

Abstract #: 220

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Abstract Title: Bridging the Gap Between Awareness and Action: Making Energy Efficiency Matter.

Abstract Text:

We all interact with energy everyday, many of us do it mindlessly. It's no news that energy efficiency is low on people's radar, if at all. As marketers, we know that the only way to reach customers is to make our message matter. Be relevant. So in early 2015, KSV polled 1,259 homeowners across five regions of the country and diverse demographic and ethnographic segments to determine what matters most to customers across different life stages, ethnicities and ages when it comes to energy efficiency. Among the key findings, energy efficiency action lags intent. The majority of homeowners (over 80%) believe the world will ultimately be better off because of energy efficiency. Yet, only a small percentage (less than 20%) participated in a utility-sponsored energy efficiency program last year. How do we make energy efficiency matter enough to take action? Key insights include: It's not energy efficiency. It's a home. Utilities need to tap into Americans' love for their homes and their passion for home improvement. 60% reported that they enjoy home improvement and DIY projects. Yet, only 10% rate their homes very efficient. Conservation trumps energy efficiency. Homeowners place greater value when they play an active role in saving energy versus letting appliances and smart technology do all the work. 63% believe that practicing conservation behaviors is the most responsible way to reduce household energy use. Ashley Nicholls, Associate Director of Client/Strategy Group at KSV leads the agency's Energy Efficiency Marketing Team, and the National Grid Brand and Energy Efficiency Account. She will present key research findings and customer insights, including: language nuances and alternatives for the term "energy efficiency," customer perceptions on home improvement, conservation and smart technology vs. energy efficiency, and preferred media channels and content.