k mortgage on their home that they purchased 10 years ago

Age Range - 35-55yo

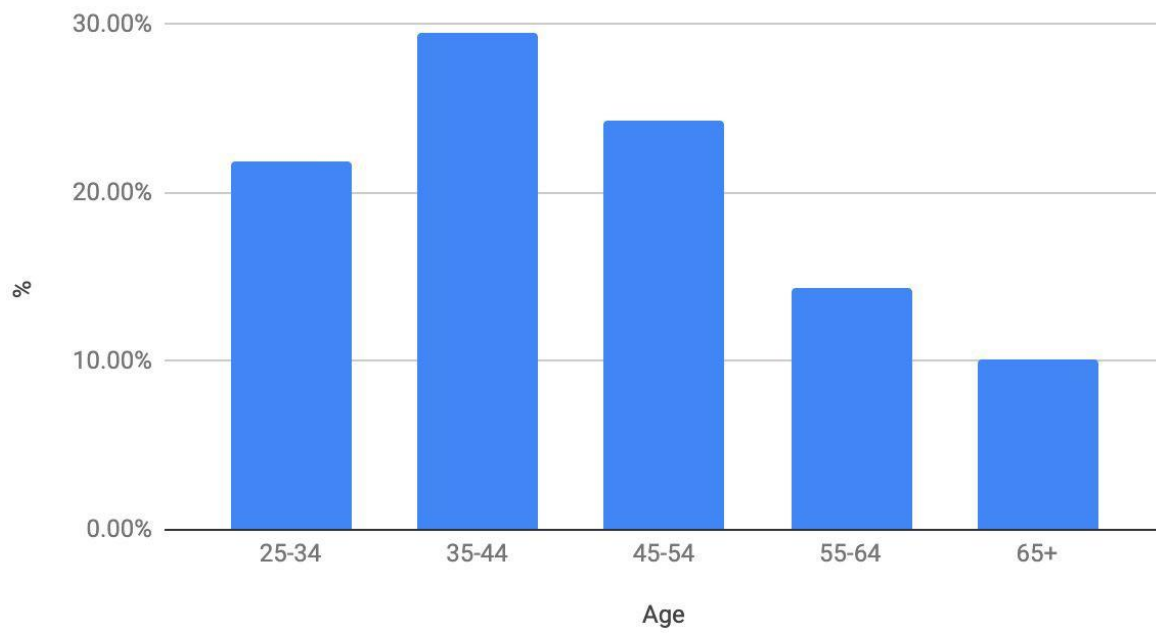
What is important to her - Susan loves the area she lives in and wants her home to be a showpiece that she can show off to her well established social network and neighbours. She has a clear vision about what her new home will be like.

Pain points - Knocking down their existing home is a scary prospect - what if they make a mistake? The project is a big investment and will see their level of debt increase which has created some tension with her husband. She is also concerned about where they will live during the project - staying at her husband's parents place for 9 months during the work is not appealing at all.

Preferred channels - Susan actively uses Facebook and stores her dream home ideas in Pinterest. She enjoys watching lifestyle type of TV shows on 9Life eg home makeovers and The Block. She has spent many hours exploring display homes and trade showrooms gathering ideas for her new home.

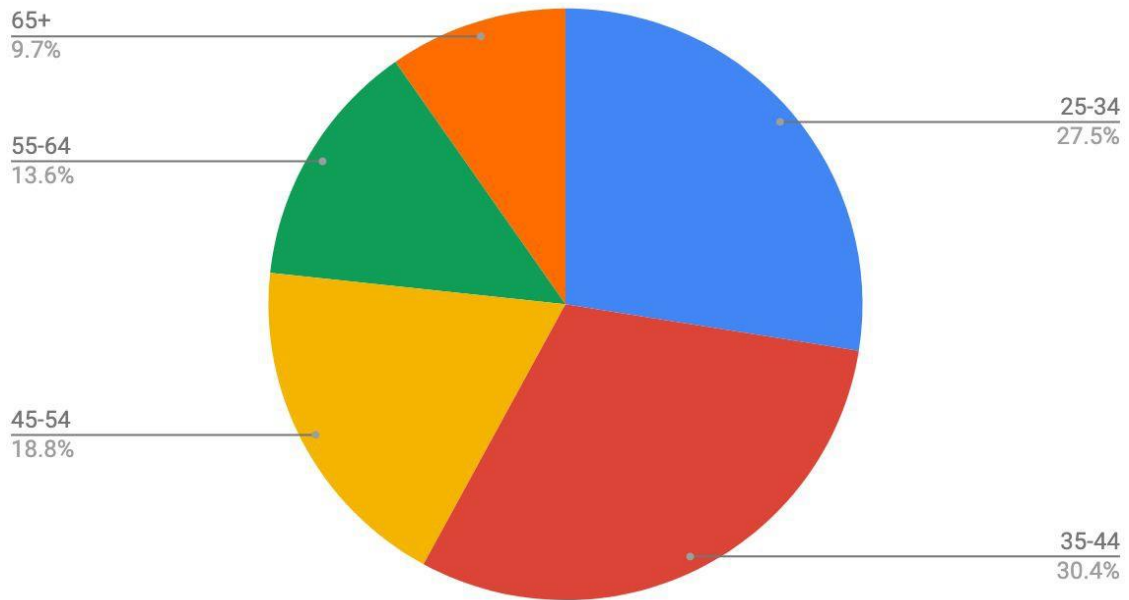
## 2.2. Age

Percentage Viewers vs. Age



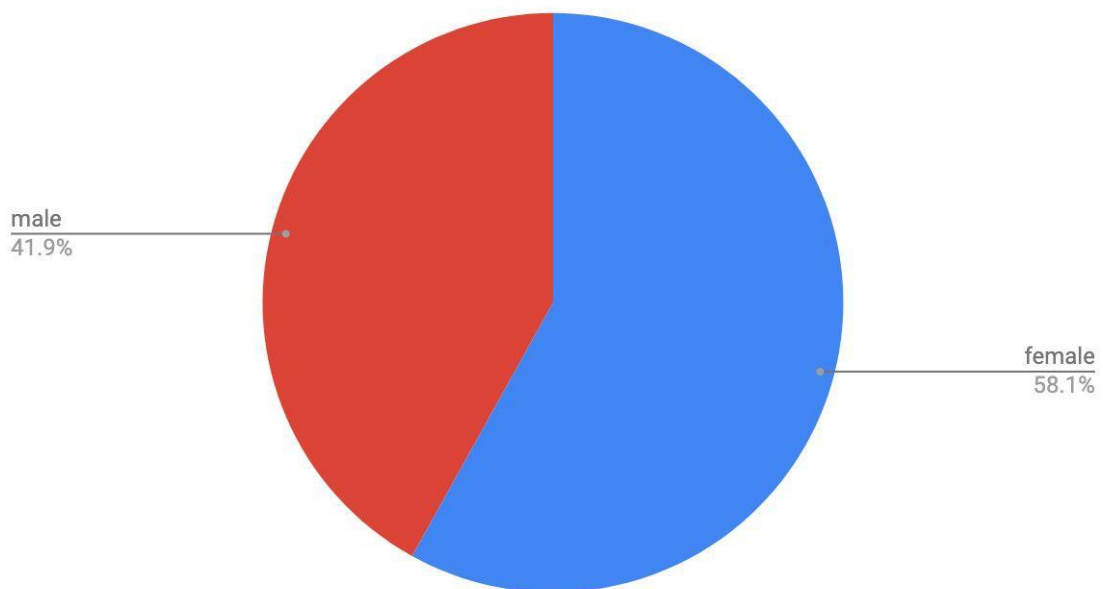
### 2.2.1. Female viewership age range

#### Female Viewership Ages



### 2.3. Gender

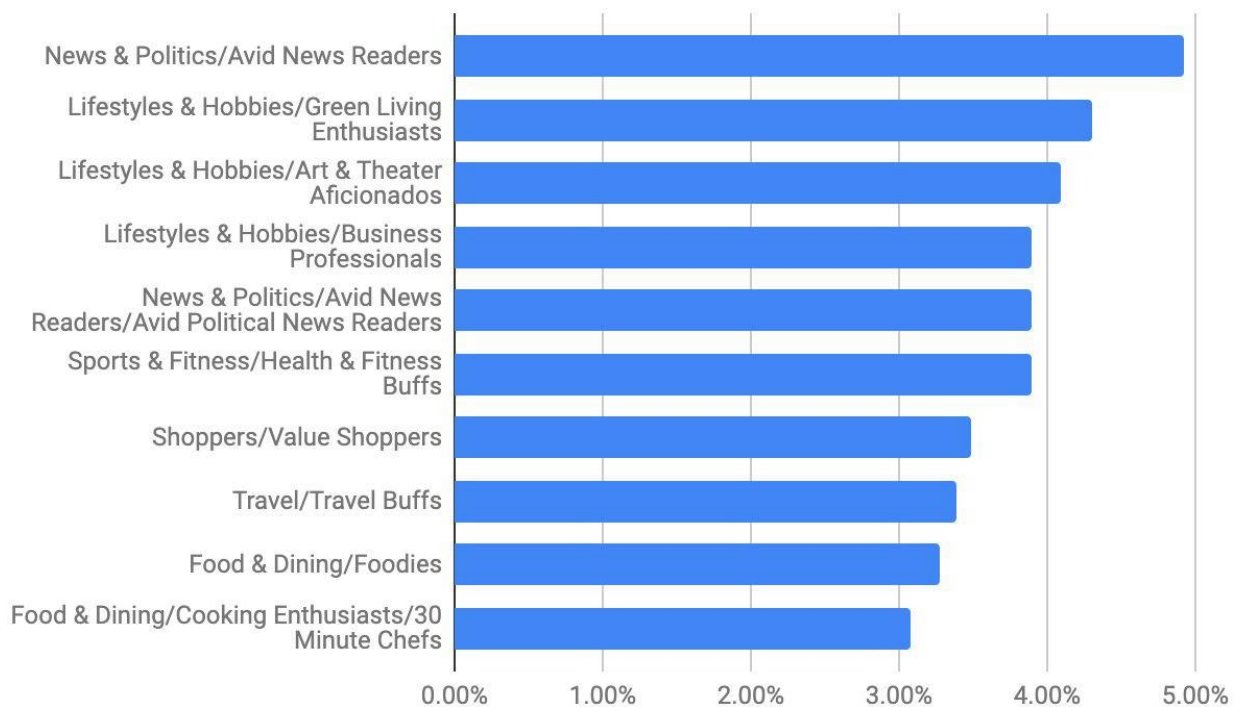
#### Viewer Gender



### 3. Audience Interests

#### 3.1. Affinity Category

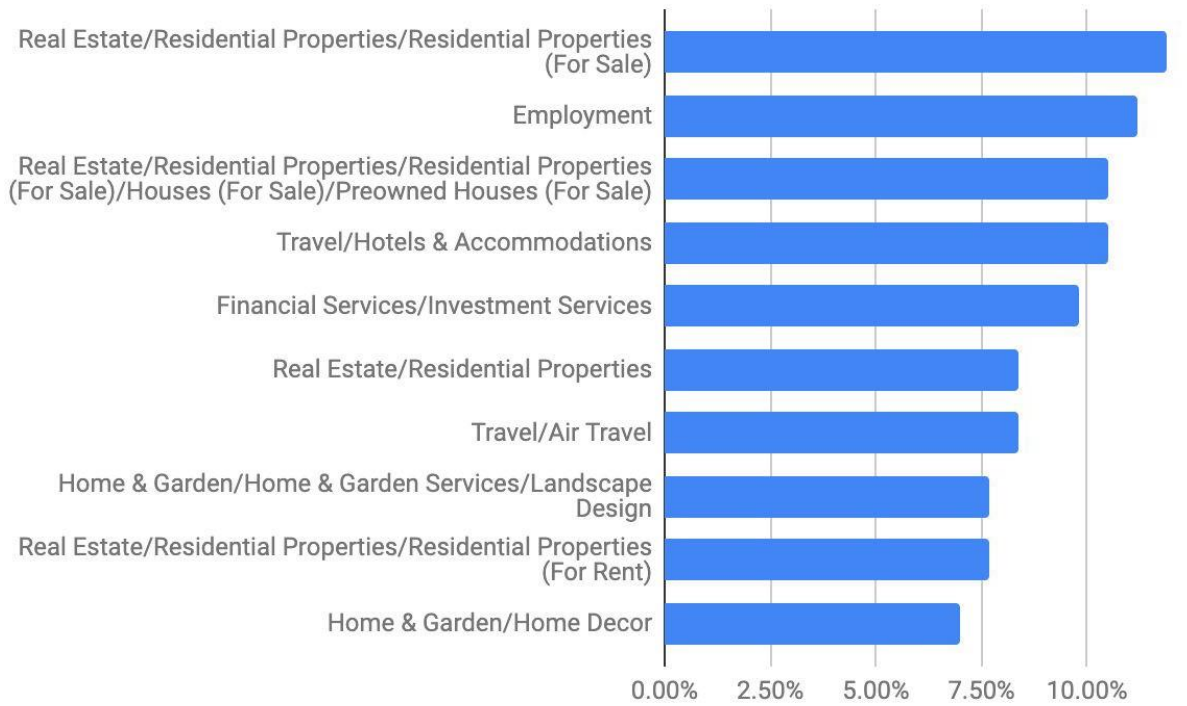
Affinity categories are used to reach potential customers to make them aware of your brand or product. These are users higher in the purchase funnel, near the beginning of the process.



Affinity Category (44.36% of viewers)

#### 3.2. In-Market Segment

Users in these segments are more likely to be ready to purchase products or services in the specified category. These are users lower in the purchase funnel, near the end of the process.



In-Market Segment (38.35% of viewers)

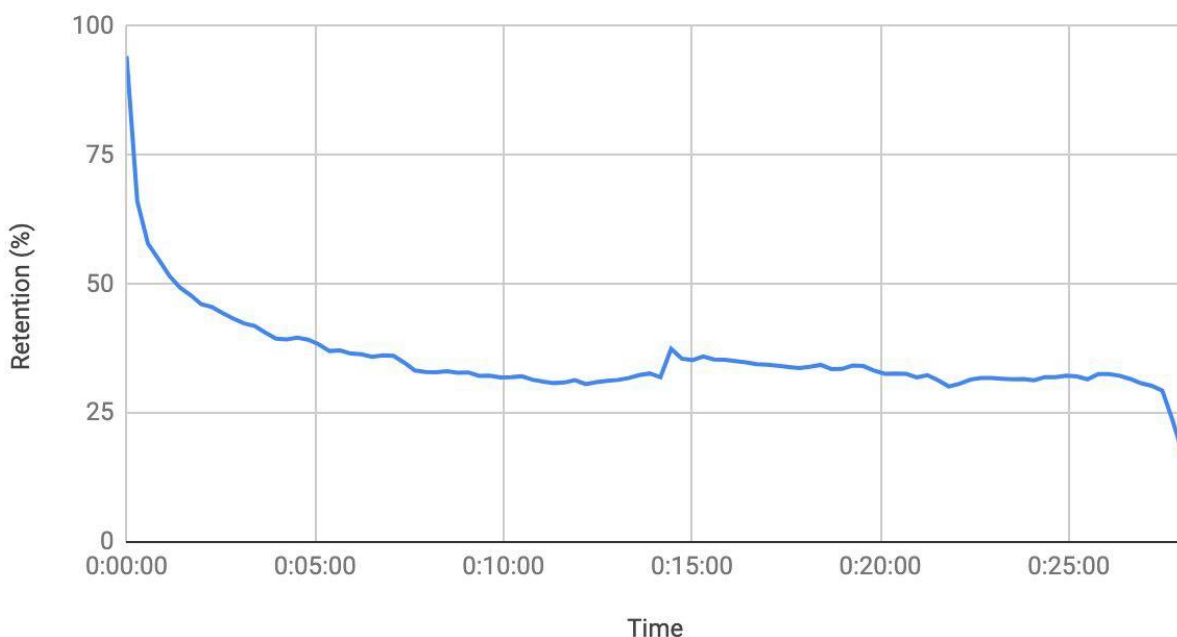
## 4. Viewer Engagement

### 4.1. Retention

The view retention chart demonstrates the number of viewers that watched the episode until a certain time point in the show. The chart shows that 33% of viewers watched 100% of the video with a steady drop off of viewers until the end of segment 1. After segment 1 however there is almost no drop off at all ie once a viewer watched until the end of segment 1 they continues to watch until the end.

There is also a noticeable bump up at the 14:18 section of the video which coincides with the Thrive Home segment. This bump indicates that viewers are rewatching or sharing those parts of the video.

Retention (%) vs. Time

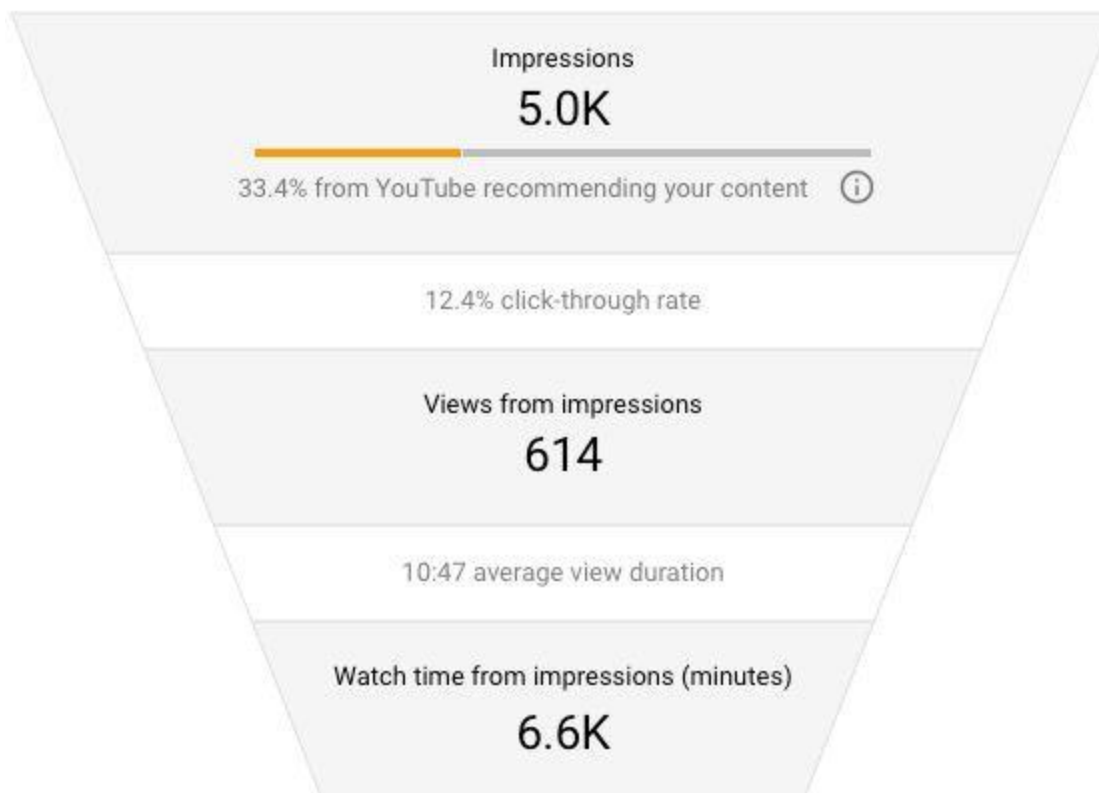


### 4.2. Click Through Rate

Impressions click-through rate measures how often viewers watched a video after seeing a registered impression on YouTube. It represents a subset of the channel's total views, since not all impressions are counted in this metric, such those on external websites or end screens.

## Impressions and how they led to watch time

Data available May 27 – Jun 15, 2019 (20 days)



The click-through rate for Renovate or Rebuild is around double the average for most channels and videos on YouTube. (Note - Half of all channels and videos on YouTube have an average impressions CTR of around 6% and range between 2% on the low side to 10% on the high side. Source - YouTube).

### 4.3. Social

#### 4.3.1. Key Metrics

Views - 4076 (as at 17 June 2019)

YouTube Likes - 132

YouTube dislikes - 2

YouTube Subscribers - 232

YouTube Comments - 46

Facebook likes - 913



### 4.3.2. Influencers

The following is an example of the influencer impact on views with an Instagram story from Michael and Carlene at 8.24pm on 3 June 2019.





Channel

## Renovate or Rebuild

Views · Last 48 hours

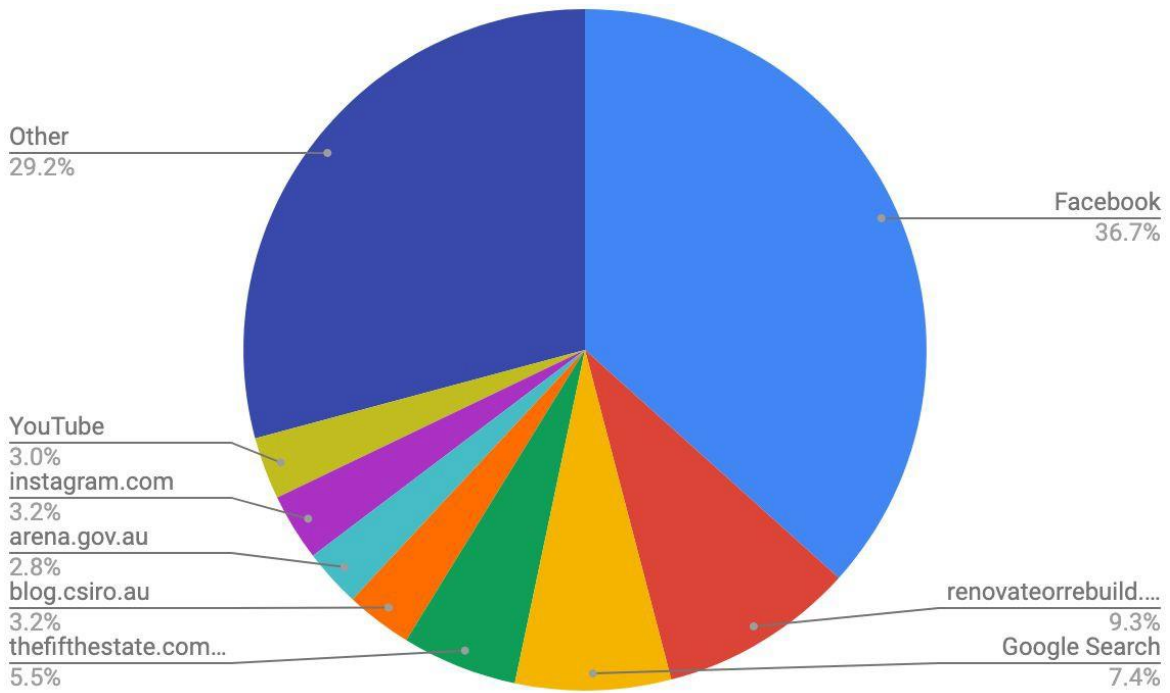
885



Video	Publish date	Last 48 hours
 Renovate or Rebuild Episode 1 - Family Cottage R...	May 28, 2019	695 

### 4.4. Traffic Source

Episode 1 has 96 websites linking to the video with the top traffic sources shown below.



# Appendix 3 – Project Delivery



The tables below outline the details of the project delivery.

### Project Budget

Production	\$85,000
Design, Marketing & Project Management	\$28,000
Media Support	\$12,400
Travel	\$8,000

### Project Timeline

Planning and Pre-production	January - May
Filming	March – April
Post Production	April - May 2019
Launch & Research	May - June 2019

Service providers were engaged for the following services:

- Production
- Marketing collateral and website design
- Architectural design and renderings
- Computer generated imaging
- Project management
- Media advisory services
- Behavioural science research was completed by CSIRO