

Abstract #: 483

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**Abstract Title: Using Street Teams to Drive Behavior Change**

Abstract Text:

When it comes to community outreach, the quality of the customer engagement strategy directly impacts the behavior change results. C+C and PSE tested this concept with their Energy Upgrades campaign. The campaign was designed to use innovative community outreach tactics to engage PSE customers around energy efficiency, ultimately driving both the purchase of LED bulbs and home energy assessment sign-ups. The campaign focused on using street teams to engage customers with a Willy-Wonka-inspired "Golden Upgrade" ticket. Street teams gave out Golden tickets at 14 high-profile events, including the Seahawks versus Broncos Super Bowl rematch game. Every customer that received a ticket won a free energy-efficient product provided by manufacturer sponsors. In order to redeem their prize, the customer had to visit a PSE booth where they were able to learn more about energy efficiency, get Home Depot coupons for discounted LED bulbs, sign up for HomePrint energy audits and get their free prize. The street team engaged with more than 25,000 PSE customers, a whopping 46 percent of whom visited a booth to learn about energy efficiency and redeem their golden ticket. The campaign drove the sale of more than 159,000 LEDs from Home Depot and garnered 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.