



Direct Mail That Gets Results!

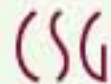
*AESP's 18th National Energy Services
Conference, Clearwater Beach, FL*

Kathleen DeVito
Conservation Services Group
January 31, 2008



CSG

- Founded in 1984
- Nonprofit corporation
- More than 300 staff
- 14 offices nationwide
- Over 1.2 million homes and facilities served
- Manage the delivery of over 250 million dollars in energy efficiency and renewable energy programs and projects per year





Overview

- CSG clients National Grid and NSTAR Electric in Massachusetts
- Pilot/promote new technologies for residential customers
 - spring/summer 2007
 - creative direct mail with a strong call to action





Technology #1: Duct sealing

And save up to 20% off your cooling costs!

For a limited time only, National Grid is offering **FREE** duct sealing* from 8/1/12-8/31/12.

All owners/beneficiaries of property located within service areas will receive performance and better indoor air quality.

nationalgrid

For additional information or to call now **800-632**

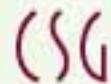
There is a better way to treat your ~~ducks~~ ducts*...

**The duck is not a duck. It is a duck.*



Technology #1: Duct sealing

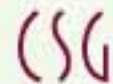
- 14,000 National Grid residential customers
 - nineteen towns
 - central and northeastern Massachusetts
- Targeted by:
 - homes built after 1975
 - 1,250+ square feet
 - central air conditioning





Technology #1: Duct sealing

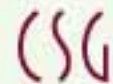
- Campaign promoting duct sealing as a key energy saving measure for homes with central air conditioning systems
- Tough sell; 1% response rate
 - Intangible benefits
- National Grid exceeded program goal





Technology #2: PowerCost Monitor™

- Partnership among NSTAR Electric, manufacturer Blue Line Innovations, and CSG
- Real-time feedback device shows how much electricity home is using
- Targeted pilot to explore interest
- Price point discussion
- Easy sell, plus media coverage



Conservation Services Group



Technology #2: PowerCost Monitor

technology
er and enhanced
days were able to

Time Offer
Bluebird Energy is offering an instant rebate of the
regularly \$149.95) including shipping/handling.

Call the customer service/technical
support team at Bluebird Energy
800-450-4500
for thousands of satisfied customers
successfully using the PowerCost Monitor™
to reduce energy costs over your time
of purchase.

Simple steps to order:

1. Locate your account number on your bill.
2. Visit the online store at www.save-electricity.ca or call us free 1-800-827-2623 to order your monitor.
3. Receive your monitor within 2-3 business days!

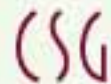
Bluebird Energy

includes shipping/handling. regularly \$149.95)



Technology #2: PowerCost Monitor

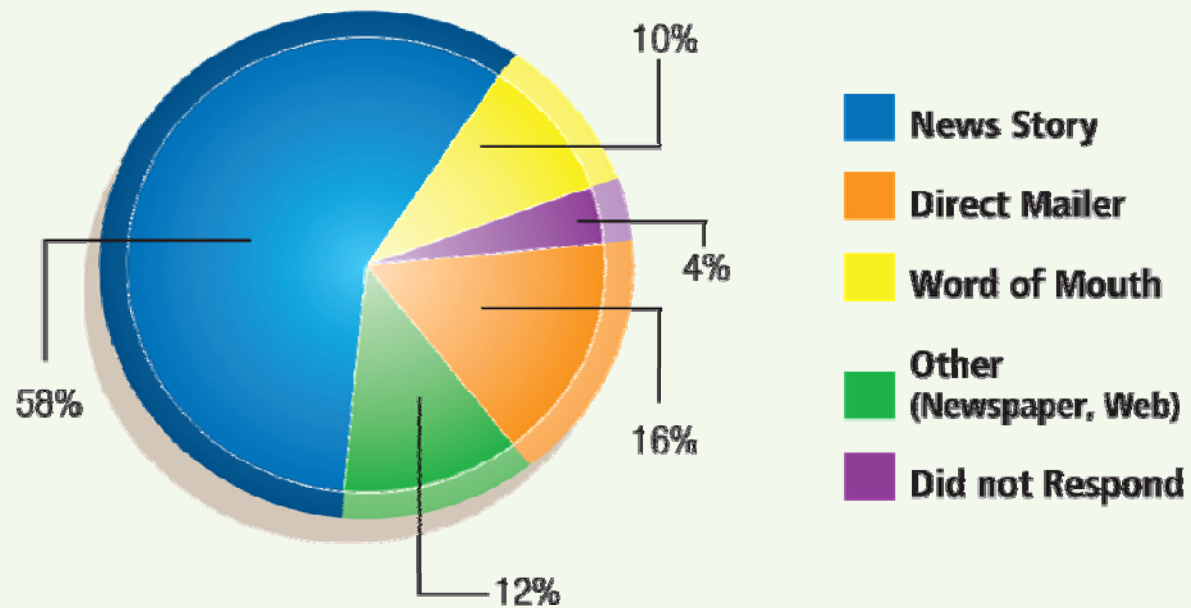
- Mailing to 10,000 NSTAR Electric residential customers
- Two 5,000-piece mail drops
- Over a six-week period





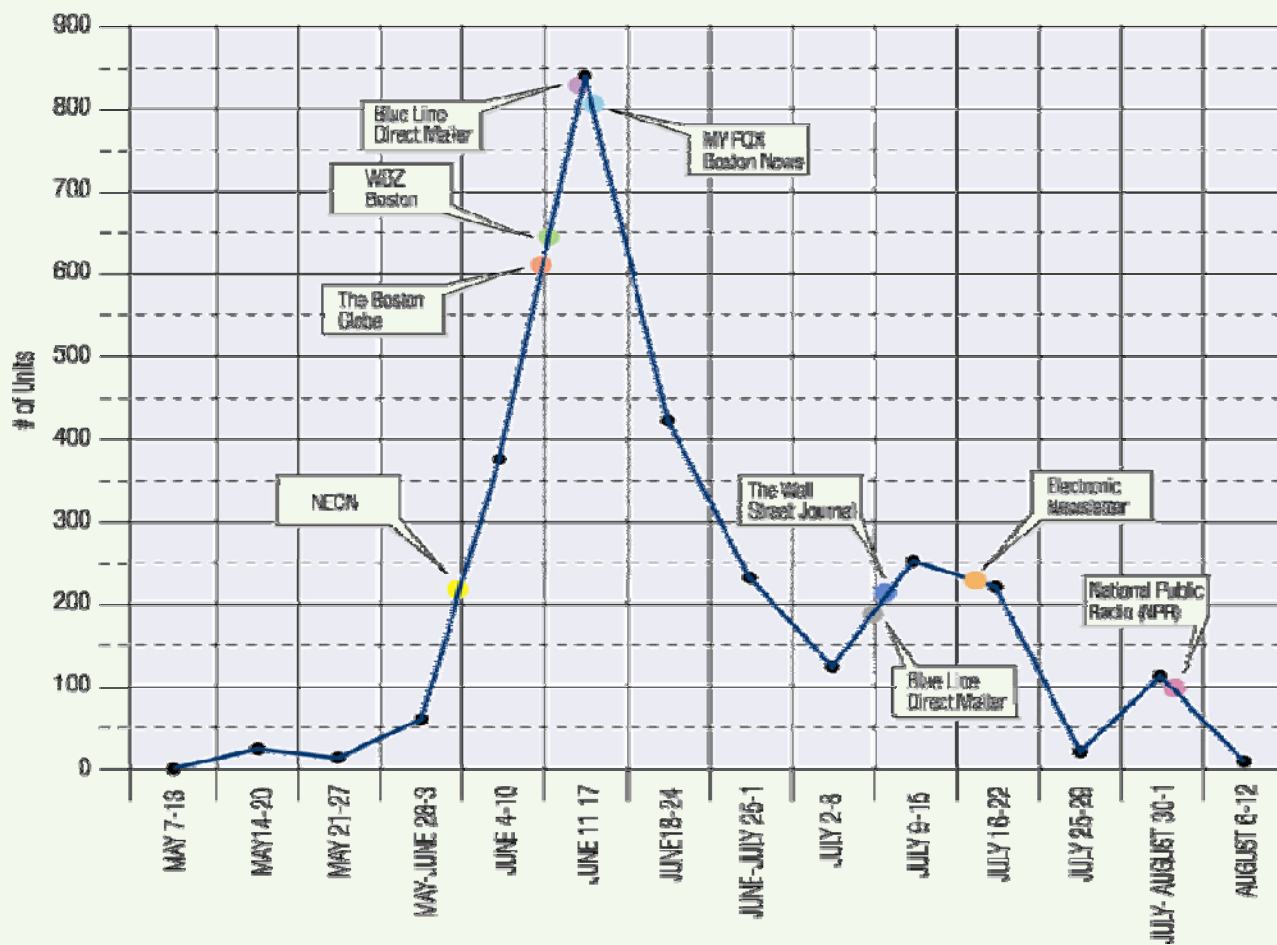
PowerCost Monitor campaign

Media Analysis





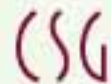
Week by week





Campaign results

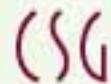
- NSTAR Electric exceeded program goal by ***more than 1500%***
- Program goal: 200
- 3,113 PowerCost Monitors sold during the promotion





Roadmap for Direct Mail

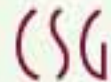
1. Start with the big idea.
2. Invest in your mailing list.
3. Clarify your message.
4. Limit the mailer's scope.
5. Use a strong but realistic call to action.





Roadmap for Direct Mail

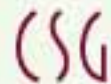
6. Polish the mailer headline.
7. Choose the right image.
8. Balance the desired response with the right incentive.
9. Sell the next step.
10. Track and measure your direct mailer's success.





Challenges

- Information overload
 - More than 3,000 advertisements in a given day
- Info-savvy consumers
- Response rate





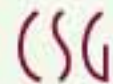
Thank you!

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