



**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](http://www.MassSave.com)

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

mass save  
Savings through energy efficiency

About Mass Save | Contact

## 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



# 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*

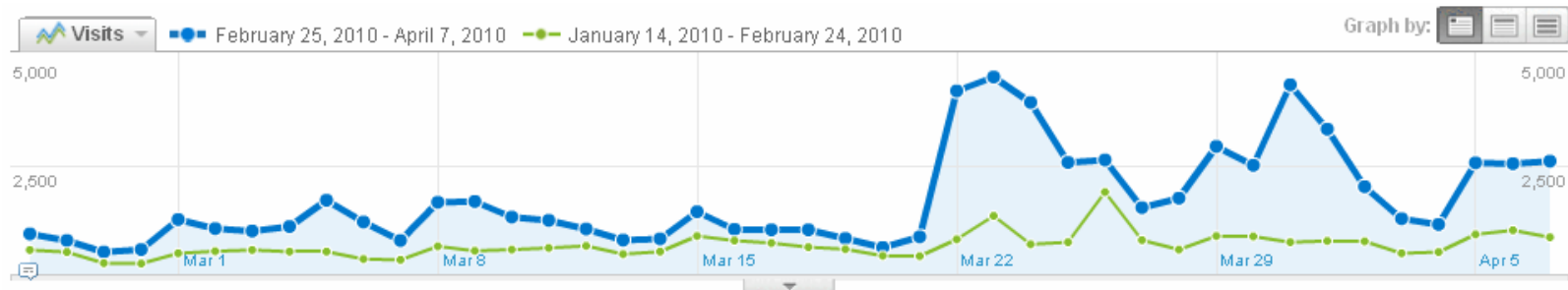


**GREAT APPLIANCE EXCHANGE**

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



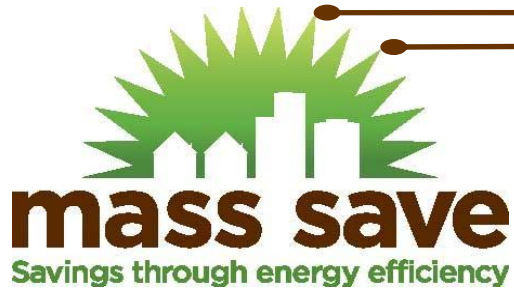
# Cautious Conservatives

- 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](http://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](http://www.masssave/playball)
- Paid Search advertising
- Sponsor e-newsletters
- Program flyers
  - Residential, commercial, trade allies



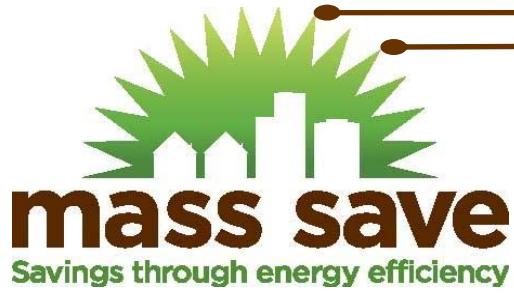


# Drill Down & Power Up: Market Segmentation Strategy



# 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



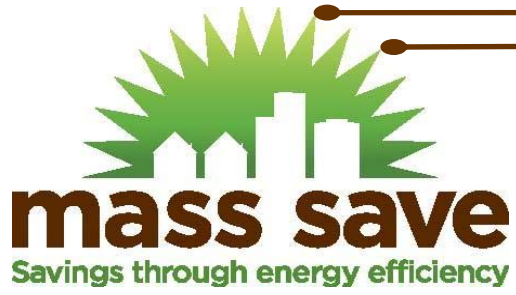
# Public Affairs





# 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?