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Marketing Efficiency Maine

Presented by:
BURGESS ADVERTISING & MARKETING



3 Years in 2 Minutes!!



As You Can See . . . We've Been Busy!



Marketing is the critical step that:

- **Creates messages** to increase awareness of and participation in Efficiency Maine programs
- **Tests messages with target audiences** to ensure maximum effectiveness
- **Produces and delivers** these messages in a way that motivates our audiences to take action, and
- **Measures** results

In the Next 15 Minutes, We'll Review



- Our **overall strategy** for marketing to businesses and consumers
- **Research** we used to drive marketing messages for each audience
- Key **marketing campaigns** and activities to reach these audiences
- And, most importantly,

The Results!

Our Approach to Reaching Businesses

Primarily, a “push” strategy:

- **Develop professional materials**– brochures, case histories, trade show exhibit, etc.) to support field staff who have direct one-on-one contact with businesses who may become program participants



Our Approach to Reaching Businesses

- **Use business-specific paid media** – in **Year I print advertising** was used to create awareness and open doors for field staff follow up; in **Year II television and radio** was added to encourage calls by interested companies



Our Approach to Reaching Businesses

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- **Create public relations opportunities** (feature story placement, recognition awards) to increase awareness and to reinforce and extend brand recognition



Business Program Research

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Telephone surveys were conducted with **200 businesses** from a mix of industry types and company sizes.

We looked at energy conservation **attitudes and behaviors**, as well as **awareness** of Efficiency Maine and what message resonated most with businesses. What we learned:

- 74% are either very involved or moderately **involved in energy conservation**
- On an aided basis, **69% are familiar with Efficiency Maine** (only 2% less than those familiar with ENERGY STAR)
- Almost 9 out of 10 business respondents find **reducing their energy expenses** to be *extremely or very important*
- **Cost savings** are the strongest motivators for businesses

Business Program Activities: Paid Media



- **Four Green Business Minutes TV spots** rotate on WCSH and WLBZ highlighting Maine businesses that have saved energy and money by using Efficiency Maine
- One **30-second TV spot** touting Efficiency Maine will begin running in April of 2010
- **Print ads** based on real businesses helped by Efficiency Maine and one ad featuring the actual Efficiency Maine team of energy experts rotate in *MaineBiz* and *Maine Ahead* magazines
- **22 Green Business Minutes radio spots** tagged with one 30-second commercial spot rotate on WGAN and WVOM



Business Program Activities: Other



Here's what we did outside of paid advertising:

- **Public Relations** – Check presentations throughout the state
- **Collateral Development** - Case Studies, Brochures, Postcards
- **Trade Shows** – 33 shows in 2009 throughout the state
- **Qualified Partner Program**
 - logo design
 - invitation postcard
 - e-vite
 - program flyer
 - application
 - forms/presentations



Business Program Activities: Other

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- **Maine Advanced Buildings**
 - large-format brochure
 - customized binder for the Core Performance guide
 - tri-fold brochure
 - intake form
 - application
 - stone plaque to recognize participants



Business Program Marketing Results

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Paid Media Impressions:

- Green Business Minutes on TV generated **1,540,752** impressions in the Portland and Bangor markets
- :30 TV commercial will generate **469,517** impressions in the Portland and Bangor markets
- 22 *Green Business Minutes* on WGAN radio in Portland and WVOM in Bangor generated **936,000** impressions
- Print ads in *MaineBiz*, *Maine Ahead* and other select publications generate **443,886** impressions

The Real Proof of Success?

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The Business Program delivery team achieved the numbers below with key support from marketing, community outreach and PR efforts.

- Completed **1,438 projects for 929 companies** in FY '2009 a **53% increase over 2008!**
- Lifetime savings of **447,879 MWh accounted for 62%** of total energy savings generated by Efficiency Maine
- Participating businesses will save **nearly \$50 million** on electric bills over the life of their new equipment
- Ran a 25% incentive increase promotion resulting in **more than 800 applications totaling almost \$8 million** in incentives before the deadline on December 31, 2009
- Trained **over 400** vendors, contractors and suppliers in the ongoing "Qualified Partner Program"

Our Approach to the Residential Program

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More focus on a "pull" strategy:

- **Use mass media** (primarily television and radio) to drive CFL sales – first with coupons, later with cash incentives.



Our Approach to the Residential Program

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- **Develop eye-stopping POP materials** – coupons, window clings and shelf-talkers



Our Approach to the Residential Program

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- Take advantage of **direct consumer outreach** via home shows
- **Create public relations events** to generate interest and promote general awareness



Residential Program Research



From more than 900 statewide telephone surveys and focus groups held from Portland to Caribou we gathered information on Mainers:

- **Energy habits**
- Impressions of **CFLs**
- **Motivations and barriers** for saving energy
- Information **sources**

We tested creative messages based on **dollar savings**, reducing one's **carbon footprint**, reducing dependence on **foreign oil**, leaving a better world for the **next generation** and helping the **environment**.

Residential Program Research



What the research told us...

- CFLs are the least barrier-filled change for energy savings due to their low-cost BUT...are are viewed as:
 - Inferior to incandescent bulbs in quality of light and style options
 - Not easy to dispose of (due to lack of awareness of in-store recycling program)
- Maine citizens, like Maine businesses, are motivated by their independent spirit and saving money on energy bills
- TV is the most common source for information on energy

Residential Program Activities: Paid Media

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We've used :30 television commercials, a customized 30 min. TV program called *The Green Team*, :60 radio spots and print ads to:

- Educate consumers on the **benefits** of CFLs
- Educate consumers on the **variety of bulb styles**
- **Drive in-store traffic** for CFL sales promotions
- Highlight the **ease of recycling** CFLs at more than 200 stores statewide
- Educate consumers on **easy ways to save energy** throughout the home



Residential Program Activities: In-Store Promotions

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Here's what we did outside of paid advertising...

We've designed **point of purchase** materials to:

- **Motivate consumers** to choose CFLs when making a lighting purchase
- **Identify stores** as recycling drop off points
- **Increase brand-awareness** of Efficiency Maine

Materials include:

Coupons Shelf-talkers Window Clings
 Bag Stuffers Take Home Energy Tips
 Counter Displays



Residential Program Activities: Public Relations & Community Outreach

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We've used Public Relations to garner statewide media coverage through article placements, special events and community outreach including:

- The Lighting of "**Eartha**" at DeLorme
- "Burning down the house" with the Yarmouth Fire Department to demonstrate a safer alternative in **LED holiday lights**
- UMaine Cooperative Extension **Seminar Series**
- **Home Show** Appearances



Residential Program Marketing Results

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- More than **34 million** impressions generated via TV
- More than **9 million** impressions generated via radio
- More than **18 million** readers reached via article placements on a variety of EM programs
- Nearly **500** Twitter followers and Facebook friends
- More than **12,000** views of EM content on YouTube

The Real Proof of Success?

- More than **2.1 million CFLs sold** since fiscal year 2008

In the first two years of our marketing contract CFL sales exceeded the prior four years' sales totals combined!

- More than **9,000 CFLs recycled** since September 2008

December of 2009 showed a 300% increase in CFL recycling over 2008!

Other Critical Marketing Programs

Beyond the Residential and Business Programs:

- Outreach and education of the next generation – **PowerSleuth** curriculum and companion web site
- Public Relations support for the **Renewable Resource Fund** – offering grants to non-profits for projects using renewable resources



Other Critical Marketing Programs



- **Kill-A Watt** energy detector kits to libraries and schools statewide – a library “best-seller” that beat even Oprah’s book club pick!
- Outreach to **Low-income households** – CFLs and home energy savings tips mailed to 80,000 homes statewide



Other Critical Marketing Program Components



Web and social media: It's critical to reach audiences in new ways...

With the Internet being the top resource for businesses to find energy information and the third most popular method for consumers it's critical for Efficiency Maine to maintain an up-to-date, easily navigated web site.

All Efficiency Maine programs benefit by our leveraging new media outlets like Facebook, Twitter, YouTube and Flickr



Other Critical Marketing Program Components

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And, of course, there are a thousand “little” things with big ramifications!

business cards/stationery • **logo apparel** • promotional items • monthly **e-news** to Qualified Partners • Qualified Partners Program award certificates • **trade show appearance** coordination and **booth design** • trade show giveaways • updating of 50+ forms • **website design** and maintenance • PowerSleuth **mascot appearances** • co-op advertising for 300+ participating retail stores AND for Qualified Partners • **article writing** for associations and chambers of commerce statewide • regular **brochure** and material reprints

In the end . . .

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Behind every successful energy efficiency program is a successful marketing program – one based on

- Research
- Planning
- Implementation
- Evaluation



Leading the Way to a Brighter Future

Thank you for your time. Please ask us anything!