

Abstract #: 163

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Abstract Title: Integrated Marketing Campaign to Motivate Consumer to Manage Their Energy Use

Abstract Text:

Energy Upgrade California® is California's central energy management brand to motivate residential and small business energy consumers to take continued action over time to better manage their energy use. The goal of the brand is for Californians to understand that energy management is actually many smaller actions taken and sustained over a period of time, and owning these actions for benefits such as saving money and improving comfort, and to do their part to help California achieve its ambitious short- and long-term energy and climate goals. With ambitious goals such as these, combined with a limited budget for a statewide campaign, a modified marketing approach was needed to ensure the brand's calls to action were taken by Californians. The campaign's budget wasn't large enough to sustain a paid and earned media campaign that would provide the coverage to motivate people to take action. The modified campaign included these traditional outreach tactics along with several others designed to connect the campaign more clearly with local communities and with steps to action. These additional tactics provide greater authenticity for the brand. The tactics include mobile and community outreach, community and retail partnerships, youth education and local governments and community organizations. This direction to the campaign delivers a step-down communication process where messages are communicated by a more familiar messenger, which increases its memorability and actions. The presentation will include an overview of the campaign, how each outreach channel is being closely tied to the overall campaign and its KPIs to date.