

“MORE THAN THE SUM”

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Ontario Power Authority

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The Context

- The Ontario Power Authority (OPA) is responsible for ensuring a reliable, cost-effective and sustainable supply of electricity for Ontario:
 - Strategic co-ordination of conservation efforts across the province
 - Long term power system planning for the long term
 - Development of needed generation resources
- Ontario is the second largest province in Canada and about a third of Canada's population lives here
 - Four times the size of Germany, \$13MM people in 4.5MM households
- Ontario is working toward a target of 7,100 megawatts peak demand reduction and 28 terawatt-hours reduction in annual energy use by the end of 2030.
 - Ontario's conservation targets and initiatives are projected to save \$27 billion on an investment of \$12 billion, with additional benefits to the environment
- OPA is a recognized energy efficiency leader
 - 2011 ENERGY STAR Market Transformation Award
 - 2011 Platts Award for the Energy Efficiency Program of the Year, category Outstanding Programs
 - 2011 Canada's Greenest Employers

The Challenge

- Prior to 2011 the look and feel of the provincial conservation programs was fragmented
- A variety of energy conservation messages from private and public-sector sponsors led to confusion, which in turn hindered the participation



The Solution

The April 23rd 2010 Ministerial Directive, set the OPA on a massive collaborative effort to bring to life a holistic set of conservation programs for homes and businesses, under:

- A common Provincial brand, co-branded with the LDCs marks
 - Consistent and Coordinated Program messaging
- ✓ The new **saveONenergy** conservation brand was developed:
- All consumer initiatives were brought together under one program umbrella **saveONenergy FOR HOME and saveONenergy FOR BUSINESS**
- ✓ A new provincial mark was created to act as a “seal of approval” for all conservation messaging in Ontario, the **Cleaner Ontario Mark**:



The Solution

2011 Conservation Branding Objectives:

- I. Bring coherence to conservation messaging, the “**One Wall**” test
- II. Achieve **40% awareness for saveONenergy**, while communicating that it is easy for people to learn what to do:
 - to change energy use, save money, increase comfort
 - to feel good about their impact on the environment and energy supply

The Solution

- **saveONenergy** facilitates a “whole home” approach and positioning:
 - a unifying voice for electricity conservation awareness and resource acquisition messaging
 - messaging uses the same theme, sending the signal that the consumer should consider the home as an energy-using unit rather than as a series of disconnected systems.
 - saveONenergy is used in messaging from the province (via the OPA) and from each local electric utility so credibility and impact are maximized
- The integrated approach contributes to enhancing a culture of conservation among Ontario consumers, supporting the market transformation strategy
- Capability building is integrated into the program design
- The synergy inherent in a consolidated and consistent marketing banner would produce better financial value for ratepayers

The Process

- The OPA/LDCs Marketing Working Group (MWG) was formed in July 2010 and met frequently to ensure progress on a common set of objectives for the OPA and LDCs

LDCs Marketing Objectives:

1. Achieve or exceed their local conservation targets
2. Maintain branding integrity
3. Champions of conservation and corporate social responsibility

- The new creative expressed consistently elements of the new “*creative thread*”:
 - an electric cord as an iconic element
 - a photo concept – real people, real situations
 - consistent key value propositions by initiative
- Market research pre-testing was done to ensure that the strategy was being executed in a persuasive, relevant and memorable manner
- The media approach included a variety of traditional (print and broadcast) and new (online – standard or rich) media

The Process

- Templated creative with LDC branding placeholders was provided to LDCs for use in their own customer communications
 - centralized ad library in SharePoint
- A new provincial website was created where all Ontarians could learn about the initiatives and register to participate www.saveonenergy.ca
 - LDC microsites were developed to allow all smaller and medium sized LDCs to leverage the provincial website, or in case of larger LDCs to use the creative thread in their own corporate websites



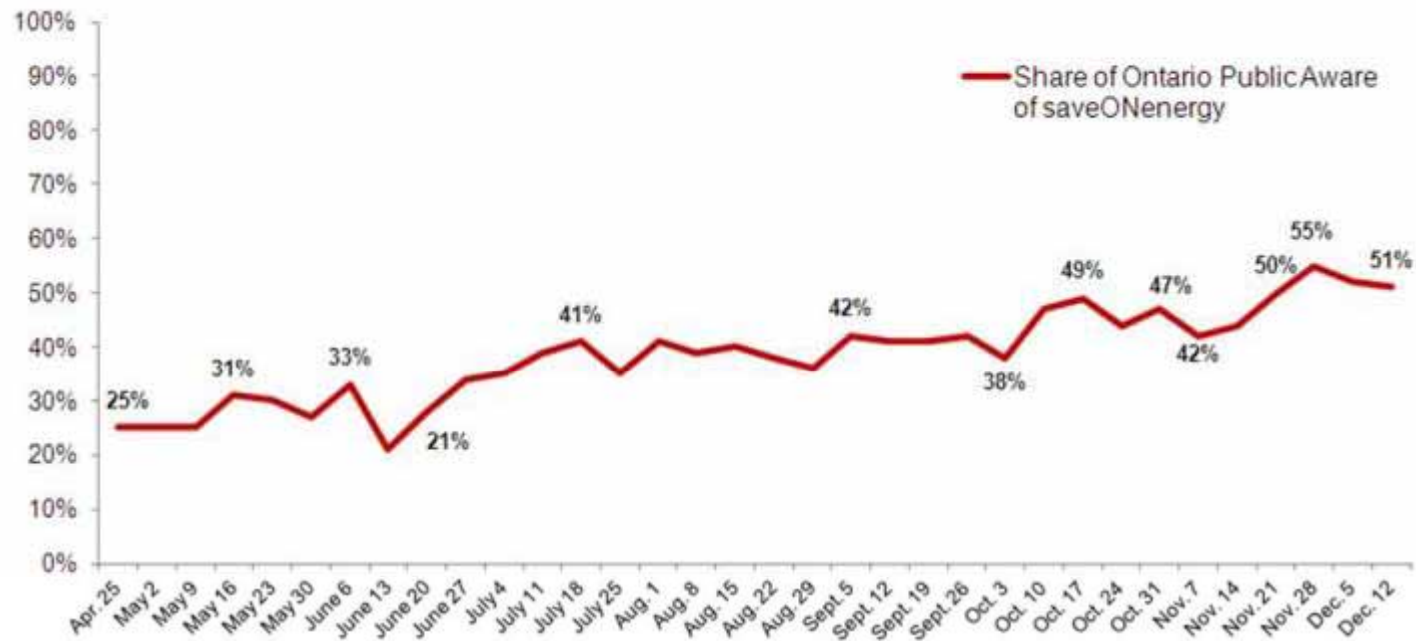
The Deliverable

- **A multi-layered media campaign launched early 2011 with:**
 - a general awareness province-wide effort led by the OPA for the new conservation platform
 - initiative-specific campaigns with province-wide and regional coverage for the consumer initiatives, led by the OPA and the LDCs
 - regional / targeted messaging from LDCs by leveraging OPA pre-developed templates or by building their own, using the common creative thread.



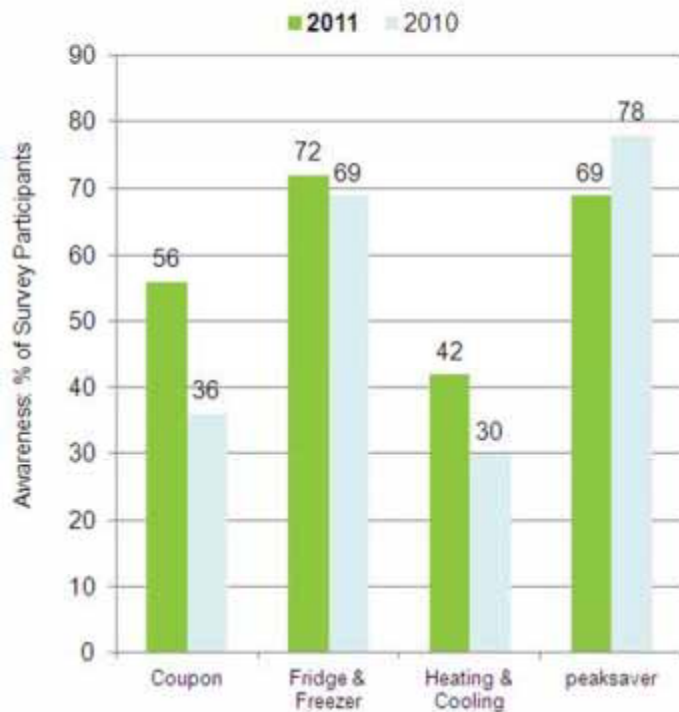
The Results

- **saveONenergy** brand is hitting the mark with consumers: over 50% of Ontarians are aware of the new province wide conservation brand



The Results

- For initiatives marketed under the **saveONenergy** umbrella, awareness (and market share) is superior to 2010 (under the old initiative name)



Over half of Ontarians aware of the brand agree that:

saveONenergy will...	Q1	Q2	Q3	Q4
"Help me save money"	57%	63%	59%	59%
"Lead me to use energy responsibly"	42%	57%	54%	53%
"Provide many options to save energy"	52%	59%	60%	59%

The Results



saveONenergy TV ad “Snapshots”

saveONenergy Radio Ad, Fall Event campaign



Download your coupons today. ▶



The Results

Poster - Fridge & Freezer Pickup

save energy
FRIDGE & FREEZER PICKUP

Save up to **\$125** a year on electricity costs by having your old fridge or freezer removed for **FREE.***

If you have a fridge or freezer that is 15-years old or more and in working condition, we will haul it out of your home and recycle it in an environmentally-friendly way for FREE. Window air conditioners and dehumidifiers[†] can also be removed if you book an appointment for at least one eligible fridge or freezer.

For complete details or to book an appointment, visit saveenergy.ca or call 1-877-787-9473 today.

*Based on a 2008 average electricity consumption of 200 kWh per month. Actual savings will vary based on usage and rates. †Window air conditioners and dehumidifiers are not eligible for removal. ‡Eligible fridges and freezers must be removed by a participating retailer. †††Eligible fridges and freezers must be removed by a participating retailer.

Save! LDC logo and associated marks!



Bill insert – French (Heating & Cooling Incentive)

énergiconomies[™]
INCITATIF CHAUFFAGE & CLIMATISATION

Obtenez jusqu'à **650\$*** lorsque vous remplacez votre système central de chauffage et de climatisation.

[Save! LDC logo and associated marks!]

énergiconomies[™]
L'ÉVÈNEMENT DU PRINTEMPS

Économisez instantanément sur des produits écoénergétiques pour votre maison.

Essayez-vous de visiter les détaillants participants pour épargner sur des produits écoénergétiques, comme des bases multiples avec minuterie intégrée ou système d'arrêt automatique, des ampoules fluocompactes ou des luminaires homologués ENERGY STAR®, des sèche-linges extérieurs et plus encore. Non seulement réaliserez-vous des économies immédiates, mais vous ferez aussi des économies d'énergie toute l'année.

L'ÉVÈNEMENT DU PRINTEMPS ne dure que jusqu'au 1^{er} mai. Commencez à épargner dès aujourd'hui en vous procurant les coupons en magasin ou en ligne. Pour plus de renseignements et pour trouver les détaillants participants, visitez energiconomies.ca maintenant.

*Sous réserve de conditions supplémentaires détaillées sur energiconomies.ca. Financé par l'Ontario Power Authority. Énergie de la province de l'Ontario produite par la Régie de l'énergie en vertu de la Loi sur l'énergie. †Participation obligatoire au Centre Énergie Éco.

ONTARIO POWER AUTHORITY

Print ad Template – Spring Retail Event



The Results

Sell Sheets - Retrofit Program and Small Business Lighting


save on energy™
RETROFIT PROGRAM

Install Energy-Efficient Measures and Receive up to 50% of Your Project Costs

RETROFIT PROGRAM

Program benefits include:

- Decreased operating and maintenance costs
- Lowered energy consumption and costs
- Reduced payback periods

Eligible for:

- Lighting and controls
- Utility air conditioning
- Sprinklers
- Variable frequency drives
- Appliances
- Alternative energy resources
- Motors
- Pumps
- Fans
- Refrigeration, and more ...

What incentives are available?

- \$40000 for Lighting
- \$200000 for Non-lighting



For many business owners, capital costs prove to be the primary barrier to investing and participating in a retrofit project. The **save on energy RETROFIT PROGRAM's** incentives tackle the barrier head on, making it possible for you to install and benefit from newer, more energy efficient technologies.

Participate and save


The **RETROFIT PROGRAM** provides substantial financial incentives for replacing inefficient existing equipment with high efficiency equipment and for installing new control systems that will improve the efficiency of your operational procedures and processes.

Start saving sooner

Getting your project underway without delay is our priority. We'll work with you to make a quick pre-approval process so your project can move ahead as soon as possible.

Whether your project is **PRESCRIPTIVE, ENGINEERED or CUSTOM**, you'll find plenty of available incentives (see following page for descriptions).


LDC Logo


save on energy™
SMALL BUSINESS LIGHTING

Save Money, Reduce Energy Use with Simple Lighting Upgrades

SMALL BUSINESS LIGHTING program offers:

- A free assessment to identify possible energy savings
- Up to \$1,000 of energy-efficient retrofits - including all equipment and labour
- Plus, get access to additional incentives



Now, businesses in Ontario can take advantage of the offer of up to \$1,000 in free lighting and equipment upgrades.

save on energy SMALL BUSINESS LIGHTING is a co-sponsor program that offers businesses like yours up to **\$1,000 in free, energy-efficient upgrades** - improvements that will save on electricity costs. Plus, get access to additional incentives.

SMALL BUSINESS LIGHTING program offers:


- A free assessment to identify possible energy savings
- Up to \$1,000 of energy-efficient retrofits - including all equipment and labour

Your participation in the **SMALL BUSINESS LIGHTING** program will not only help you manage your electricity costs, it demonstrates your support for a cleaner environment and benefits your customers and your community.


LDC Logo

The Results

Print ads – Business – sector focused Industrial, Institutional



save on energy
FOR BUSINESS




SAVING energy makes sense
— **business** sense.


You're always looking for new ways to control your operating costs. Energy use is no exception. Your local electric utility has a range of energy-efficient solutions tailored to businesses. Small businesses may be eligible for incentives to upgrade their lighting. Commercial, agricultural and industrial operations can tap into funding for lighting, process and equipment upgrades, as well as for energy audits and shifting energy usage away from peak demand times. Big or small, every Ontario business can benefit.

Find out more by contacting your local electric utility or visit saveonenergy.ca/business

- Your local electric utility offers incentives for:
- Energy-efficient lighting
 - Building energy use
 - Equipment upgrades
 - Energy audits

save on energy
FOR BUSINESS



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- Your local electric utility offers incentives for:
- Energy-efficient lighting
 - Building energy use
 - Equipment upgrades
 - Energy audits



The Results



Banner from Niagara On the Lake

FOR HOME Bilingual Brochure from Hydro Ottawa



There are many programs available to make your home or business **energy-efficient**



Bill Insert from Powerstream



Print ad from Toronto Hydro



For more programs to help you **save money** visit saveonenergy.ca

Niagara On-The-Lake HYDRO



Event with Veridian

The Results

Pre – 2011 Heterogeneous



2011 “One Wall”



Conclusions & Next Steps

- The 1st year efforts were successful in creating cohesion and putting the new **saveONenergy** brand on a strong footing for the years to come
- The consolidation effort re-invigorated the initiatives and encouraged people to take more responsibility for the amount of electricity used in their homes
- The journey will continue with an evolved messaging strategy and enhanced tools
 - Focus on communicating the value of energy / conservation (the “WHY”) and build upon the two thoughts that resonate so well with the Ontario consumers:

NOT WANTING TO BE **WASTEFUL** & WANTING TO HAVE **CHOICE**

- Final destination goal for Ontario is to create a ***culture of natural conservation***

www.saveonenergy.ca

Thank You!

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Save the Date

May 15-17, 2012

**AESP's Spring Conference
Baltimore, MD**

Oct. 15-17, 2012

**AESP's Fall Conference
Long Beach, CA**

Jan. 28-31, 2013

**AESP's 23rd National Conference
Orlando, FL**

www.aesp.org

