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Background

- Federal Standards change July 14, 2012
 - 18 month window to capture remaining T12 projects
 - Approximately 25% of commercial lighting in the region* is T12 fluorescent lamps

How can we encourage end-users to change?

- Provide strong incentive offers
- Provide the knowledge needed to make an informed decision

Program Offer

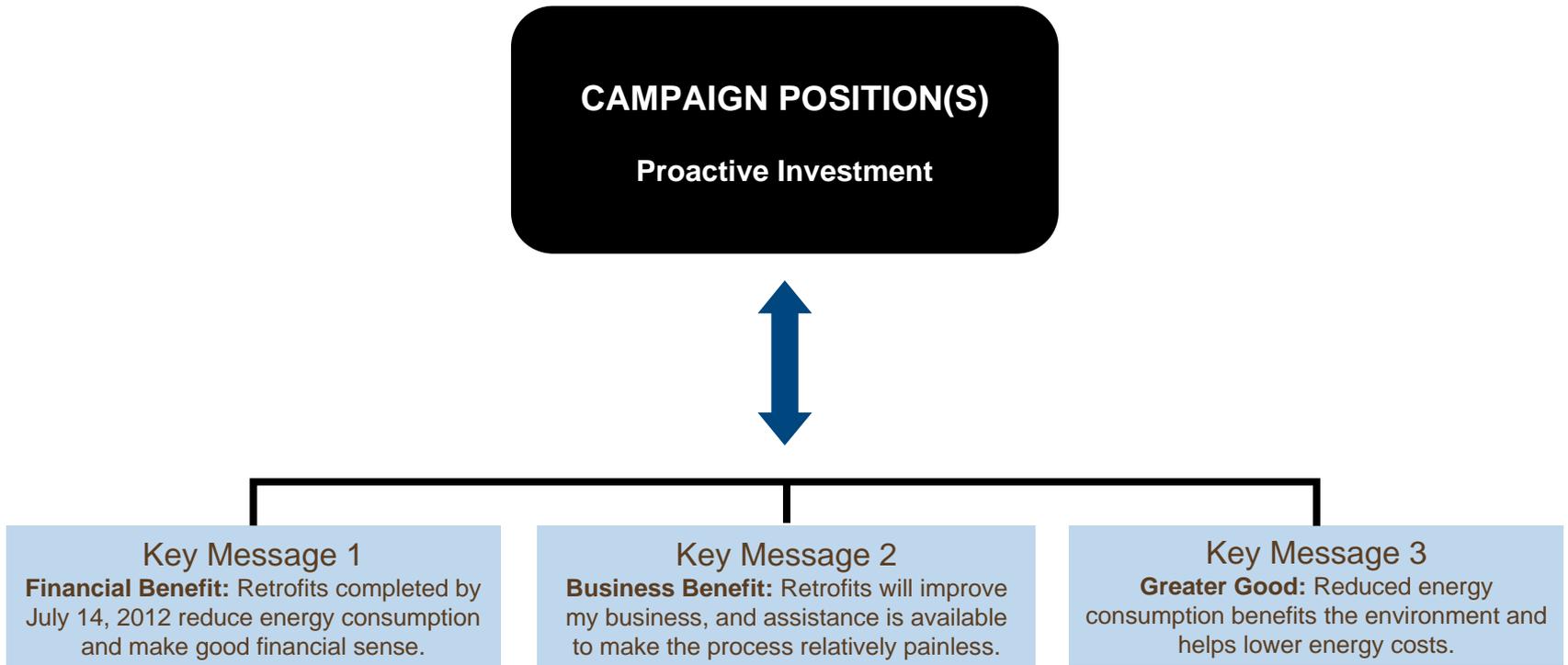
- New offer in Lighting Calculator 2.1
 - Increased incentives
 - Additional measures
 - Stair-stepped incentive structure

Measure	Old Incentive	New Incentive	Savings per Unit
1 Lamp HP T8	\$20	\$25	78 kWh
1 Lamp HP T8 (low wattage or low ballast factor)	N/A	\$30	89 kWh
2-4 Lamp HP T8	\$40	\$50	165 kWh
2-4 Lamp HP T8 (low wattage or low ballast factor)	N/A	\$55	186 kWh
1-4 Lamp HP T8 (delamping)	N/A	\$65	292 kWh

Campaign Overview

- Three channels
 - Utilities to End-users
 - TAN to Contractors
 - Contractors to End-users

Key Messages



The Concept

Program concept

This Is Your Lightbulb Moment

Program concept

end user-facing

This Is Your Lightbulb Moment

Replace your inefficient lighting for next to nothing when you act today—incentives end soon.

We pay 90%—you pay 10%.

THIS IS YOUR LIGHTBULB MOMENT

Replace your inefficient lighting for next to nothing when you act today — incentives end soon. We pay 90% — you pay 10%.



Marketing Tools

- Available Mid-February 2011
 - Watch for announcement from your Energy Efficiency Representative

- Suite of tools
 - Direct Mail
 - Email
 - Bill Insert
 - Newsletter Content
 - Website Content

Recommended Implementation

- Combine the tools provided
- Segment audiences
 - Building owners vs. business owners
 - Business type – office, retail, warehouse, etc.

Communication Schedule

Communication Type	Frequency	# of Pieces
Email	Bi-monthly	9
Direct Mail	Quarterly	6
Bill Insert	Quarterly	6
Newsletter Content	Bi-monthly	9
Website Content	One post	6-9

Trade Ally Network

- Communicating to lighting contractors
 - Direct mail
 - Email
 - Newsletter
 - Website
- Include in regional trainings
- Online training specific to campaign

Contractor Tools

- Calling card
- Leave-behind brochure – two versions
 - Business owner/manager
 - Building owner/property manager

Questions