

March 16, 2022



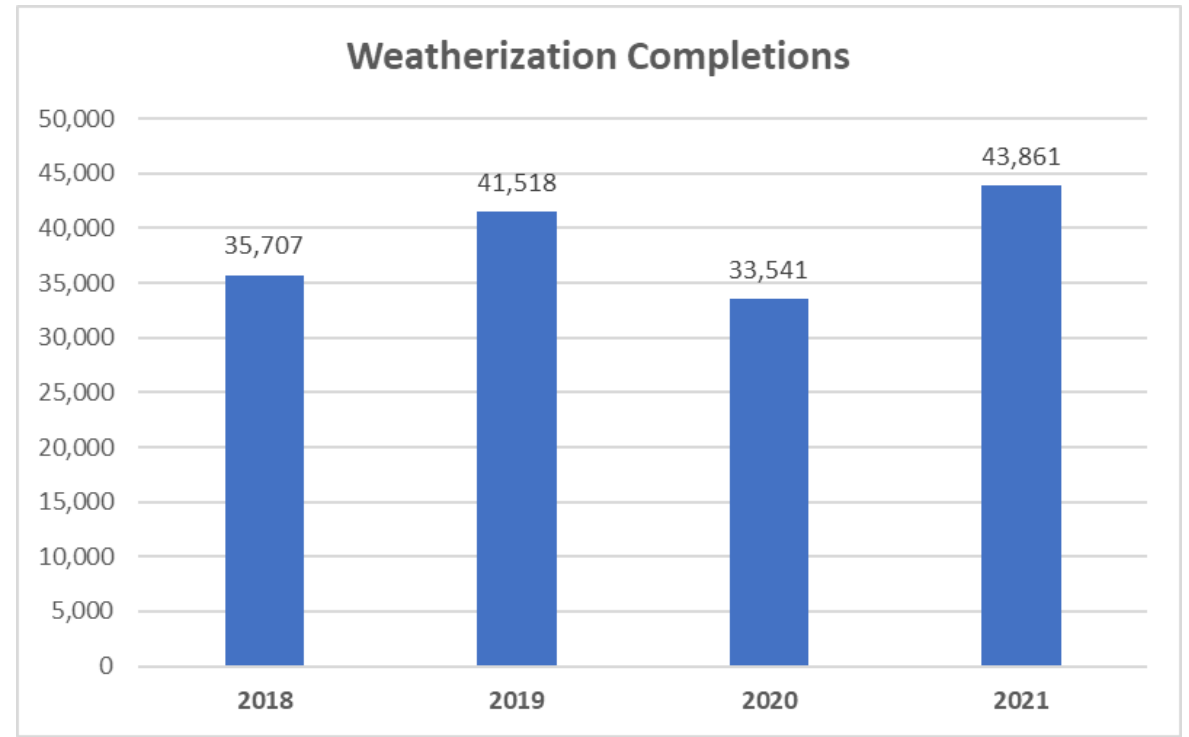
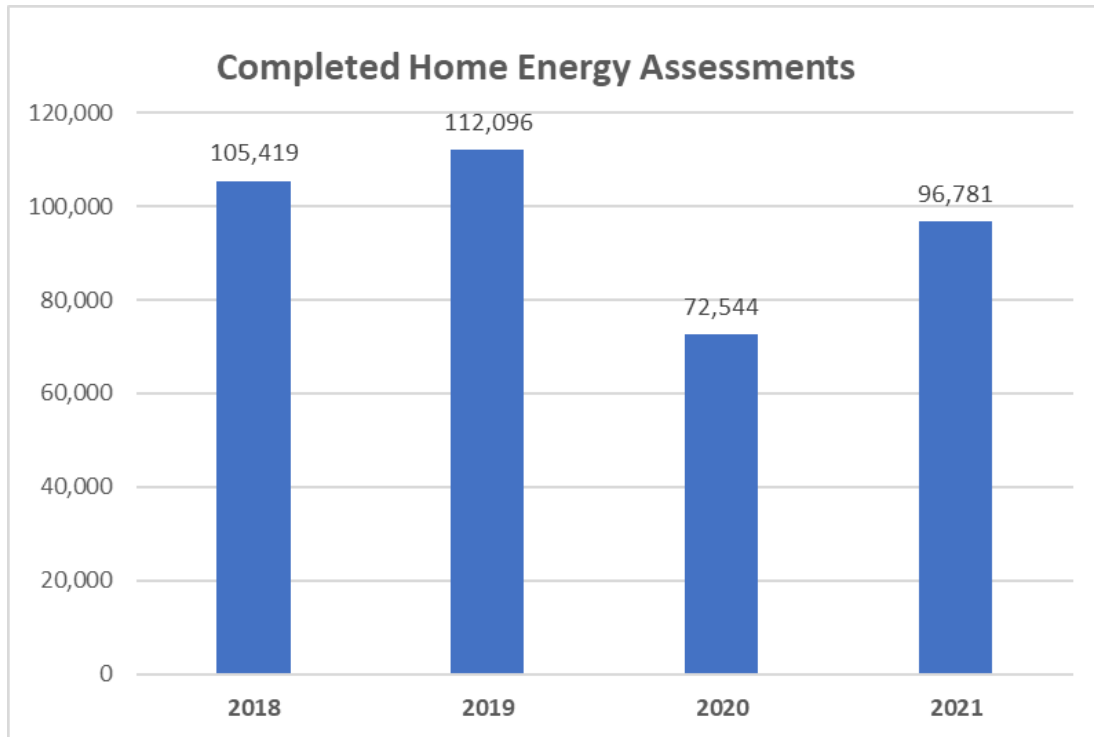
Weatherization Volume Update

WE ARE MASS SAVE®:



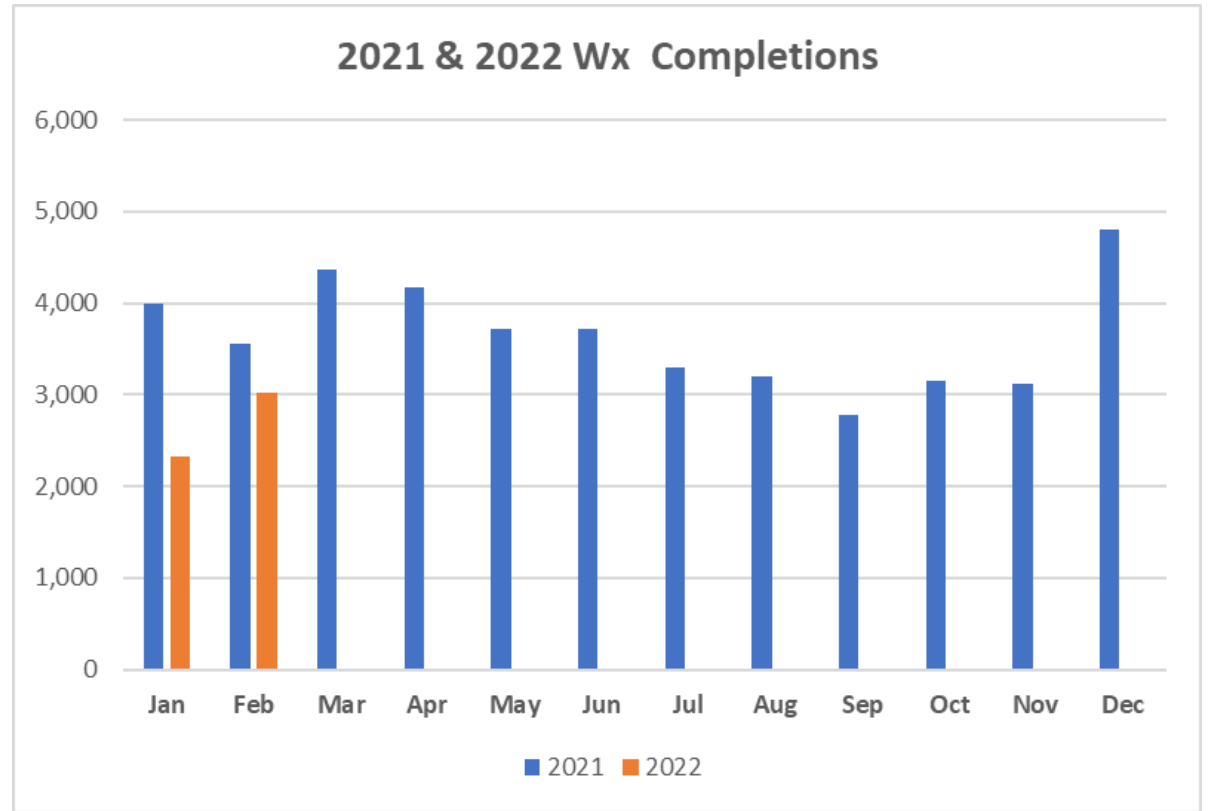
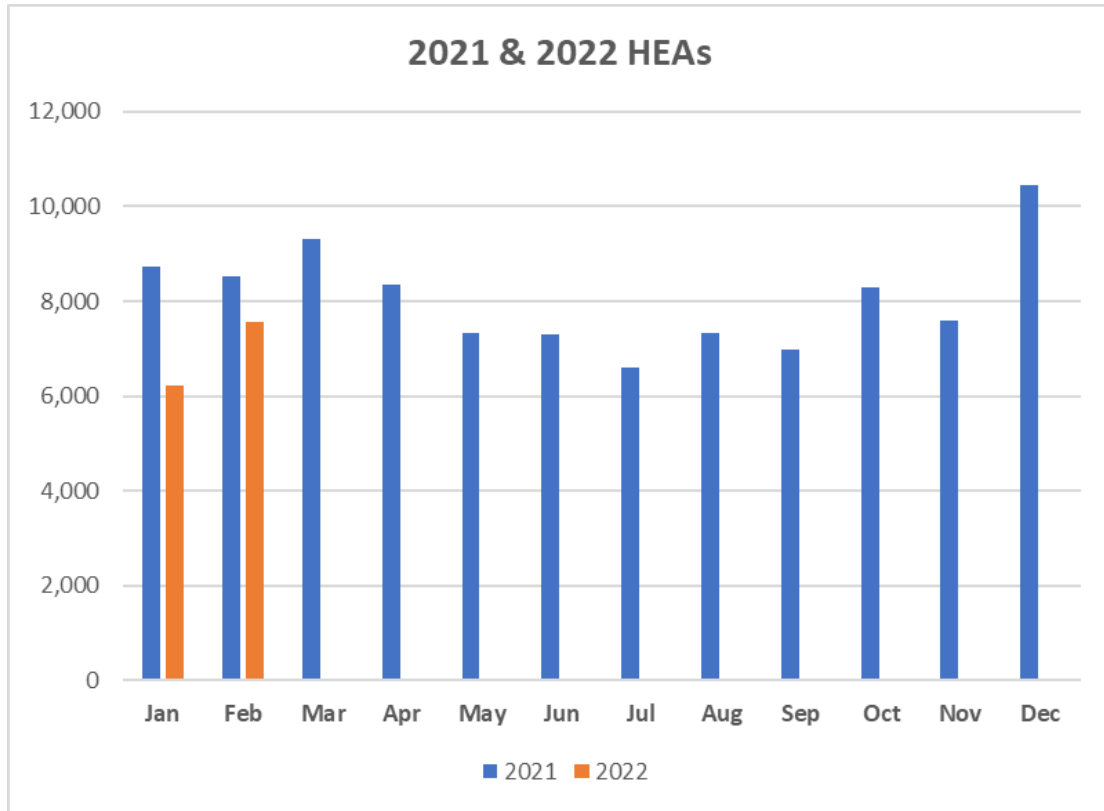
Historic data

- Finished 2021 with record number of completions
- Coming off 100% incentive which brought many customers forward
- End of term push to pull in and complete as many pending/interested jobs as possible
- Some decrease in marketing as budgets were fully spent at end of term



YTD Comparisons

- Jan numbers lower as new term starts Feb picking up and expected to continue
- End/beginning of a Term creates an artificial disruption
- Still awaiting Order in Jan.
- Rebuilding pipeline while making adjustments



2022 Marketing Statewide

Due to the pending order, the PAs approved only Q1 of the joint RCD marketing plan and associated budget.

Q1 – in Market Statewide

- Refresh 2021 creative
- Online HEA and HEAT Loan ads
- Paid Social weatherization/HEA ads

Planning ahead

- Targeted campaigns for weatherization, online assessment and HEAT loan
- All new creative
- Messaging for key audiences
- Paid social, ConnectedTV
- Revised Contractor marketing collateral



2022 Marketing PA Specific Examples

Q1 – in Market

- Multiple lead generation direct response campaigns, email and direct mail
- Paid social and paid search
- Radio
- Locally focused digital and print

Planning ahead

- New content and refined messaging for key audiences
- Streaming audio
- Targeted digital
- Paid Social
- Paid Search

