



ENERGY RIGHT NOW 4.1 ct/kWh
YOUR FLAT WHITE €1.50

powered by E.ON Flex

NEX26 B2C ACTIVATION

Flex your Life.

Hamburg.

From product experience to cultural moment —
an integrated 360° activation for E.ON Brand and Flex Solutions.

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When energy
drops, your
coffee drops."

A concept by ***electrified_**

THE TASK

We're not looking to create a stunt.

We're looking to activate B2C audiences around NeX26 in a way that:

Makes the energy transition – and especially flexibility – feel **easy and emotionally relevant**

Gives something back to the citizens of Hamburg, so NeX26 is not perceived as just a corporate event at the Elbphilharmonie

Creates **reach and relevance** beyond the invited conference audience

Works across **ESO channels** with talkability and shareability built in

Can **travel and scale** without requiring disproportionate media budgets

THE CONSUMER INSIGHT

Ask someone on the street:

"What is a dynamic energy tariff?"

Blank stare.

Now ask:

"Would you like to pay less
when energy is cheap?"

"Yes. Of course."

That gap is what we close.

For most consumers, energy flexibility is still vague, abstract and confusing. But they respond instantly to simple, tangible, everyday benefits like saving money.

THE INSIGHT, TRANSLATED

Flexibility is abstract



Coffee is familiar, emotional, everyday and social

Energy pricing is invisible



Linking the price of a cappuccino to the energy price makes the invisible visible

Product demos feel like ads



A free coffee creates a moment of curiosity, relevance and immediate understanding

"We don't explain Flex. We let people experience it."

THE IDEA

eFlexPresso.

An electric Piaggio Ape* where coffee prices move with the energy market.
When prices go negative — coffee is free. **That gets filmed. Every time.**



e-on LIVE

ENERGY RIGHT NOW
14.7 ct/kWh

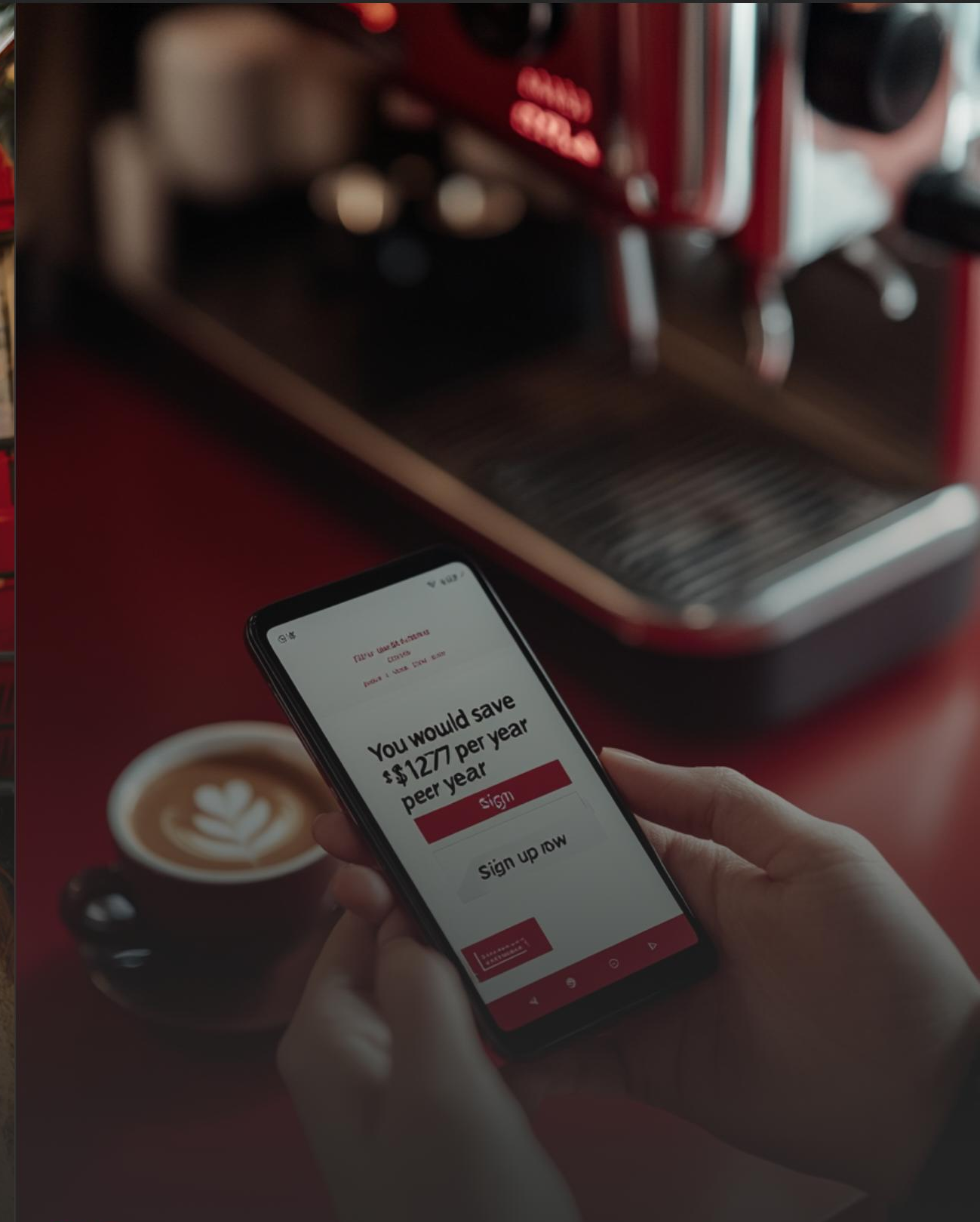
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*Piaggio as potential vehicle partner — subject to confirmation. Visuals are conceptual renderings.

Three channels. One story. No media spend.



EARNED
The story writes itself.

eFlexPresso Ape as a rolling news story · Tour de Flex across 5 cities · Press, TV, trade media cover the stunt · Local radio tracks the Ape live

NeX26 B2C Activation — Flex your Life Hamburg · Confidential · April 2026

SHARED
Built for sharing.

Every free coffee becomes a social post · Hypercharged Stage concerts create shareable moments · Golden Tickets reward engagement · City vs. city ranking drives competition

OWNED
Every touchpoint leads to E.ON.

QR code at every touchpoint leads to savings calculator · Flex Bonus Hamburg as welcome offer · Seamless handover into E.ON app and CRM


MODULARITY & SCALABILITY


One core. Endless configurations.


Every module works on its own — and scales across all E.ON markets.

NARRATIVE LAYER
Tour de Flex 5 cities → Hamburg Finale · 23 days
 Replicable in every E.ON market across Europe


EXPERIENCE & AMPLIFICATION

- 

Hypercharged Stage
 Alpitronic + live music
 Replicable at any E.ON event
- 

E.ON Social Activation
 Content from all European E.ON regions
 Local influencers per market
- 


Brand Advocacy
 E.ON C-Level serves coffee
 LinkedIn leadership moments





THE CORE
eFlexPresso Ape
 Live-priced coffee · Flex in 30 seconds · Works solo or as a fleet

Deployable in any E.ON market
 Same mechanic · Local execution

COMMERCIAL

- 

Flex Bonus Hamburg
 Welcome offer for Hamburg
 QR → Savings calculator → E.ON app
- 

Golden NeX26 Tickets
 Reward layer connecting all touchpoints
 Earned, not purchased
- 

FlexIndustry B2B
 Same mechanic, different audience
 Trade fairs · Partner events · B2B storytelling

Fully flexible, fully scalable — and every asset is reusable.

The E.ON eFlexPresso Ape is a permanent asset — reusable at trade fairs, internal events, employer branding, customer days, and across every E.ON market. Not a one-off campaign. Truly sustainable activation marketing.

<p>FLEET SIZE</p> <ul style="list-style-type: none"> 1 Ape as proof of concept 3 Apes for a national tour 5+ Apes as a permanent fleet 	<p>GEOGRAPHY</p> <ul style="list-style-type: none"> Hamburg only for NeX26 Tour across German cities Pan-European E.ON markets 	<p>TIMELINE</p> <ul style="list-style-type: none"> NeX26 event window only Before, during & after NeX26 Year-round reusable platform
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Why this works.



Coffee price = energy price

People feel the logic of Flex instantly



Gives back to Hamburg

Cheap and free coffee when prices go down



Earned media built in

Every free coffee becomes a social post



Works across ESO

Earned, Shared, Owned — one format



Product truth in the mechanic

A live product demo, not just branding



Creates dwell time naturally

While people queue or consume



Non-intrusive and people-first

A brand that gives before it sells



Highly shareable and talkable

Visible, filmable, earned media potential



Scales across cities and markets

One Ape, one mechanic — any E.ON market



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[VIEW FULL CONCEPT →](#)

*electrified_ for **e-on**