



## Starting Small, Saving BIG in New England

*Using a Public Affairs Approach to Engage Consumers and Mobilize Partners toward Energy Efficiency*

Association for Energy Services Professionals

National Energy Services Conference & Expo

January 31, 2007





# Outline

- Introduction
- Campaign Overview
- Strategic Approach & Execution
- Results
- Conclusions

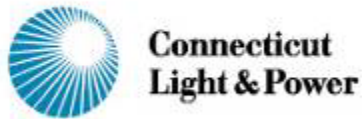


# Introduction



## Background

- The Northeast ENERGY STAR® Lighting and Appliance Initiative is a consortium of electric utilities and energy efficiency program sponsors established to help New Englanders save energy and money in their homes through the use of ENERGY STAR qualified lighting and appliance products and more energy efficient behaviors





## The Energy Climate

- In the 3<sup>rd</sup> Quarter of 2006, a confluence of factors combined to create a unique environment for marketing energy conservation
  - Summer heat wave raising concern about energy demand
  - Al Gore's Inconvenient Truth broadening concern about global warming
  - Rising energy costs making news and shaking consumer confidence
    - Unprecedented media coverage of these topics
    - Increased consumer interest in solutions to these issues



## Capturing the Opportunity

- The Northeast Sponsors recognized this extraordinary opportunity and devised a unique communications strategy to drive awareness and uptake of their 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](http://myenergystar.com), to learn more and take action



## Campaign Strategic Approach



## Public Affairs vs. Paid Advertising

- Public Affairs Campaigns serve the public by delivering educational messages which benefit the greater good
  - Public Affairs advertising is distinct from traditional paid advertising in that it does not deliver direct brand or sales messages
- 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





## Sponsors' Public Affairs Objectives

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



## Approach

- The Sponsors employed a three-fold strategic approach in building and executing their campaign
  1. Developed a compelling messaging platform to engage and motivate consumers
  2. Built strategic partnerships to extend their messaging and add a degree of trust and credibility
  3. Designed creative campaign communication elements to engage, educate, and empower audiences to undertake more energy efficient behaviors



# 1. Messaging Platform





## 2. 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



### 3. Campaign Communications Elements

- Advertising Materials
- Myenergystar.com Website
- Public Relations and Outreach





## Campaign Execution



START SMALL

SAVEBIG

myenergystar.com

## Campaign Launch

- Media event prior to Earth Day at Massachusetts State House
- Participants:
  - Governor Deval Patrick
  - Speaker of the House: Sal De Masi
  - Senate President: Therese Murray
  - Energy Secretary: Ian Bowles
  - Lieutenant Governor: Tim Murray
  - Region 1 EPA Administrator: Bob Varney
  - Senior management at National Grid and NSTAR, representing the Sponsors' Regional Initiative
- Highlights
  - Governor urged Massachusetts residents to achieve energy efficiency with "Start Small, Save BIG" effort
  - Lighting change out of Governor's office by City Year volunteers
  - Bulb donation by MA-based Sylvania
  - Extensive media coverage



START SMALL

SAVEBIG

myenergystar.com

## NECN

- NECN anchored the campaign with a year-long television presence at a fraction of paid media costs
  - :60-second PSAs featuring NECN talent, educating New Englanders on energy efficiency measures and driving to myenergystar.com to learn more
    - Tagged with underwriters
  - :10-second promos featuring individual Sponsors and driving traffic to myenergystar.com





# NECN Support

- Sponsor logo and messages scrolled on NECN Newstracker and rotated in Datastream and Infocenter
- Campaign banner with prominent link to myenergystar.com featured on station website, necn.com





## Campaign Launch TV PSA



START SMALL

SAVEBIG

myenergystar.com

## Greater Media Radio

- A range of support was provided throughout the year
  - Flights of seven different :60-second PSAs
    - Produced by GMR, featuring on-air talent
  - Radio PSAs used as streaming content on station websites
  - :15-second pre-roll videos utilizing NECN PSA footage featured on individual GMR station website
  - Retail event support via station “street teams”
  - Campaign feature at major market events
    - New England Home Show
    - WBOS EarthFest Concert
    - Copley Summer Concert Series



# Campaign Radio PSA





## Retail Underwriter Support

- Campaign poster and fact cards displayed at Whole Foods & Percy's
- Retail in-store promotional events at retailers featured GMR street teams, event take ones and consumer education
- Unique Whole Foods CFL promotion leveraging Sponsor upstream incentives and incorporating SSSB creative and NECN PSA content



# Print Support

- *The Boston Globe* and *Worcester Telegram & Gazette* supported the campaign with:
  - Op-ed Print Ad
  - Advertorials
    - In relevant Sunday Magazine issues
    - Featuring campaign underwriters
  - Online feature for campaign web banners



Advertisement for myenergystar.com. At the top is a glowing compact fluorescent lightbulb. Below it, the text reads: 'myenergystar.com wants to help you save energy:'. Underneath, a paragraph explains the service: 'It's an everyday small thing. More of us are thinking about the impact of energy use on the environment and our personal bottom lines. But there are hundreds of small things you can do to help make a big difference. Myenergystar.com offers tips and advice to help make your home more energy-efficient. Tell us what you're doing to save energy and we might highlight your story in The Boston Globe or on New England's Green News. For more information, visit myenergystar.com'. Below the text are logos for 'MassSAVE', 'Whole Foods Market', 'Perkins', and 'RealNetworks'. At the bottom, a black box contains the text: 'FOR MORE WAYS TO START SMALL & SAVE BIG, VISIT myenergystar.com'.

# Myenergystar.com Website

- Sponsors' regional marketing website was overhauled and retooled to serve as the campaign fulfillment center and link public affairs program to Sponsors' efficiency program offerings





# Public Relations

- NECN News and General Programming Coverage demonstrated the station's commitment and dedication to the public affairs mission of the campaign





# Media Event – Change a Light Bus Tour

- Sponsors capped campaign calendar year by hosting Boston stop of the ENERGY STAR Change a Light Bus Tour





# Results



## Review of Campaign Objectives

- Build brand awareness of Sponsors' energy efficiency programs
  - Delivered through negotiated and earned media impressions
- Drive traffic to [myenergystar.com](http://myenergystar.com) to learn more and take action
- Establish the Sponsors' regional website, [myenergystar.com](http://myenergystar.com), as a destination for energy efficiency information and resources



## Brand Awareness

- According to a survey conducted by *The Boston Globe*, awareness of Myenergystar.com increased 14% from May to June
  - Post-campaign final results still being tabulated
- Keyword searches for myenergystar.com and its variations increased significantly over previous year
  - In first months of the campaign (April 19th – June 30th), keywords were used more than 700 times, compared to all of 2006, where they were used a total of only 48 times
    - Approximately 1,400% increase



## Media Partner Impressions

- At six month mark, results indicate an over delivery of media support by partners of approximately 200% to date

Medium	Outlet(s)	Impressions
TV	NECN PSAs	2,589,510
Radio	GMR/Additional Market PSAs	52,979,998
Print	The Boston Globe	7,540,900
Online	GMR Pre-Roll Videos	104,667
	Boston.com Web Banners	14,426,607
	Telegram.com Web Banners	1,199,713
Earned Media	Print and broadcast media coverage of launch and Bus Tour events	1,005,750



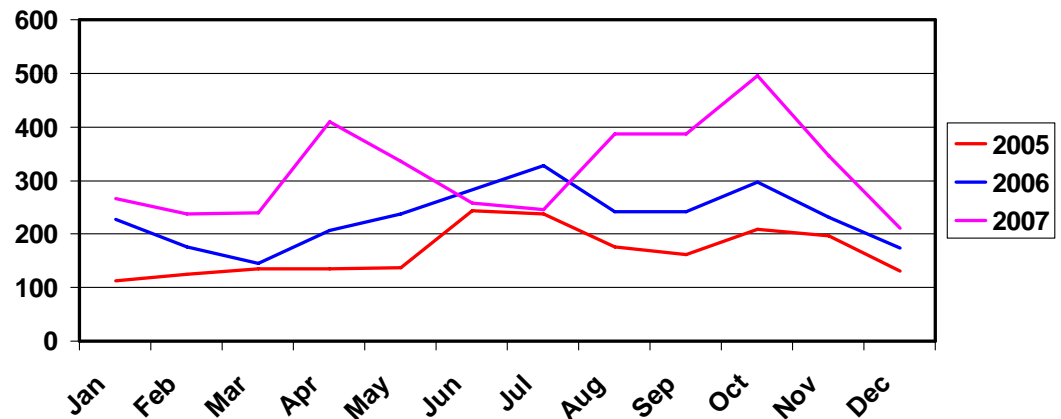
## Earned Media

- Value delivered from the earned (versus paid) media portion of the campaign surpassed \$160,000 at the sixth month mark of the campaign
  - Results largely driven by coverage of the two major press events, earned media placements from partner print outlets such as the advertorials, and weekly coverage in NECN's news and general programming

# Myenergystar.com Web Traffic

- Average daily unique visitors have steadily increased since campaign's launch in April 2007
  - Launch period alone shows 100% increase over the prior year (April 2007 compared to 2006)
- Site averages nearly 90% new visit rate
  - Percentage of visits by people who had never visited the site before
    - 100% during campaign launch period (April 2007 compared to 2006)

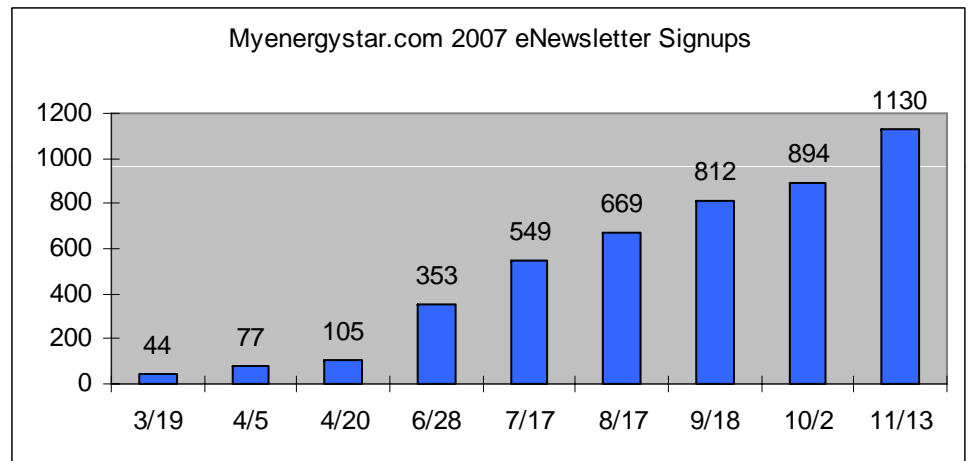
Unique Visitors 2005 - 2007





# Myenergystar.com as Resource

- Myenergystar.com e-newsletter subscriptions have steadily increased since newsletter was launched with campaign in April, 2007
  - 1350+ subscribers to date
  - More than half of recipients opened and read the communication, demonstrating the Sponsors' success in engaging and inspiring consumers to learn more







## Other Campaign Benefits

- Partner Recruitment
  - Based on campaign success, underwriter Whole Foods Market North Atlantic region signed on as a new Partner to the Northeast ENERGY STAR Lighting & Appliance Initiative
    - Executed a highly-successful promotion for ENERGY STAR qualified CFLs that leveraged Sponsor upstream incentives on qualified lighting product and included creative and high-impact retail displays that incorporated “Start Small, Save BIG” advertising templates and NECN PSAs on video.
    - Reports from Whole Foods indicate that this promotion moved more than 10,000 units, compared to a monthly average of approximately 200 bulbs across their stores within the region.
      - Whole Foods was also a key partner in the Boston Bus Stop of the Change a Light Bus Tour



# Summary



## Conclusion

- Myenergystar.com's public affairs campaign has proven a successful approach to leverage the power of media to:
  - Engage consumers with residential energy efficiency programs in a new, meaningful way
  - Offer a unique and exciting platform for industry recruitment
  - Build brand awareness for efficiency programs
  - Drive program results
  - Position campaign Sponsors as regional leaders in consumers' quest for greater energy efficiency and environmental protection