

TEAM POWER SMART BC Hydro's Behavioral Program

Jay Kassirer BECC, Dec. 2014



A Low Involvement Product

support for

VS

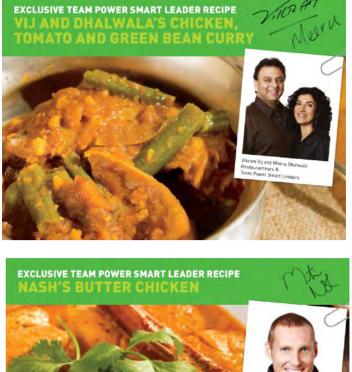
engagement with

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New Rates, Loyalty Program

- Residential Inclining Block
- Team Power Smart
 - Opt-in loyalty program (builds engagement)
 - Special offers, events, contests (e.g. Earthopoly, Science World social)
 - Regular communications
 - Online Member's Tool Box

Connecting with Existing Passions





laptain, Vancouver Whitecaps FC &

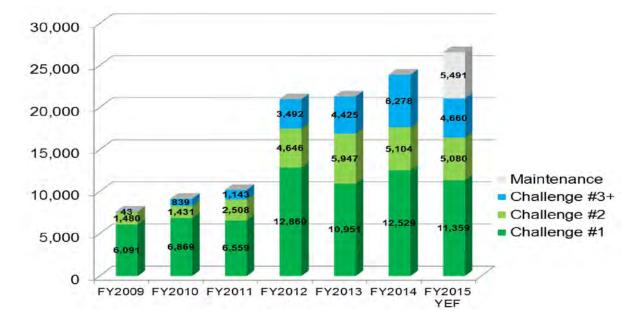


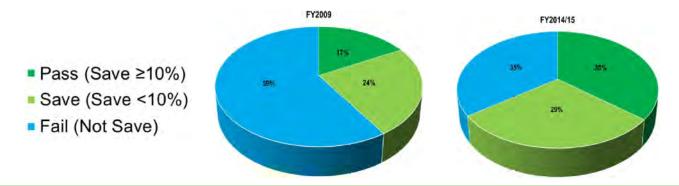
Goal Setting and Challenges JOIN TEAM POWER SMART AND TAKE THE CHALLENGE

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Challenge Participation





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Elements of Engagement

Affiliation

Feeling related to: connection, intimacy, identification, kinship or relationship, closeness, loyalty, ownership.

"This is who I am"

Resonance

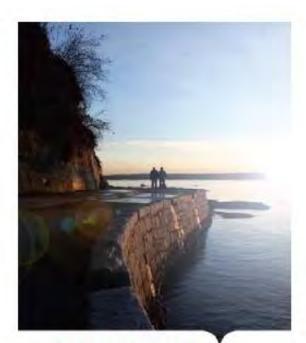
Feeling attracted to: involvement, relevance, sharing values, wanting to learn about

"This is right for me"

Enjoyment

Feeling good: satisfaction, functional benefits, hedonistic emotions

"I like this"



THANK YOU FOR HELPING TO PRESERVE BC

JOIN TEAM POWER SMART AT BCHYDRO.COM AND DO EVEN MORE TO PRESERVE...

See the other side for details.

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Lessons Learned

- Cash incentives: competence vs control
- Various levels of motivators and barriers
- Sometimes you will want to promote more than a few behaviors at first
- Three components of engagement
- Further details: SMQ Sept. 2014



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essays, editorials, internews, book reviews, and other relevant news regarding social marketing efforts around the world.

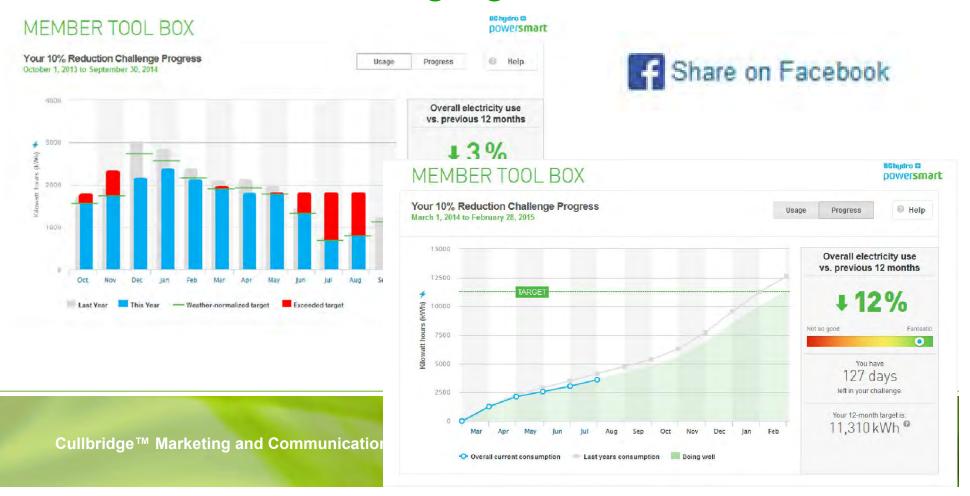


Recent Changes

- Smart meters introduced
- Increased focus on segmentation and individualization in communications
- Challenge incentive reduced to \$50
- Maintenance incentive of \$25 introduced

Recent Changes

 New tracking option highlights progress relative to challenge goal



On the Horizon

- Smart homes
- Increasing standardization e.g. Green Button
- Open source data analysis and reporting
- Online gaming

Thank you

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