



Just Do It: Best Practices in Energy Efficiency Advertisements

Matthew Burks & Chad Garrett

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**“Advertising is the most fun you can have with
your clothes on.”**

-Bill Cosby-



“Advertising: the science of arresting the human intelligence long enough to get money from it.”

– Stephen Leacock–



“Advertising is the art of convincing people to spend money they don't have for something they don't need.”

-Will Rogers-



What We'll Cover

- Context & Methodology
- Ad Contest Winners:
 - Xcel, Seattle City Light, SaskPower, OPPD Georgia Power
- Campaign Comparisons
- Final Thoughts & Suggestions



Background

- E Source contest
- 63 submissions from 27 utilities
- 5 judge panel
- Rated ads from 0 to 10 in 4 categories:
 - Message
 - Creativity
 - Memorable
 - Overall Impression



Judges

- **Brian F. Keane**, President of SmartPower
- **Mindy Cheval**, Senior Instructor of Advertising for the University of Colorado at Boulder School of Journalism and Mass Communication
- **John Winsor**, Vice President/Executive Director of Strategy and Innovation at Crispin Porter + Bogusky
- **Bill LeBlanc, Matthew Joyce & Wendy Bloechle**, E Source (scores averaged)
- **Tosha Renée**, Residential Reviewer



A FRESH BATCH OF INEFFICIENCY

YUM



When it comes to energy in your home, some things are obviously inefficient. But some are not. That's where an in-home energy audit from Xcel Energy can come in. Together, we'll identify opportunities for you to save money by saving energy, and put an action plan together that you can really sink your teeth into. Do you smell what we're cooking?

Visit Xcelelevision.com and watch the informative home energy audit video, then call 1-800-895-4999 to schedule yours today.



THE EXTRA COST TO RUN IT

We'll pick up your energy-wasting fridge.

Call (206) 233-COLD seattle.gov/fridge



IS PRETTY UGLY, TOO.

You pick up \$30.

 **Seattle City Light** James G. Thompson Award
Conserving energy for a sustainable future. **NOW**

SEASONAL LIGHT EXCHANGE

NOV 1-2 | NOV 8-9



1 = 140
(OLD INCANDESCENT LIGHT) (LED LIGHTS)

One incandescent light bulb uses about the same amount of electricity as 140 LED light bulbs.

This Saturday and Sunday bring in your old seasonal incandescent light strings and get **\$3.00 off** a new string of energy efficient LEDs. (Limit 3 coupons per customer)



DO THE BRIGHT THING!



PARTICIPATING RETAILERS:

- | | | | |
|--|--|--|--|
| Sherwood Co-op Association
651 Winnipeg Street N. | Home Depot Canada
• 1847 Victoria Avenue E.
• 1030 North Pasqua Street | Home Hardware
5660 Rochdale Boulevard | Sears Canada
• 1720 Hamilton Street
• 1984 - 79th Avenue |
|--|--|--|--|

SAPPO-0216 print ad.indd 1

10/27/08 9:25:08 AM





OPPD

Plan to use less power. Inch up your thermostat. **aimgreen**
Raising your thermostat one degree can save you 1% on your cooling bill. oppd.com



SNIFF OUT SAVINGS

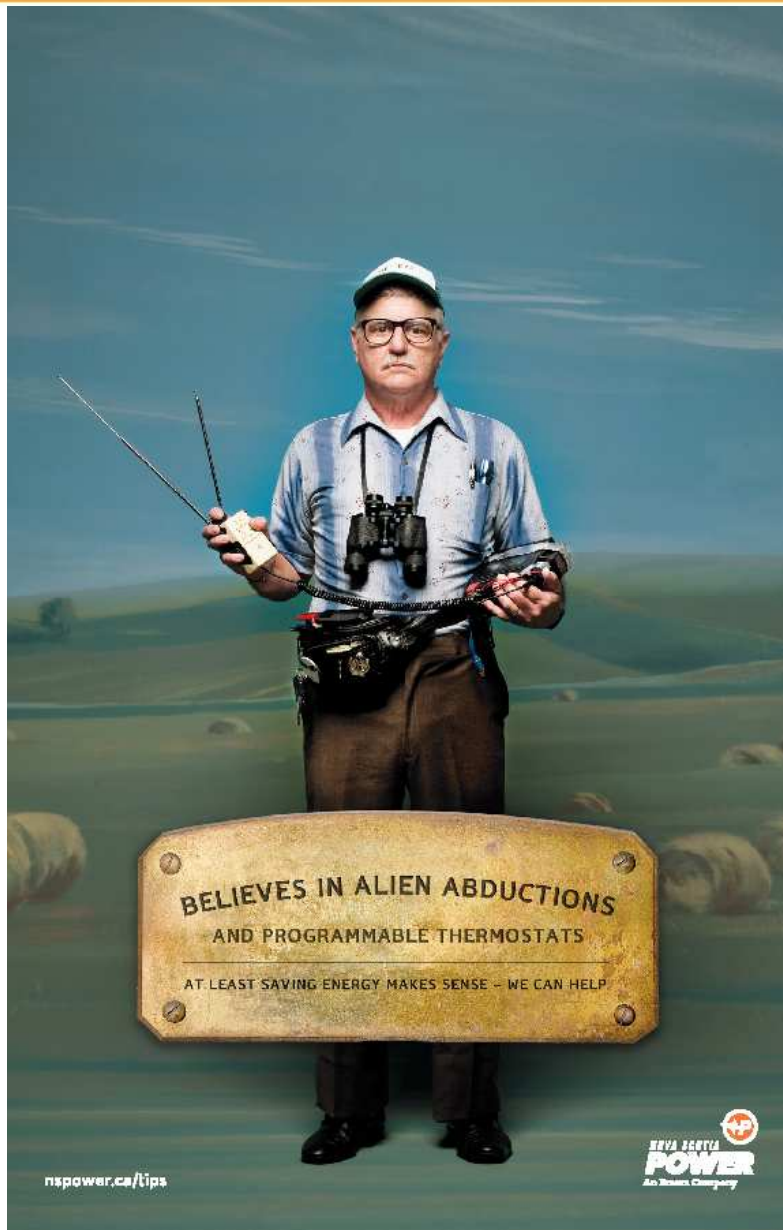
Dogs come to our rescue all the time. That's why it only makes sense to have them help us search for energy savings. Clyde knows that ENERGY STAR[®] qualified compact fluorescent light bulbs (CFLs) use three-quarters less electricity, generate 75% less heat, and last up to 10 times longer than Incandescent lighting. Find more ways to sniff out savings at GeorgiaPower.com.



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Campaign Comparisons



SNIFF OUT SAVINGS

Dogs just have a nose for finding things, like all the places we waste electricity without realizing it. Mercedes knows that using a power strip or simply unplugging electronics when they are not in use can save as much as \$100 a year. Find more ways to sniff out savings at GeorgiaPower.com.



©2017 Georgia Power

EnergyStar program from Georgia Power doesn't smell like a dog.

SNIFF OUT SAVINGS

Dogs can be trained to do lots of things. So why not teach them to find energy savings? Tara has learned that adding proper insulation to attics and crawl spaces can reduce your home's heat gain and heat loss by up to 28%. Find more ways to sniff out savings at GeorgiaPower.com.



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EnergyStar program from Georgia Power doesn't smell like a dog.





PROPERLY INSTALL \$330 IN YOUR WALLET

Install a high-efficiency central AC unit, or air source heat pump, and get up to \$330 cash back from Xcel Energy. Our participating contractors will properly install your new unit for maximum efficiency, so you'll enjoy comfort and savings for years to come. Visit Xcelevision.com to learn more and find a registered contractor in your area. Then just sit back, enjoy the cool air, and the cool cash in your pocket.

Visit Xcelevision.com today.

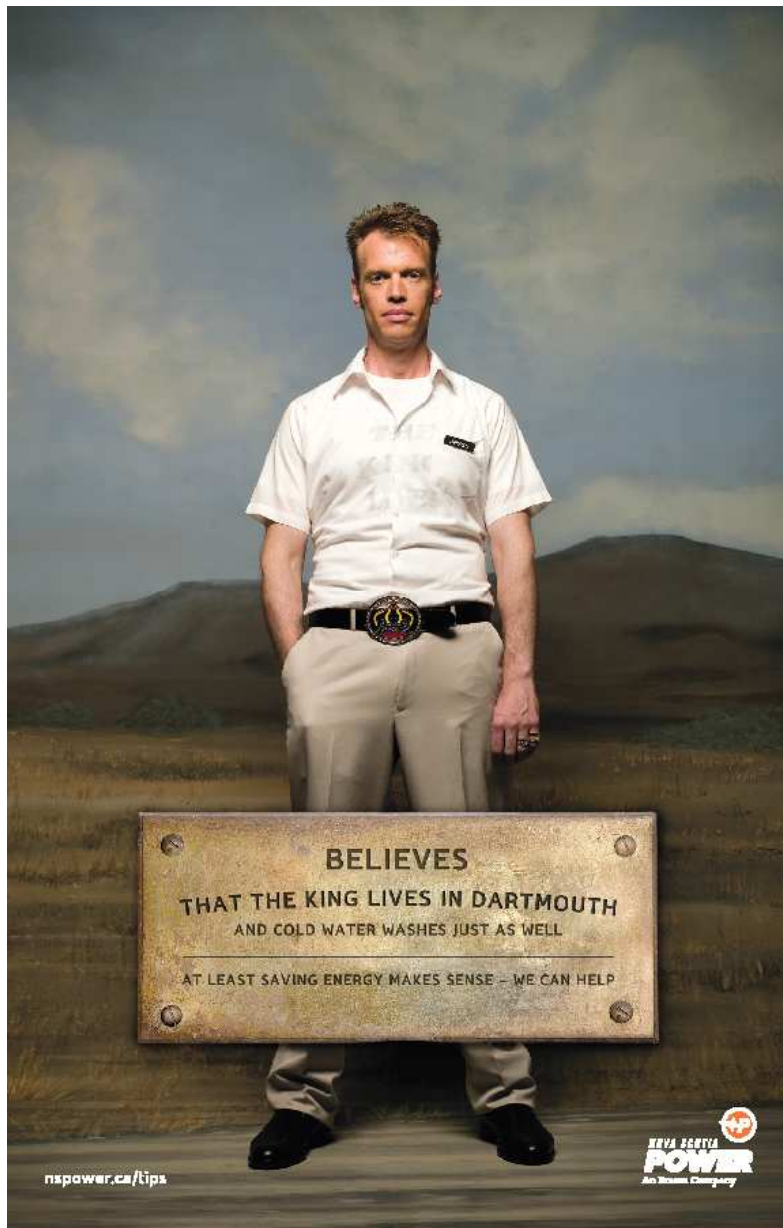


Xcel Energy
RESPONSIBLE BY NATURE

Restrictions apply. For complete program details visit Xcelevision.com, watch the Central AC Rebate video and click on the link.

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Final Thoughts & Suggestions

- Symbolism can work
- Tasteful humor works
- Text is okay, but few will read it
- Simplicity is compelling
- Too many messages is bad
- Edgy is surprising & memorable, but...
- Concrete & creative are effective



“Never write an advertisement which you wouldn't want your family to read. You wouldn't tell lies to your own wife. Don't tell them to mine.”

-David Ogilvy-



Go Forth & Create

“Advertising is the greatest art form of the 20th century.”

-Marshall McLuhan-





21st National Conference & Expo

January 17-20, 2011 • Hilton Walt Disney Resort

