
A human-centered approach to encouraging energy efficient behaviors
90% of our actions and results are determined by our subconscious mind.
To make energy matter, we have to make energy human.
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

https://youtu.be/FdpU_4n3Swc
Brand Cool’s POP campaign for ENERGY STAR appliances program
What it looks like

https://youtu.be/GLEbxyHmMrY
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

Brand Cool’s “values testing” campaign for New York State multifamily program

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.

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.
Thank you

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