



energía ⚡ zapmap

# Powering up: Zapmap and Energia's winning campaign for Irish EV drivers

## The challenge: connecting with a dynamic EV audience

Energia, a leading energy provider in Ireland, recognised a major opportunity in the rapidly growing electric vehicle market. To solidify its position and promote its suite of smart tariffs and home charging solutions, the company needed to reach a **targeted, engaged, and highly-relevant audience** of EV drivers.

Specifically, Energia faced several key challenges:



**Driving consumer switching:** compelling EV drivers and prospective owners to switch energy providers requires an appealing, clear and convenient offering if it is to be successful;



**Broadening brand appeal:** many households use both petrol / diesel and electric vehicles, or may not yet own an EV. Energia needed to craft messaging that spoke broadly to all drivers without diluting its core messaging for EV users;



**Establishing EV credibility:** as a broader energy provider rather than an EV-first brand, Energia needed to demonstrate that its smart charging and EV-focused products deliver genuine everyday value. The brand needed to align with values of simplicity, convenience, and reliability—essentials for drivers seeking a hassle-free charging experience.

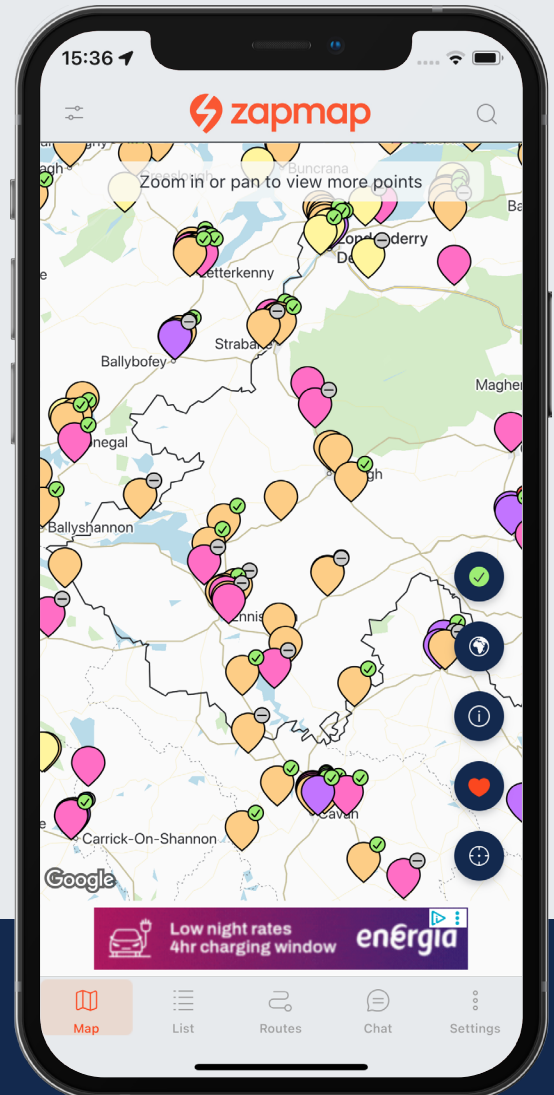
Energia needed a **smart, insight-driven campaign** to break through this complexity and show real drivers that making the switch was easier, smarter, and more rewarding than staying put.

## The solution: An Insight-Driven Campaign

To meet these challenges, Zapmap developed a targeted, year-long campaign designed to place Energia **at the heart of Ireland's EV community**. By leveraging Zapmap's extensive reach and trusted platform, the campaign delivered a complete "takeover" of the Irish audience, ensuring Energia's brand was front and centre at every stage of the driver's journey.

The comprehensive campaign included:

- **High-visibility ad placements:** strategic banner and in-app ads provided sustained brand visibility to Irish EV drivers during key moments of journey planning and charging;
- **Seamless integration:** an embedded Zapmap iFrame on Energia's website created a unified hub, allowing customers to plan journeys and locate charging points without leaving the Energia ecosystem;
- **Network sponsorship:** sponsorship of the Energia network on Zapmap's platform reinforced brand presence directly on the map, linking Energia's infrastructure and products at the point of real-time charging decisions.



## A winning partnership: What our clients say

“

As part of our partnership with Zapmap, we're helping EV drivers to plan their journeys better and to easily find a range of charging solutions on their planned routes. Along with our Smart Drive tariff and dealer network offer to get your EV journey started, Energia is helping provide the products and services we know EV drivers need most.”

**Andrew Dunne, EV Product Owner, Energia**



We're delighted that the Zapmap app and map are now a part of Energia's focus on making the EV driving experience as straightforward and accessible as possible. Together, we're enabling EV drivers to plan smarter journeys and access reliable public charging, accelerating the switch to low-emission mobility."

Melanie Shufflebotham, Co-founder and COO, Zapmap

## Tangible results

The campaign has delivered exceptional results, exceeding initial targets and demonstrating the power of a strategic media partnership with Zapmap.



### Impressions:

exceeded target by 50%,  
with **45,000 average  
monthly impressions**  
against a 30,000 target



### Engagement:

achieved a highly-  
effective **0.35%  
average CTR** on all  
ad formats



### Clicks:

delivered over **100  
monthly clicks**, driving  
qualified traffic to key  
landing pages

## Ready to accelerate your brand's growth in the EV market?

Learn more about media partnerships and advertising on Zapmap by visiting our [business site](#) or by contacting our team today to discuss a custom campaign:

**Andrea Boni**

Senior Media Account Manager

✉ [andreaboni@zapmap.com](mailto:andreaboni@zapmap.com)

**Harry Hastilow**

Media Account Executive

✉ [harryhastilow@zapmap.com](mailto:harryhastilow@zapmap.com)



[zapmap.com](https://zapmap.com)