

A UNIQUE CONNECTION SSE wows locals by using specialist American helicopters to erect electricity pylons in Scotland



MANY people will be aware of how dangerous flying a helicopter can be. But energy giant SSE seems to have taken it to the next level. Using a specialist Erickson S-64 Air Crane helicopter borrowed from the US, SSE's network arm has started flying electricity pylons into place. The pylons are made from composite plastic rather than traditional timber poles. They will connect the Dorenell wind farm to SSE Networks' Blackhillock Substation, near Keith.

Hinkley Point delays would not threaten UK energy security

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THE UK does not face an energy security issue if there are further delays to the Hinkley Point C nuclear plant, the secretary of state for business, energy and industrial strategy said yesterday.

Speaking in front of a House of Lords committee, Greg Clark said that if the UK's first new nuclear power station in a generation started producing energy later than expected, government energy

auctions would be able to provide secure power "should we need it".

Jeremy Poockington, the government's director general of energy and security, told the Lords Economic Affairs Committee that there were a number of ways the market could be flexible to make up for the lost capacity.

Last year, EDF, the French state-owned utility building the nuclear plant, said the project could be more than a year behind schedule and £1.5bn over budget. The power plant is expected to provide about seven per

cent of the country's energy by the mid-2020s.

Despite the high costs, Clark backed nuclear power as a reliable form of low-carbon energy and a strategic part of the UK's energy mix, although he said the government did not have a particular target in mind for nuclear contributions in the future. Nuclear energy currently accounts for about a fifth of the UK's energy supply.

Clark added that any new nuclear plants would have to go through a "value for money" assessment.

Nothing beats a Nike ad campaign?

EARLIER this month, Nike released a new campaign that celebrates youth, sport and music in the capital city of London.

The three-minute-long ad, entitled 'Nothing Beats a Londoner', depicts the trials and tribulations of London's sport-loving youth, from those who have to sprint two miles to get to football training in Peckham, to those fighting for a space on the local multi-sports court in Dalston.

YouGov brand tracking data reflects the campaign's initial success.

Nike's ad awareness score (whether you have seen an advert for the brand) has risen from 12 to 20 among the general public since the day of its release (9 February) to its peak (17 February).

The campaign is achieving cut through with a key target audience as well, with its score among those aged 18-29 rising from 21 to 32.

It has also had a positive effect on Nike's buzz score (whether you have heard something positive about the brand over the past two weeks), which has jumped from six to 12. Again, we see a greater rise among those in the 18-29 age group (16 to 26).

While the campaign has been highly praised by advertising com-

mentators, some have questioned whether it will appeal to the rest of the country, and if brands and agencies are becoming too London-centric in their marketing.

Among those who live in London, Nike's ad awareness score has moved from 16 to 25. This compares to a movement in score of four points (12

to 16) with those living outside the capital and the south east.

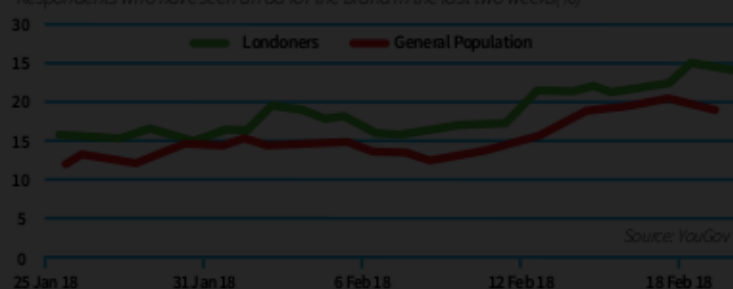
YouGov Profiles data indicates that 45 per cent of people think they don't see their lifestyle represented well enough in advertising – an attitude which has greater prevalence in the north for example, than London.

So while Nike has produced an advert that is memorable, generating headlines and capable of speaking to a key age group, the risk is potential customers in other areas of the country may respond to it in a different way.

© Stephan Shakespeare is the chief executive of YouGov

NIKE'S 'NOTHING BEATS A LONDONER' CAMPAIGN SEES AD AWARENESS RISE

Respondents who have seen an ad for the brand in the last two weeks (%)



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JEB BUCKLER TALKS ABOUT CONCEPT STAGE ACCELERATOR, STARTUP GIANTS [NEX:SUG]

JEB, SUG'S A TECHNOLOGY START-UP OR INCUBATOR FUND. WHAT'LL MAKE IT DIFFERENT FROM "ME TOO" INCUBATORS?

We believe that most start-up accelerators measure success by the amount of funding, losing sight of revenue. SUG's model shifts the focus from how much money a company raises to the viability of the start-up's business model and the ability of the start-up to achieve revenue milestones quickly, e.g. £1 million, £10million revenue. We focus exclusively on businesses with "freemium" or marketplace revenue models. Other start-up accelerators seek teams of people, with the principal founder having a technology background. While SUG focuses on people first, we offer a resource for a founder to leverage "re-usable" teams who can support the delivery of software or internet marketing under the entrepreneur's leadership. Our detailed, pre-launch modelling and trialling since 2014 indicate that SUG's methodology and approach can result in a reduced failure and higher success ratio.

we're over-ambitious, we'd need greater central overhead to support and monitor a myriad of investments and we'd diminish the transformative potential for our balance sheet of 50- or 100-bagger success stories.

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Jeb Buckler
Founder & CEO
of Startup Giants Plc

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