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Presentation Title: Leaping to Consumer Participation with New Engagement Models

Abstract: "High propensity" is a phrase we commonly use to describe audiences most likely to engage. They've been identified because they've responded to us time and again. New product rebate? They're the first to redeem. New EE program? They'll opt-in at program launch. They can be counted on to take steps to reduce their carbon footprints when given the opportunity. Often, offers are extended to this early-adopting audience first for the "quick win." But, when this 'energy savvy' audience has been penetrated, we're left with ground to cover. Realizing large-scale energy savings means motivating new audiences who haven't engaged with us before. This presentation explores two different engagement strategies we've used to attract new and diverse audiences and scale up participation. 1. A Southern California utility was faced with the challenge of achieving record-breaking smart thermostat rebate redemptions after 18 months of promotion. Those interested had already taken advantage of it. The strategy was designed to reach a cross-section of the utility's customer base and then nurture those customers along the path from awareness to conversion through a series of well-placed messages. The results: Increased participation across untapped segments and the lowest cost-per-redemption of the entire 18-month offer period. 2. This New Jersey utility was focused on converting residential homes to natural gas. The population of prospects represented a diverse mix of people, motivations, and attributes. A single unifying message wasn't going to resonate universally with the audience. By leveraging the self-optimizing functionality of digital media and a new dynamic creative serving platform, the program was able to serve a higher quantity and diversity of messages about the wide range of conversion benefits allowing the utility to deliver more compelling messages, resonate with more prospects, and realize the results in real-time.