

Using Street Teams to Drive Behavior Change

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The Big Question

How do we engage non-eco-minded customers with EE products and programs?



Target Audience

Standard Sounders

- 18% of customers
- 35+ years old
- Income 70K+
- Homeowner skew
- More interested in cost savings than environmental concerns
- Need education on importance of upgraded insulation, windows, LEDs, Green Power, rebate programs, and EE appliances



Strategy

- Find unique opportunities to be heard
- Showcase best-in-class products
- Partner, partner, partner



66% of Seahawks Fans Take Transit

- 17,000 ride WA State Ferries
- 8,800 ride Sound Transit
- 14,300 ride Link Light Rail, King County Metro, and shuttles



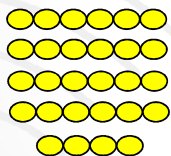
The Idea

Incentivize customers to come to the booth to get their “upgrade”



Seahawks Blitz Day Street Teams

100 Person Stream Team
23 Locations
2-15 Staffers Per Team



Golden Upgrade Ticket

Street Team: You've Won!

- Scorecard highlights PSE programs, rebates
- Customers bring to the booth for their upgrade
- Exciting scratch-off



Upgrades

- Energy-efficient TVs
- Washer/Dryers
- GE Connected Home Pack
- \$50 Transit gift cards
- LED light bulbs
- Showerheads
- Seahawks gear
- Gift cards



The Result

More than 86,000 face-to-face customer interactions



2-Year Campaign

- 29 events
- 86,000 people engaged by street teams
- 52% also visited the PSE booth



2014 Campaign: Additional Results

- Drove the **sale of more than 159,000 LEDs** at Home Depot
- **249 HomePrint energy assessment** sign-ups
- Energy savings associated with the behavior changes resulted in more than \$18 million saved on customers' energy bills and more than 186 million kWh of electricity saved



Thank You

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