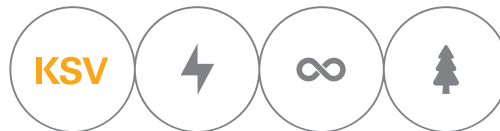


# Bridging the Gap Between Awareness and Action



WE MOVE PEOPLE TO THINK, ACT AND BUY SUSTAINABLY



**1,345**  
**Homeowners**  
**in the US**



# How We Move Customers

---

1

**Context**

2

**Content**

3

**Connections**



# **Context Matters:**

**Making E.E. fit into the lives of customers**

A photograph of a family in a kitchen. A woman with short reddish hair is smiling and looking down at a young boy in a blue hoodie who is focused on something in his hands. A man in a light blue shirt is sitting at a wooden table, looking towards the woman and child. In the foreground, another child is lying down, partially visible. The kitchen has white cabinets and a wooden table. The text is overlaid in the center in a white, italicized serif font.

*It's not about energy efficiency.  
It's about improving my home.*

**46%**

made EE improvements  
last year

**18%**

participated in  
utility EE programs



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# **Content Matters:**

**Providing tools and visualization  
that increase understanding**



A close-up photograph of a person's hands holding a black tablet computer. The person's right hand is pointing at the screen, while their left hand supports the bottom edge. The background is blurred, showing a patterned garment. The text is overlaid in the center of the image.

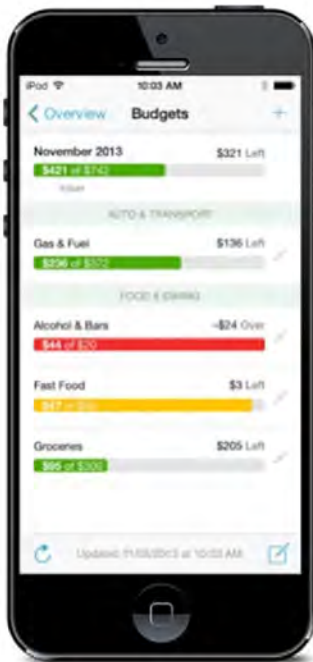
*When I see it with my own eyes  
I'm more confident.*

# 85%

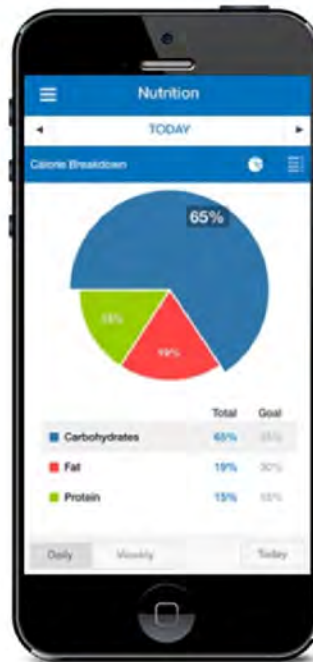
want visual information



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**Finance**



**Health**



**Fitness**



# **Connections Matter:**

**Personalizing touch points to be customer-centric**



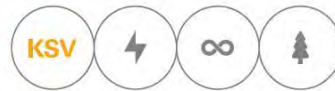
*My home is unique. Like me.*

# 10x

More effective  
click-through rate\*

# 70%

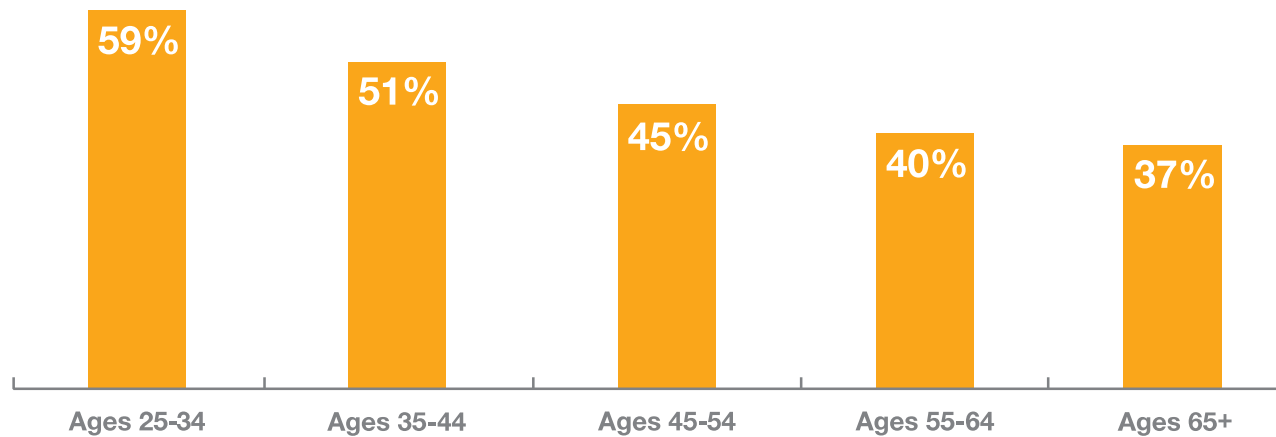
More likely  
to convert\*



WE MOVE PEOPLE TO THINK, ACT AND BUY SUSTAINABLY

# Believes utility could do more to encourage EE

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# How We Move Customers

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# Let's stay in touch.



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WE MOVE PEOPLE TO THINK, ACT AND BUY SUSTAINABLY