



It's a Good Place to Be: Northwest Regional Messaging and Marketing Toolkit

Behavior, Energy and Climate Change Conference

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NORTHWEST ENERGY EFFICIENCY ALLIANCE

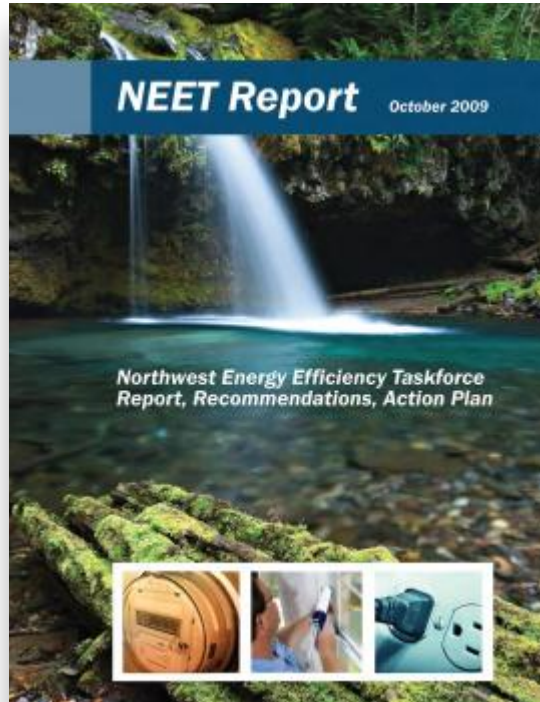
What we'll cover

Background

Messaging and Social Media Research –
mainly

Toolkit Elements – briefly

Background



Regional Marketing Coordinating Council

- 26 members representing 11 utilities, BPA, ETO and PNGC
- Facilitated by NEEA

RMCC recommendations

- Develop research-based regional EE messaging and toolkit
- Usable off the shelf as well as adaptable to existing campaigns

The Research: Perspective and Goals

Build on previous research and knowledge:

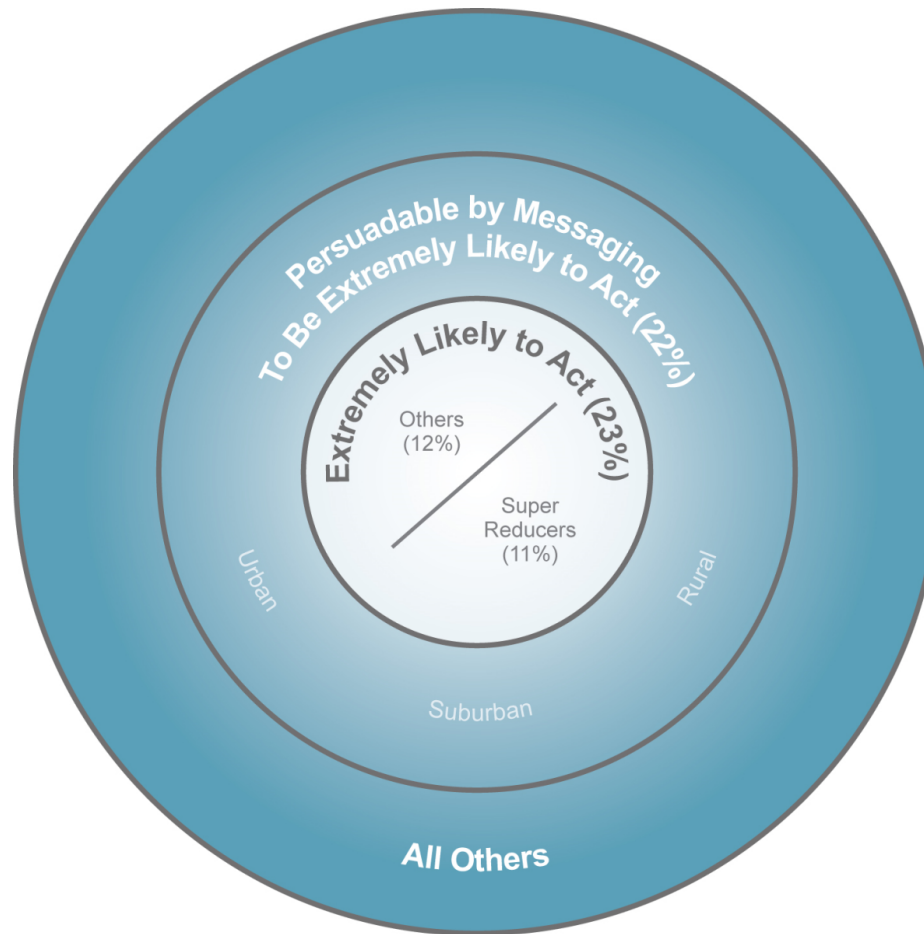
- Move from an understanding of attitudinal segments to a unified, comprehensive, region-wide messaging approach that changes behavior and habits

Work from an understanding of behavioral change:

- Connect pre-existing attitudes and values to the challenge of energy efficiency
- Establish community-wide behavioral norms that shape attitudes and habits

The Challenge And The Opportunity

Moving More Residents to Act

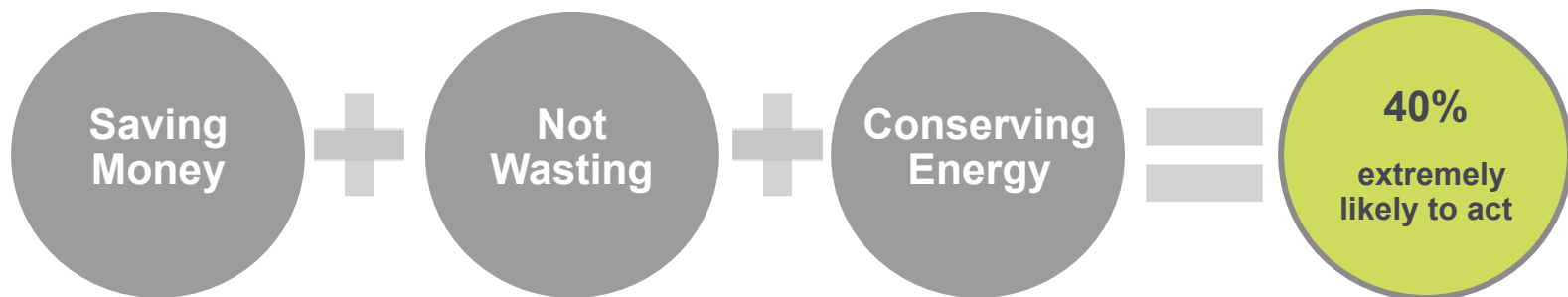


Combination Of Motivations For Action

While savings tops the list, it alone addresses limited audience

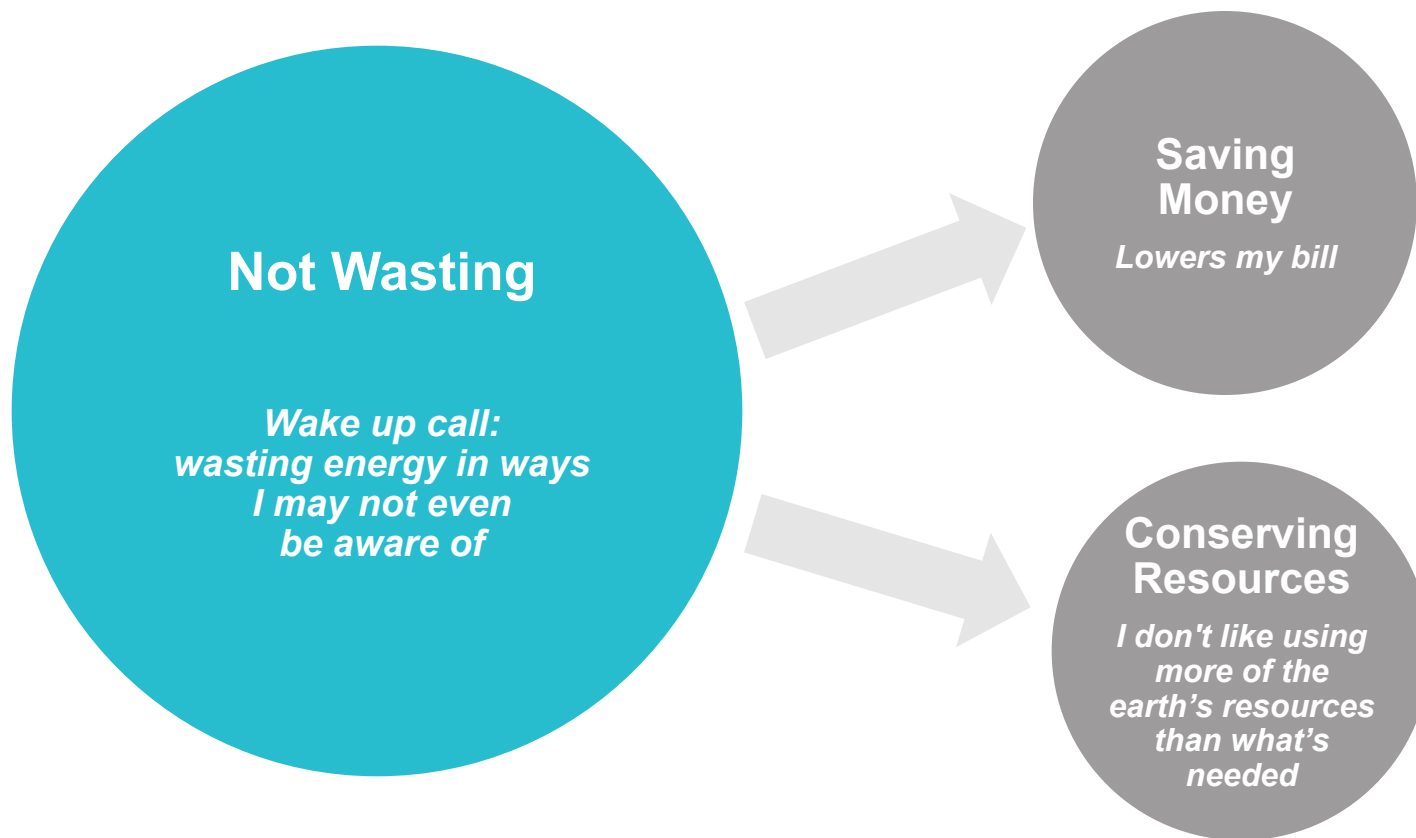


Savings, waste reduction and conservation are critical combination to driving action

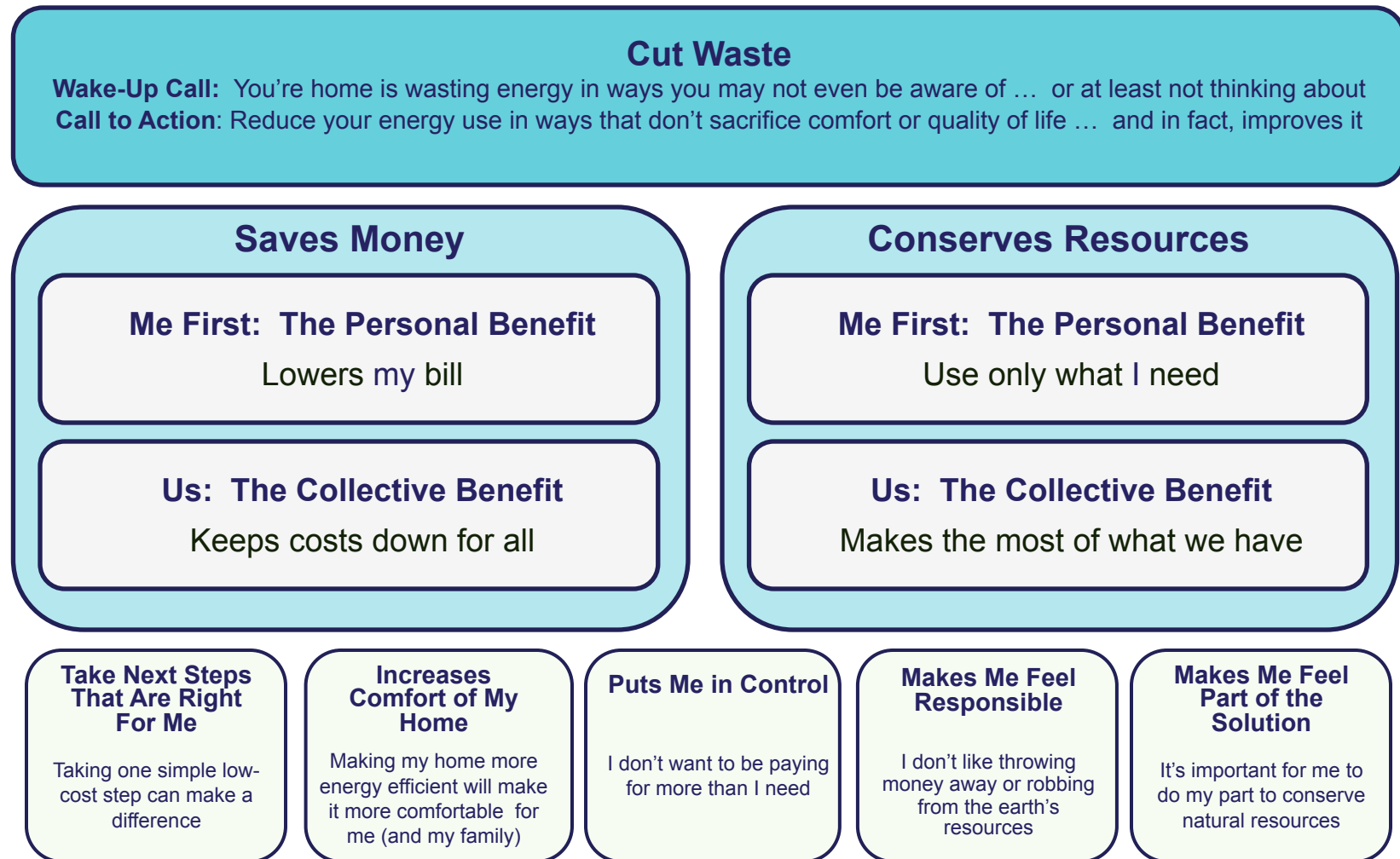


A Clear Messaging Hierarchy Emerges

- Wasteful message provides the needed push
- Marries motivation to act (hate waste) with key personal benefits (lowers my bill and conserves resources)



Messaging Hierarchy To Move People To Action



Employing Language For Impact & Reach

Broad Appeal

- Reduce Waste
- Lower My Bill^{LB}
- Conserve Our Natural Resources
- Take Simple Low-Cost Steps
- Do My Part
- Use Only What I Need
- Make the Most of What We Have
- Keep Costs Down For All
- Be Part of the Solution

Niche Appeal^{NA}

- Green
- Protect the Environment
- Ensure for the Future
- Reduce Need to Build More Power Plants
- If Everyone Does Their Part ...^{SUB}
- Set an Example^{SW}

LB: When residents speak in their own words about saving money as a result of reducing energy use, they talk about lowering their bills; they do not use the words "save money"

NA: These phrases and concepts are the most polarizing and are not needed to move any key audiences to action

SUB: Suburbanites are not motivated by the concept of collection action and do not find these messages convincing as a reason to reduce their energy use

SW: This phrase appeals to Switchers (the most persuadable by the messaging) but is not compelling to others

Social Media Study

Peer Experiences and Personal Benefits Reign – *Authenticity is key*

- Peer stories invoke an empowering “if she can do it, I can do it” response
 - ✓ Told through the first person point of view
 - ✓ Tap into residents’ curiosity of what else they can do
 - ✓ Help them feel that they can be part of the solution
- The most successful material is aspirational but within reach
 - ✓ Gives residents a fresh look and new information about what to do, while tipping the hat to what they’ve already done
 - ✓ Makes solutions, especially those from peers, seem within reach
 - ✓ Uses a respectful tone that acknowledges the work that has been done so far
- Engaging editorial gets passed around
 - ✓ Outranked everything else, including entertainment and games
- Showcasing rebates, incentives and services that assist consumers is a natural entry point to engage consumers on social media

What language/tone is most effective?

- **Respectful & Reinforcing** - recognize audience is involved, committed and has already done a lot
- **Helpful** - not critical/judgmental/admonishing and definitely not preachy
- **Fresh, unexpected** - need to capture the imagination of many who have “heard it all before” (i.e. few are going to stop, look, listen and act unless we’re telling them something new, using language that is fresh)
- **Use element of ‘shared surprise’** - recognize they’ve done a lot, but there’s more they haven’t been thinking about

Toolkit: Adaptable Materials for Utilities

Building Blocks

Visual
Elements

Creative
Concepts

Messaging &
Style Guide

Tool Kit Elements

Print Ads

- Newspapers/
Magazines
- Outdoor/Retail

Direct Mail

- Bill Inserts
- Email
- Post Cards/
Flyers

Web Elements

- Static Banners
- Animated
Banners

Broadcast

- Radio Scripts

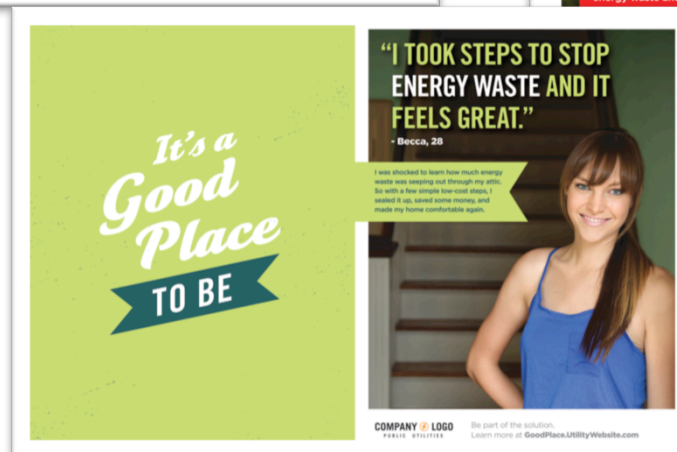
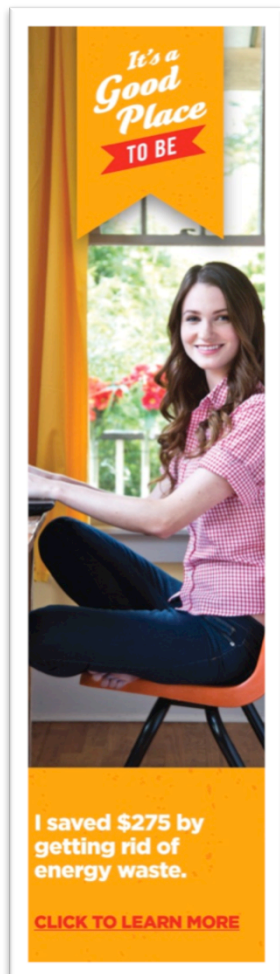
Integrated PR Model (Media & Ruralite)

- Stories for Print, Web, Broadcast,
Blogs
- Media Distribution & Visibility Tools
- Content and Outreach Guide

Online Educational Platform (Website & Social Media)

- Shared Content & Resources for
Consumers and Trade Allies
- Facebook Fan Pages and Twitter Feed
with Continuously Updated Content

Toolkit Creative Executions



Toolkit Adaptation – Clark PUD



Say hello to your first Home Energy Report.

Learn about your home's energy use, see how you compare to your neighbors, and learn ways to reduce energy waste and lower your bill.

OPUWER



Where is the toolkit available?

Style Guide

**for Regional Messaging
and the Marketing
Toolkit to Promote
Home Energy Efficiency
in the Northwest**

July 2012

Available at: [www.neea.org/
resource-center/marketing-toolkits](http://www.neea.org/resource-center/marketing-toolkits)

- Style Guide
- Toolkit files in a variety of formats

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AND

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