

Bonneville Power Administration New Residential Promotion Update- Direct Install and Retail

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Overview

- The promotion has a name!
- Overview of promotion
- Direct install
- Expanded support
- Product information
- Timelines and updates



Messaging objectives

- Identify the target market
 - BPA residential segmentation research
 - Considering the strongest segments with the most overlays
- Identify the objectives of the message
 - “Energy efficiency is easier than you think”
 - Call to action and positive reinforcement



“Simple steps. Smart savings.”

- Considers targeted market segments
- Utilizes three strongest motivators:
 - Easy, Inexpensive, Choice
- Messaging relevant across different channel opportunities



Promotion overview

- Retail and builder channels
- Bulk purchase opportunities
- Direct mail fulfillment
- Online purchasing/fulfillment
- Direct install menu options



Direct install opportunities

Menu of options:

- Product procurement (via bulk purchase)
- Marketing materials
- Installer training
- Installer coordination/management
- “Home Snapshots”



1. Utility-run Direct Install

Utility might request from Fluid . . .

- Product procurement (via bulk purchase)
- Marketing materials
 - Bill stuffer text or direct mail postcard to announce offer



2. Utility-run Direct Install

Utility might request from Fluid . . .

- Product procurement (via bulk purchase)
- Marketing materials
 - Bill stuffer text or direct mail postcard to announce offer
- Installer training
 - Best practices, documentation, data collection, customer service



3. Fluid-run Direct Install

Utility might request from Fluid . . .

- Product acquisition (via bulk purchase)
- Program marketing materials
- Trained installation team
 - Scheduling, installation, data collection
 - Home snapshot
 - Report on activities
- Verification of third-party installations



Home Snapshot

- The “Home Snapshot” could include:
 - Socket counts
 - Appliance information (age, type)
 - Presence of 2nd refrigerator
 - Heating equipment information
- More robust audits are available
 - (contact Fluid for more information)



Traditional channels

- Retail promotion
- Builder channel promotion
- Bulk purchase
- Direct mail fulfillment
- Online purchasing/fulfillment



Expanded support

- **Retail promotion**

- Continuing with the Change a Light promotion until April 1st for a seamless transition
- Adding stores and products

- **Builder channel promotion**

- Considering builder channel opportunities for lighting and showerhead promotions



Expanded support

- **Bulk purchase**
 - Leverage pricing through our large purchasing contract of CFLs and showerheads via our manufacturing partnerships
- **Direct mail**
 - Direct mail fulfillment of CFLs and showerheads
 - Marketing materials with energy tips and installation instructions
- **Online fulfillment/purchasing**
 - Customized offers, ability to be utility specific



Product information

- Retail channel products – April 1

<u>Twist CFLs</u>	<u>Specialty CFLs</u>
Regular Twist CFLs	Reflectors
Daylight Twists	Globes
A-Lamp	Outdoor
	Candleabra
	Torpedos
	3-Way CFLs

- Coming soon - showerheads
- In the future - dimmable CFLs, LEDs, lighting controls



Product information

- Builder channel products
 - Specialty CFLs
 - Twister CFLs
 - Showerheads
 - ENERGY STAR fixtures
 - Other opportunities as identified



Promotion timeline

- April 1 - CFL promotion in retail channel
- May-June – Showerheads available
- July 1- CFL & showerheads in builder channel
- July 1 - additional CFL SKUs proposed for FY2011 (Oct 10 – Sept 11)
- July 1 – sales projections for FY2011 to assist utility budget planning



Next steps

- March 1 - March 5
 - Allocations for retail to utilities
- March 8 - March 12
 - Utility agreements developed & delivered
- March 15 - March 19
 - Marketing materials in draft
- March 17 & 18 – BPA Utility Summit



Contact Information

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