



# The Evolution of Social Marketing Energy Efficiency Campaigns

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## Who?

- Jennifer Castleberry, Managing Supervisor, Runyon Saltzman & Einhorn (RS&E)
- Sacramento, California's largest full-service communications agency
- Specialize in social marketing for health, environmental and energy programs



# Case Studies Under Review

- California Public Utilities Commission (CPUC) Statewide Marketing and Outreach Campaign
- JACO Environmental Refrigerator Recycling Campaigns
  - California
  - Utah



# Social Marketing Principles

- Goes beyond selling programs
- Selling ideas, attitudes and behaviors
- Influencing social behaviors to benefit the target audience and society



# Making Social Marketing Work

- More than just awareness - Action
- Target the message to the audience
- Make the *Product* enticing
- Keep the *Price* reasonable
- Market in *Places* they live, work, and play
- Develop creative *Promotions*
- Monitor results and be flexible



# Individual vs. Global Benefits

- Rebates
- Utility Bill Savings
- Easy to sign up



- Global Warming
- Energy Savings
- Easy to Save the Planet



# CPUC Case Study

- California statewide social marketing campaign began in 2003 to reach an underserved, hard-to-reach (HTR) rural population.
- Meant to provide a consistent statewide message to drive customers to utility and third party energy efficiency programs.
- Each year, the campaign builds on successful components to continue momentum.
- Utilizes the *Flex Your Power* (FYP) brand to leverage the strength of the larger statewide initiative.



# Why Target Rural Customers?

- Tend to be underserved with regard to the availability and quality of services.
- Have higher energy consumption due to geographic location, climates and lifestyles (e.g. higher electricity usage for farm production needs, etc.).
- Live in both single and multi-family homes
- Hispanics make up largest minority (non-English speaking).
- Live in remote locations that can be difficult to reach with mass media.





# CPUC Campaign Objectives

- Maintain/expand awareness among HTR residential consumers of the benefits of reducing energy consumption.
- Educate and inform HTR consumers about specific energy-saving measures.
- Channel these audiences to products, services, resources and behaviors that save energy.



## CPUC Marketing Mix

- Guided by research and media availability
- Paid media
  - Radio
    - 33 counties receiving local/spill coverage.
  - Newspaper
    - 98 newspapers providing coverage to targeted zip codes/broader contiguous geographies.
- Media for mass reach at effective frequency.
  - 70 million radio impressions.
  - 52 million newspaper impressions.
  - 90% reach/23x+ frequency annually.



## CPUC Marketing Mix, Cont'd

- Community/grass roots outreach
  - Research to identify CBOs in target geographies
  - RFP process – 16 CBOs
  - 2-day training
- Public relations
  - Local media relations
- Spanish media partnerships
  - Print (ads & feature stories)
  - Radio



# Shifts in Awareness, Attitudes

- Fundamental messages of energy efficiency have been absorbed by HTR target audience; however, reinforcement still necessary.
- Target audience prime for more ambitious message objectives. For example, consumers need assistance contemplating financial trade-offs and investigating more sophisticated energy-saving technologies.
- Need to show the link between energy use and global warming. How do my choices and actions impact society?

Then

**IMPROVES  
AIR FLOW  
AND YOUR  
CASH FLOW.**



Here's a summer energy saving tip that's worth a little fanfare. Using ceiling fans or an evaporative cooler instead of a central air-conditioner can save you 15%-20% on your cooling bills. In fact, ceiling fans use about the same amount of energy as a 100 watt light bulb – just pennies a day. How cool is that? So if you want to beat the heat *and* the high cost of energy all summer long, install energy efficient ceiling fans or an evaporative cooler. For more cool ways to Flex your Power, call us or visit our website.



CALL 1-866-431-FLEX OR VISIT [WWW.FYPOWER.ORG](http://WWW.FYPOWER.ORG)  
Funded by California ratepayers and administered by California Environmental Action under the auspices of the California Public Utilities Commission.



Now

Turn your thermostat up by 3 degrees in the summer and down by 3 degrees in the winter:

- Save up to 15% on your energy bills
- Cut up to 15% of your household's GHG emissions

Switch one ordinary light bulb to an Energy Star qualified efficient bulb:

- Save \$14 per year
- Prevent 82.9 pounds of CO2 emissions per year

# Collateral Material



**Flex your POWER TAKE THE PLEDGE.**

I pledge to do my part to save energy and protect our environment by taking the following steps:

- I will replace at least three lightbulbs in my house with energy efficient compact fluorescent lights (CFLs) that use up to 75% less energy and last up to 10 times longer.
- I will turn off the lights in empty rooms and take advantage of natural light whenever possible.
- I will turn off computers, TVs and stereo equipment when no one is using them.
- I will avoid using major appliances like washers, dryers and dishwashers until after 7 p.m.
- The next time I purchase a new appliance, furnace or weatherization item I will make sure it is a high efficiency model.
- I will close all windows and exterior doors when using my heating or air conditioning system.
- I will set my thermostat according to the manufacturer's instructions to ensure that I'm using the system to its maximum efficiency.

perf

**Flex your POWER COMPROMÉTETE.**

Yo me comprometo a poner de mi parte para conservar energía y proteger nuestro ambiente al seguir los siguientes pasos:

- Yo repondré cuando menos 3 focos en mi casa con luces compactas y fluorescentes que conservan energía (CFLs) y que ocupan hasta un 75% menos energía y duran hasta 10 veces más.
- Yo apagaré las luces en habitaciones vacías y aprovecharé la luz natural cuando sea posible.
- Yo apagaré computadoras, televisores y equipo estereofónico cuando nadie los esté usando.
- Yo evitaré el uso de electrodomésticos grandes como lavadoras, secadoras y lavaplatos hasta las 7 p.m.
- La próxima vez que yo compre un aparato electrodoméstico nuevo, calefactor o artículo de control del ambiente me aseguraré de que sea uno que conserve energía.
- Yo cerraré toda ventana y puerta al exterior cuando use mis sistemas de calefacción o de aire acondicionado.
- Yo fijaré mi termostato según las instrucciones del fabricante para asegurar que esté usando el sistema a su máxima eficiencia.

**Flex your POWER SAVE ENERGY IN THE WINTER.**

**HEATING**

- Replace inefficient furnaces with high-efficiency models and save up to 20% on your heating costs.
- In the winter, lower the temperature 3-5°F. You can save 10-20% on your heating costs.
- Change or clean your furnace filter each month to help it run more efficiently—save up to 2% on your heating costs.
- Seal leaks in your air ducts and save 5-20% on your heating costs.
- Install or upgrade wall and attic insulation and save up to 25% on your heating costs.
- Caulk and weather strip windows and doors and save up to 5% on heating costs.
- Open shades during the day to allow sunlight to warm your house. Close them at night to keep heat from escaping.
- Avoid wasting heat in unoccupied rooms by closing doors and air vents.

**WATER HEATING**

- Turn your water heater thermostat down and save 10-15% on water heating costs. Water should not measure more than 120°F.
- Replace inefficient clothes washer with a high efficiency model, which will use 35-40% less water and up to 50% less energy per load.
- Wash full laundry loads in cold water and save up to 10% on hot water costs.
- Showers can account for up to 50% of your hot water usage—install low-flow showerheads to conserve water and save 5-10% on water heating costs.
- Purchase a high efficiency dishwasher and run only when full. Use the air-dry option instead of heat dry.

**LIGHTING**

- Replace the 4 light bulbs you use most often with compact fluorescent lights (CFLs) and save up to \$35 a year in energy costs.
- Purchase energy-efficient light-emitting diode (LED) strands for holiday lighting. LED strands are 90% more efficient, last longer, and are safer than light strands since they are shatterproof and produce almost no heat.

Visit [www.fypower.org](http://www.fypower.org) or call 1-866-431-FLEX for more information.

**Flex your POWER SAVE ENERGY IN THE SUMMER.**

**COOLING**

- Replace the 4 light bulbs you use most often with compact fluorescent lamps (CFLs) and save up to \$35 a year in energy costs.
- On warm days, raise the temperature 3-5°F and save 10-20% on your heating costs.
- Replace older appliances with high-efficiency models.
- Install energy-efficient windows, seal and caulk leaky doors and install foam gaskets behind outlet covers.
- Check your local utility's website and take an online energy efficiency survey.

**SAVING ENERGY AND WATER MADE EASY**

- Turn off lights in empty rooms and enjoy natural light whenever possible.
- Keep the refrigerator full to help it stay cool and use less energy.
- Avoid using major appliances until after 7 p.m.
- Unplug appliances when not in use.
- Turn off the tap when you brush your teeth or shave.
- Water your garden or lawn in the early morning or evening.

For more ways to save energy visit [www.fypower.org](http://www.fypower.org) or call 1-866-431-FLEX.

Name \_\_\_\_\_

Street Address/PO Box \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Nombre \_\_\_\_\_

Domicilio o PO.Box \_\_\_\_\_

Ciudad \_\_\_\_\_

Estado \_\_\_\_\_ Zip \_\_\_\_\_

Teléfono \_\_\_\_\_



# JACO Environmental Case Study

- Utility-funded direct response/social marketing campaign aimed at reducing energy consumption among homeowners with secondary refrigerators.
- More than just an appliance retirement program –only program to recycle more than 98% of components and destroy ozone depleting foam.
- Campaign highlights the “right thing” and the “easy thing” to do.
- Leverage respected utility brands rather than JACO brand.
- Track bookings and course correct as necessary.



# Target Audience

- Single family homeowners, multi-family facility owners.
- Skew toward women, 25-54 years old.
- Focus on geographic service territories with large population concentrations.
- Consider distance from recycling facilities.





# JACO Campaign Objectives

- Maintain/expand awareness of the benefits of reducing energy consumption.
- Inform electric customers about the cost/non-benefit of running a secondary refrigerator.
- Recycle x number of units in order to save x Kwhs of electricity and x tons of greenhouse gases.



# JACO Marketing Mix

- Guided by program experience and research
- Paid media
  - Television
    - Visual
    - Maximize reach
  - Newspaper
    - Home and garden sections
    - Main News



## JACO Marketing Mix, Cont'd

- Web site and search optimization
- Retail partnerships/point of sale
- Bill stuffers
- Community events
- Truck signs
- Public relations
  - Local media relations
  - Media events



RUNYON  
SALTZMAN &  
FINHORN, INC.



## We pick up your old fridge. And you pick up 35 bucks.

Chances are, that old refrigerator or freezer in your garage or basement is running up your utility bill. That's because they can use three times as much energy as newer ones. But now there's an easy solution. We'll pick up your older appliance for free and you'll pick up \$35 in cold cash when you recycle it with JACO Environmental. So do something good for yourself, good for the environment and lower your energy bills, too.

**For more information or to schedule a FREE pickup,  
PG&E electric customers call toll-free 1-800-299-7573  
or visit [www.appliancerecycling.com](http://www.appliancerecycling.com)**



**Pacific Gas and  
Electric Company®**

**JACO**  
Environmental

JACO Environmental, an appliance recycler, will pick up and recycle refrigerators and freezers that are in working condition. This program is administered under the auspices of the California Public Utilities Commission and is available to PG&E electric customers on a first-come, first-served basis until funding is expended. Refrigerators and freezers must be in working condition and 10-27 cubic feet in size. Customers must own the unit(s) being recycled. Limit two units per residential address. A check will be mailed to the PG&E electric customer within 6-8 weeks after the appliance collection. Some restrictions apply.





## Shifting the message

- More than just a convenient way to dispose of an old appliance.  
Environmentally responsible.
- Research suggested future advertising to focus on energy consumption and costs of operating an older refrigerator or freezer.



Thank You

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