



Energy engagement. Just add human.

A human-centered approach to encouraging
energy efficient behaviors

An iceberg floating in a blue ocean under a clear sky. The tip of the iceberg is above the water, while the vast majority of its mass is submerged below the surface. The image is used as a metaphor for the human mind, where the visible tip represents the conscious mind and the hidden bulk represents the subconscious mind.

10%

Conscious Mind

90%

Subconscious Mind

90% of our actions and results are
determined by our subconscious mind.

To make energy matter,
we have to make energy



How can we **better engage** people with an invisible product?

Why aren't **savings and incentives messages** working?

Can energy providers create **emotionally-connected brands**?



The **six truths** about our relationship with energy





Information can – and should –
be **emotional**



“**If people knew**, they would...

People don't care, we need to **get them to care...**

We need to educate, we need to **build awareness...**”



Do:

Build trust through candor, address concerns directly and **communicate with empathy**

Don't:

Focus only on “awareness” or
“education” strategies





Incentives create instant gratification. **Not lasting change.**



“**How bad is this thing** that you need to pay me to do it?

Sure, I'll do X if you pay me Y...**then what?**”



Do:

Present incentives as part of an
ecosystem of benefits

Don't:

Rely on incentive programs to
create market transformation or lasting
behavior change





Energy isn't abstract.

It's what makes everyday life possible.



“

What does my utility have to do with how I care for my family?

My utility costs are such a small part of my bottom line, I need to worry about production and meeting customer needs, not energy efficiency.

”



Do:

Support people to make the connections – use narratives that help show what energy enables

Don't:

Start out assuming people have **an active relationship** with their energy use





Saving money is just **(a small)**
part of the picture.



“

A lower energy bill would be cool, but I'm really interested in making a difference.

My kid's room is FREEZING all winter, whatever it takes, I need that to change.

”



Do:

Connect energy conservation with deeper benefits and meaning – **what does it enable?**

Don't:

Contribute to—then get lost in—**the noise of “save money”**





Conversations convert



“

It wasn't until I talked to another building owner that I *got it*.

I'm really confused, I need someone to explain my options and why I should prioritize energy efficiency over other expenses.”



Do:

Engage, rather than persuade.

Don't:

Neglect points of interaction
with your organization.





Consumers have (and demand)
more control than ever



“

I can't imagine my energy use is that much higher than my neighbor, I don't believe you.

I've had enough bad experiences with my utility,
I'd love to get off the grid.

”



Do:

Leverage feedback to **enable control**.

Don't:

Only present **rigid options** for energy behaviors or improvements.



What it looks like

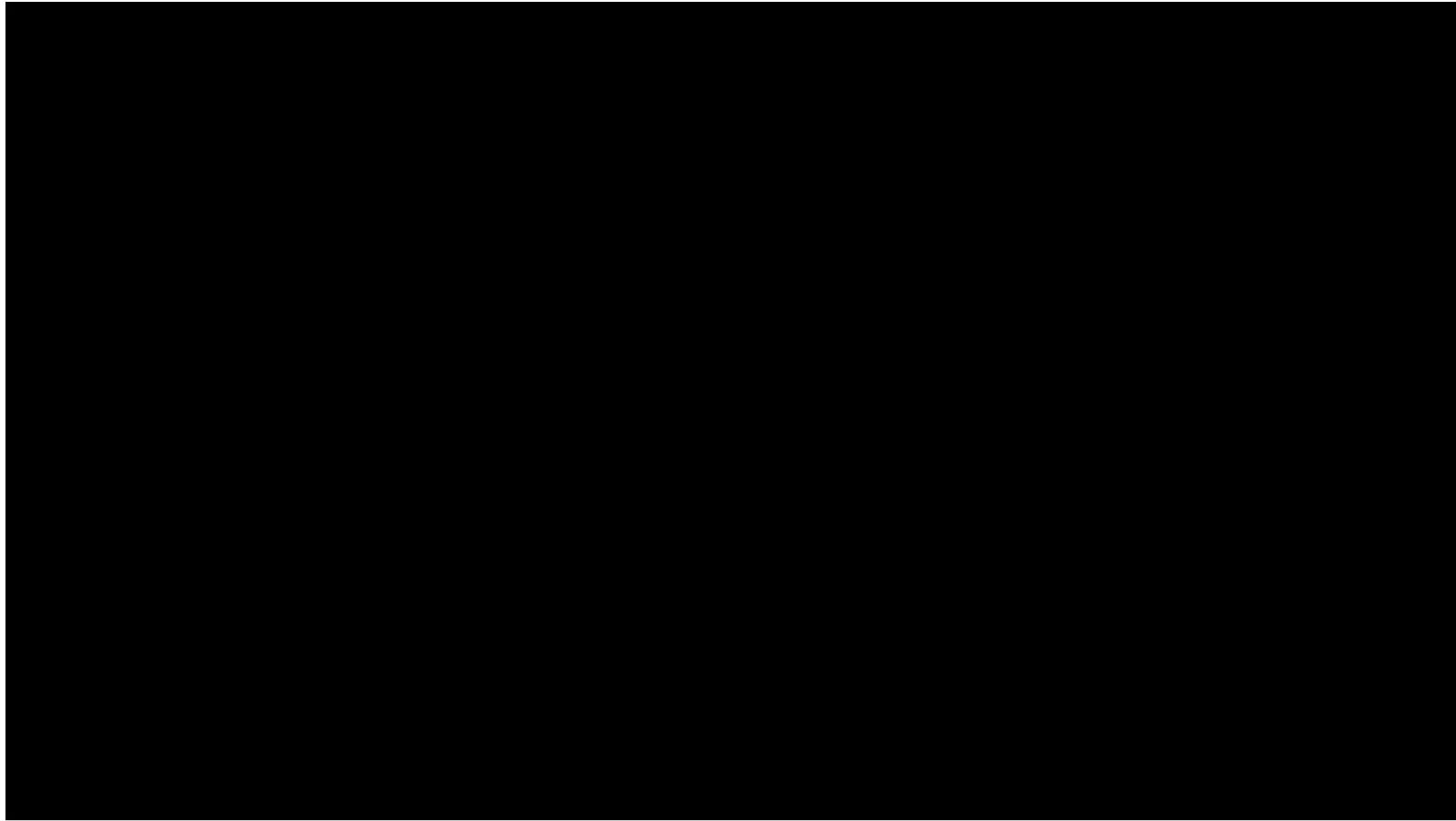




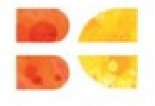
What it looks like



What it looks like



Brand Cool's "Irreconcilable Temperatures"
campaign for NYS Home Performance with
ENERGY STAR program



What it looks like



https://youtu.be/K0qVi_nF6y8

What it looks like

Get ahead of the energy efficiency curve.

I knew it was time to get in on energy efficiency upgrades for my multifamily building. But I didn't know exactly what it entailed. So I talked to a Multifamily Performance Partner. He was there to answer every question, every step of the way—whether it had to do with the upgrades, the financing, or the paperwork. We stayed on the same page until the work was done. And now, I'm staying ahead of costs, codes, and the competition.

Talk to a Partner

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Brand Cool's "values testing" campaign for New York State multifamily program

Be a part of the energy solution.

We all need to be more conscious of the way we use energy. So I knew I needed to look into energy efficiency upgrades for my multifamily building. I talked to a Multifamily Performance Partner, who stayed with me through every step of my project—from planning and installation to financing and paperwork. Now my building is more efficient, more profitable, and more environmentally responsible. I'm doing my part while staying profitable, which is what I call a win-win.

Talk to a Partner

NY WORKS
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Energy. Innovation. Solutions.

Thank you

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