



**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



STATEWIDE WEBSITE LIVE 2/25/2010

www.MassSave.com

Home - Windows Internet Explorer
http://www.masssave.com/

File Edit View Favorites Tools Help
Contribute Edit in Contribute Post to Blog
Links Customize Links Free Hotmail MSN.com Precision Fitness Equipment - Massachusetts, MA, NH, RI, Home & commercial exercise equipment since 1988 Staples Copy & Print Windows Windows Marketplace

Home

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mass save
Savings through energy efficiency

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

Contributing Sponsors

Bay State Gas
berkshire gas
Cape Light Compact
nationalgrid
The power of action.
New England Gas Company
NSTAR ELECTRIC GAS
Unitil
Western Massachusetts Electric
The Northeast Utility System

Internet 100%



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*

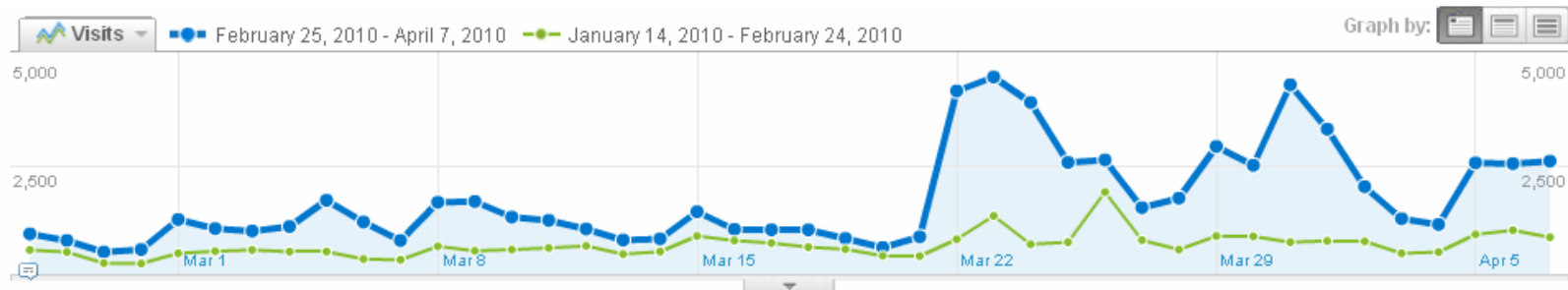


GREAT APPLIANCE EXCHANGE

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% (-11.73%)



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
- causemedi, 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



TAKE CHARGE OF YOUR ENERGY





Mobilize Massachusetts: Promotional Marketing Strategy



Promotional Strategies

- **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

MASS SAVE BRAND COMMUNICATIONS

MOBILIZE MASSACHUSETTS

Red Sox/Mass Savers Promotion

DRILL DOWN POWER UP

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

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
- 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

Public Affairs





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?