

THE
CADMUS
GROUP, INC.



Marketing your Energy Efficiency Program

March 10, 2010

Carol Mulholland

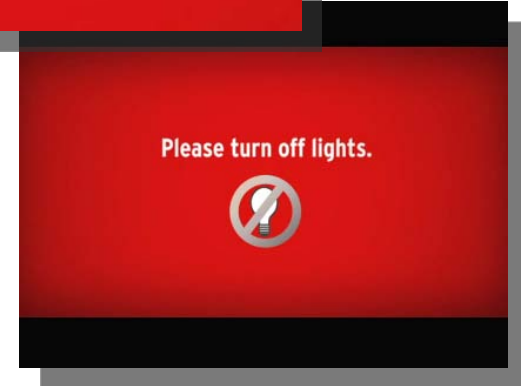
Summary

- What is marketing in the context of DSM?
- Program models drive marketing
- Understanding the Consumer
- What influences perception and behavior?
- Consumer's mind set

The Program Model Drives the Type of Marketing



Market
Transformation



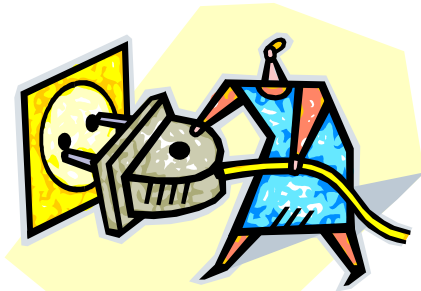
Resource Acquisition
and Demand Response

Marketing in the context of DSM



What Influences Energy Perceptions and Behavior?

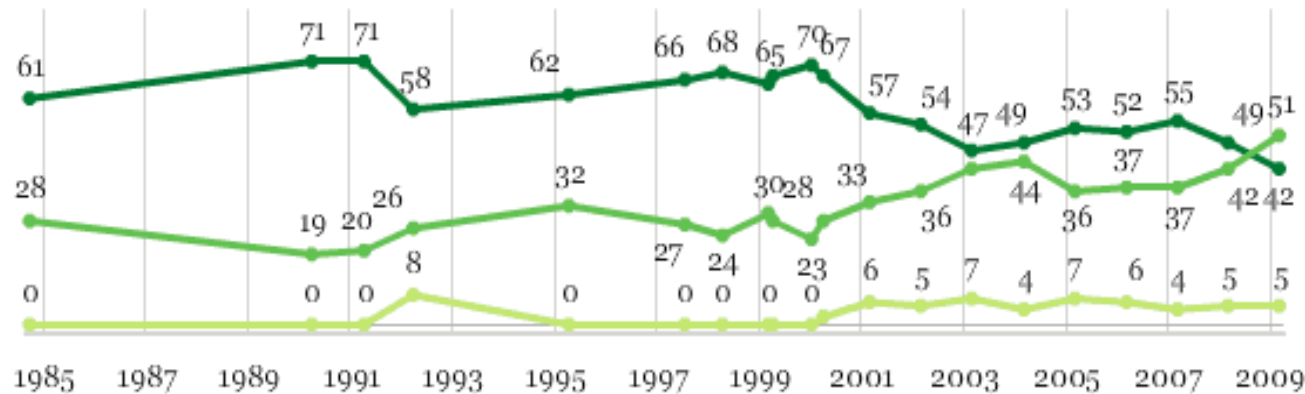
- The price of oil
- The economy
- Peer pressure
- Confusion and Misinformation
- Crises
- Grand scale events
- Brands and Communication
- What else?



The Economy Impacts Consumer Priorities About Environment

With which one of these statements about the environment and the economy do you most agree -- [ROTATED: protection of the environment should be given priority, even at the risk of curbing economic growth (or) economic growth should be given priority, even if the environment suffers to some extent]?

■ % Environment ■ % Economic growth ■ % Equal priority (vol.)



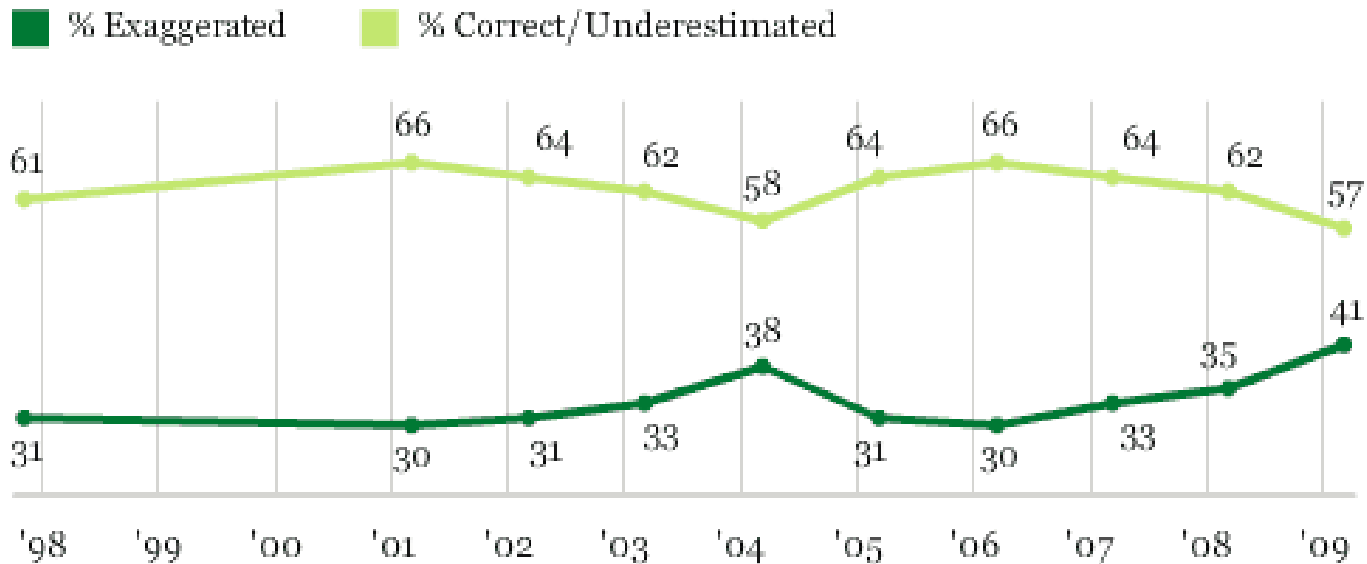
(vol.) = Volunteered response

GALLUP POLL

- Americans choosing economy over environment for first time in 25 years
- Shift in priorities due to recession

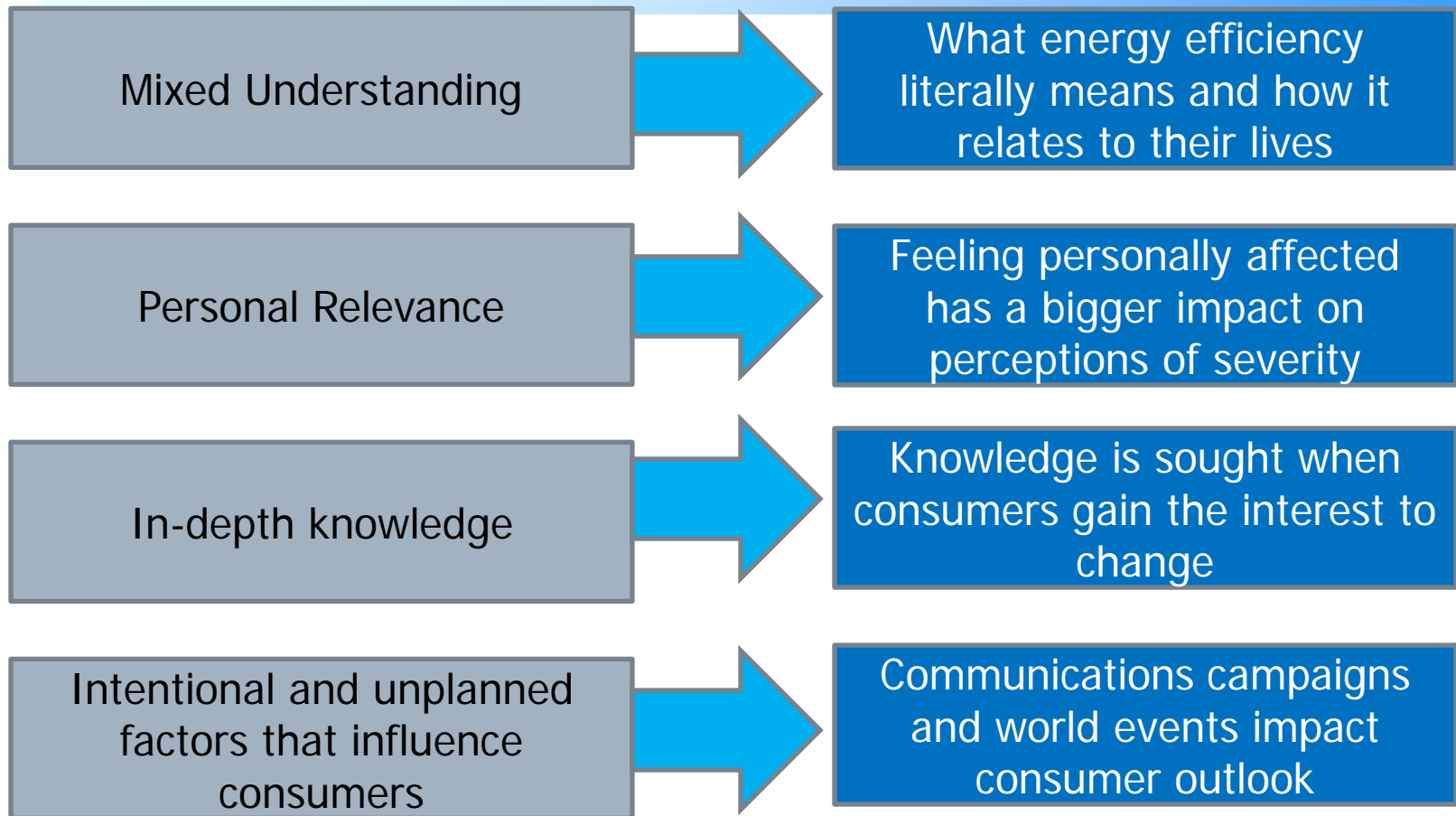
...and also, possibly, global warming

Thinking about what is said in the news, in your view is the seriousness of global warming -- [generally exaggerated, generally correct, or is it generally underestimated]?



GALLUP POLL

Consumer Mindset Around EE



But **What** do we *Really* Know?

- Sociology - How people use and consume resources including energy is influenced by a variety of factors including income, stage of life, ethnicity, location and is situated strongly in community
- Anthropology - “Information and education alone are not enough – energy efficiency must be visible and consumable,” (Pippa Chenevix Trench)

Steps to Developing and Executing a Marketing Plan

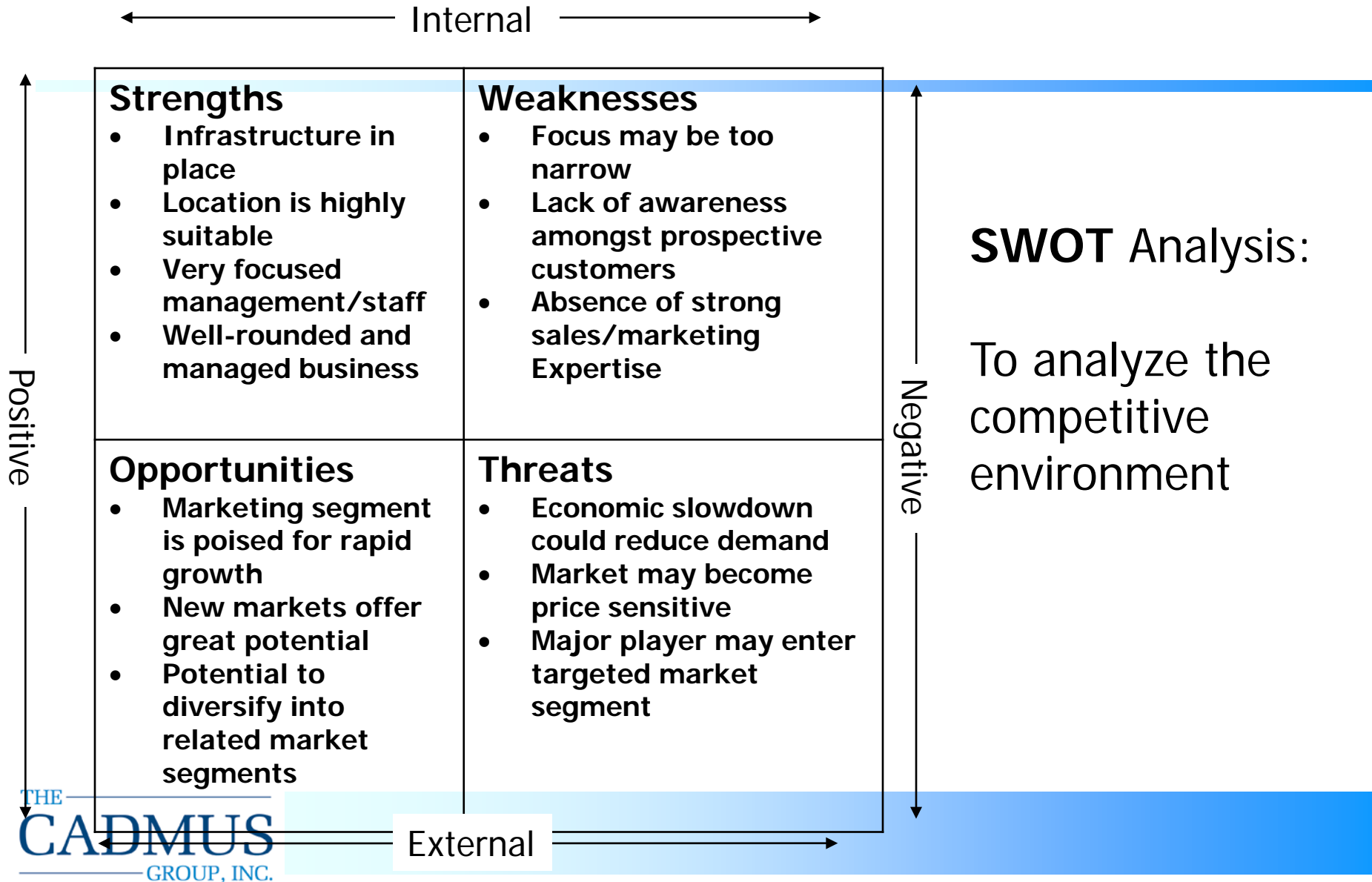
Steps to Developing & Executing a Marketing Plan

- Conduct situation analysis
- Set goals and objectives
- Establish metrics to measure progress
- Conduct consumer and market research
- Identify and profile target audiences
- Build a marketing team
- Developing creative & message platform
- Identify & engage key communications pipelines
- Outline overarching strategies
- Identify tactics to support strategies
- Establish reasonable budget
- Implement ongoing evaluation plan

What is in a Situation Analysis?

- Current programs
- The competitive market
- The technological environment
- The socio-political environment
- Any other situational factors that will affect the marketing plan
- Can you name other factors?

Situation Analysis



Setting Overall Goals & Objectives

- Actual recruitment (2,000 homes) vs. potential market (20,000 homes)
- Promotional objectives
- Channel objectives
- M&V and market research objectives
- R&D objectives
- Other objectives: partnerships

Market Research

- Understanding the barriers
- Different for consumers, home-owners versus renters, small commercial businesses, big business and industry
- What are some of the barriers?

Market Research

- Understanding the baselines
- Do we know what is currently “going on” in the market?
- Primary data – surveys
- Secondary data - other existing studies

Conducting Consumer & Market Research

- State research objectives
- Create research design
- Choose research method
- Select sampling procedure
- Collect data
- Analyze data
- Present findings and implications for program design

Conducting Consumer & Market Research (2)

Program/Technology Attributes as Perceived by the Customer

- Relative advantage – Is this technology better than the other kind? Why?
- Compatibility – Does this fit my priorities for my home?
- Complexity – Is it easy to understand sign up for it, etc?
- Trialability – Can I sign up and change my mind later?
- Observability – Can I see it in action at a neighbor's home first?

Bottom line: Messaging should overcome uncertainty about the innovation

Identifying & Engaging Key Communication Pipelines

Identifying key communication pipelines

- Ask group opinion leaders where they get their information
 - Innovators and other opinion leaders
 - Key traditional and social media

Identifying & Profiling Target Audiences & Their Opinion Leaders

Target Audiences

- Review kWh, kW demand needs by segment and customer class
- Test receptivity with sample groups
- Determine group characteristics – attitudes, preferences, energy usage patterns
- Consult previous research (some of you have lots of it!)

Early Adopters and Opinion Leaders

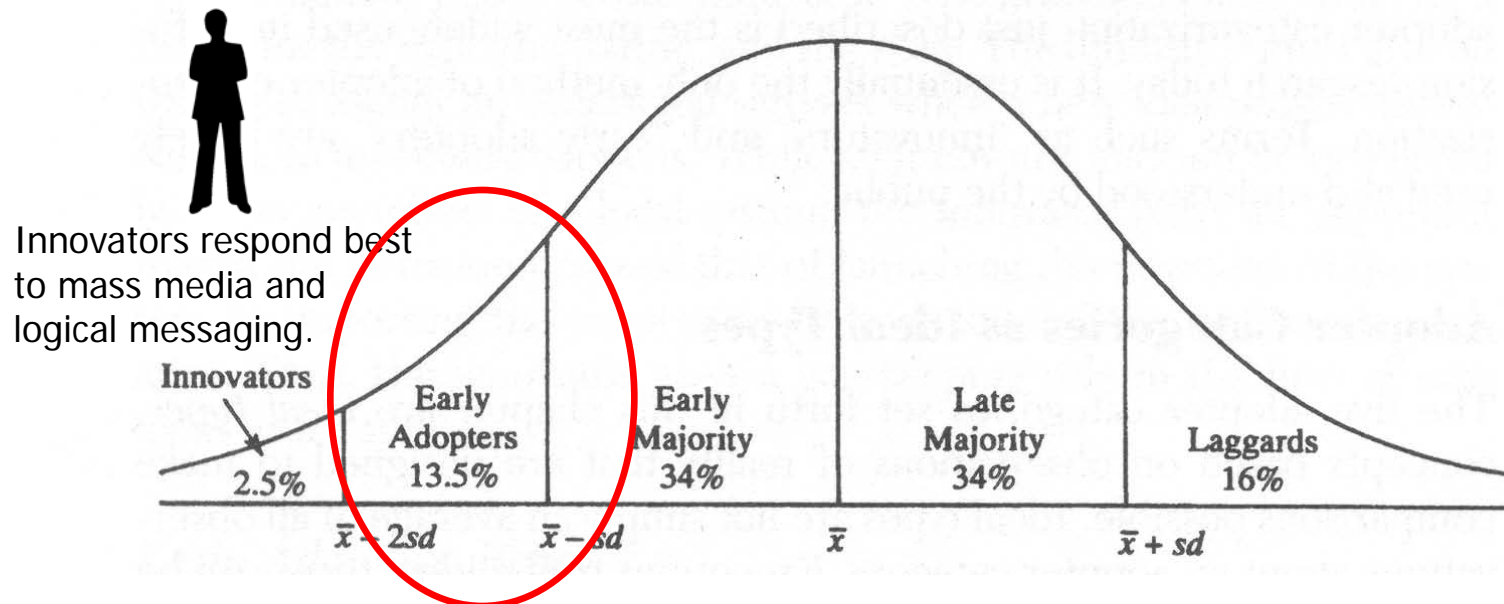
- More integrated into the social system than innovators
- Use info provided by the innovators' implementation and confirmation of the innovation to make their own adoption decisions.
- Earn respect for judicious, well-informed decision-making, so this is where most opinion leaders in a social system reside.
- Much of the social system merely wants to stay in step with the rest.
- Since opinion leader adoption is a good indicator that an innovation is going to be adopted by many others, these conformity-loving members are encouraged to adopt.
- Change agents seek them out to be missionaries.

Opinion Leaders: Key to Our Programs

- If the opinion leaders observe that the innovation is effective for the innovators, then they are encouraged to adopt.
- Much of the social system does not have the inclination or capability to stay on top of latest info about innovations, so they trust the decisions made by opinion leaders.
- **Opinion leaders dominate the social media space**

Where to Find and Develop Opinion Leaders

Figure 7-3. Adopter Categorization on the Basis of Innovativeness



Most people rely on a combination of objective and subjective messaging and interpersonal communication channels for persuasion.



Developing Messaging for Technology

- New Technologies versus existing technologies
- Perceptions of quality
- Repackaging
- Quality of marketing

Developing a Creative and Messaging Platform

- Product Benefits - derived from client interviews, market research (including web comments)
- Marketing Themes
 - Underlie marketing message
 - Engaging, yet functional
- Messaging
 - Words forming the basis of all marketing
 - Everything springs from this

Developing a Creative and Messaging Platform



Why are these two machines alike?

They both need tune-ups to run at peak performance!

Like a high-performance car, your air conditioning system needs computerized diagnostics to keep it running smoothly and efficiently. This is not simply a "basic" tune-up!



- Check for Proper Oil Level
- Replace Air Filter
- Test Emissions
- Tune Up for Higher Performance



- Check for Proper Refrigerant Charge
- Clean Condenser Coil
- Seal Ducts
- Use Advanced Diagnostics on Overall AC System

The AC TIME Program can:

1. Provide an AC savings "roadmap" that verifies your system has been properly tested and adjusted for refrigerant charge and airflow, and documents any adjustments and/or repairs needed or made.
2. Prevent breakdowns during the upcoming record-breaking summer season.
3. Increase your indoor comfort and the reliability of your system and more!



The AC TIME Program is funded by California utility customers and administered by San Diego Gas & Electric Company (SDG&E) under the auspices of the California Public Utilities Commission, through a contract awarded to KEMA. San Diego Gas & Electric and others who choose to participate in this program are not obligated to purchase any additional services offered by the contractor. The trademark used herein is the property of their respective owners.

Program part of KEMA AC TIME Program (administered by SDG&E)

Implementing a Dynamic, Ongoing Evaluation Plan

Before the program rollout:

- Identify scope, objective, and priorities
- Choose type of evaluation
- Choose deployment changes to evaluate
- Identify questions, metrics, and info sources
- Frame the evaluation

THEN...



Implementing a Dynamic, Ongoing Evaluation Plan

Throughout the program

- Conduct the evaluation
- Report, share, and use results and data to:
 - Adjust messaging
 - Take advantage of new channels, opinion leaders
 - Publicize case studies and testimonials

Reaching Different Audiences

Know Thy Customer: Market Segmentation

- Breaking your customers into different groups:
 - Residential
 - Commercial
 - Industrial
 - Institutional



Why do we Segment?

- To better understand our audience, so that we can market to them more effectively



Some Current Segments

Disbelievers
<ul style="list-style-type: none"> • 9% • Male, 55-64

Passivists
<ul style="list-style-type: none"> • 23% • Male, Higher Income

Emotionalists
<ul style="list-style-type: none"> • 25% • Female, 18-35

Advocates
<ul style="list-style-type: none"> • 22% • Female 35+

Activists
<ul style="list-style-type: none"> • 21% • M+F 35-54 • Socially engaged

Entrenched Libertarians
<ul style="list-style-type: none"> • 5% • 35-54

Tuned Out Carefree
<ul style="list-style-type: none"> • 13% • Men 45+

Comfort Seekers
<ul style="list-style-type: none"> • 9% • 35-44

Stumbling Proponents
<ul style="list-style-type: none"> • 20% • Higher Income

Cost Conscious
<ul style="list-style-type: none"> • 22% • F • Less educated

Devoted Conservationist
<ul style="list-style-type: none"> • 26% • Older 55+

Live for Today
<ul style="list-style-type: none"> • 12% • 35-44

Pragmatic Conservers
<ul style="list-style-type: none"> • 31% • Higher Income • Urban

Budget Driven
<ul style="list-style-type: none"> • 34% • Young or older

Green Champions
<ul style="list-style-type: none"> • 23% • Female

Live for Today
<ul style="list-style-type: none"> • 14% • Younger or older • Renters

Followers
<ul style="list-style-type: none"> • 9% • Less affluent

Home and Hearth
<ul style="list-style-type: none"> • 16% • Less affluent

Achievers
<ul style="list-style-type: none"> • 19% • Affluent • Urban

Frugal Strivers
<ul style="list-style-type: none"> • 21% • More religious • Anti-waste

Family and Future
<ul style="list-style-type: none"> • 22% • Educated • Diverse

Engaging Customer Participation

- Marketing is *only effective* if you get the customer to sign up!
- Make it **EASY** for them, not for *you*
 - What does *that* mean?
 - Don't make them **search for information**
 - Don't make them need to **invest** a lot of **time**
 - Don't make them go to **multiple locations** to enter data
 - Remember: Any additional steps can become reasons for **not following through**



Marketing Through Technical Trade Allies



Allies are Critical

- Retailers, contractors, installers, auditors, builders, distributors, suppliers, architects, realtors, manufacturers...
- At one point or another, you will need to their help to market your program
 - Establish strong relationships
 - Maintain frequent communications
 - Don't assume they'll handle all the details
 - Direct their efforts towards program goals

What NOT to do with your Trade Allies . . .

- Start a program and drop it without communicating with your trade allies
- NOT bring them on board at the beginning
- What else?

Utility Marketing to Consumers: PG&E Micro site - ClimateSmart

PG&E ClimateSmart™

BECOME PART OF THE CLIMATESMART PROGRAM [▶ JOIN NOW](#)

[▶ CLOSE HOUSE](#)

Using energy generates greenhouse gas emissions, such as carbon dioxide (CO₂), that directly impact our climate. Track your energy use below to learn about your home's carbon footprint.

LIGHTS + MISC 1.2 T CO ₂ /yr	HEATER/FURNACE 1.7 T CO ₂ /yr	DISHWASHER	REFRIGERATOR 0.2 T CO ₂ /yr	TELEVISION
OVEN/STOVE 0.3 T CO ₂ /yr	WASHER/DRYER	WATER HEATER 1.2 T CO ₂ /yr	AIR CONDITIONER	COMPUTERS

▶ ASSUMPTIONS MADE FOR THESE CALCULATIONS

CURRENT TOTAL
0.0 TONS OF CO₂ PER YEAR
▶ MY MONTHLY CONTRIBUTION

[▶ QUICK CALCULATOR](#)

[CLIMATESMART FOR HOME](#) [CLIMATESMART FOR BUSINESS](#)

Trade Allies: Retailers and Manufacturers



Sears BLUE APPLIANCE CREW
APPLIANCE IS OUR MIDDLE NAME
No Really It Is. Learn More >

Guaranteed Lowest Prices-Period
More Top Brands Than Anyone
12 Months No Interest, No Payments Everyday
Free Next Day Delivery Available

Electrolux, GE, LG, Samsung, Whirlpool, Maytag, Frigidaire

INNOVATION CITYSCAPE
Stackable, Portable, Counter-Depth
The right size & fit. Shop Our Assortment >

Electrolux Laundry
IQ-Touch or Wi-Fi-Touch Laundry Pair
Click for Rebate >

Up to \$100 Cash Back

Online Only Hot Buys Weekly Specials
Shop Now >

Innovation Brand of the Month
SmartDispense™ Technology

APPLIANCE REBATE CENTER
Increase Your Savings >

Energy Star Pledge
Change The World With Energy Star >

Closeouts
Expert Step-by-Step Installation

manage my home



Let's Build Something Together™

Introducing Whirlpool Dual® Steam Laundry Combo
Achieve professional laundry results quickly and conveniently with the Whirlpool Dual® steam washer and dryer combo. Utilizing the power of steam, this innovative pair allows you to sanitize entire loads, treat tough stains and steam out wrinkles and odors for a fresh-from-the-cleaners look, feel and scent.

NEW! Frigidaire
\$748 only \$22 per month!
3.5 Cu. Ft. Affinity™ High Efficiency Washer
•Extra capacity while utilizing up to 92% less water and energy •7 cycles (LTF6700F3) #284320
5.8 Cu. Ft. Affinity™ Super Capacity Electric Dryer
•Efficient drying system eliminates hot spots that can damage clothes (LE06400F5) #284271 \$648
15" Storage Pedestal (APWD15W) #235318 \$196

NEW! Samsung
\$1398 only \$40 per month!
3.8 Cu. Ft. Tango Red High Efficiency Washer
•SilverCare™ cold water sanitization •Vibration Reduction Technology™ allows for use on second floor •1,300 RPM spin speed (W337AAR) #256016
7.3 Cu. Ft. Super Capacity Electric Dryer
•Dry as fast as you can wash (DV337AER) #256020 \$998
15" Storage Pedestal (WE357ATF) #256027 \$196

NEW! Whirlpool Dual
\$1598 only \$46 per month!
4.0 Cu. Ft. Dual® Steam out tough stains without pre-treating
4.0 Cu. Ft. Dual® Steam out wrinkles and odors with the press of a button



Receive 10% off any in-stock or Special Order Energy Star® major appliances priced \$397 or more (before taxes). Includes refrigerators, dishwashers, and clothes washers.

Discount taken at register. Not valid on previous sales, installation and delivery fees, extended protection plans or select Fisher & Paykel items. Offer valid 1/17-1/21. See store for details.

FREE and CONVENIENT CFL recycling
now at your local **MENARDS®**



Recycling is important. Menards® is committed to helping you reduce your carbon footprint. Bring in your old CFLs for recycling at no charge. Menards® will take care of them for you.

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Retail Trade Allies

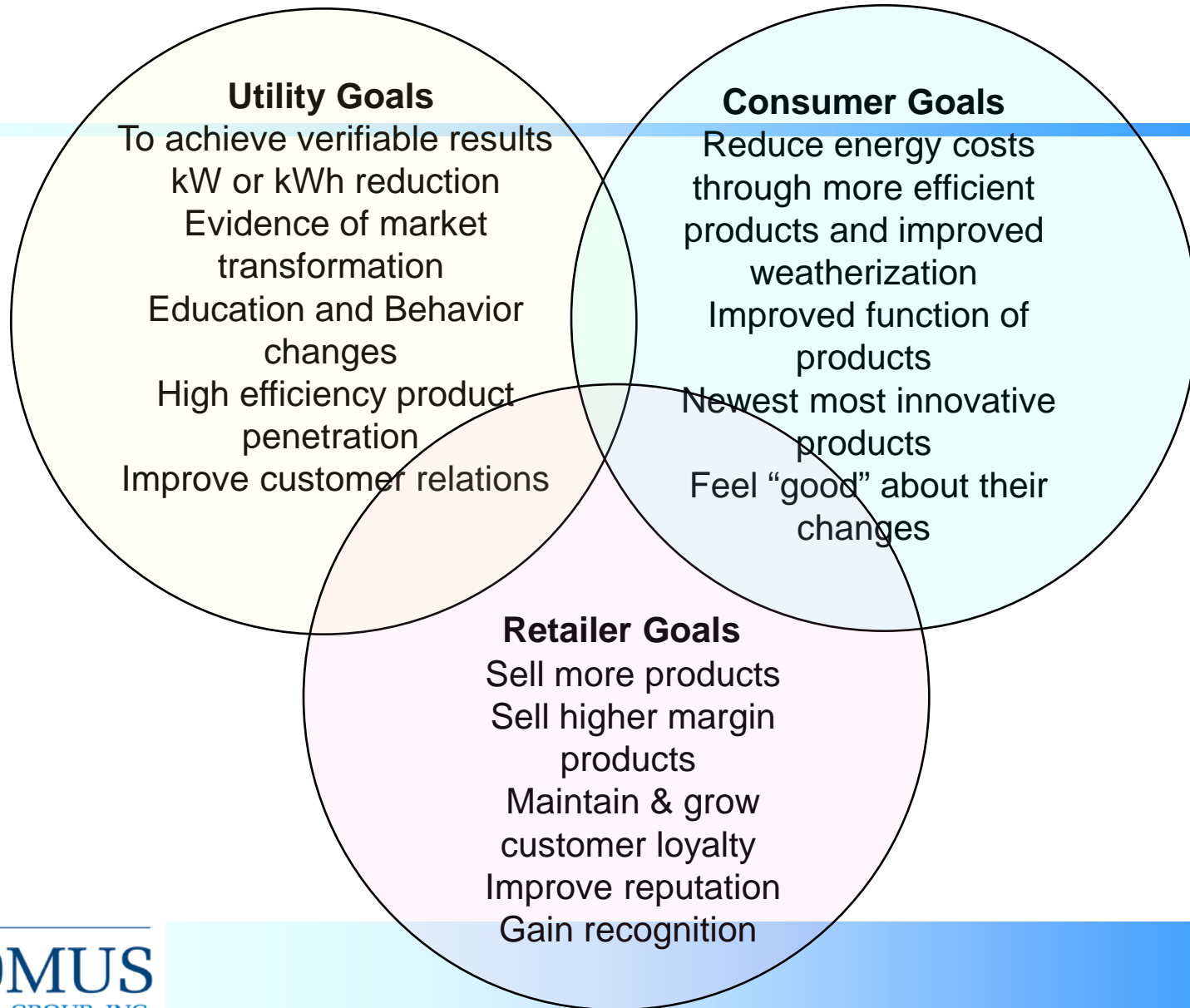
Why **can't** they all work the same?

- How retail business models differ
 - Financial models
 - Philosophical differences
 - Scale - National versus Local
- How utilities differ
 - Funding
 - Contractual requirements
 - Regulators and other stakeholders

So You Want to Work With a Retailer?

- Finding common goals between Utility partners, retailers and the consumer
- Retail 101 – How stores differ
- Program designs
 - Incentives
 - Co-marketing
- Mechanics – MOU's, signing requirements

Finding Common Goals



Co-marketing & Educational Events

Northeast Home Depot ENERGY STAR Education and Rebate Center

Arkansas Energy Office Change a Light campaign



Rebate Centers displayed at the front of store near CFL aisle

**CHANGE A LIGHT,
CHANGE THE WORLD WITH ENERGY STAR®.**

Make your next light an ENERGY STAR and join a growing number of people doing their part to preserve energy resources and our environment for today and tomorrow.

For more information, visit www.arkansasenergy.org.



ENERGY STAR QUALIFIED LIGHT FIXTURES:

- Come in hundreds of decorative styles including portable fixtures — such as table, desk and floor lamps — and hardwired options such as front porch, dining room, kitchen ceiling and under-cabinet, hallway ceiling and wall, bathroom vanity fixtures, and much more.
- Deliver convenient features such as dimming on some indoor models and automatic daylight shut-off and motion sensors on outdoor models.
- Save money on energy bills and bulb replacements.
- Generate 70 percent less heat than standard incandescent lighting.

ENERGY STAR QUALIFIED COMPACT FLUORESCENT LIGHT BULBS (CFLs):

- Save an average of \$50 or more in energy costs over each bulb's lifetime. Change the bulbs to ENERGY STAR and save more than \$150.
- Could save Arkansans up to 57 million kilowatt-hours of electricity per year. This is enough energy to light all the households in Little Rock for 140 days.
- Could reduce the amount of carbon dioxide emissions similar to removing 8,000 cars from Arkansas roads — more than 22 miles and 40-and.
- Prevent more than 400 pounds of greenhouse gas emissions each over their lifetime.
- Last up to 10 times longer than standard bulbs.



Example: Myenergystar.com Open Houses

- Retail activation is being used by National Grid and NSTAR Electric to engage consumers at retail through monthly retail events
- Entertaining activities and consumer education
- Promoted by monthly radio buy schedule; radio stations provide street teams on site to generate excitement and interest
- Field implementation contractor provides staffing and consumer interaction



Social Marketing

Social Marketing

- Marketing that addresses concerns of society and communities
- Addresses the difficult area of “behavior change”
- Captures benefits/costs of individual action to something larger
- Requires deep understanding of customer barriers, norms, and decision processes

Standard vs. Social Marketing

Standard Marketing	Social Marketing
<i>Differences</i>	
“Selling” goods and services	“Selling” changes in personal (or corporate or governmental) behaviors
Promotes features and benefits for the individual	Promotes benefits to society and may lack direct benefits to individuals
<i>Similarities</i>	
Use market research in planning stages	
Use standard marketing channels: mass media, direct mail, selling through communities	


3 Views on Social Marketing: Expansive to Narrow

- Andreasen – Views social marketing expansively, as a framework to engage and enable change agents in society. In particular, drives results from upstream players.
- Smith, Kotler et al – Views social marketing as special needs marketing and shows how traditional tools are applicable. (Product, Price, Promotion, Place)
- McKenzie-Mohr – Views social marketing as most appropriately applied at the community level and uses behavior modification psychology tools to change behavior.

Social Marketing is about Influencing Behaviors for Good

- Incorporate principles that work
- Target markets most ready for action
- Promote single, simple doable behaviors
- Understand audience barriers to behavior changes
- Bring benefits closer to the present
- Include tangible objects and services that support behavior change
- Provide incentives
- Try to make messages concrete, clear and fun
- Try for popular, entertainment media
- Be customer –centric

Setting the Agenda

Stage		Life Cycle of Social Issue
	1	Inattention
	2	Discovery of the problem
	3	Climbing the agenda
	4	Outlining the choices
	5	Choosing course of action
	6	Launching initial interventions
	7	Reassessing and redirecting efforts
	8	Achieving success, failure or neglect

Ways to Reach Residential and Small Commercial Consumers

- Social Marketing
 - Engaging Schools
 - Fundraisers
 - Community
 - Faith & Ethnic
- Social Marketing with Traditional Media
- Social Marketing with Social Media
 - Online, Blogs, Twitter and Me, Me, Me

Example: The National Energy Education and Development Project



Primary K-2	Elementary 3-5	Intermediate 6-8	Secondary 9-12
<ul style="list-style-type: none">■ Energy Fair■ Infobooks■ Save Energy flipbook■ Wind is Energy■ NEED songbook	<ul style="list-style-type: none">■ Energy math challenge■ Exploring energy■ US Energy geography■ Saving energy Expo	<ul style="list-style-type: none">■ Energy Jeopardy■ Global trading game■ Great energy debate■ What car will you drive?	<ul style="list-style-type: none">■ Energy on public lands■ Mission Possible■ Science of Energy■ Energy conservation contract

Focus on Curriculum for Success

- Teachers need to teach the “basics”; help them do that by designing around *their* needs
- Don’t reinvent the wheel; there are many resources available (like NEED)
- Utilities can help “train the teachers”, especially as the curriculum becomes more advanced
- Leverage your investment by training as many teachers as practical

Best Practices for K-12 Programs

- Start at the top and get buy in from the superintendent, then the administration
- Keep on top of progress; don't assume all is going smoothly at the schools
- Be active in the school community; go to *their* meetings and join *their* associations
- Treat school programs like key accounts; make it personal

Engaging the Education Sector

Example: BC Hydro's Power Smart Schools Program: *Save Energy, Save the World*

- Comprehensive, age appropriate
- *Energy Detectives: 2nd Grade* broad curriculum, workbooks; goes home to parents, too
- *Lights for Learning: CFL* fundraiser
- *Energy Campaigns: Small teams* of get trained, then promote school wide
- *Energy Ambassadors: High school* level, trained on conservation, school education & projects



Photos copyright BC Hydro: From www.bchydro.com

Example: SmartPower.org's College Energy Competition

- Recruits a campus coordinator
- Compares carbon reduction pledges college to college
- \$20,000 in prizes to the winners (several categories)
- Over 400 colleges are signed up, with several thousands already pledging



LEADERBOARD

(Need to add your school to the contest? email adam@climateculture.com)

ENERGY SMART
AD CHALLENGE

Rank	School	Members	% CO ₂ Reduced
1	George Mason University	894	2.66%
2	University of Maryland - College Park	816	1.79%
3	Stanford University	128	1.33%
4	American University	123	1.99%
5	Carnegie Mellon University	100	1.66%
6	Penn State University	80	2.40%
7	Harvard University	78	0.70%
8	Ithaca College	63	2.21%
9	Georgia Tech	59	4.79%
10	Yale University	57	0.75%
11	Binghamton	42	1.78%
12	Arizona State University	35	4.36%

Grassroots and Community Outreach

- In 2006, National Grid and NSTAR used high profile community events to engage consumers.
- Life is Good® Pumpkin Festival attracted over 50,000 consumers to Boston Common to set a new Guinness World Record for most lit jack o' lanterns.
- Sponsors of Myenergystar.com hosted booth, featuring jack o' lanterns lit with CFLs.



Participating in Community Events

- Research event first to make sure target group attends in cost-effective numbers
- Put word on Twitter that you'll be there and what they can get if they visit
- Encourage "evangelism"
- Get signed program apps
- Carefully evaluate ROI



Faith & Ethnic Marketing Channels



Advertising Age



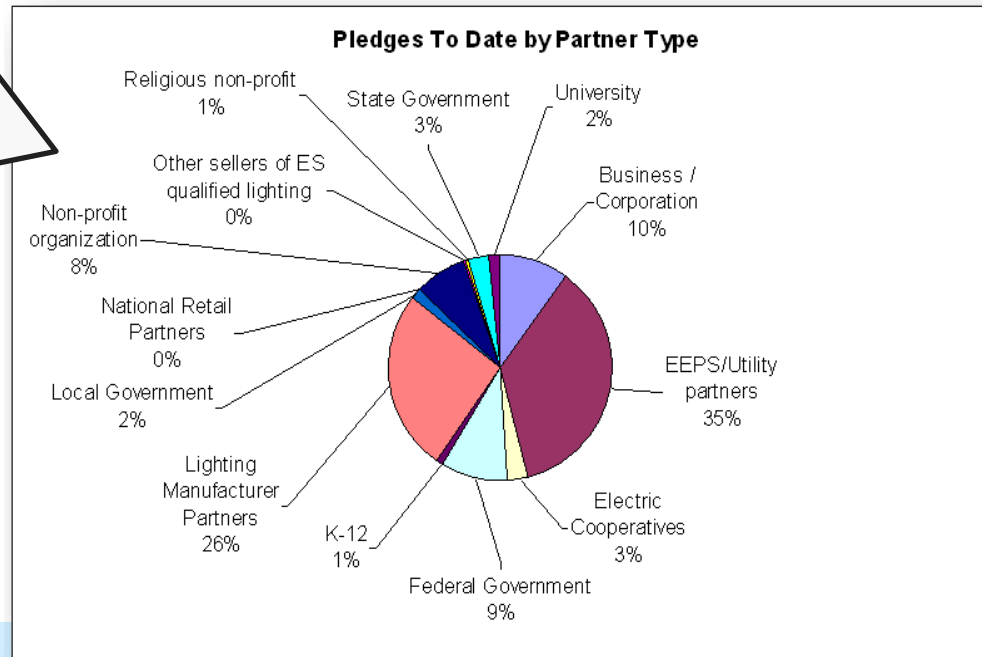
3 Minute Ad Age: April 6, 2009

Buyology's Brain Scanners Target Christianity

Faith-Based Organizations Drove ENERGY STAR Change a Light Pledges

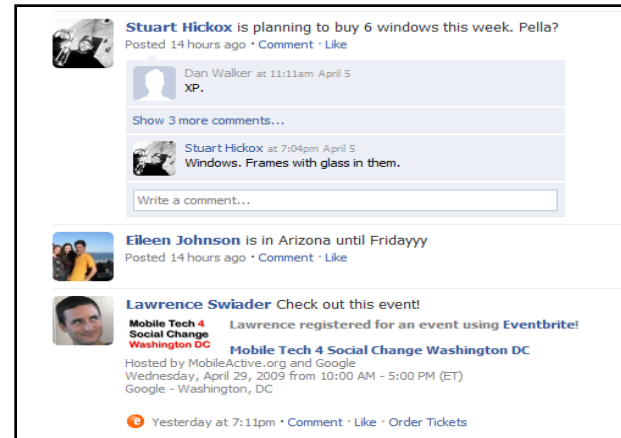


Catholic sisters show “An Inconvenient Truth” in their convent, and sign the pledge afterwards.




Tapping into Social Media

- Online, Blogs, Twitter and Me, Me, Me
- A way for customers (formerly known as the audience) to be *both author and audience*
- Social media applications – are tools that enable sharing of information without learning “code”
- Examples – Twitter, Blogs, FaceBook, LinkedIn, MySpace, Flickr, digg, del.icio.us etc.
















































Easy Sharing

Bookmark & Share

 **Add This**.COM

Select a Service:

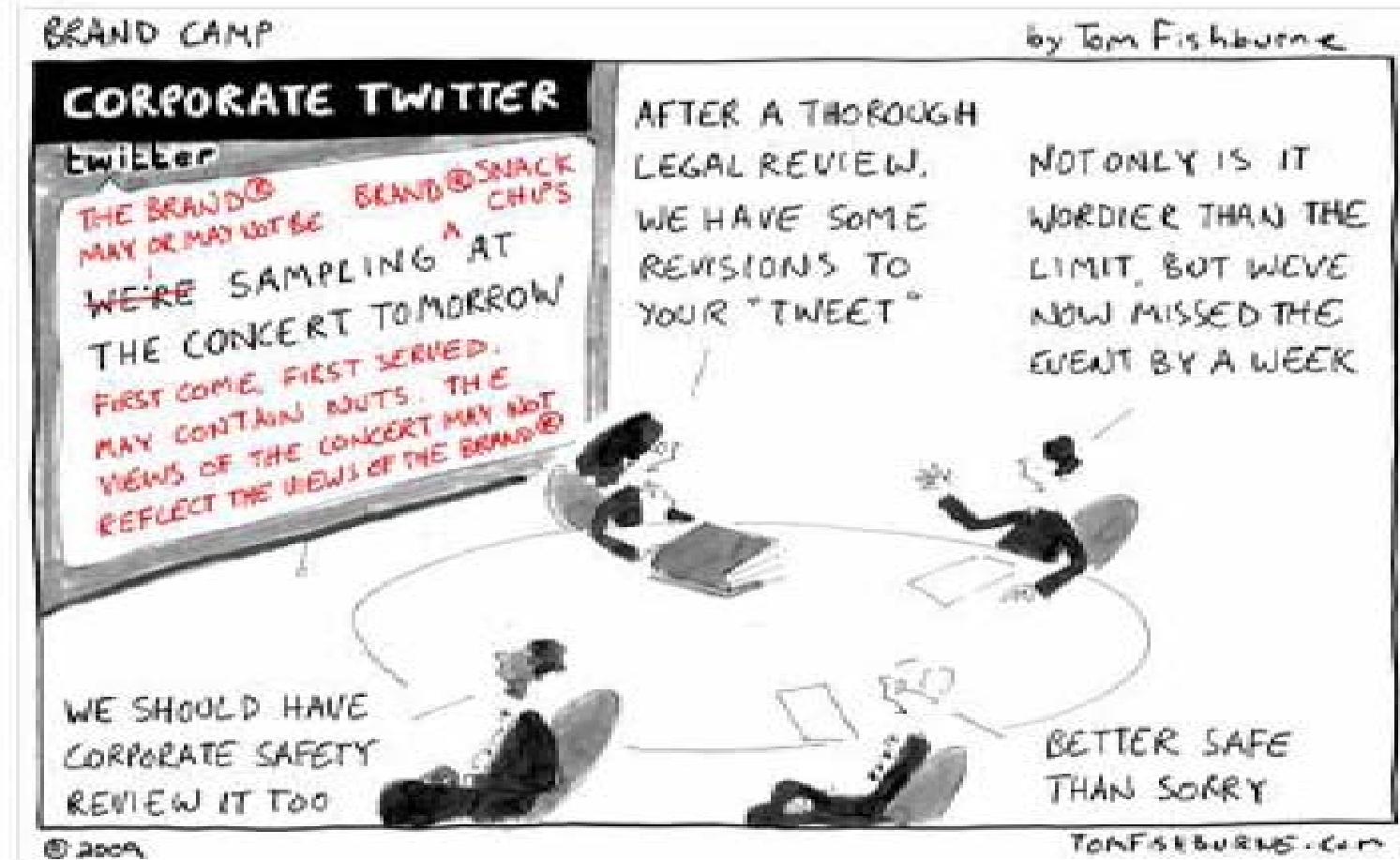
 Ask	 FriendFeed	 Propeller
 Backflip	 Furl	 Reddit
 BallHype	 Google Bookmarks	 Segnalo
 Bebo	 Kaboodle	 Simpy
 Blinklist	 Link-a-Gogo	 Slashdot
 Blogmarks	 LinkedIn	 Spurl
 Delicious	 Live	 StumbleUpon
 Digg	 Mister Wong	 Tailrank
 Diigo	 Mixx	 Technorati
 Facebook	 Multiply	 Twitter
 Fark	 myAOL	 Yahoo Bookmarks
 Faves	 MySpace	 Yahoo Buzz
 Favorites	 Netvouz	 Yardbarker
 FeedMeLinks	 Newsvine	

Get your own AddThis button!  **SHARE**    ...

Television, Radio, Newspaper, Magazine, Social Media (Residential)



Television, Radio, Newspaper, Magazine, Social Media (Residential)



Social Media is Not Good For...

- Branding
- Channel relations
- Direct marketing
- High-ticket items
- Business-to-business (but evolving)
- Demographic targeting (over 50, low-income – but this is evolving)

Making the Case

“We’re not changing **what** we say – We’re just changing **how** and **where** we say it.” Dan Kolbet, Avista Utilities

- Embrace change – any kind of feedback is valuable
 - To messaging
 - To the way you develop services and run the company
- Typical barriers:
 - “People will go negative”
 - “The ROI is Unclear”
 - These days ROI can mean Risk of Inaction
 - Tools are cheap and experimentation can reap rewards
 - “It’s a Fad”

The Right Tool for the Job – Program Marketing

Business Goal	Appropriate Social Media Tools						
<i><u>Know your goals:</u> Strategy should drive the tools—not the other way around...</i>	Blog	Podcast	Video	Social Network: Facebook	Private Community	Cust. Review Engine	Twitter
Market research/focus group testing	●			●	●	●	
Media relations	●	●	●			●	●
Generate new product ideas	●		●	●	●		
Product promotion	●	●	●	●		●	●
Product support/customer service	●	●	●		●		
Product/service feedback	●			●	●		
Recruit brand advocates	●		●	●	●		
Event promotion	●	●	●	●	●		●

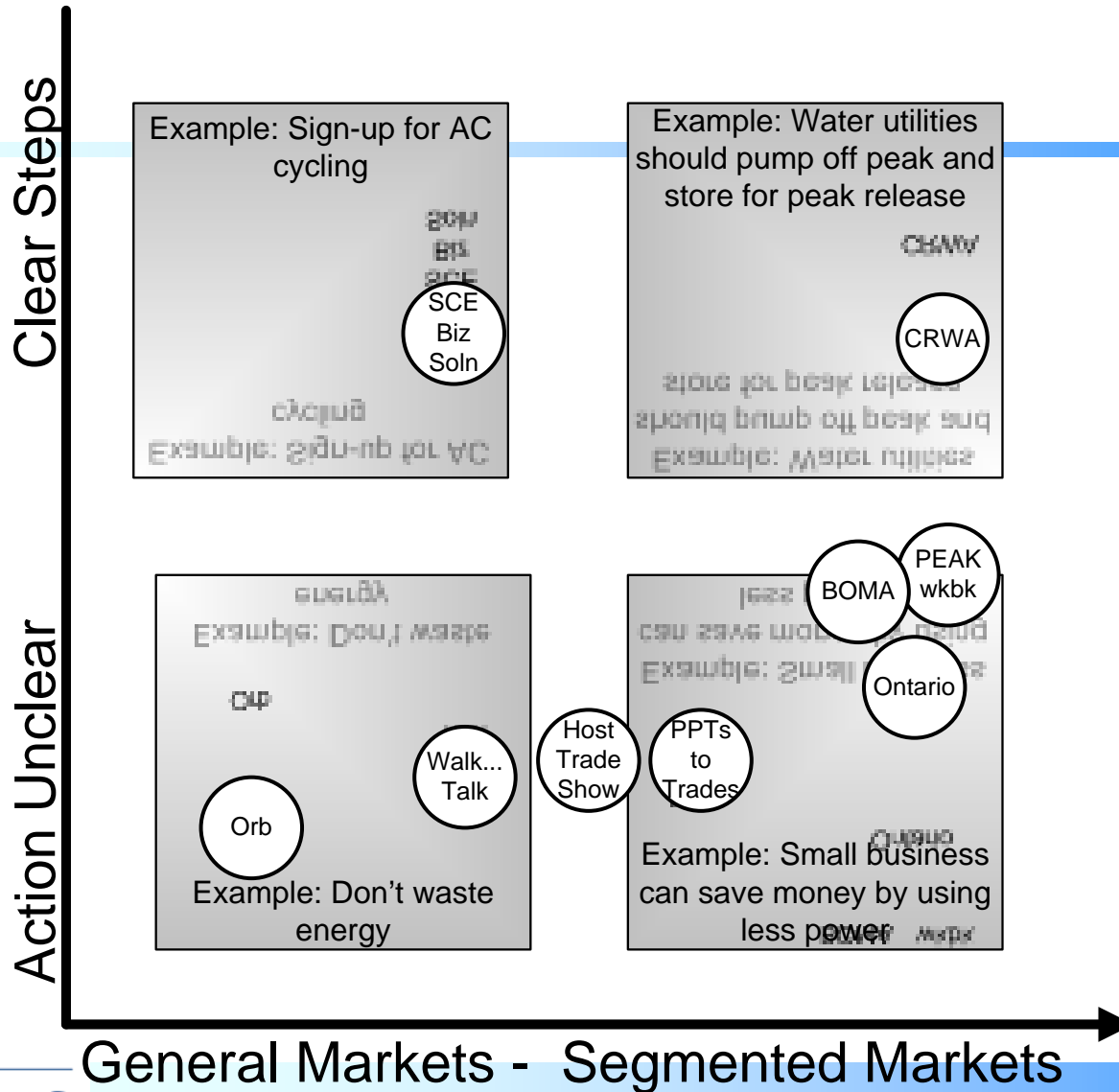
Developing Effective Marketing Collateral

Developing Effective Marketing Collateral

How do you develop collateral for a campaign?

- Know your target audience
- Know how they get information
- Know whom they consider reliable sources of information
- Get your message out there!

Clear Messages



Example: Start Small, Save BIG Campaign

- Northeast ENERGY STAR® Lighting and Appliance Initiative - a consortium of electric utilities and energy efficiency program sponsors in New England – used a public affairs approach to engage consumers and mobilize partners toward energy efficiency and subscription of their programs

nationalgrid



Capturing the Opportunity

- Unique communications strategy to drive awareness and uptake of utility efficiency programs
 - Partnered with leading regional media leaders in a public affairs campaign designed to inspire New Englanders to be more efficient in their use of energy, for both individual and collective benefit
- Drove to sponsors' website, myenergystar.com, to learn more and take action

Public Affairs vs. Paid Advertising

- Public Affairs Campaigns serve the public by delivering educational messages which benefit the greater good
- By highlighting need for energy efficiency and providing solutions via myenergystar.com with public affairs, sponsors would provide greater context for their advertising messages and build brand awareness for program offerings

Start Small, Save BIG Public Affairs Objectives

- Build brand awareness of Sponsors' energy efficiency programs
- Drive traffic to myenergystar.com to learn more and take action
- Establish the Sponsors' regional website, myenergystar.com, as a destination for energy efficiency information and resources

Messaging Platform

START SMALL
SAVE BIG

START SMALL
**SAVE
BIG**

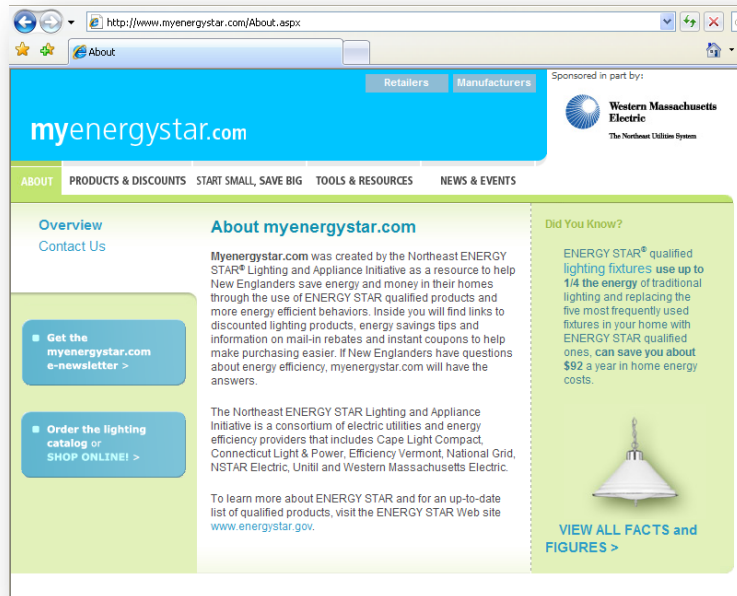
Strategic Partnerships

- Media
 - Multi-media alignments structured to provide maximum reach and frequency, negotiated to deliver minimum of 12 million impressions over course of campaign
- Underwriters
 - Local organizations with a vested interest in the issue of energy efficiency were invited to join the campaign as financial underwriters
- Influencers
 - Local and national personalities were engaged to provide visibility, credibility, and newsworthiness to the campaign



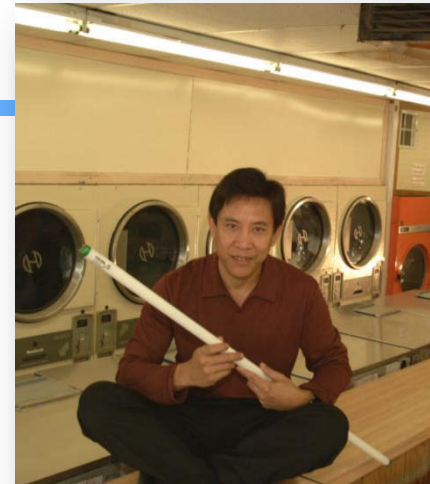
Campaign Communications Elements

- Advertising Materials (tv, radio, newsletters, etc.)
- Myenergystar.com Website
- Public Relations and Outreach



Customer Testimonials

- Obtain whenever possible
- Leverage use in variety of media
- Obtain signed photo and citation releases
- Powerful in language with ethnic media



SBEA: ĐỒNG MINH TIỂU THƯƠNG GIÚP TIẾT KIỆM TIỀN ĐIỆN

Ông Hy Seng, chủ hai tiệm giặt ở Fontana và San Bernardino từng chín năm thấy một phần lợi nhuận trôi theo dòng nước, với hóa đơn tiền điện hàng tháng tới thiếu \$800 cho mỗi tiệm. Hai tiệm giặt đã tạo điều kiện thuận tiện cho khách bằng cách mở cửa nhiều giờ, không ngại làm việc cực nhọc nhưng phí tiền năng lượng lại quá chóng phần lợi nhuận nhỏ nhai kiếm được.

Tình trạng bế tắc không còn nữa sau khi anh tham gia chương trình Tiết Kiệm Năng Lượng của Liên Hiệp Năng Lượng Tiểu Thương, SBEA. Chương trình do Ủy Ban Năng Lượng Công Cộng Cali dài thọ 50% phí tổn tài trợ cải thiện mức độ tiêu dùng năng lượng.

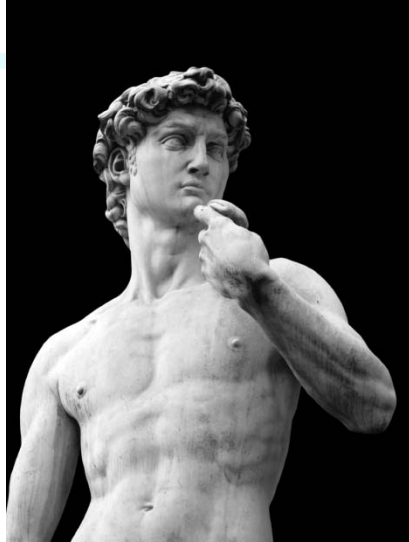
Ngay sau đó hóa đơn điện của tiệm giặt rộng 420 mét vuông ở Fontana với 62 máy lập tức giảm \$100 mỗi tháng, anh mừng quá gọi SBEA tiếp tục giúp tài trợ tiếp gói thứ hai với diện tích lớn hơn 600 mét vuông và 73 máy ở San Bernardino. Ngoài điểm lợi tiết kiệm điện, anh rất hài lòng với ảnh hưởng đến nề nếp và hệ thống quản bình điện, không gây tiếng động hay chớp như loại cũ sử dụng từ trước.

SBEA là công ty dịch vụ năng lượng đại trụ sở tại Tucson và Sonoma với hơn 20 năm kinh nghiệm để xuất giải pháp tiết kiệm năng lượng hữu hiệu cho cơ sở tiểu thương. Hơn nữa, SBEA còn hợp tác với chương trình Energy Star của EPA dành cho tiểu thương và nhận tương lục của Thống Đốc Gray Davis trong chương trình Flex Your Power. Chương trình Tiết kiệm Năng lượng do Ủy ban Năng Lượng Công Cộng Cali tài trợ.

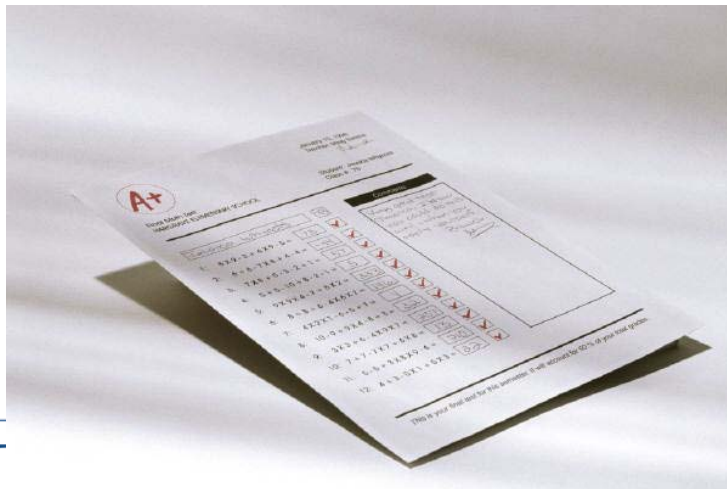
Chương trình Tiết kiệm Năng lượng tại Nam Cali bao gồm các quận Riverside, Santa Barbara, San Bernardino, Ventura và phía Bắc quận Los Angeles. Tại Bắc Cali khu hợp lệ gồm quận Napa, Sonoma và Lake. Bên cạnh việc giúp đỡ cơ sở tiểu thương trang bị hệ thống điện thích hợp, chương trình tiết kiệm còn điều chỉnh máy điều hòa không khí hay hệ thống tủ lạnh, cũng như gắn thiết bị tiết kiệm điện. Các tiểu thương tại các thành phố trong phạm vi của chương trình cần giúp đỡ tiết kiệm năng lượng và phí tổn tại Nam Cali xin gọi 800-881-SBEA tức 7232 và Bắc Cali 888-739-9800, sẽ được gửi nhân viên thẩm định đến tận nơi. Nếu cơ sở tiểu thương trước tiếp nhận 50% phí tổn tài trợ cho nhà thuê, SBEA giúp phần còn lại bằng tài khoản tiểu thương. Tuy nhiên tài khoản Tiết kiệm Năng Lượng, có giới hạn, các cơ sở tiểu thương cần gọi SBEA càng sớm càng tốt.

Evaluating Your Marketing Plan

How do you know your marketing is working?



- There are some who will argue – it's subjective like art.
- But the new trend is to reward those efforts (with earnings) that score highly.



Evaluating your Marketing Programs

- Most important: it's not an after-the-fact activity
- Gather intelligence before/during/after campaign
 - Create control groups
 - Experimentally vary & test response rates
 - Pre/post surveys
 - Intercepts & Focus Groups
 - Use Application forms to build household level data sets
 - Monitor earned media and online references



“Let’s be Blunt. . .”

“. . . We must stop searching for the sparkly magic bridge that simply leads from values to action, or from attitudes to behavior. People’s behaviors, attitudes, values, and awareness are all different and linked in complicated ways—if they are linked at all.”

– Futerra, *New Rules: New Game*

***Counting the people who have
seen or heard your marketing is
not the same thing as knowing
whether it's WORKING***



Surveys

- Can be telephone, internet, or even a text message or Tweet– different populations respond better to different kinds.
- Awareness, motivation
 - *Have you heard about this program/ technology?*
 - *How did you learn about the program/ technology?*
 - *Why did you decide to participate in the program/purchase this technology?*



Insight

- Recent survey in Oregon
 - 52% of those who initially said they did not have CFLs at home revised their answers to “yes” when asked if they had any of the “twisty or swirly” bulbs
 - Twisty/swirly bulbs the “anchor” for many
 - *“The public is confused by terminologies commonly used in the energy efficiency industry.”*

Which Means . . .

...that you need to use terminology
they'll understand.

Don't assume you know what that
terminology will be – **ASK**

Focus Groups

- Caution – consider a non-energy moderator to authentically capture voice of customer
- Useful to conduct before surveys to refine terminology into consumer friendly terms and also to uncover behaviors and attitudes to research



CFL or “twisty or whirly”?

Intercepts



- Are just what they sound like – stopping someone and asking them a question.
- Engage your targets at the places they populate: community events, malls, retailers, etc.
- Social media are an effective place to do this online (blog, discussion board)

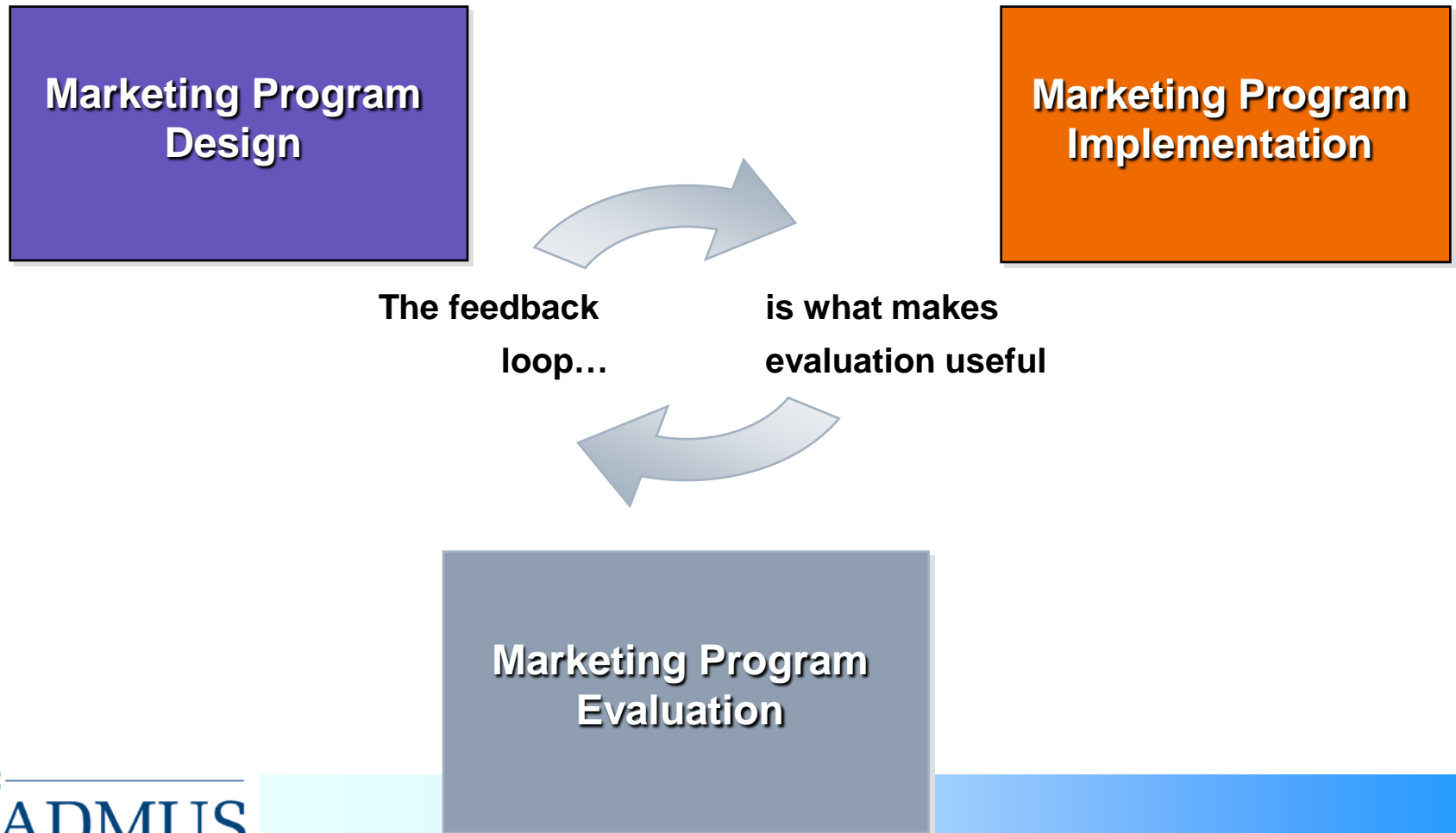
Program Application Forms

- Ask how people heard about the program or the technology?
- What prompted them to apply to the program or purchase the technology?

What do you do with all this Data?



Put it back in your marketing program to make it better!





Thank You

Carol Mulholland

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