






# Massachusetts Energy Efficiency

Education, Outreach & Marketing Update



# Program Marketing

## October – December, 2009

	Web	Print	Radio	TV	Events
					
ENERGY STAR Homes	✓	✓	✓	✓	✓
Lighting and Consumer Products	✓	✓	✓		✓
CoolSmart (HVAC)	✓	✓			✓
MassSAVE	✓	✓	✓		✓
EnergyBucks	✓	✓	✓	✓	✓

# National Grid and ENERGY STAR Tour at Halloween

Oct 2009 - 3,270 attendees/visitors



# Statewide Public Education, Outreach and Marketing Campaign (2010-2012)

- Website project
  - Name
  - Brand identity
  - Value proposition/messaging for a broad audience
- Agreement on a statewide (EOM) campaign
- Statewide RFP to be issued in December

# Integrated Website, Brand and Messaging



Empowered to  
make a difference.

Manage energy costs. Enhance the value  
and comfort of your home or business.  
Reduce the impact of energy usage on  
our environment.

**RESIDENTIAL**

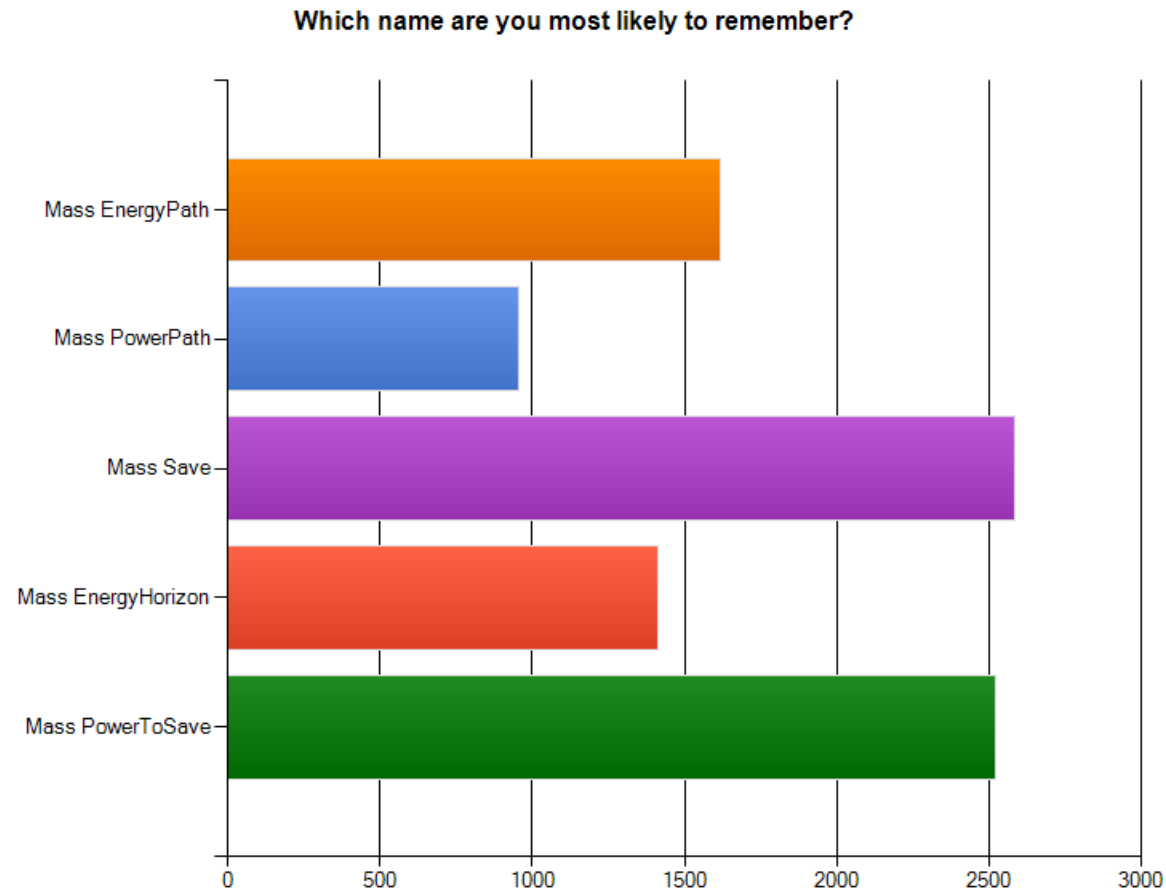
**COMMERCIAL**

**FOR PROFESSIONALS**

Integrated website on-schedule for Q1 2010 launch

Branding discussions and meetings since May, 2009 and ongoing

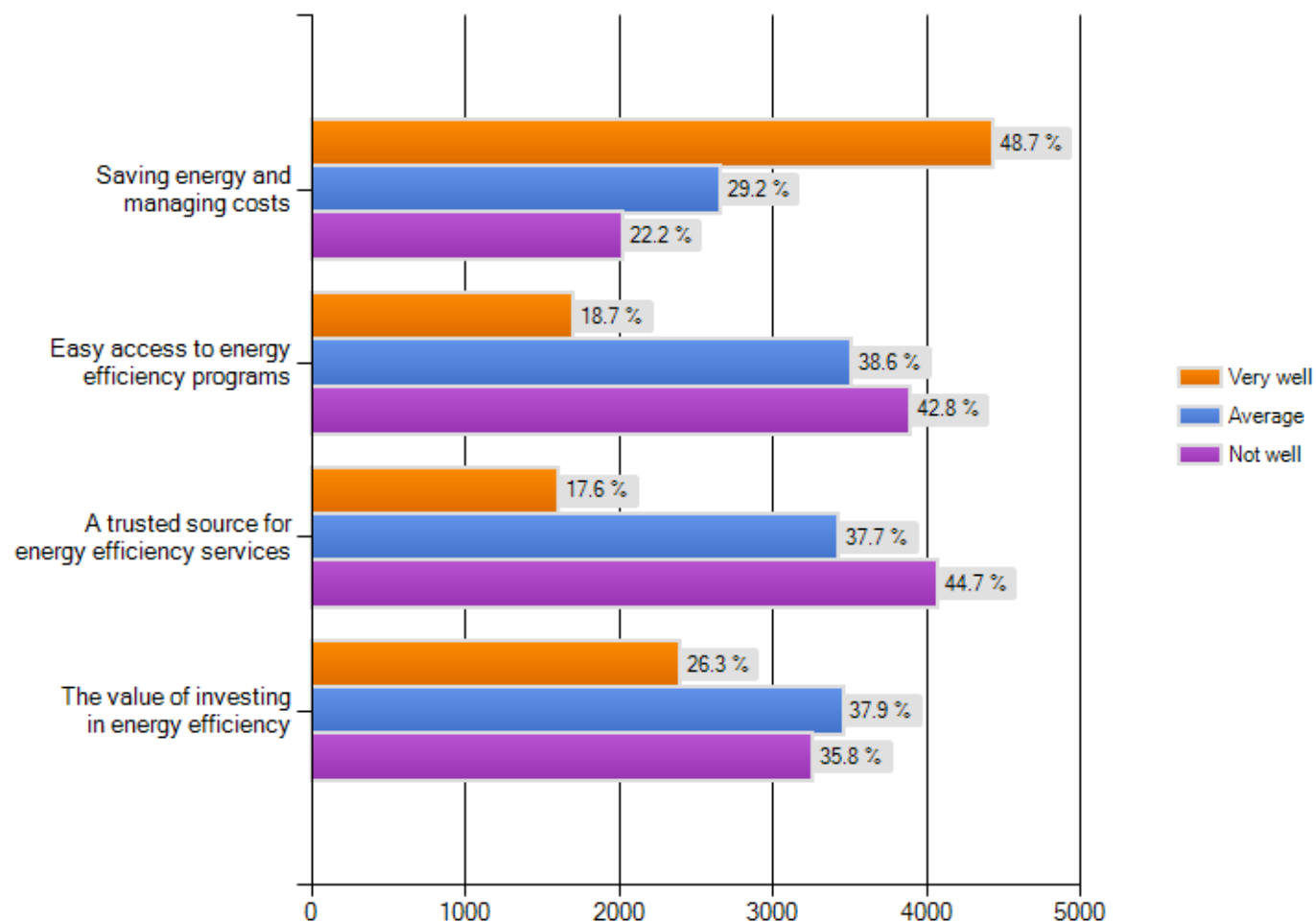
# Name Most Likely to Remember



MassSAVE name chosen; working on logo now.

# Research Points to Ways to Strengthen “MassSAVE”

Please look at the following web site name: Mass Save  
How well do you feel this name communicates the following ideas?



# Transition to New Efficiency World

- First Quarter 2010
  - Program marketing continues, to increase participation in current programs
  - Choose vendor to develop and implement integrated public education, outreach and marketing strategy
  - Develop statewide Education, Outreach & Marketing (EOM) campaign in parallel with introduction of new elements
    - New website
    - ARRA appliance rebate program
    - New program design