

Using Loyalty Messaging and Incentives to Drive Efficiency and Innovation in Energy Conservation

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National Leader, Energy Conservation

AIR MILES for Social Change

July 30, 2012



AIR MILES Overview

- More than 10 Million active Collectors across Canada representing more than two-thirds of Canadian households
- 200+ brand-name sponsors across the country at thousands of retail and online locations
- Largest emailable database in Canada, over 600,000 Facebook fans
- A leader in using customer data and insights
- An environmental and social behavior influence leader
- One of the top ten most influential brands in Canada







Inspiring change across the country

A world-first, right here in Canada:
points-based incentives to support behaviour shifts on a mass scale

Incentive for retiring old fridges, for switching to paperless billing and for purchasing energy efficient appliances

powersmart

BRITISH COLUMBIA

Incentive for participating in a health awareness campaign

RC GENERATIONS PROJECT

BRITISH COLUMBIA

Incentive for purchasing healthier groceries at retail

BRITISH COLUMBIA

BRITISH COLUMBIA

Incentive for signing up for renewable natural gas

FORTIS BC

BRITISH COLUMBIA

Incentive for participating in an energy awareness campaign

C3 - Energy Ideas Change

ALBERTA

Incentive for purchasing a monthly transit pass online

ETS
Edmonton Transit System

EDMONTON

Incentive for signing up for Paperless Billing and for pledging to conserve energy

uniongas
A Spasco Energy Company

ONTARIO

Incentive for pledging to conserve energy and for retiring old fridges

ONTARIO POWER AUTHORITY

ONTARIO

Incentive for conducting a home eco energy audit

green saver

ONTARIO

Incentive for taking public transit

Metrobus Transit

NEWFOUNDLAND

Incentive for registering for the Beal Ride for Heart

HEART & STROKE FOUNDATION

PEI

Incentive for joining a community promoting sustainable transportation options

Travel Smart

METROVancouver

Incentive for participating in a health awareness campaign

Canada's 4th largest

ALBERTA

Incentive for participating in a health awareness campaign

Ontario Health Study
Etude sur la santé Ontario

ONTARIO

Incentive for participating in a mental health awareness campaign

Canadian Mental Health Association
Alliance canadienne de santé mentale

ONTARIO

Incentive for purchasing a public transit pass

stm

MONTREAL

Incentive for purchasing an annual transit pass

Toronto Transit

TORONTO

Incentive for proper disposal of hazardous waste

Toronto

TORONTO

Incentive for pledging to conserve energy, purchasing CFL light bulbs at retail and for retiring old appliances

efficiency

NOVA SCOTIA

Incentive for switching to paperless billing and for ordering an energy savings kit

ENBRIDGE

ONTARIO

NATIONAL

- Incentive for completing online risk assessment, signing up for a health support tool and for donating to the Heart and Stroke Foundation
- Incentive for donating to WWF Canada and for pledging to participate in Earth Hour
- Incentive for pledging to live a healthy lifestyle

HEART & STROKE FOUNDATION, **WWF**, **Jimmy Choo**

MULTI PROVINCIAL

- Incentive for signing up for 100% green electricity and/or green natural gas for your home

bullfrogpower

ATLANTIC

- Incentive for participating in a health awareness campaign

Atlantic PATH

Visit www.airmilesforsocialchange.com for more information.

This illustration depicts incentives that have been offered and may continue to be offered.



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The Power of Loyalty Partnerships

[\(launch CMA video\)](#)

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Ruth Covich

Director, Corporate Marketing

The Ontario Power Authority

July 30, 2012



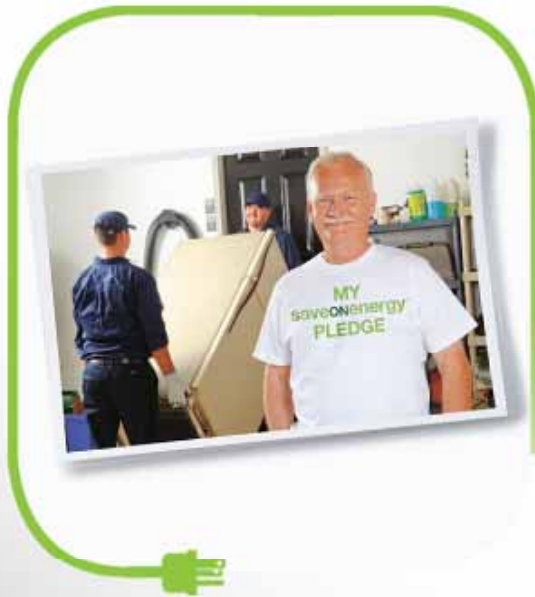
Why loyalty based incentives

Energy conservation is critical for business, for the government and for Ontarians

- **Our focus:** advancing a culture of conservation through wide scale adoption
- **Our challenge:** to interact with Ontarians where they are in a meaningful and compelling way
- **Our solution:** AIR MILES for Social Change
 - 74% of Ontario households active AIR MILES collectors
 - AIR MILES often valued more than smaller cash rewards
 - Creative and joint solutions developed – government agency partnering with industry to make a difference in something we all care about and from which we all benefit.



The New Fall saveONenergy PLEDGE is here.



The **saveONenergy PLEDGE** is back with an all-new Fall edition!

We have highlighted some conservation actions you can take this Fall to help manage your electricity use, reduce greenhouse gases, and save money.

And if you've already pledged this summer, you're still eligible to join the thousands of Ontarians who will be participating in our all-new Fall PLEDGE!

PLEDGE NOW >>



Earn up to 115 AIR MILES®

reward miles by taking the **saveONenergy PLEDGE**.

Offer subject to [terms and conditions](#).

133,383

Ontarians have taken the PLEDGE

The impact in Ontario if everyone fulfills their pledge:

XX,XXX

Pledge Participants

X,XXX kWh/year

Energy Savings

\$X,XXX

Saved a Year

X,XXX kg

Greenhouse Gases Avoided



WWF IS A PROUD SUPPORTER OF THE



The Results

2010 Highlights:

- **47.1%** unique website visits to Power Pledge site resulted in a completed pledge
- **88%** learned something new about conserving energy because of the Power Pledge
- Almost **50%** of Ontarians who pledged returned to the site to learn about saving energy, after taking the pledge
- Power Pledge generated a permission-based database of **73,000** Ontarians



More Results

2011 Highlights:

- Ontarians continued to be engaged – **42%** of unique website visits completed the pledge.
- More than **50%** of Ontarians who pledged returned and continued to interact
- Permission-based customer database grew **62%** from 73,000 in 2010 to **118,000**
 - ✓ Permission-based customer database for LDCs over 76,000
 - ✓ monthly e-newsletter, *My Pledge* was launched continues to be widely read with an average open rate of 56%



The PLEDGE campaign consistently drove strong traffic to the province-wide conservation site: saveONenergy.ca

Conservation Initiative	(July 29 – Oct 11) % of the total site traffic	(Oct 11 – Dec 31) % of the total site traffic
COUPONS	59%	16%
HEATING & COOLING	9%	6%
FRIDGE & FREEZER PICKUP	8%	16%
SMALL BUSINESS LIGHTING	49%	32%

Referrals to saveONenergy website

On days when targeted AIR MILES emails were sent, there was a spike in traffic to the saveONenergy website.

mySaveONenergyPledge.ca
Dashboard

Aug 10, 2011 - Dec 31, 2011
Comparing to: Site



saveONenergy.ca
Referring Site:
mysaveonenergypledge.ca

Aug 10, 2011 - Dec 31, 2011
Comparing to: Site



Ontario Electric Utilities an Integral Partner

- The PLEDGE campaign a tool to help local electric utilities to engage their customers in province-wide conservation programs
- Over 55 local electric utilities actively participating in the PLEDGE campaign:
 - website promotions
 - regional/grass roots events
 - direct email & postal drop campaigns
 - bill stuffers

Harris Decima Research Results

Source of awareness and motivation for participation

- AIR MILES main source of awareness (58%) and main reason for participation (39%). Participants value other benefits of the PLEDGE. Saving electricity (29%) and saving money (19%)

Satisfaction with PLEDGE process

- Two-thirds (69%) said process was excellent or very good. It promotes conservation behaviour, incents Ontarians to find new information on conservation, creates buzz with friends and family.

SaveONenergy PLEDGE impact and behaviour

- Most who signed up for reducing their electricity usage during high-demand periods are doing so on an on-going basis or are doing so more often now than they did previously.
- FREEZER PICKUP (69%), used saveONenergy COUPONS (67%). (72%) replaced CAC, 69% replaced furnace.
- (42%) small business owners contacted their LDC about Small Business Lighting initiative

More Harris Decima Research Results

Relevance of PLEDGE Campaign

- Seen as an effective way to get Ontarians to conserve energy (95%), causes Ontarians to conserve energy at home on daily basis (91%), helps Ontarians learn new things about conserving energy (85%).

Social media

- Over half (56%) of pledgers use social media, of which almost all use Facebook (97%).
 - Half (49%) receive information from companies through social media.
 - Over half (55%) are interested in receiving conservation updates through social media.

Going Big on Facebook.

Jeff Graham

Residential Marketing

Efficiency Nova Scotia

July 30, 2012



Go Big

- “Make no small plans for they have no magic to stir hearts” – Daniel Burnham
- “Be number one or two in an industry, or get out” – Jack Welch
- Doing the Pledge on Facebook gave us the opportunity to become the utility with the largest worldwide following, and the largest Nova Scotian business.

Big Numbers

- There are 920,000 Nova Scotians; 516,000 of whom are on Facebook (56%).
- There are 170,000 AIR MILES collectors who receive AIR MILES emails.
- 56% of 170,000 is 95,000 potential pledgers and likes.

Internal Reaction

- The possibility of a first year company leading the industry and/or the province in anything was met with tremendous positivity
- We knew BC Hydro set the bar extremely high for us (16,000 plus likes)
- The largest Nova Scotian companies had between 2,000 and 3,000 likes

25,000 Likes

The **Magic** of Energy

Coming soon to an event near you!

Efficiency Nova Scotia Corporation

Efficiency Nova Scotia is on Facebook.
To connect with Efficiency Nova Scotia, sign up for Facebook today.
[Sign Up](#) [Log In](#)

Efficiency Nova Scotia
Community Page about Energy efficiency

Like

Efficiency Nova Scotia Corporation is an independent organization responsible for helping Nova Scotians reduce their energy consumption.

25,189

The Magic of Energy SUMMER TOUR

WIN a High Efficiency Washer & Dryer!

8

About Photos Likes Magic of Energy Tour Sweepstakes

Benefits

- We can easily run entire campaigns just on Facebook (Nova Scotia's Worst Fridge, Landlord's Wanted and Home Energy Assessment Vouchers)
- Great for campaign testing, customer service, education and marketing
- "Likes" work like compound interest – the more you have, the more you get

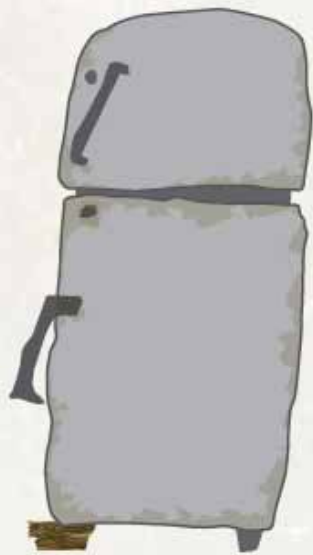
Benefits

- Enormous sense of staff pride in the page
- Our Facebook page supports our campaigns, and vice versa
- Gives our young company some legitimacy
- Our large following keeps our social media people well utilized
- Can cross promote our other channels: Twitter, LinkedIn, YouTube

In Market

- Nova Scotia's Worst Fridge
- Photo and caption contest, where the fridge with the most votes wins.
- Promoting the Appliance Retirement service.
- Designed to further engage existing fans, attract new ones, and drive use of the service.

In Market



NOVA SCOTIA'S

WORST
FRIDGE

Think your fridge is the worst in Nova Scotia?