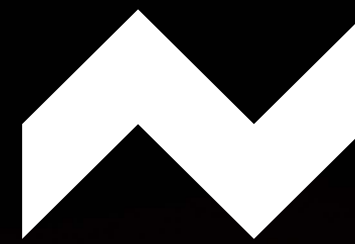


KINECX

ENERGY



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AGENCY

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ENERGY.

CAMPAIGN NARRATIVE.

In every neighbourhood, people notice what happens next door.

A Kinecx Energy van pulls up. Work begins. Someone looks over the hedge. Someone else watches from the driveway. Before long, the whole street is wondering what is going on.

For Kinecx Energy, we turn that familiar neighbourly curiosity into a humorous campaign that makes switching to gas feel visible, desirable and close to home.

The campaign follows one household getting gas installed, while their neighbours begin to notice, question and quietly feel like they are missing out. Each skit captures a relatable moment of FOMO, from peering over the hedge and staring at the van, to waiting on hot water, arguing over the immersion, and realising an oil tank could be removed to make better use of garden space.

Across the campaign, curiosity builds until the neighbours finally give in and get a knock at the door from the Kinecx Energy installer.

The humour earns attention, while the message stays clear:

Kinecx Energy

Constant. Convenient. Comfort.

Make the switch everyone will be talking about.

The result is a warm, local and a people first campaign that makes switching feel simple, relevant and worth considering.

VIDEO OVERVIEW.

The video campaign will be built around six short comedic skits, each showing a different neighbour reacting to one household getting gas installed by Kinecx Energy.

The story begins with a Kinecx Energy van arriving on a residential street. As the installation gets underway, the neighbours start to notice. What begins as quiet curiosity quickly becomes full neighbourhood FOMO.

Each skit captures a familiar, everyday moment: the cramped garden shed, the driveway stare, the hedge watcher, the hot water wait, the immersion argument, and the final door knock where the neighbours give in and get gas installed too.

Music and sound design will play an important role in setting the tone. The soundtrack should feel light, playful and observational, with subtle cues that imply skit-style comedy without becoming over the top. Small sound moments, a hedge trimmer stopping, a tap running, a

kettle click, an awkward pause, a car boot closing slowly can help land the humour and give each scene a clear comic rhythm.

Casting will also be key. The actors should be carefully selected to reflect a humour and tone that feels native to Northern Ireland. Their accents should be authentic to the areas Kinecx Energy works in, helping the audience recognise the people, places and behaviours as their own. The performances should feel natural and relatable, allowing viewers to see themselves, their neighbours or someone on their street in each character.

VIDEO OVERVIEW.

Each scene uses humour to make the benefits of switching feel simple, relatable and memorable. The six skits can work as individual short form assets across social and digital, while also coming together to create one overarching hero film that tells the full neighbourhood story.

The campaign will deliver:

- 1 x hero video bringing the full story together
- 6 x individual skits focused on different neighbour moments
- 30", 15" and 6" cutdowns for paid social, digital and video placements
- Photography from each scene for OOH, display, social and static use

The tone should be warm, local and people first. It should feel funny without being forced, and characterful without becoming cheesy. The balance is important: the campaign should not feel overly serious or corporate, but it should still protect the credibility of Kinecx Energy as a trusted energy provider.

The six skits can work as individual short form assets across social and digital, while also coming together to create one overarching hero film that tells the full neighbourhood story.

The video keeps the Kinecx Energy message clear throughout:

Constant. Convenient. Comfort.

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VIDEO STORYBOARD.

*AI HAS BEEN USED FOR CONCEPT PURPOSES.

SKIT 1: THE GARDEN SHED



Shot 1: The cramped shed

A man stands inside an overflowing garden shed. Tools, bikes, paint tins and boxes are crammed around him. He can barely move.



Shot 2: The frustration

He tries to take something down, knocks three other things over, and sighs.



Shot 3: His partner looks outside

His partner glances out towards next door, where the Kinecx Energy van is parked. She then looks at their oil tank taking up space in the garden.

Dialogue:

“Next door are getting gas installed.”

“If we did that, that oil tank could go.”



Shot 4: The penny drops

He looks around the tiny shed, then back outside.

Dialogue:

“So... bigger shed?”



Swap the oil tank.
Make room for something better.

Check if your home can switch to gas at kinecxenergy.co.uk

End frame / copy option:

Swap the oil tank. Make room for something better.
Check if your home can switch to gas.

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SKIT 2: THE GROCERY STARE



Shot 1: Driveway set-up

An older neighbour is unloading groceries from her car.



Shot 2: She notices the van

She spots the Kinecx Energy van outside next door. Her unpacking slows down.



Shot 3: The not-so-subtle stare

She keeps looking over while pretending to be busy. She lifts the same bag twice, pauses with a loaf of bread in hand, and watches the installer talking to the homeowner.



Shot 4: The neighbourly comment

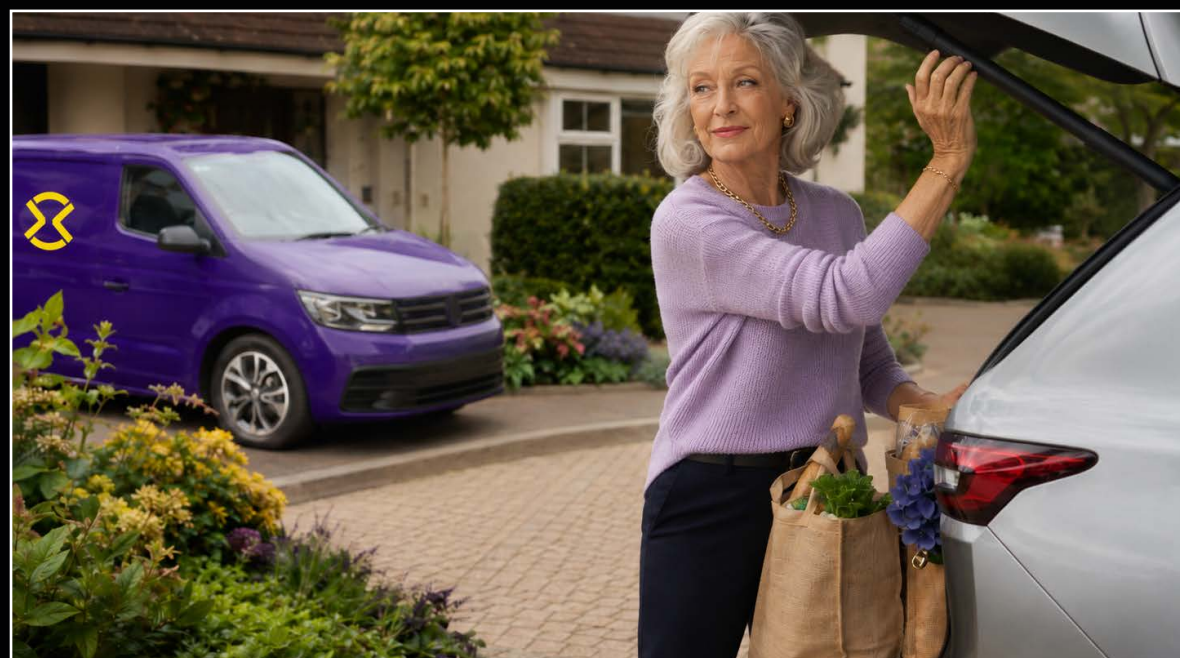
A man on the driveway next door appears. She tries to sound casual.

Dialogue:

“Getting gas installed, are they?”

He nods.

She looks back at the van, clearly interested.



Shot 5: Final reaction

She closes the boot slowly, still watching.



End frame / copy option:

Next door got gas. Now everyone wants to know.
Check if your home can switch to gas.

SKIT 3: THE HEDGE WATCHER



Shot 1: Garden hedge

A neighbour is trimming the hedge between his garden and next door.



Shot 2: The excuse

He trims one tiny patch over and over, gradually leaning higher to see into next door’s garden.



Shot 3: He calls inside

Without taking his eyes off next door, he calls to his partner.

Dialogue:

“Looks like next door are getting gas installed.”



Shot 4: The partner appears instantly

His partner appears at the back door, tea towel or mug in hand.

Dialogue:

“Are they?”

They both stare over the hedge.



Shot 5: Comic leaf

The hedge trimmer turns back to the hedge, snips one single leaf, then immediately looks over again.



Make the switch everyone will be talking about.

Check if your home can switch to gas at kinecxenergy.co.uk

End frame / copy option:

Make the switch everyone will be talking about.
Check if your home can switch to gas.

SKIT 4: THE HOT WATER WAIT



Shot 1: Kitchen sink

A couple stand at the sink with dishes piled up. One turns on the hot tap and puts their hand under the water.



Shot 2: Still waiting

The water is not hot yet. They wait. The dishes remain untouched.



Shot 3: They look next door

Through the kitchen window, they can see the Kinecx Energy van outside next door.

Dialogue:

“Next door have gas now, don’t they?”

A beat.

“Bet they’re not standing here waiting on hot water.”



Shot 4: Frustrated silence

They both look at the pile of dishes, then back out the window.



Shot 5: Comic button

One picks up a mug, tests the water again, and gives a look that says: we need to sort this.



Comfort that doesn’t keep you waiting.

Check if your home can switch to gas at kinecxenergy.co.uk

End frame / copy option:

Comfort that doesn’t keep you waiting.
Check if your home can switch to gas.

SKIT 5: THE IMMERSION ARGUMENT



Shot 1: Hallway / kitchen
A husband notices the immersion switch is on.



Shot 2: The familiar argument begins
He calls through the house.
Dialogue: “Did you turn the immersion on again?”



Shot 3: Wife appears
She enters, already defensive.
Dialogue:
“Well, someone wanted hot water.”



Shot 4: The comparison
They both glance out towards next door, where the Kinecx Energy van is visible.
Dialogue:
“Next door won’t be arguing about the immersion anymore.”
A beat.
“Must be nice.”



Shot 5: Comic button
They both look at the switch. Neither turns it off. They look back at each other.



Make home comfort simpler and argument free.

Check if your home can switch to gas at kinecxenergy.co.uk

End frame / copy option:
Make home comfort simpler and argument free.
Check if your home can switch to gas.

SKIT 6: THE DOOR KNOCK



Shot 1: The neighbours at home

The same neighbours who have been watching throughout the campaign are now sitting inside. They are trying to act normal, but the Kinecx conversation is clearly still on their minds.

Dialogue:

“Do you think we should maybe look into it?”

A beat.

“We’re not copying next door.”

Another beat.

“Obviously not.”



Shot 2: Doorbell rings

They both freeze.



Shot 3: The reveal

They open the front door. The Kinecx Energy installer is standing there, smiling.

Dialogue: “Morning. Here about the gas installation.”



Shot 5: Hero ending

Cut to the Kinecx Energy van outside their house. Another neighbour across the street notices.



Shot 4: They have given in

The couple exchange a look. They are caught, but pleased.

Dialogue: “Right. Brilliant. Come on in.”



Final end frame:

Kinecx Energy
Constant. Convenient. Comfort.
Make the switch everyone will be talking about.
Check if your home can switch to gas.

OOH & DIGITAL.

The OOH and social rollout will extend the hero film through a suite of memorable stills captured from each skit. Using the video and photography from the shoot, the campaign can translate the humour into high-impact static moments: a neighbour peering over the hedge, a woman watching the Kinecx Energy van while unloading groceries, a couple waiting on hot water, or the installer arriving at the door.

These images will feel warm, local and instantly recognisable, using familiar neighbourhood settings and expressive character moments to make the campaign feel human and relatable. Across OOH, paid social and digital display, the photography will create a consistent visual link back to the hero film while allowing each execution to carry a simple, benefit led message.

This approach gives Kinecx Energy a joined up campaign world across video and static formats, ensuring the idea remains clear and recognisable: Constant. Convenient. Comfort. Make the switch everyone will be talking about.



Constant.
Convenient.
Comfort.

Make the switch everyone
will be talking about.



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Constant. Convenient. Comfort.



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