

2010-2012
Energy Efficiency Plans:
Marketing, Outreach, and
Education/Information

Council Consultants

MA EE Advisory Council Meeting
May 12, 2009

Premise

Targeting deeper and broader savings
(and achieving much higher levels of
savings and environmental benefits)

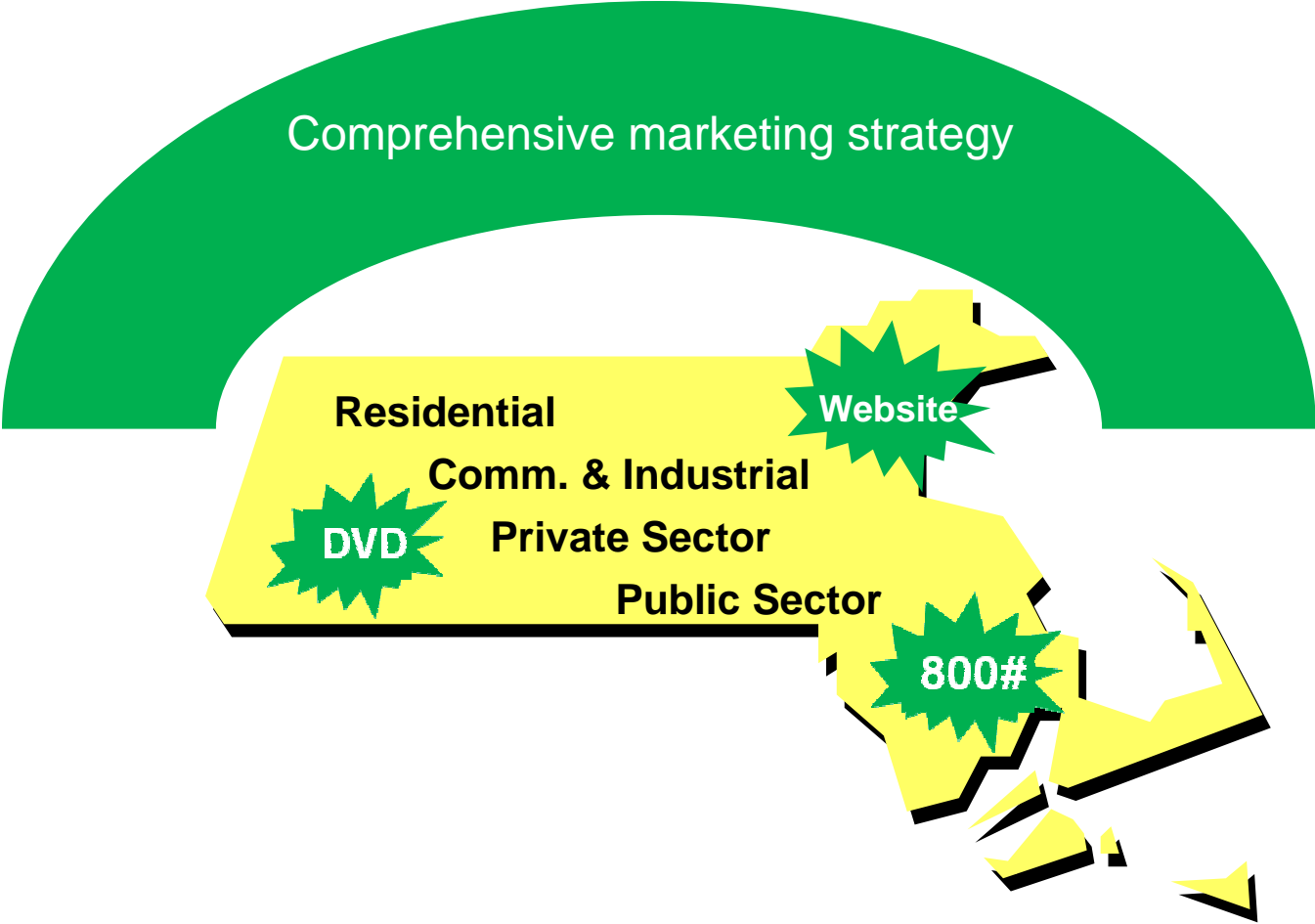
-- *means that* --

Different marketing, outreach, and
education approaches will be needed
(probably *significantly* different)

Energy Efficiency Marketing, Outreach, and Education/Information

- Much more than marketing the *programs* (which has been the primary focus of past marketing and education efforts)
- More marketing of and education about *energy efficiency* and why/how to take action
 - Multiple benefits of energy efficiency
 - What does it mean for me (the customer)
 - Why it is important for the economy, the planet
 - How to take action

Will require a comprehensive and multi-faceted marketing strategy...



...and messages and themes to encourage action and investment

- Multiple targeted messages (and multiple channels) to reach a wide variety of customers with varied interests, needs, and abilities
- But under one overall theme for the campaign
- To achieve deeper savings and all cost-eff. EE:
 - Customers must act, and act more extensively, comprehensively, and completely (deeper)
 - Need messages (and program designs) to encourage customers to invest their own money
- Broader savings – *more* customers must act