Statewide Education, Outreach, and Marketing Update for EEAC
April 13, 2010
Commercial & Industrial Programs

• Gas and Electric Integration
  – Statewide program forms in the field
  – Consistent incentives across the state
  – Efforts continuing
    • DI WG meeting weekly
    • C&I WG meeting weekly

• Marketing
  – Trade Ally Open Houses completed (Feb – Apr)
  – Combined presentations with program specific breakouts
  – Very well received
    • Over 300 participants to date
    • Final Meeting April 13 Cape

• Electric Programs
  – Stimulus program rolled out
    • Increased incentives for select prescriptive measures
    • Limited time offer (allows PAs to manage dollars)
  – CHP
    • Substantially ramped activity in pursuing CHP projects with customers and developers
    • Upcoming CHP workshop planned for customers on May 10th
Residential Programs

• RCS
  – Redesign continues
  – Creative Marketing mid-April run
  – Contractor Participation Process

• Low Income
  – New measures (smart strips, more)
  – Target Hard To Reach

• Storm Damage Response
  – Rapid, integrated approach to opportunity
Multi-Family Retrofit

- Statewide Program
- Intersection of LI, Residential, and C&I
- Offering small C&I and residential measures, looking at the whole building
- Multi-Family Market Integrator (MMI): eight bids received April 7
- Contract award announcement expected by May 5th
The Power to Choose
Welcome to Mass Save. One site. Hundreds of ways to manage your energy costs, enhance the value of your home or business, and protect our planet.

FOR YOUR HOME
Energy efficiency is a great investment in your home. Manage your costs while making your home more comfortable all year round. Start with a Home Energy Assessment.
- Lighting & Appliances
- Income-Eligible Programs
- Heating & Cooling
- Building a House or Addition

FOR YOUR BUSINESS
No matter how big or small your building, energy efficiency should be a key part of your business plan. We can help you make the right decisions.
- New Construction & Equipment
- Building or Equipment Upgrades

FOR INDUSTRY PROFESSIONALS
Contractors, architects, building managers, developers. Everyone can benefit by putting their energy efficiency expertise to work for homeowners and businesses.
- Training & Certifications
- Incentives
- Marketing Opportunities
Great Appliance Exchange

- $6.2 million in Federal Stimulus Funding
- Initial Announcement 3/5/2010
- Program Guidelines issued 3/22/2010
- Begins Earth Day 4/22/2010*

*through May 5 or until funds are fully reserved by customers

Limited time rebates are available when you replace your old appliance with a highly-efficient model. For more information, visit www.MassSave.com/residential.

Funded by the Commonwealth's Federal Recovery efforts.
State of the site – Website Analytics

**Site Usage**

- **73,292 Visits**  
  Previous: 28,072 (+161.09%)

- **386,210 Pageviews**  
  Previous: 117,784 (+227.90%)

- **5.27 Pages/Visit**  
  Previous: 4.20 (+25.59%)

- **35.34% Bounce Rate**  
  Previous: 26.04% (+35.72%)

- **00:03:31 Avg. Time on Site**  
  Previous: 00:03:06 (+13.33%)

- **61.71% % New Visits**  
  Previous: 69.91% (-41.73%)
MASS SAVE WEBSITE
Phase II

• Prioritization Exercise
  – Announcements page for news & events
  – Multi-family
  – Goals & Analytics
  – Promotions spanning several categories
  – Education Center
    • Testimonials & Customer Stories
    • Tools & Calculators
    • Outstanding Program Content (migrate before closing out other sites)
  – Other: Online Incentive Forms, User Feedback Surveys, Social Media, Unified Call Center
Mass Save
Statewide Marketing

• Cadmus Team Selected March 12

• Kick-off Meeting held March 19
Marketing Team

• The Cadmus Group
  – Project management, integration and Communication conduit
  – Overall fiscal and results responsibility

• Marketing Drive
  – Marketing strategy
  – Media and Partnership strategies and placement
  – Marketing materials and collateral

• Shelton Group
  – Baseline research through regional and market specific studies
  – Focus groups to assist in marketing pulse and modifications

• causemedia, Inc
  – Community outreach and grassroots marketing
  – Targeted population communications
Objectives

- Educate all audiences about the need for and benefits of energy efficiency
  - Address audience barriers, while positioning energy efficient improvements as desirable and achievable
- Establish Mass Save as the driving force in mobilizing Massachusetts to greater energy efficiency
- Drive Massachusetts residents to take action
  - Maximize program participation
Target Audiences

- All Massachusetts Customers
  - Residential & Business
  - Gas & Electric
- Demographic Targets
  - General Audience
  - Targeted Populations
- Psychographic Profiles
  - True Believers
  - Conscious Conservatives
True Believers

- 36% of New England market
- More female, less likely to be married
- More likely to be 55+
  - However, 19% are 25-34
- Well educated, middle to upper-middle income
- More urban to suburban
- 94% believe global warming is a real, man-made phenomenon
- Liberal Democrats
- Highest energy bills of market segments
Cautious Conservatives

- 30% of New England market
- Predominantly male, upper income
- 41% under 35 years old
  - 29% are 55 or older
- 81% are married, 48% have kids at home
- Heavy overlap with small business customer
Commercial Customers

- Small businesses (under 20 employees) make up 87% of MA businesses
- Saving money is their top driver for EE improvements
  - They expect payback within 12-18 months
- First costs/access to capital are huge issues
  - Thus, lighting, HVAC controls, behavior change and light sensors are their most likely purchases
- Energy intensive small businesses are best target
  - Retail (11%)
  - Accommodation & Food Service (8%)
  - Professional, scientific and technical services (8%)
Creative Platform & Messaging Strategy
Brand Positioning

• **Focus on Mass Save as empowering agent**
  – Provides resources, funding & expertise to help customers save energy, whatever their motivation

• **Address Key Barriers**
  – **Prioritization:** Energy expenses are not a major concern for upscale households; travel and aesthetic improvements will take priority
  – **Cost/ROI concerns:** Declining home values and the general economy create reluctance to spend on home improvements of any kind

• **Mobilize a Movement**
  – Empower the people of Massachusetts to take charge and be part of something bigger than themselves
Mobilize Massachusetts: Promotional Marketing Strategy
In order to achieve the Sponsors’ aggressive goals in a limited time period, we are pursuing a three-tiered approach:

- **Mobilize Massachusetts**
  - Unite the state with common, motivational promotional campaign with general audience appeal
  - Provide additional incentive to participate

- **Drill Down & Power Up**
  - Devise and implement targeted marketing strategies to educate and activate distinct consumer segments including residential and business, low income, ethnic, and elderly

- **Drive Individual Action**
  - Employ proven tactics to drive audiences to MassSave.com for more information and resources via online marketing
MOBILIZE MASSACHUSETTS
Red Sox/Mass Savers Promotion

FOR YOUR HOME
- TRUE BELIEVERS
  - HGTV Green Home
- CAUTIOUS CONSERVATIVES
  - Red Sox Radio
- TARGETED POPULATIONS
  - Community Activation

FOR YOUR BUSINESS
- BUSINESS SECTORS
  - MassSaver Awards
  - Ambassador Program
  - Program Communication
- TARGETED POPULATIONS
  - Community Activation
  - Ambassador Program

FOR INDUSTRY PROFESSIONALS
- TRADES
- RETAIL/WHOLESALE
- TARGETED POPULATIONS
  - MassSaver Awards
  - Ambassador Program
  - Community Activation
  - Program Communication

MASS SAVE BRAND COMMUNICATIONS
DRILL DOWN POWER UP
DRIVE INDIVIDUAL ACTION
Mass Savers

- Drive broad-based awareness and engagement with an exciting promotional partnership leveraging the universal appeal of the Boston Red Sox
- Mass Savers Game Days – change to win tickets to Red Sox game and special treatment during the game
- Business/Industry Awards - special luncheon at Fenway
- Wally tour events - appearances by Red Sox mascot “Wally The Green Monster,” as well as fun and educational activities designed to educate families about energy efficiency
Communication Vehicles

- Red Sox Radio Network advertising
- Supplemental print advertising
- Media Outreach
- Promotional Microsite [www.masssave/playball](http://www.masssave/playball)
- Paid Search advertising
- Sponsor e-newsletters
- Program flyers
  - Residential, commercial, trade allies
Drill Down & Power Up: Market Segmentation Strategy
Community-based Outreach

- Engage targeted populations through focused strategies leveraging

- Engage True Believers through public relations strategies aimed at recognition of their leadership status as early adopters
Online Marketing

• Engage customers individually, according to specific information needs and interests, through online marketing
  – Statewide Google Search
    • Serve up Mass Save messages when searching for related terms
  – Behavioral Targeting
    • Target users looking for information on energy efficiency, and related subjects, such as home improvement and renovation and sustainable living
  – Additional Focus on Hispanic Consumers
    • Higher incidence of heavy online Hispanic purchasers in Massachusetts (50%) than national average (35%)
Questions?