

Abstract #: 181

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Abstract Title: Avoid Energy Drama: Banding together to solve the problem most Americans don't think they have

Abstract Text:

Big brands can only do so much to meet their water and energy reduction goals without involving consumers. At some point, they have to find a way to engage the people who use their products to do so in a more efficient, conservative manner. Shelton Group has learned that in order to do this, you need a one-two punch: you have to wake your audience up to their automatic behaviors and give them simple, prescriptive action steps to take. Shelton Group did that with Avoid Energy Drama, a campaign that took a humorous look at the conflict that emerges in households between those who want to save money and those who want to be cozy at all costs, essentially highlighting the energy use problem we all have in a light way. The campaign, developed with Michigan Saves, Consumers Energy, DTE Energy, and Michigan-based Dow Chemical Company, woke up 1.4 million Michigan residents to energy drama and drove 400,000 to action, garnering nearly 35 million broadcast impressions valued at \$950,840. On top of that, nearly 25% of website visitors did something – they submitted their energy drama, contacted a contractor, visited a sponsor website, or a combination of all three. Suzanne Shelton, CEO of Shelton Group, will share results, lessons learned, and key insights to coalition campaigns that drive behavior change.