



Breaking Through the Noise

Messaging that Sets the Stage for Program Uptake

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Regional Messaging and Marketing Toolkit

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It all started with NEET

- Northwest Energy Efficiency Taskforce
 - NEET Work Group #4 concluded that coordinated marketing efforts might more effectively and efficiently provide energy consumers with a clear call to action
 - Recommended creation of Regional Marketing Coordinating Council to investigate the potential value of regional EE messaging and marketing efforts
- RMCC
 - Currently made up of 26 members representing 11 utilities, BPA, ETO, and PNGC Power.
 - Facilitated by NEEA.

The problem and desired end state

- Problem defined by RMCC:

Energy efficiency marketing in the NW lacks a cohesive message that conveys urgency and communicates meaningful customer benefits, leaving customers unclear why they should take action.

- Success looks like:

- Region has research-based messaging to execute in a toolkit.
- Toolkit is available and widely used.
- Utilities know how to apply messaging to multiple customer types.

The Project

- Comprehensive regional market research
 - First of its kind regional qualitative and quantitative messaging surveys
 - Groundbreaking social media research
- Messaging to go beyond awareness and move large numbers of NW residents to action
- Toolkit that is both:
 - Complete enough for immediate use by utilities with few resources and/or little existing marketing, AND
 - Flexible enough to be adapted for use by utilities with significant marketing resources and ongoing campaigns.

The Top 10

NW Residential Energy Efficiency Messaging & Marketing Toolkit

May 2012

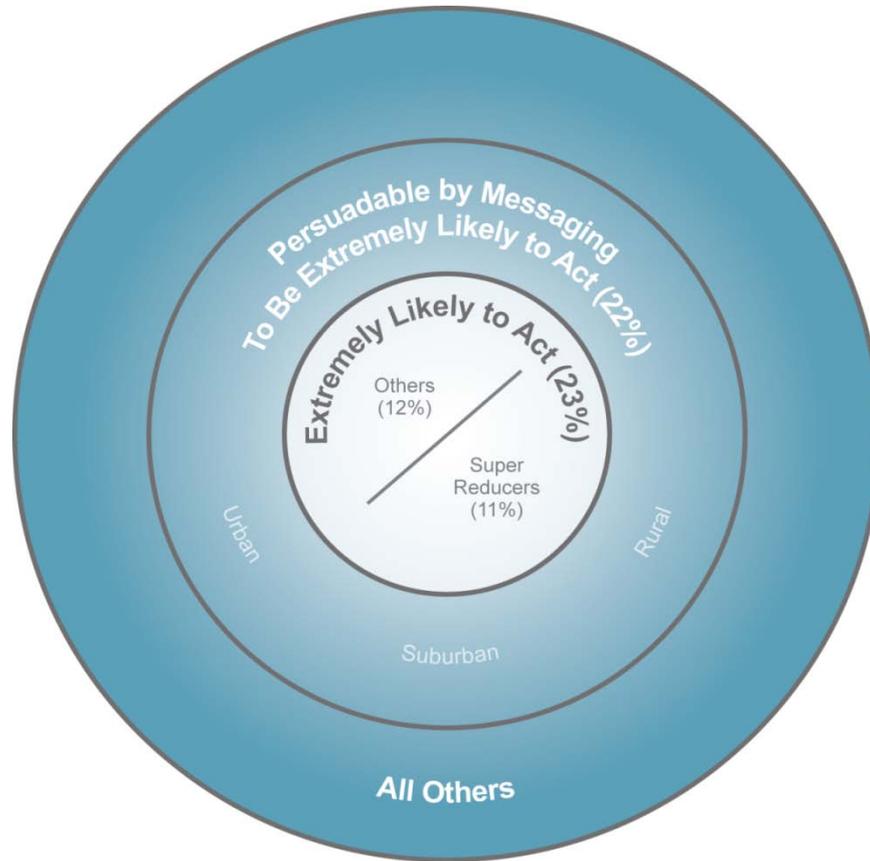


The Top 10

- ① 22% ➔ 45%
- ② Hate Waste
- ③ Be Part Of The Solution
- ④ Green Not Needed Here
- ⑤ Honor Thy Neighbor
- ⑥ Energy Advisor
- ⑦ Real People, Real Stories
- ⑧ “Couponize” Rebates
- ⑨ It’s A Good Place to Be
- ⑩ Toolkit

1 22% ➔ 45%

How many residents are ready to take more action?



② Hate Waste

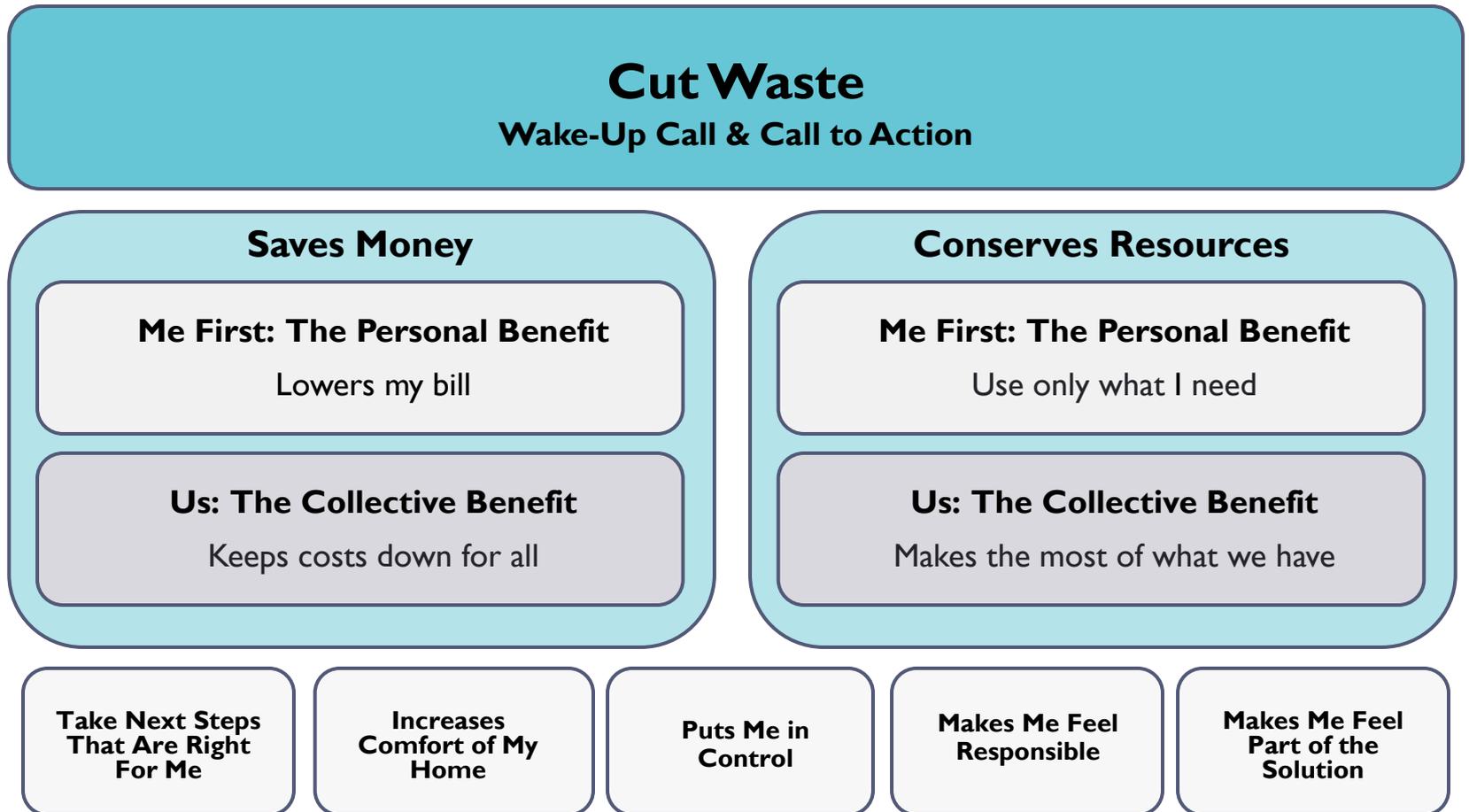
What will move residents to take action?



- ▶ NW residents hate waste
- ▶ The word ‘waste’ conveys that it can be eliminated without sacrificing comfort or quality of life
- ▶ Persuasive for everyone – including those who have done a lot, and think that they have done everything that they can do

3 Be Part Of The Solution

What makes NW residents feel good about taking action?



4 Green Not Needed Here

What won't move more NW residents to act?

Niche Appeal^{NA}

- ▶ Green
- ▶ Protect the Environment
- ▶ Ensure for the Future
- ▶ Reduce Need to Build More Power Plants
- ▶ If Everyone Does Their Part ...^{SUB}
- ▶ Set an Example^{SW}

NA: These phrases and concepts are the most polarizing and are not needed to move any key audiences to action

SUB: Suburbanites are not motivated by the concept of collective action and do not find these messages convincing as a reason to reduce their energy use

SW: This phrase appeals to Switchers (the most persuadable by the messaging) but is not compelling to others



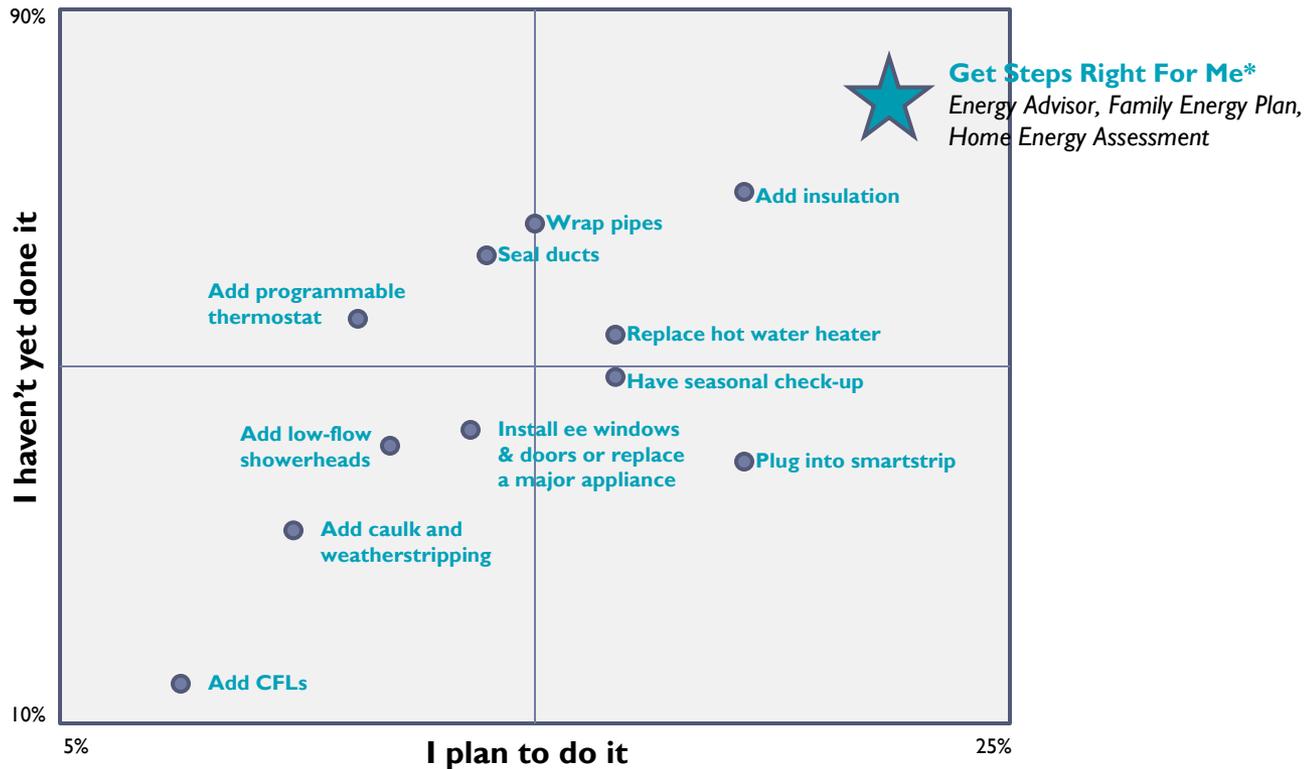
5 Honor Thy Neighbor

What is the best tone to use in communicating with NW residents?

- **Respectful & Reinforcing** - recognize audience is involved, committed and has already done a lot
- **Helpful** - not critical/judgmental/admonishing and definitely not preachy
- **Fresh, unexpected** - need to capture the imagination of many who have “heard it all before” (i.e. few are going to stop, look, listen and act unless we’re telling them something new, using language that is fresh)
- **Use element of ‘shared surprise’** - recognize they’ve done a lot, but there’s more they haven’t been thinking about

6 Energy Advisor

What actions are NW residents most likely to take?



Note: Chart depicts those who are most persuadable to take action.
* 41% plan to take one or more of these 'planning' actions

7 Real People, Real Stories

What is the strongest catalyst to action?



Local Woman Finds Energy Waste Hiding in Plain Sight

By Adriane Weeks 03/22/12

Last December, Maria D, a mother of three, came home from work late. She recalls walking

family room and towards the kitchen. She watched. "There were all these things - chargers, game consoles, electronics plugged in even though

"All of a sudden, I felt like this was a house around the house that nobody was watching. It was hiding in plain sight."



'House Whisperer' Helps County Residents Find & Cut Waste

By Joe Macckim 02/27/12

Ryan Davis, lead energy advisor for the county's home energy program (a.k.a. the house whisperer), suspects that if Maria D's attic could talk, it would say, "Hev I'm leaking like a sieve here, hikin' your energy on't even need!"



Six Steps to Banish Energy Waste at Home

By Jake Amandy 04/02/12

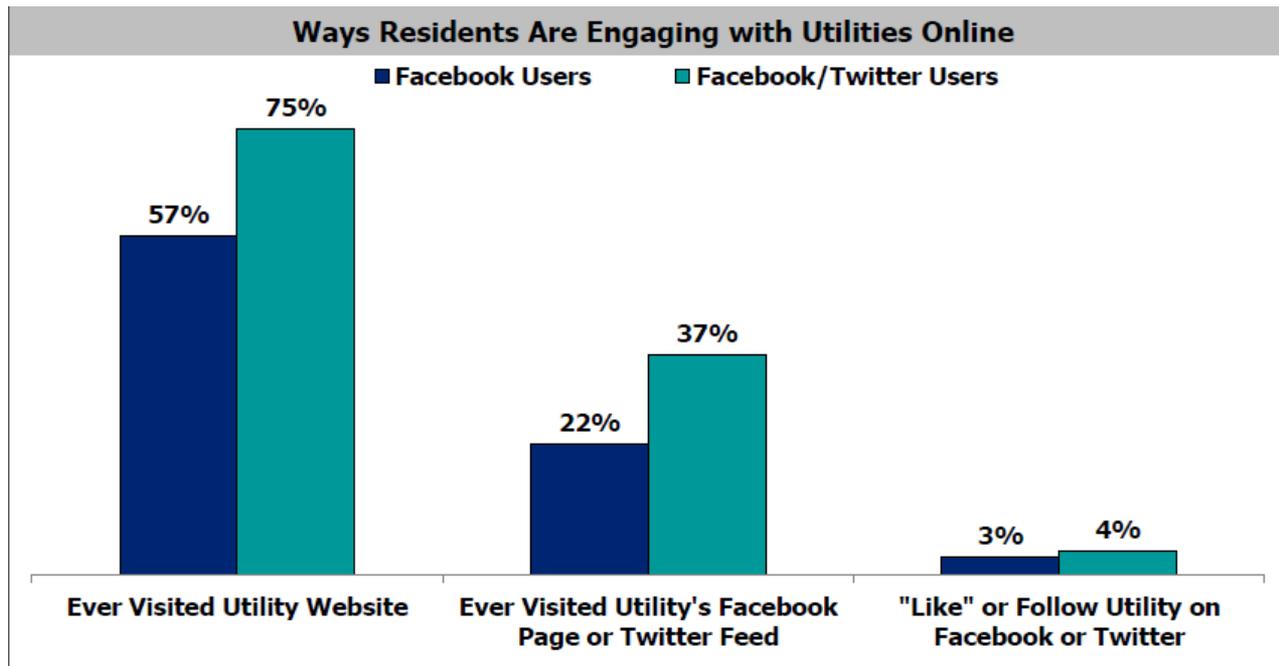
While they aren't saying you're average in any way, regional experts tell us that the average household can cut its utility bills by at least 25% simply by getting rid of energy waste.

In the Northwest, we've done a lot already. But...

8 “Couponize” Rebates

What is the best way to get ‘liked’ on Facebook?

Consumers want direct monetary benefits – Top 3 reasons for following or “liking” companies/organizations are coupons/discounts (47%), contests/sweepstakes (43%), and to hear about new products or offers (38%).



9 It's A Good Place to Be

What is the best way to pull this together to engage your customers?



FEELS GOOD

- “It makes me want to be in that place”
- “I can relate to really well because I also love my home... It is good to be here...”
- “Saving money is a good place to be”
- “It's right to the point and encouraging”
- “Being ‘part of the solution’ makes one feel good”
- “It allows you to be a part of the solution, rather than being part of the problem”
- “It is aimed towards people who take the environment and their homes seriously, people who want to do the "right" thing and save money at the same time ... written in friendly manner.”

MAKES ME WANT TO LEARN MORE

- “So easy not to notice waste of energy”
- “Makes me want to learn more ... “
- “Makes me want to see if there is more I can do”
- “Simple low cost steps’ make you want to learn more about reducing energy”

MAKES ME WANT TO DO MORE

- “I would be checking to see if there was something that I may have missed”
- “The wording was clear, concise, and actually made me think I can do more.”
- “Makes me want to see if there is more I can do”
- “I am going to check it out...it made me realize there are things I can do and should do.”

10 Toolkit

What resources will be available to you?

- ▶ Messaging & Style Guide
- ▶ Print Ads
- ▶ Bill Inserts
- ▶ Postcards/ Flyers
- ▶ Billboards
- ▶ Email Templates
- ▶ Web Banners
- ▶ Radio Scripts
- ▶ PR & Online Platform [tbd]



Note: Images on this page are preliminary examples, pending final creative direction

What is ...

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05.09.12

EISA Messaging & Copy



Problem

With the new **EISA legislation**, consumers will no longer be able to find the incandescent light bulbs they are accustomed to purchasing, and will need to choose from halogen, CFL or LED alternatives – which provide comparable light and are more energy-efficient. Some consumers have been dissatisfied with CFL and LED bulbs for numerous reasons: appearance, color and functionality.

As a result, utilities need to communicate **the change in light bulb choices**, as well as why the change is positive from both a user and energy efficiency perspective.

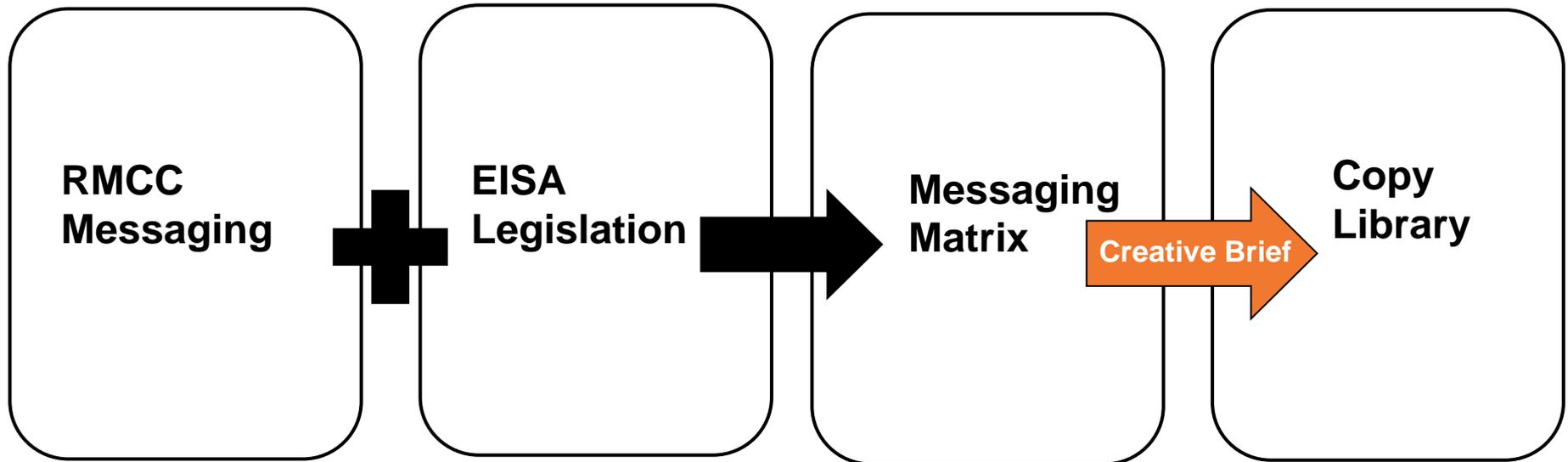


Solution

BPA asked Liquid to develop **a messaging matrix** and a **copy library** that utilities could use to develop communication materials concerning the EISA legislation.



Approach



Regional Context: RMCC Messaging Hierarchy

Cut Waste

Saves Money

Conserve Resources



Project Context: EISA Legislation

In 2007 the US congress passed **EISA legislation**, setting standards for product efficiency, including **efficient light bulbs**. Soon, incandescent light bulbs will be phased out and consumers will need to choose halogen, CFL or LED alternatives.

Key points to consider:

- Lighting choices
- New labeling (Lumens opposed to Watts)
- Impacts on energy efficiency standards and programs



Messaging Matrix

What it is?

A message matrix that contains substantive points and content that should be conveyed in any marketing or informative communication.

What it isn't?

Drop in copy.



Messaging Matrix

Value Proposition

New national standards for energy-efficiency in light bulbs and new label requirements are taking effect. It's worthwhile to know how to choose the right energy-efficient bulb in order to get the right light for each situation and reduce energy waste. Your utility is here to help.

Overall message

The Right Bulb. Your home lighting choices have changed. Choose the right energy-efficient bulb to reduce energy waste and get the right light for each situation. As always, your utility is here for you.

Key Message Pillars

1

**New
energy
standards**

2

**Reduce
energy
waste**

3

**Know your
energy
efficient
choices**

4

**Right light
for each
situation**

5

**Your utility
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Key Messages



Copy Library

A set of **headlines**, **phrases** and **paragraphs** that align with the messaging pillars. Copy can be used to inform marketing communications depending on channel, format, intended use and audience.



Sample Messaging & Copy

Overall Message

"Your home lighting choices have changed. Choose the right energy-efficient bulb **to reduce energy waste** and get the right light for each situation."

Pillar 1: New Energy Standards

"Did you know CFL and LED bulbs use approximately 70 to 80% less energy than incandescents? That's a big difference that will help **drive down your household costs while conserving energy**"

Pillar 1: New Energy Standards—It's a Good Place to Be Campaign

"I don't drive a hybrid vehicle yet, but I do what I can, when I can. For instance, I learned how the new federal standards for light bulbs help me to **conserve energy and reduce my energy bill.**"

