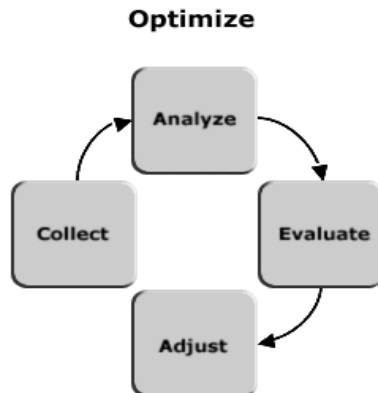


PUGET SOUND ENERGY OPTIMIZER RESULTS



June 9, 2014

Agenda

- Introduction
- Initiative Background and Objectives
- Scope of Work
- Methodology
- Top Concepts
- Benchmark Concepts
- Concept Performance
- Concept Diagnostics
- Acceptor Profiling
- Variant Analysis
- Key Findings and Agency Recommendations
- Next Steps



Initiative Background and Objectives

Initiative Background & Objectives

- PSE believes their current POS material does not effectively communicate the discounts and rebates encouraging consumers to choose energy efficient products.
- There is also confusion by the consumer about who the rebate comes from - PSE, the retailer or the manufacturer.
- Previous PSE signage has been ad hoc and without the benefit of applying behavioral principals or retail best practices. Materials are often discarded after each campaign or changed based on internal management or field service team suggestions.
- Desired outcome is to produce POS based upon behavior science and retail best practices to:
 - Increase awareness of PSE's role in providing rebate programs
 - Secondly, determine which signs increase purchase intent



Scope of Work

Scope of Work

Phase I – PSE Retail Audit

- Alcone assessed the current landscape with in-store audits. Types of POS, placement, the environment and current offerings were the main focus of the audits.



Scope of Work

Phase I- Key Retail Audit Observations:

- Small signs get lost especially in larger stores like Home Depot and Lowes.
- Need contrast either with visuals or other colors-The one color (blue and white) offers little eye catching appeal or contrast thus the information gets tuned out.
- Competing retailer tags are the main focus. PSE needs a more appealing look and feel to get noticed by the consumer.
- Lifestyle image seems to be more appealing, injects emotion into the purchase however the write-in seems to “cheapen” the look, or appears the price can be changed at the will of the retailer.
- Too much copy also gets tuned out, need to keep key messaging simple.



Scope of Work

Phase I – Key Retail Audit Observations (Continued)



Educational material is placed too far away to help the shopper make an informed choice. Must be able to match SKU's referenced on sign with what is on shelf



No call to action- “Instant Discounts, save \$ on energy-efficient products now!” – Does not explain to the consumer *how* to save money *instantly*

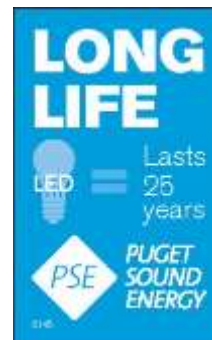
Scope of Work

Phase II Research – Signage Optimization

Using in-store audits and PSE sponsored research, Alcone worked with the PSE team to develop different layouts and variants to be optimized in the Affinnova tool. Resulting in 4 layouts with 40 variants and 162 concept alternative options. The main objective of each was to increase PSE awareness and optimize purchase intent.



Current blue and white PSE POS served as benchmark



Scope of Work

Phase II Research – Signage Optimization

- Alcone worked with Affinnova on how to use the Optimizer tool most efficiently for best results while developing the layouts and variants.
- Variants and elements released to Affinnova on 4/23/2014.
- Affinnova test ran for four weeks during the month of May 2014.
- Information tabulated after 4 weeks of fielding. Results and agency recommendations to be presented today.



Methodology

Affinnova Tool at a Glance

- Marketing technology company that dramatically improves innovation and marketing success rates.
- On average, optimization doubles new product success rates.



Market Performance

	Success Rate
Optimized Launches	44%
Benchmark	25%
Impact	1.8x

Products and Applications

Power Screener

Screens early stage concepts using Discrete Choice and captures consumer suggestions

Optimizer

Uses evolutionary algorithms to optimize large spaces delivering Top Concepts. Benchmarks Top Concepts to make business decisions

Applications

- New Product Development
- Relaunch / Restage
- Messaging Strategy

Benchmarker

Uses forward looking Discrete Choice to compare test concepts to in-market benchmarks for business decisions

Applications

- Concept Evaluation
- Competitive Assessment
- Message Effectiveness

Design Audit

Audits brand packaging on shelf to determine improvement opportunities

Optimizer for Design

Uses Evolutionary Algorithms to optimize designs delivering Top Design Concepts

Benchmarks Top Design Concepts by employing eye tracking and shelf sets, where applicable

Applications

- New Product Packaging
- Package Redesign
- Product Design

Benchmarker for Design

Measures design on six dimensions including visual standout and preference

Discrete Choice

Advanced Discrete Choice modeling techniques applied to inform critical marketing decisions

Applications

- Line Assortment
- Price / Size Sensitivity
- Promotion Maximization
- Claims Sort

Affinnova Optimizer Overview (Optimization)

Inputs

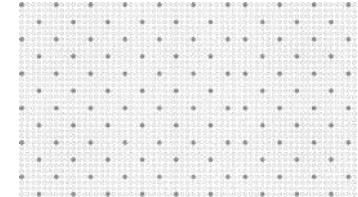
The process begins by uploading creative variation into Affinnova Studio



Team members are invited to access the concept for content review and collaboration



The possible variant combinations create an innovation space of alternative concepts



Methodology

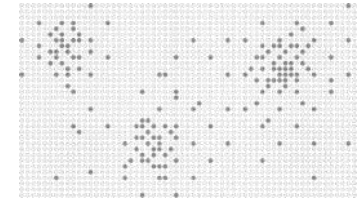
A targeted online panel of screened consumers drive the optimization



Consumers choose preferred concepts from algorithmically assigned pairs

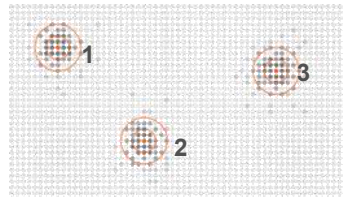


Concepts consumers prefer survive; unfit ones die out to accommodate new offspring

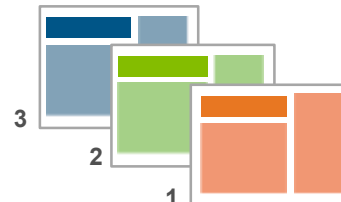


Outputs

A surviving population of preferred concepts includes clusters that appeal to distinct segments of consumers



Top Concepts that best represent each cluster are identified



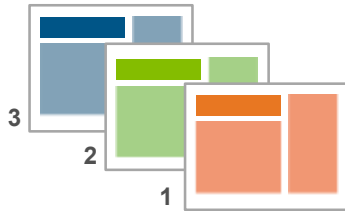
Variant substitutability is assessed based on preference segment choice data



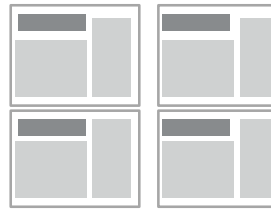
Affinnova Optimizer Overview (Benchmarking)

Inputs

Top Concepts from the optimization stage are included for evaluation (2 to 4 finalists)



Benchmark concepts are included for comparison to Top Concepts



Survey questions are included for key measures, diagnostics and profiling



Methodology

A fresh, screened panel of category users is selected for measurement



Next they make choices among tested concepts in a discrete choice exercise



Lastly, they are exposed to a battery of diagnostic and message communication exercises

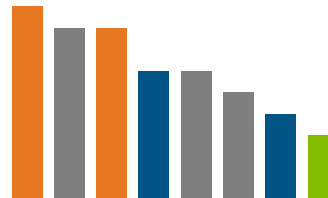


Outputs

Discrete choice measures concept performance



Diagnostics for Top Concepts include: benchmarking, share of preference, anchored key measures, click & comment



Concept acceptor profiling reveals demographic and behavioral differences



Concept Layout (Theme 1)

- Dynamically rendered from the content file (4 themes, 5 elements on average, 10 variants on average.)
- Consumers were shown 16 choice sets with 4 on a page, shown two at a time.
- Consumers were asked to choose which concept **MORE CLEARLY COMMUNICATES** that Puget Sound Energy is responsible for providing the rebate and is **MORE APPEALING**?
 - In stage 2 (measurement), consumers were asked which concept makes the rebate offer **MORE ATTRACTIVE** and makes you **MORE LIKELY TO PURCHASE** the product offered in the rebate?



Concept Layout (Theme 2)

- Dynamically rendered from the content file (4 themes, 5 elements on average, 10 variants on average.)
- Consumers were shown 16 choice sets with 4 on a page, shown two at a time.
- Consumers were asked to choose which concept **MORE CLEARLY COMMUNICATES** that Puget Sound Energy is responsible for providing the rebate and is **MORE APPEALING**?
 - In stage 2 (measurement), consumers were asked which concept makes the rebate offer **MORE ATTRACTIVE** and makes you **MORE LIKELY TO PURCHASE** the product offered in the rebate?

Image Background (2) →

← Headline (2)

← Offer (3)

← Box Color (2)

→ Benefit (2)



Concept Layout (Theme 3)

- Dynamically rendered from the content file (4 themes, 5 elements on average, 10 variants on average.)
- Consumers were shown 16 choice sets with 4 on a page, shown two at a time.
- Consumers were asked to choose which concept **MORE CLEARLY COMMUNICATES** that Puget Sound Energy is responsible for providing the rebate and is **MORE APPEALING**?
 - In stage 2 (measurement), consumers were asked which concept makes the rebate offer **MORE ATTRACTIVE** and makes you **MORE LIKELY TO PURCHASE** the product offered in the rebate?

Image Background (2) →

LED 4-PACK
FOR \$8

← **Offer (3)**

PSE.COM/MYREBATES

Benefit (2) →

DISCOUNTS FROM
PSE **PUGET SOUND ENERGY**

← **Box Color (1)**

Concept Layout (Theme 4)

- Dynamically rendered from the content file (4 themes, 5 elements on average, 10 variants on average.)
- Consumers were shown 16 choice sets with 4 on a page, shown two at a time.
- Consumers were asked to choose which concept **MORE CLEARLY COMMUNICATES** that Puget Sound Energy is responsible for providing the rebate and is **MORE APPEALING**?
 - In stage 2 (measurement), consumers were asked which concept makes the rebate offer **MORE ATTRACTIVE** and makes you **MORE LIKELY TO PURCHASE** the product offered in the rebate?

Copy – Subhead line (3)



Bring home the best glow

Pick up PSE discounts on top quality light bulbs

2 for the price of 1

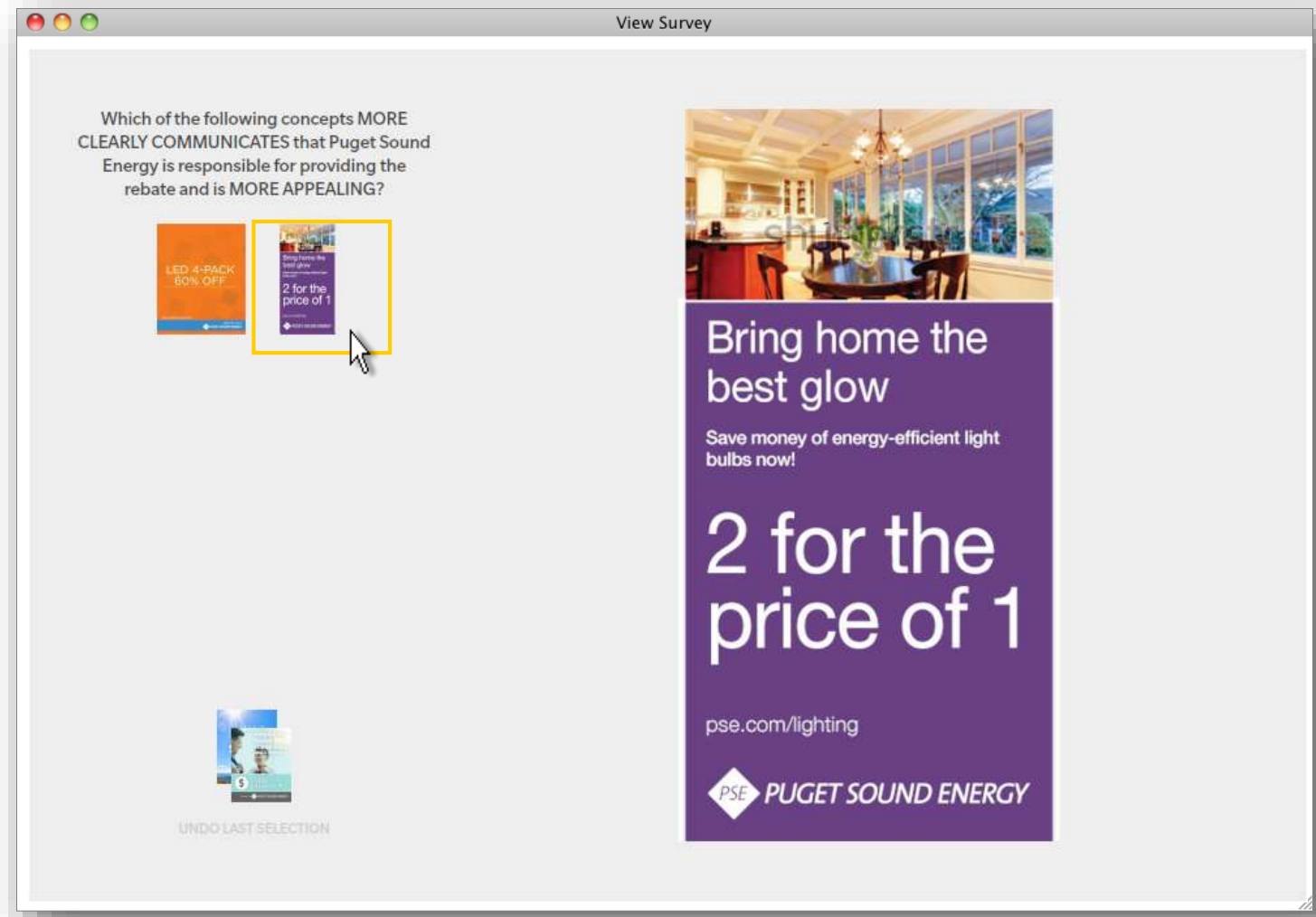
pse.com/lighting

PSE PUGET SOUND ENERGY

Box Color (2)

Choice Page Example

- Across the 4 themes, a total of 162 unique concepts are possible.



Study Design

- Consumer Target for Optimization and Benchmarking:
 - Men and women age 18+
 - Representative sample of consumers living in PSE's footprint (e.g. within their zip codes)
 - Approximately 85% of consumers self-identified as PSE Electrical subscribers
 - Primary/shared shopper of household durable goods
 - Past Purchaser/Considerer of Light Bulbs
 - Sample Counts
 - 450 Consumers (optimization)
 - 400 Consumers (benchmarking)
- Benchmarking Subgroups of Interest:
 - Subsets of 400 Consumer Benchmarking Group
 - PSE Electrical Subscriber (n=335)
 - Past Purchaser/Considerer of energy efficient light bulbs (n=327)
- Fielding:
 - The study was conducted in May 2014



Top Concept

TC 1

INSTANT DISCOUNTS THAT SHINE FROM PSE — LED 4-pack was \$20, now \$8

DISCOUNTS FROM PSE

PUGET SOUND ENERGY

TC 2

Energy efficiency is easy thanks to PSE.

LED 4-pack was \$20, now \$8 with PSE rebate

Rebate from PSE

PUGET SOUND ENERGY

Instant Discount – Write

INSTANT DISCOUNT

With PSE rebate: \$8.00

Original price: \$20.00

PUGET SOUND ENERGY

PSE.COM/REENERGIZE

Limited Time Offer

LIMITED TIME OFFER

2 FOR \$1

INSTANT DISCOUNTS

PUGET SOUND ENERGY

TC 3

LED 4-PACK WAS \$20, NOW ONLY \$8

WITH PSE REBATE

PSE.COM/MYREBATES

REBATES FROM PSE

PUGET SOUND ENERGY

TC 4

Energy efficiency is easy thanks to PSE.

LED 4-pack was \$20, now \$8 with PSE rebate

Rebate from PSE

PUGET SOUND ENERGY

Instant Discount

INSTANT DISCOUNTS

Look for the PSE logo.

Save \$ on energy-efficient products now!

PUGET SOUND ENERGY

PSE.COM/REENERGIZE

Long Life

LONG LIFE

LED = Lasts 25 years

PUGET SOUND ENERGY

5145

Measured Concepts (Top Concepts)

TC 1



TC 2



Measured Concepts (Top Concepts)

TC 3



LED 4-PACK
WAS \$20,
NOW ONLY \$8
WITH PSE REBATE

PSE.COM/MYREBATES

REBATES FROM
 PUGET SOUND ENERGY

TC 4



Energy
efficiency
is easy
thanks to PSE.

	LED 4-pack was \$20, now \$8 with PSE rebate
--	--

Rebates from  PUGET SOUND ENERGY



Benchmark Concept

Measured Concepts (In-market Concepts)

Instant Discount – Write In



INSTANT DISCOUNT

With PSE rebate:

\$8.00

Original price:

\$20.00

PSE PUGET SOUND ENERGY

PSE.COM/ReENERGIZE

4688LV

Limited Time Offer

LIMITED TIME OFFER

2 FOR \$1

INSTANT DISCOUNTS

 **PSE** PUGET SOUND ENERGY

4195.1

Measured Concepts (In-market Concepts)

Instant Discount



INSTANT DISCOUNTS

Look for the PSE logo

Save \$ on energy-efficient products now!

Price shown includes discount.
Utility residential customers only.
Purchase limits - 24 CFL bulbs,
14 LED bulbs, and 12 fixtures

PSE.COM/ReENERGIZE
4670X 0313

PSE **PUGET SOUND ENERGY**

Long Life

LONG LIFE

LED = Lasts 25 years

PSE **PUGET SOUND ENERGY**

5145



Concept Performance

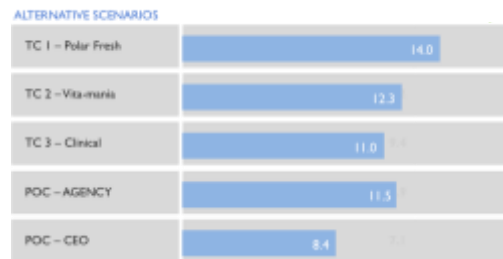
Share of Preference Analysis

Concept Performance (Explained)

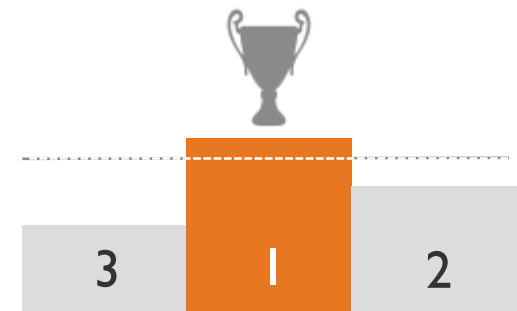
Affinnova's discrete choice methodology enables a scenario-based assessment of performance between concepts and relative to the project's success criteria.



discrete choice exercise



share of preference

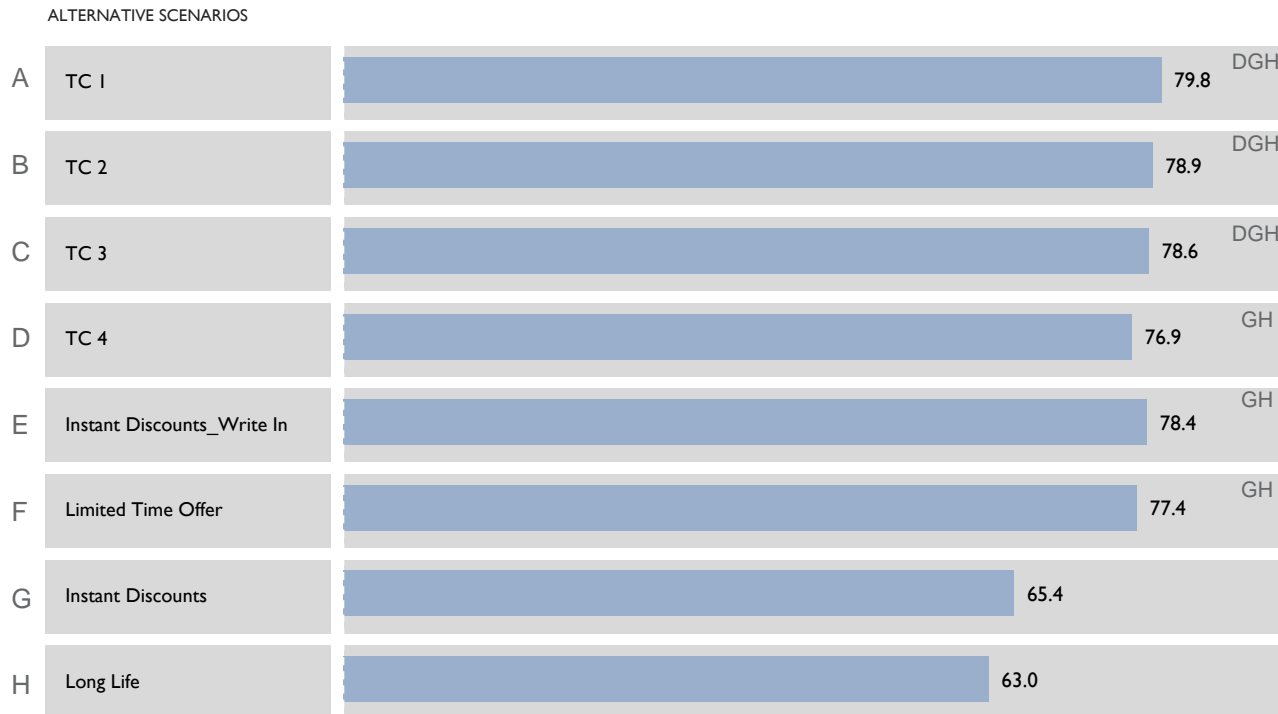


success criteria

- The discrete choice exercise asks consumers to make choices among sets of concepts and compare selections to their incumbent product.
- Based on the individual preferences revealed by the exercise, scenario-based results are created for each test concept.
- Performance is expressed as a percent of consumers who would likely buy a given concept on their next purchase.
(assuming all prepared concepts and incumbent products are available)
- Share of preference and brand incrementality can be used to identify the best test concept and its ability to meet success criteria.

Concept Performance (Share of Preference)

SHARE OF PREFERENCE (by product set scenario)



- All Top Concepts with the exception of TC 4 generate similar levels of appeal . Consumers do not find the image of the father and son relevant to the product being promoted.
- Top Concepts will generate as much appeal as the current signs that include prices (Instant Discount with Write In and Limited Time Offer), and generate more appeal than those signs without pricing.

Concept Performance (Share of Preference by Subgroup)

SHARE OF PREFERENCE (by product set scenario)

		Aggregate n = 400	PSE Electrical Subscriber n = 335	Past Purchaser/Considerer of Energy Efficient Light Bulbs n = 327
ALTERNATIVE SCENARIOS				
A	TC 1	DGH 79.8	DGH 80.1	DFGH 83.6
B	TC 2	DGH 78.9	DGH 79.7	DGH 82.5
C	TC 3	DGH 78.6	GH 79.2	DGH 82.3
D	TC 4	GH 76.9	GH 77.7	GH 80.6
E	Instant Discounts_Write In	GH 78.4	GH 78.8	GH 81.6
F	Limited Time Offer	GH 77.4	GH 78.1	GH 80.7
G	Instant Discounts	65.4	66.3	69.8
H	Long Life	63.0	64.1	67.2

As with the aggregate sample, consumers who are current PSE subscribers or past purchasers or considerers of energy efficient light bulbs continue to find all Top Concepts similarly appealing.

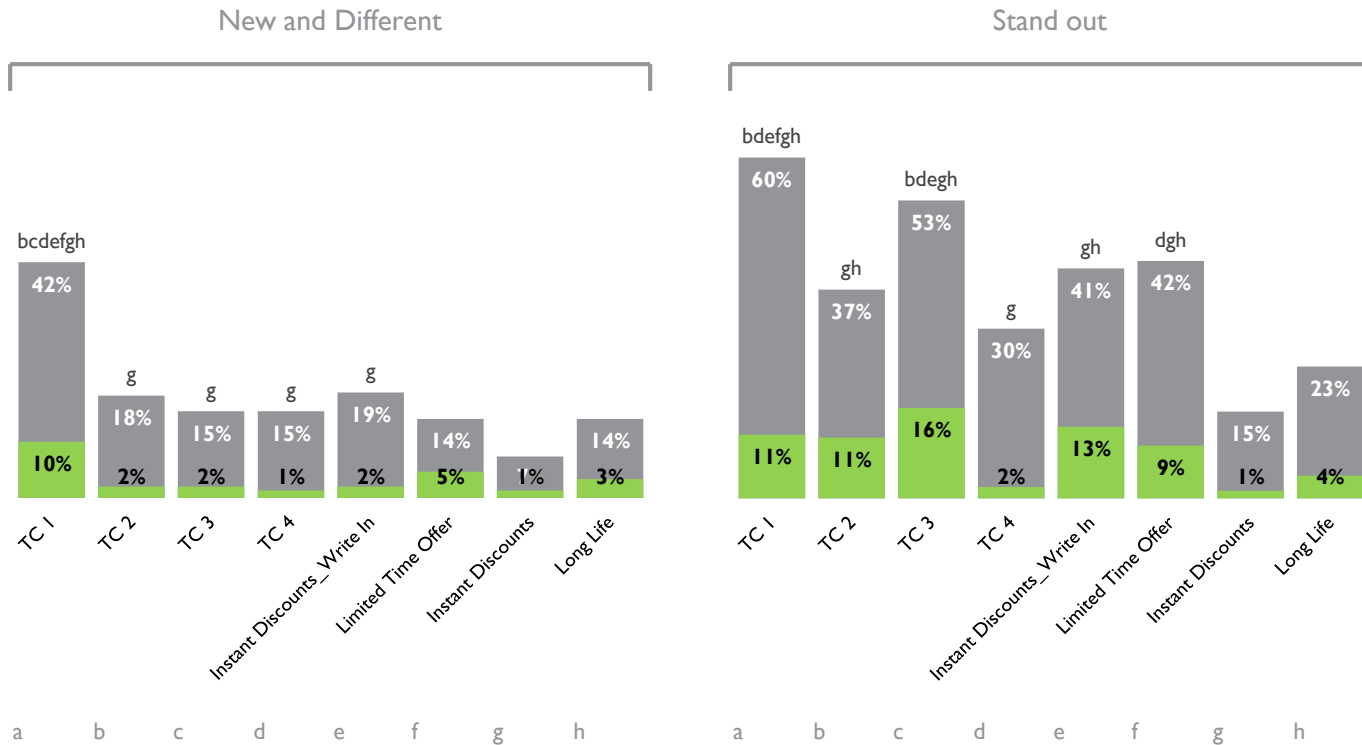
Share of Preference indicates the percent of consumers who would likely buy a given concept on their next purchase occasion (assuming the availability of all benchmark concepts). Of note, results often deviate from market share based on real world availability support, and product performance.



Concept Diagnostic

Anchored Key Measures

KEY MEASURES VS. PRODUCT PURCHASED MOST OFTEN



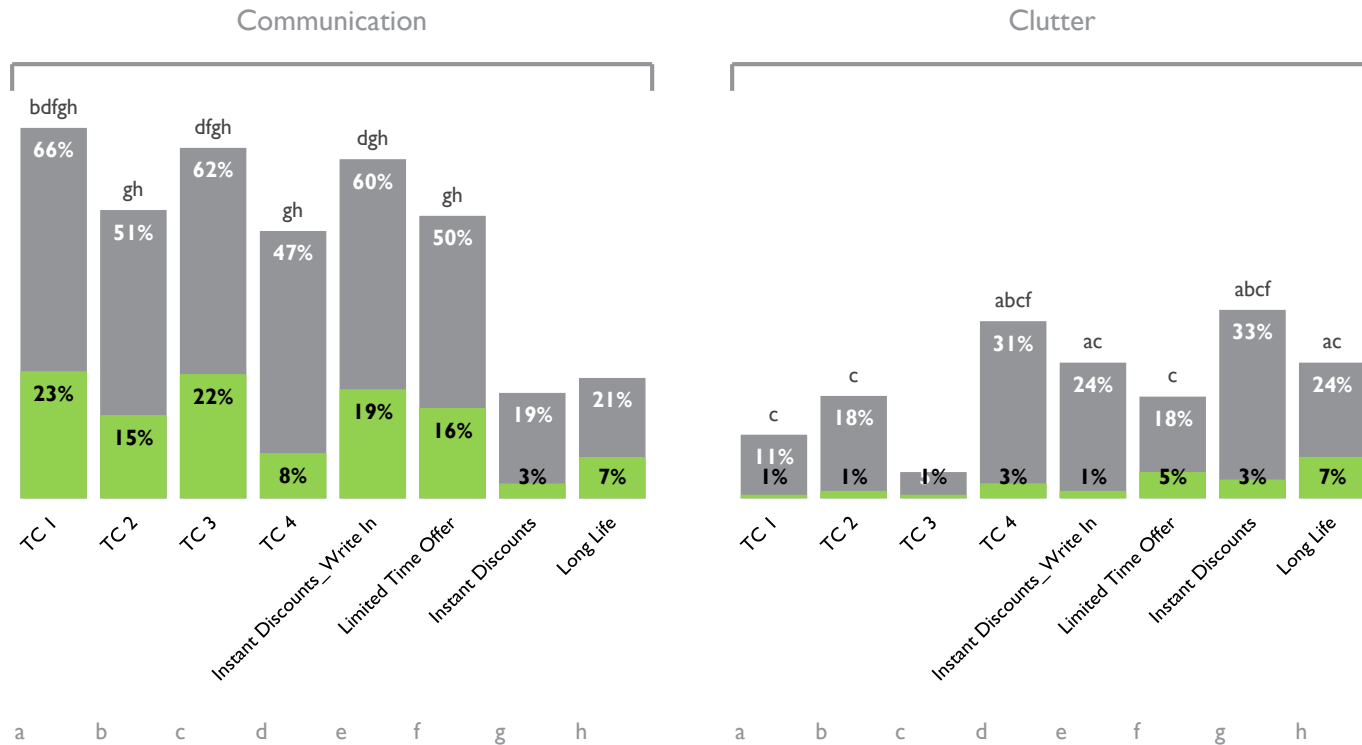
Q: In your opinion, how **new and different** is the design of the rebate versus other similar rebates?

Q: In your opinion, to what degree does the design of the rebate **stand out** versus other similar rebates?

- TC 1 is perceived as being significantly more new and different versus all other tested concepts, likely because of the background image on the concept.
- TC 1 and TC 3 are expected to stand out more versus other TC's and current signs, likely due to the large and clear messaging of the offer.

Anchored Key Measures

KEY MEASURES VS. PRODUCT PURCHASED MOST OFTEN



Q: To what degree does this rebate **communicate savings** versus other similar rebates?

Q: In your opinion, how **cluttered** or **clutter-free** is the design of the rebate versus other similar rebates?

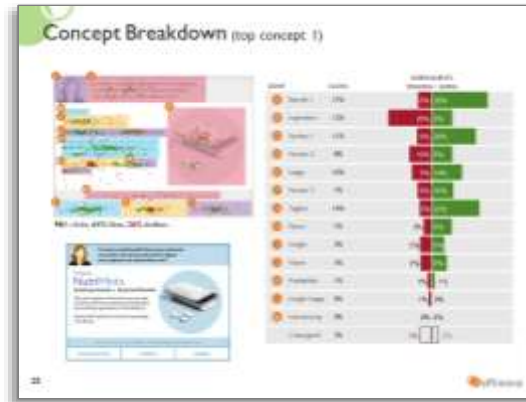
- TC 1, TC 3 and Instant Discounts-Write In are perceived to communicate the savings better than the other concepts, likely because the offer is front and center of the design.
- TC 1 and TC 3 are perceived to be less cluttered than other TC's and current signs, which may help to catch consumers' attention in stores.
- TC 4 is considered to be the most cluttered Top Concept; this perception is likely driven by having some of the text overlap with the photo.

Concept Breakdown (Explained)

A 'click & comment' exercise solicits consumer feedback for test concepts that can be used as analyzable qualitative input for potential concept refinement.



respondent interface



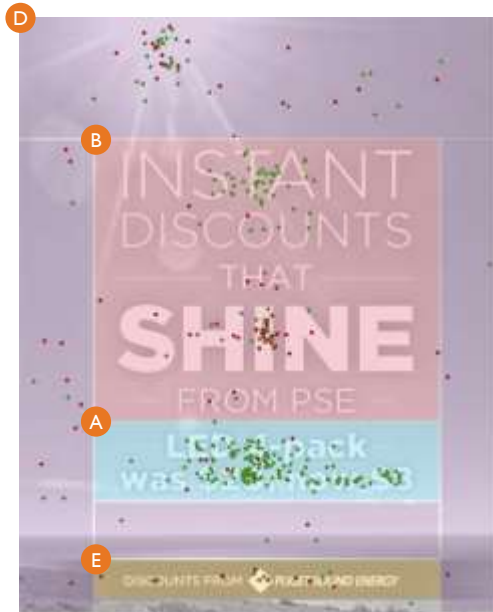
report deliverable



interactive verbatim viewer

- Consumers are asked to click on the parts of the concept that they like most and least.
- After each click, they are prompted to provide an explanation, which is then assigned to the coordinates of each click.
- Concepts are divided into zones of interest based upon the dynamic concept structure.
- Analytic summaries are provided for aggregate areas of engagement and by test concept to provide diagnostic insight.
- Verbatim elaborations on the consumer clicks are available via an interactive viewer.
- Enables efficient drill down of consumer feedback by zone and across concepts.

Concept Breakdown (Top Concept # 1)



337 clicks, 77% likes, 23% dislikes.





ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	44%	4%	80%
B	Headline	30%	21%	43%
-	Benefit *		-	-
D	Image	21%	17%	29%
E	Logo	4%	6%	4%
-	Icon *		-	-
Unassigned		0%	0%	1%

Image: I like the background photo - clean air, clean water;
The concept of solar energy depicted here.

Offer: Clear info about current cost and what you are saving.

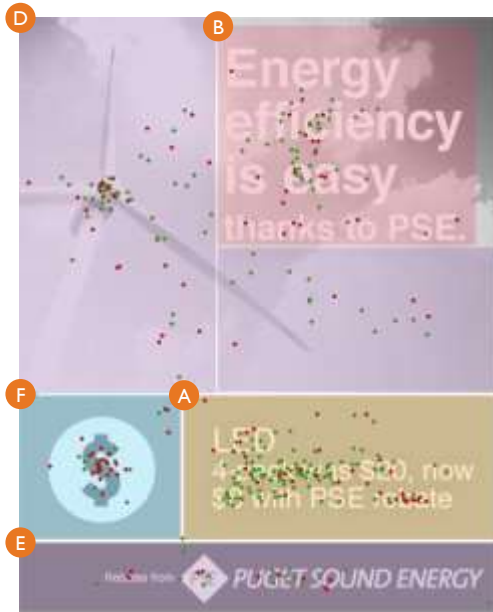
Headline: You get rebate at the counter; Instant is a lot better than rebates.

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>

* This zone not present on all concepts.

Concept Breakdown (Top Concept # 2)



369 clicks, 67% likes, 33% dislikes.





ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	41%	24%	73%
B	Headline	17%	13%	28%
-	Benefit *		-	-
D	Image	23%	19%	37%
E	Logo	7%	8%	11%
F	Icon	12%	21%	11%
Unassigned		0%	0%	0%

Image: It's peaceful and makes me feel like it's energy efficient; Wind power is certainly good and energy efficient but this picture isn't compelling for me.

Offer: Gives definite price (not x% off); Clear rebate amount.

Headline: Indicates that PSE is helping with energy efficiency.

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>



* This zone not present on all concepts.

Concept Breakdown (Top Concept # 3)



332 clicks, 68% likes, 32% dislikes.



ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	71%	31%	86%
B	Headline	0%	0%	0%
C	Benefit	0%	0%	0%
D	Image	0%	0%	0%
E	Logo	4%	4%	6%
F	Icon	0%	0%	0%
Unassigned		24%	33%	20%

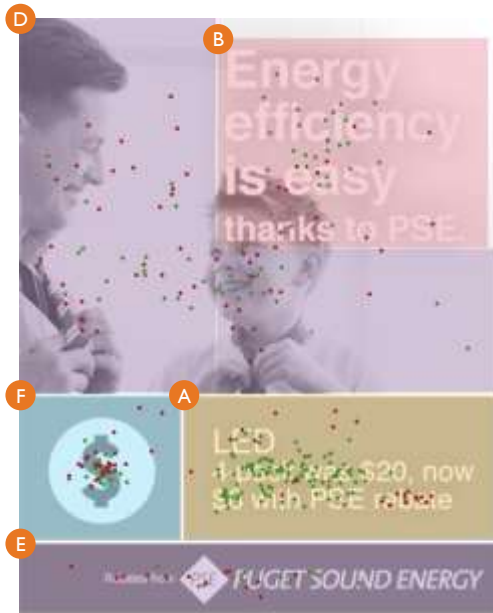
Offer: Emphasizes that this is a rebate; Doesn't tell me how to get the rebate; It is unclear if it is a mail-in rebate or an instant rebate; Rebate is a hassle just additional paper work and mail.

Image: Catches the eye; I don't like the color - too much orange.

The interactive deliverable can be accessed at:

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>

Concept Breakdown (Top Concept #4)



335 clicks, 65% likes, 35% dislikes.





ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	42%	14%	78%
B	Headline	13%	8%	23%
-	Benefit *		-	-
D	Image	24%	29%	21%
E	Logo	8%	9%	9%
F	Icon	14%	19%	14%
Unassigned		0%	0%	0%

Image: Relate as a parent - wanting the best for our future/children; Don't understand how father/son has anything to do with saving money or energy efficiency.

Dollar Icon: Communicates savings.

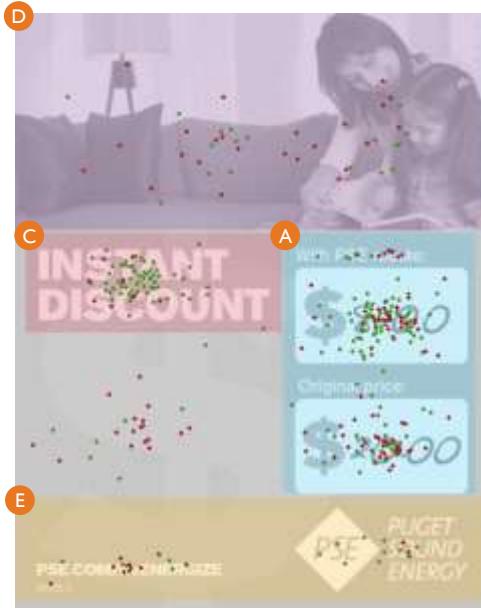
Offer: Shows exactly how much you're saving. Also lets you know that it's a rebate, not an instant discount; Rebates are time consuming and I don't care for them. I prefer instant discounts even if they are less.

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>



* This zone not present on all concepts.

Concept Breakdown (Instant Discounts Write In)



358 clicks, 63% likes, 37% dislikes.



ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	53%	40%	59%
-	Headline *		-	-
C	Benefit	21%	6%	48%
D	Image	12%	16%	13%
E	Logo	8%	7%	11%
-	Icon *		-	-
Unassigned		7%	12%	5%

Offer: Perfectly conveys to a customer how much they will pay at the register; Looks like the discount could be changed at the whim of the distributor.

Benefit: I like the INSTANT part, no forms to fill out and mail; Implies immediate but actually you have to "do" something to get the discount.

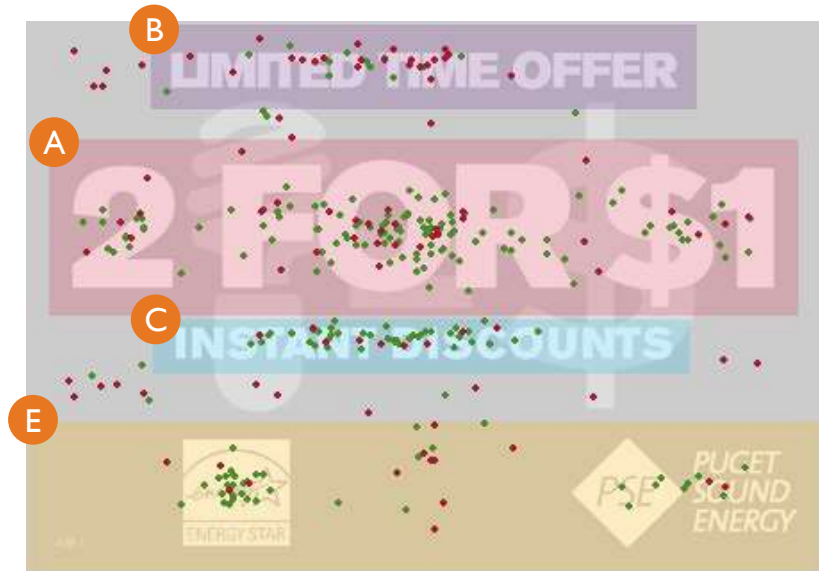
Image: It's a happy picture; Does not relate to rebates or energy.

The interactive deliverable can be accessed at :



<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzjqZz09>

* This zone not present on all concepts.

Concept Breakdown (Limited Time Offer)



315 clicks, 69% likes, 31% dislikes.

ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	47%	24%	73%
B	Headline	11%	16%	9%
C	Benefit	17%	7%	29%
-	Image *		-	-
E	Logo	17%	9%	23%
-	Icon *		-	-
Unassigned		8%	13%	4%



Offer: The 2 for 1 concept appeals to my pocketbook;
Doesn't tell what the savings are.

Benefit: Instant discounts is way better than a rebate;
Usually you have to mail something in for a rebate and that's
a hassle; Don't have to wait for rebate.

Logo: Lets me know that it's an energy efficient product.

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>













* This zone not present on all concepts.

Concept Breakdown (Instant Discounts)



314 clicks, 57% likes, 43% dislikes.



ZONE	% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
- Offer *		-	-
B Headline	42%	20% 	74% 
C Benefit	21%	22% 	27% 
D Image	13%	14% 	18% 
E Logo	22%	38% 	9% 
- Icon *		-	-
Unassigned	2%	3% 	1% 

Headline: It tells that the product has been discounted and will save me money; "Instant" implies that I will not need to take extra steps to receive the discount (as I might if filling out a rebate, etc.); How much is the discount?

Benefit: Who doesn't want to save money on products they already use; Too vague. I want to know what I'd be saving and it is worth my time.

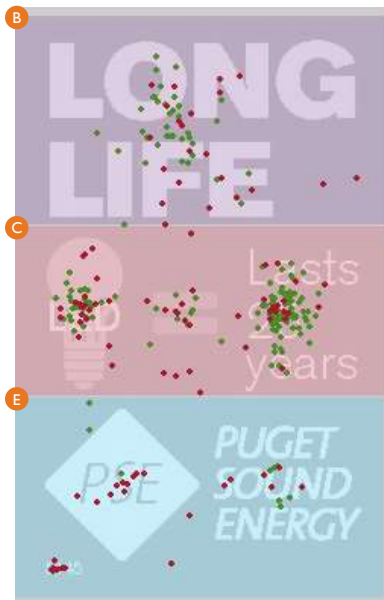
Logo: Don't like 'fine print.'

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>



* This zone not present on all concepts.

Concept Breakdown (Long Life)



279 clicks, 65% likes, 35% dislikes.



ZONE	% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
- Offer *		-	-
B Headline	20%	16%	25%
C Benefit	67%	36%	78%
- Image *		-	-
E Logo	12%	17%	7%
- Icon *		-	-
Unassigned	0%	0%	0%

Headline: Efficiency in cost and lower energy usage; No real info; Does not tell the price of the bulbs.

Benefit: I like the long life-cycle; Long time of savings, feel like you get a good bang for your buck; Not everyone knows what an LED is.

Logo: I love the brand name, but it does not need to be as big as it is.

The interactive deliverable can be accessed at :

<https://studio.affinnova.com/platformservices/affisuite/reportViewer.html?rid=WklvcIN4SkjVVTIEcFBhbGxhSzJqZz09>

* This zone not present on all concepts.

Element Engagement (Liking/Disliking by Zone)



ZONE

AGGREGATE SHARE OF CLICKS



A	Offer	41%
B	Headline	17%
C	Benefit	15%
D	Image	13%
E	Logo	11%
F	Icon	4%

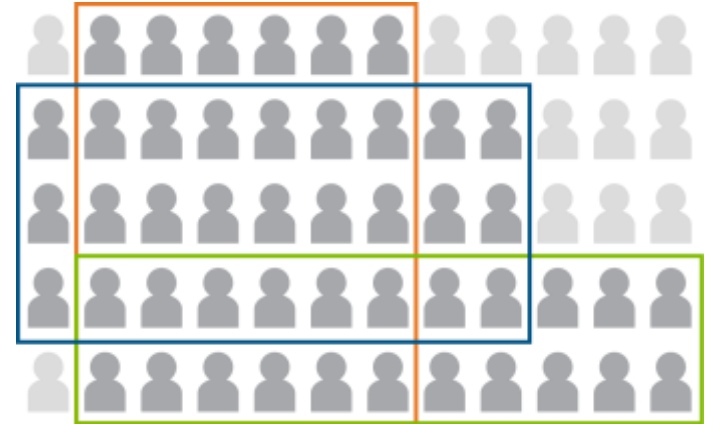


Acceptor Profiling

Composition by Concept

Acceptor Profiling (Explained)

- Objective
 - Understand differences in the consumers most likely to purchase each test concept.
- Concept Acceptor Definition
 - Concept acceptors are those respondents most likely to purchase a given concept instead of available competitors over a certain percentage of the time (typically 70%.)
 - Concept acceptor groups often overlap because respondents who like one Top Concept also often like other Top Concepts.
 - Concept acceptor groups may be larger if concepts perform strongly against competitors, or smaller if concepts perform weakly.
- What to Look For
 - Acceptor groups with concentrations of high value consumers (e.g., heavy users.)
 - Media targeting opportunities to focus on chosen concept's sweet spot.



Concept Acceptors Profiling (Gender)

Q: What is your gender?

		A	B	C	D	E	F	G	H
						Instant Discounts_ Write In	Limited Time Offer	Instant Discounts	Long Life
	Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Gender									
Female	63%	63%	62%	62%	61%	62%	65%	72%	59%
Male	37%	37%	38%	38%	39%	38%	35%	28%	41%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Age 18 to 24, and over 65)

Q: In which age group do you belong?

		A	B	C	D	E	F	G	H
						Instant Discounts_ Write In	Limited Time Offer	Instant Discounts	Long Life
	Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Age (18 to 24 and over 65)									
18 to 24	1%	1%	1%	0%	0%	1%	1%	0%	0%
25 to 34	6%	7% C	7%	5%	6%	7%	5%	6%	7%
35 to 44	9%	9% D	9%	9% D	7%	8%	11% D	6%	12%
45 to 54	13%	14% E	13%	14% E	13%	11%	13%	15%	10%
55 to 64	30%	29%	31%	30%	30%	28%	32%	32%	34%
65 or older	42%	40%	39%	42%	44% AB	45% ABF	39%	42%	37%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (State Question)

Q: Please enter the state of your residence.

	A	B	C	D	E	F	G	H
					Instant Discounts_ Write In Acceptors	Limited Time Offer Acceptors	Instant Discounts Acceptors	Long Life Acceptors
Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors				
n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
State Question								
Washington	100%	100%	100%	100%	100%	100%	100%	100%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Primary Household Durable Goods Shopper)

Q: When it comes to shopping for your household durable goods (e.g. light bulbs, appliances, etc.), which of the following best describes your role?

		A	B	C	D	E	F	G	H
						Instant Discounts_ Write In	Limited Time Offer	Instant Discounts	Long Life
	Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Primary Household Durable Goods Shopper									
You do all of the shopping for your household.	43%	43%	43%	42%	41%	43%	46%	43%	51%
You do most of the shopping for your household.	30%	30%	30%	29%	30%	29%	30%	34%	31%
You share the shopping for your household.	28%	27%	27%	29% ^F	29% ^F	28%	24%	23%	19%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Current Channel Shopping)

Q: Please indicate all of the types of stores where you purchase your household durable goods, such as light bulbs, appliances (e.g. refrigerators, clothes washer, etc.).

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
	Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors	Write In Acceptors	Offer Acceptors	Discounts Acceptors	Long Life Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Current Channel Shopping									
Home improvement store (Home Depot, Lowes, etc.)	84%	84% G	84% G	85% G	84% G	85% G	87% G	74%	78%
Club store / Wholesaler (Costco, BJ's, Sam's Club, etc.)	65%	66%	65%	67% F	66%	65%	62%	55%	61%
Discount superstore (Target, Sears, JC Penney, etc.)	52%	53% E	51% E	52% E	50%	47%	54% E	60%	53%
Grocery store / Supermarket	49%	48%	49%	48%	48%	49%	49%	60%	54%
Discount store (Kmart, Walmart, etc.)	35%	34%	34%	36%	35%	34%	39%	40%	41%
Drug store / Pharmacy (CVS, Walgreens, etc.)	19%	19%	19%	20%	19%	19%	18%	13%	19%
Dollar store	12%	11%	11%	13%	13% B	12%	13%	8%	17%
Other type of store	11%	12%	11%	11%	11%	11%	10%	23% ABCDE FH	7%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Past 6 Month Light Bulb Purchase)

Q: In the past 6 months, which of the following products have you purchased?

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
		TC 1	TC 2	TC 3	TC 4	Write In	Offer	Discounts	Long Life
	Aggregate	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Past 6 Month Light Bulb Purchase									
Light bulbs	93%	92%	93%	92%	92%	92%	92%	94%	93%
Shower heads	16%	17%	16%	17%	17%	16%	15%	13%	17%
Kitchen/Bath Faucet and Sink	13%	12%	12%	13%	11%	12%	14%	8%	14%
Clothes or Dish Washer	12%	12%	12%	12%	13%	12%	11%	13%	10%
Window Treatment	12%	12%	12%	12%	11%	13%	13%	6%	12%
Refrigerators, Freezer	10%	10% ^F	11% ^F	10% ^F	10% ^F	9% ^F	6%	6%	7%
None of the above	6%	6%	5%	6%	6%	6%	6%	4%	3%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Future 6 Month Light Bulb Purchase)

Q: In the next 6 months, which of the following products have you plan to purchase?

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
		TC 1	TC 2	TC 3	TC 4	Write In	Offer	Discounts	Long Life
	Aggregate	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Future 6 Month Light Bulb Purchase									
Light bulbs	50%	49%	50%	51%	50%	52%	49%	51%	54%
Window Treatment	15%	15%	15%	15%	14%	15%	15%	15%	20%
Kitchen/Bath Faucet and Sink	15%	16%	15%	16%	17%	16%	13%	13%	12%
Clothes or Dish Washer	13%	12%	12%	13%	12%	12%	13%	11%	10%
Shower heads	12%	11%	11%	12%	11%	11%	10%	15%	14%
Refrigerators, Freezer	8%	7%	8%	8%	8%	7%	11% ABCE	8%	14% A
None of the above	32%	33%	33%	32%	33%	33%	32%	34%	24%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Energy Efficient Purchase)

Q: Have you purchased energy efficient household products (e.g. energy efficient light bulbs or appliances) in the past 6 months, or do you plan on purchasing energy efficient household products within the next 6 months?

		A	B	C	D	E	F	G	H
						Instant Discounts_ Write In Acceptors	Limited Time Offer Acceptors	Instant Discounts Acceptors	Long Life Acceptors
	Aggregate	TC 1 Acceptors	TC 2 Acceptors	TC 3 Acceptors	TC 4 Acceptors				
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Energy Efficient Purchase									
Yes, I have purchased or plan to purchase energy efficient products	89%	89% G	89% G	90% G	90% EG	88% G	89% G	75%	83%
No, I have not purchased nor plan to purchase energy efficient products	12%	11%	11%	10%	10%	12% D	11%	25% ABCDE F	17%

Superscript values (if any) indicate significant differences between noted segments.
 Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Past 6 Month Light Bulb Purchase - Energy Efficient)

Q: You mentioned that you have purchased or plan to purchase energy efficient products. Which of the following energy efficient products have you purchased, or plan to purchase?

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
		TC 1	TC 2	TC 3	TC 4	Write In	Offer	Discounts	Long Life
Aggregate		Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
n = 354		n = 309	n = 312	n = 296	n = 295	n = 269	n = 211	n = 40	n = 49
Past 6 Month Light Bulb Purchase - Energy Efficient									
Light bulbs	92%	93% F	93% F	92%	92%	93%	90%	98%	92%
Clothes or Dish Washer	23%	23%	24%	23%	22%	22%	23%	38% ABCDE r	20%
Refrigerators, Freezer	22%	21%	22%	22%	22%	21%	21%	28%	22%
Shower heads	21%	22%	21%	21%	22%	20%	20%	33% EF	18%
Window Treatment	12%	11%	12%	11%	11%	13%	10%	10%	16%
Kitchen/Bath Faucet and Sink	11%	11%	10%	11%	11%	12%	12%	25% ABCDE ELJ	4%
None of the above	2%	2%	2%	2%	2%	2%	2%	0%	2%

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Electrical Subscription)

Q: Who is your provider for electrical power?

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
		TC 1	TC 2	TC 3	TC 4	Write In	Offer	Discounts	Long Life
	Aggregate	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Electrical Subscription									
Puget Sound Energy	84%	82%	84% ^A	83%	85% ^A	83%	84%	77%	86%
Seattle City Lights	4%	5% ^{CD}	4%	4%	3%	4%	5%	9% ^{BCD}	5%
Tacoma Power	4%	4% ^D	3%	4% ^{BD}	3%	4% ^D	5%	2%	5%
Snohomish County PUD	2%	2%	2%	2%	2%	2%	1%	4%	0%
Other	7%	7% ^F	7%	7%	7%	7%	5%	8%	3%

Superscript values (if any) indicate significant differences between noted segments.
 Bold formatted values (if any) were
 significantly above (green) or below (black) the aggregate of all respondents.

Concept Acceptors Profiling (Natural Gas Subscription)

Q: Who is your provider for natural gas?

		A	B	C	D	E	F	G	H
						Instant Discounts_	Limited Time	Instant	
		TC 1	TC 2	TC 3	TC 4	Write In	Offer	Discounts	Long Life
	Aggregate	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors	Acceptors
	n = 400	n = 348	n = 350	n = 330	n = 326	n = 306	n = 238	n = 53	n = 59
Natural Gas Subscription									
Puget Sound Energy	64%	61%	64%	67% ^{ABDH}	64%	64%	66% ^H	57%	53%
Cascade Natural Gas Company	13%	14% ^C	12%	11%	12%	13%	14%	13%	17%
NW Natural	1%	0%	1%	1%	1%	0%	1%	0%	0%
Avista Utilities	0%	0%	0%	0%	0%	0%	0%	0%	2%
Other	23%	24% ^{CF}	23% ^F	22%	23%	22%	19%	30% ^F	29% ^F

Superscript values (if any) indicate significant differences between noted segments. Bold formatted values (if any) were significantly above (green) or below (black) the aggregate of all respondents.



Variant Analysis

From Optimization

Content File (Theme 1)

1 Theme 1 COPY HEADLINE

- v1 COPY - HEADLINE - 1 ENERGY EFFICIENCY
- v2 COPY - HEADLINE - 2 REPLACING BULBS MADE EASY



2 Theme 1 COPY OFFER

- v1 COPY - OFFER 1 LED 4-PACK FOR \$8
- v2 COPY - OFFER 2 LED 4-PACK 60% OFF
- v3 COPY - OFFER 3 LED 4-PACK WAS \$20



3 Theme 1 COPY BENEFIT

- v1 COPY - BENEFIT 1 DISCOUNTS FROM
- v2 COPY - benefit 2 REBATES FROM

4 Theme 1 COLOR BLOCK RIGHT

- v1 COLOR RIGHT - 1 
- v2 COLOR RIGHT - 2 

5 Theme 1 COLOR BLOCK LEFT

- v1 COLOR LEFT - 1 
- v2 COLOR LEFT - 2 

6 Theme 1 IMAGE

- v1 TURBINE
- v2 FATHER SON

Content File (Theme 2)

1 Theme 2 COPY HEADLINE

- v1 COPY HEADLINE - 1 INSTANT DISCOUNTS THAT SHINE FROM PSE
- v2 COPY HEADLINE - 2 INSTANT REBATES THAT SHINE THANKS TO PSE



2 Theme 2 COPY OFFER

- v1 COPY OFFER - 1 LED 4-PACK 60% OFF
- v2 COPY OFFER - 2 LED 4-PACK FOR \$8
- v3 COPY OFFER - 3 LED 4-PACK WAS \$20, NOW \$8

3 Theme 2 COPY BENEFIT

- v1 COPY BENEFIT - 1 REBATES FROM
- v2 COPY BENEFIT - 2 DISCOUNTS FROM

4 Theme 2 Box Color

- v1 Design Element - 1 BLUE GREEN BOX 
- v2 Design Element - 2 BLUE BOX 

5 Theme 2 Image Background

- v1 Design Element - 1 SKY & SEA
- v2 Design Element - 2 SUNNY SKY

Content File (Theme 3)

1 Theme 3 COPY BENEFIT

- v1 COPY BENEFIT - 1 - REBATES FROM
- v2 COPY BENEFIT - 2 DISCOUNTS FROM

2 Theme 3 COPY OFFER

- v1 COPY OFFER - 1 LED 4-Pack Was \$20 Now Only \$8
- v2 COPY OFFER - 2 LED 4-PACK 60% OFF
- v3 COPY OFFER - 3 LED 4-PACK FOR \$8

3 Theme 3 BOX COLOR

- v1 Design Element - 1 BLUE BOX

4 Theme 3 Image Background

- v1 Design Element - 1 ORANGE BACKGROUND
- v2 Design Element - 2 GREEN BACKGROUND

Content File (Theme 4)

1 Theme 4 COPY SUBHEADLINE

- v1 COPY SUBHEADLINE - 1
- v2 COPY SUBHEADLINE - 2
- v3 COPY SUBHEADLINE - 3

2 Theme 4 BOX COLOR

- v1 BOX COLOR - 1
- v2 BOX COLOR - 2



Innovation Space
162 Concept Alternatives

Substitution Risk Code Ratings (Explained)

- Each variant not appearing in a Top Concept is assessed for its substitutability based on its risk of eroding concept appeal in follow-on choice-based testing.
- Variant substitutability is assessed separately for each Top Concept and is based on several factors.
 - Element importance
 - Variant performance
 - Variant similarity
- The risk rating is intended to give marketers guidance when they need or want to explore modifications to the Top Concepts.
- Multiple substitutions can create cumulative risk to concept appeal — use caution.

TC Variant

Top Concept Variant

Variant appears in the optimized top concept

Alt Variant

Top Concept Alternate

Variant is indistinguishable from the variant displayed in the top concept



Lower Substitution Risk

Variant poses a slight risk of eroding concept appeal in follow-on choice-based testing



Moderate Substitution Risk

Variant poses a moderate risk of eroding concept appeal in follow-on choice-based testing



Higher Substitution Risk

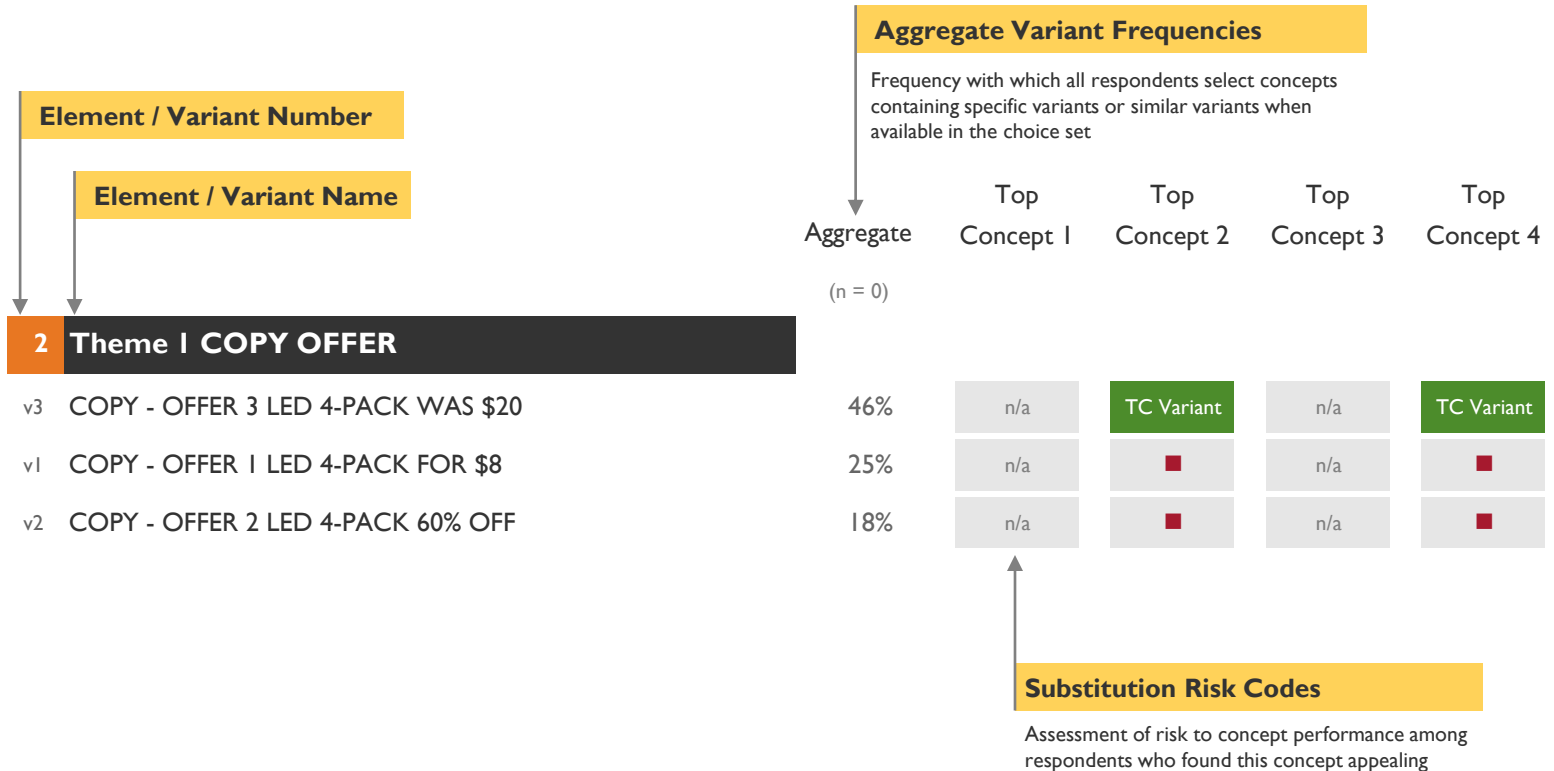
Variant poses a high risk of eroding concept appeal in follow-on choice-based testing

n/a

Not Allowed

Variant cannot be substituted due to constraints

Variant Strength (Explained)



TC Variant

currently in TC

Alt Variant

TC alternative variant

■ ■ ■

lower substitution risk

■ ■

moderate substitution risk

■

higher substitution risk

n/a = not allowed

Aggregate score indicates the similarity-adjusted frequency that a concept containing the variant was selected when one was present. For combination attributes (attributes with multiple variants in a concept), the relative strength of the variants in each Top Concept is indicated by letter codes (A > B > C > D)

Variant Strength (By Top Concept)

	Aggregate (n = 0)	Top Concept 1	Top Concept 2	Top Concept 3	Top Concept 4
1 Theme 1 COPY HEADLINE					
v1 COPY - HEADLINE - 1 ENERGY EFFICIENCY	42%	n/a	TC Variant	n/a	TC Variant
v2 COPY - HEADLINE - 2 REPLACING BULBS MADE EASY	31%	n/a	■	n/a	■
2 Theme 1 COPY OFFER					
v3 COPY - OFFER 3 LED 4-PACK WAS \$20	46%	n/a	TC Variant	n/a	TC Variant
v1 COPY - OFFER 1 LED 4-PACK FOR \$8	25%	n/a	■	n/a	■
v2 COPY - OFFER 2 LED 4-PACK 60% OFF	18%	n/a	■	n/a	■

TC Variant currently in TC
 Alt Variant TC alternative variant
 ■ ■ ■ lower substitution risk
 ■ ■ moderate substitution risk
 ■ ■ ■ higher substitution risk
 n/a = not allowed

n/

Variant Strength (By Top Concept)

	Aggregate (n = 0)	Top Concept 1	Top Concept 2	Top Concept 3	Top Concept 4
3 Theme I COPY BENEFIT					
v2 COPY - benefit 2 REBATES FROM	37%	n/a	TC Variant	n/a	TC Variant
v1 COPY - BENEFIT 1 DISCOUNTS FROM	36%	n/a	■ ■	n/a	■ ■
4 Theme I COLOR BLOCK RIGHT					
v1 COLOR RIGHT - 1	45%	n/a	TC Variant	n/a	TC Variant
v2 COLOR RIGHT - 2	26%	n/a	■	n/a	■
5 Theme I COLOR BLOCK LEFT					
v2 COLOR LEFT - 2	40%	n/a	TC Variant	n/a	TC Variant
v1 COLOR LEFT - 1	33%	n/a	■ ■	n/a	■ ■
6 Theme I IMAGE					
v1 TURBINE	40%	n/a	TC Variant	n/a	■ ■
v2 FATHER SON	35%	n/a	■	n/a	TC Variant

TC
Variant

currently in TC

Alt
Variant

TC alternative variant



lower substitution
risk



moderate substitution risk



higher substitution risk n/a = not allowed

Aggregate score indicates the similarity-adjusted frequency that a concept containing the variant was selected when one was present. For combination attributes (attributes with multiple variants in a concept), the relative strength of the variants in each top concept is indicated by letter codes (A > B > C > D)

Variant Strength (By Top Concept)

		Aggregate (n = 0)	Top Concept 1	Top Concept 2	Top Concept 3	Top Concept 4
1 Theme 2 COPY HEADLINE						
v1	COPY HEADLINE - 1 INSTANT DISCOUNTS THAT SHINE FROM PSE	38%	TC Variant	n/a	n/a	n/a
v2	COPY HEADLINE - 2 INSTANT REBATES THAT SHINE THANKS TO PSE	34%	■ ■	n/a	n/a	n/a
2 Theme 2 COPY OFFER						
v3	COPY OFFER - 3 LED 4-PACK WAS \$20, NOW \$8	47%	TC Variant	n/a	n/a	n/a
v2	COPY OFFER - 2 LED 4-PACK FOR \$8	23%	■	n/a	n/a	n/a
v1	COPY OFFER - 1 LED 4-PACK 60% OFF	16%	■	n/a	n/a	n/a
3 Theme 2 COPY BENEFIT						
v2	COPY BENEFIT - 2 DISCOUNTS FROM	39%	TC Variant	n/a	n/a	n/a
v1	COPY BENEFIT - 1 REBATES FROM	33%	■	n/a	n/a	n/a

TC Variant currently in TC
 Alt Variant TC alternative variant
 ■ ■ ■ lower substitution risk
 ■ ■ moderate substitution risk
 ■ higher substitution risk
 n/a = not allowed

Aggregate score indicates the similarity-adjusted frequency that a concept containing the variant was selected when one was present. For combination attributes (attributes with multiple variants in a concept), the relative strength of the variants in each top concept is indicated by letter codes (A > B > C > D)

Variant Strength (By Top Concept)

		Aggregate (n = 0)	Top Concept 1	Top Concept 2	Top Concept 3	Top Concept 4
4	Theme 2 Box Color					
v1	Design Element - 1 BLUE GREEN BOX	42%	TC Variant	n/a	n/a	n/a
v2	Design Element - 2 BLUE BOX	30%	■	n/a	n/a	n/a
5	Theme 2 Image Background					
v1	Design Element - 1 SKY & SEA	48%	TC Variant	n/a	n/a	n/a
v2	Design Element - 2 SUNNY SKY	16%	■	n/a	n/a	n/a

TC Variant

currently in TC

Alt
Variant

TC alternative
variant



lower substitution
risk



moderate substitution
risk



higher substitution
risk

n/a = not
allowed

Variant Strength (By Top Concept)

		Aggregate (n = 0)	Top Concept 1	Top Concept 2	Top Concept 3	Top Concept 4
1	Theme 3 COPY BENEFIT					
v1	COPY BENEFIT - 1 - REBATES FROM	33%	n/a	n/a	TC Variant	n/a
v2	COPY BENEFIT - 2 DISCOUNTS FROM	23%	n/a	n/a	■	n/a
2	Theme 3 COPY OFFER					
v1	COPY OFFER - 1 LED 4-Pack Was \$20 Now Only \$8	36%	n/a	n/a	TC Variant	n/a
v2	COPY OFFER - 2 LED 4-PACK 60% OFF	12%	n/a	n/a	■	n/a
v3	COPY OFFER - 3 LED 4-PACK FOR \$8	8%	n/a	n/a	■	n/a
3	Theme 3 BOX COLOR					
v1	Design Element - 1 BLUE BOX	35%	n/a	n/a	TC Variant	n/a
4	Theme 3 Image Background					
v1	Design Element - 1 ORANGE BACKGROUND	32%	n/a	n/a	TC Variant	n/a
v2	Design Element - 2 GREEN BACKGROUND	26%	n/a	n/a	■	n/a



currently in TC



TC alternative variant



lower substitution
risk



moderate substitution risk



higher substitution risk n/a = not allowed

Low Risk Alternative Variants (Top Concept I)



This summarizes the top concept elements for which there are alternative variants with a low substitution risk.

These substitute variants pose a comparatively lower risk of concept performance erosion among respondents who found this concept appealing.

Only the variants with lower substitution risk and their corresponding top concept variants are shown on this chart.

For a full listing of variants and their substitution risk, see the variant tables in the report.

There were no alternative variants for this preference segment that received an alternative variant or lower risk (blue square) rating.

Low Risk Alternative Variants (Top Concept 2)



This summarizes the top concept elements for which there are alternative variants with a low substitution risk.

These substitute variants pose a comparatively lower risk of concept performance erosion among respondents who found this concept appealing.

Only the variants with lower substitution risk and their corresponding top concept variants are shown on this chart.

For a full listing of variants and their substitution risk, see the variant tables in the report.

There were no alternative variants for this preference segment that received an alternative variant or lower risk (blue square) rating.

Low Risk Alternative Variants (Top Concept 3)



This summarizes the top concept elements for which there are alternative variants with a low substitution risk.

These substitute variants pose a comparatively lower risk of concept performance erosion among respondents who found this concept appealing.

Only the variants with lower substitution risk and their corresponding top concept variants are shown on this chart.

For a full listing of variants and their substitution risk, see the variant tables in the report.

There were no alternative variants for this preference segment that received an alternative variant or lower risk (blue square) rating.

Low Risk Alternative Variants (Top Concept 4)



This summarizes the top concept elements for which there are alternative variants with a low substitution risk.

These substitute variants pose a comparatively lower risk of concept performance erosion among respondents who found this concept appealing.

Only the variants with lower substitution risk and their corresponding top concept variants are shown on this chart.

For a full listing of variants and their substitution risk, see the variant tables in the report.

There were no alternative variants for this preference segment that received an alternative variant or lower risk (blue square) rating.



Key Findings and Recommendations

Key Findings

- Based on testing, Top Concept 1 outperforms all existing PSE signage (used as benchmarks) across all key metrics.
 - Generates slightly higher share of performance
 - Outperforms on uniqueness, standing out, communication of savings and clutter-free
- Top Concept 1 addresses the following objectives:
 - 1) Optimizes as one of the top concepts that **MOST CLEARLY COMMUNICATES** that PSE is responsible for providing the rebate and is **MORE APPEALING**.
 - 2) Performs better than current designs on being **ATTRACTIVE** and making consumers **MORE LIKELY TO PURCHASE** the product.
- Out of 162 potential concepts, four unique top concepts optimized.
 - Of the four newly designed themes, three Alcone themes optimize (the fourth theme was a newer PSE sign that did not optimize within the top rankings.)

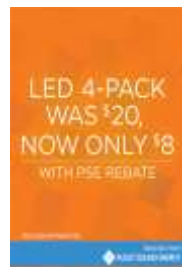
Top Concept #1



Top Concept #2



Top Concept #3



Top Concept #4



Did not optimize



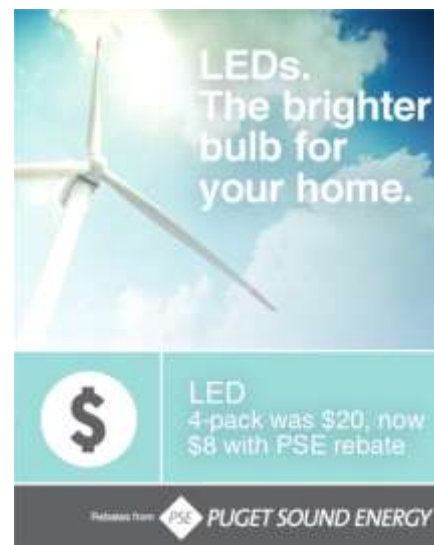
Key Findings

Top Concept # 1

- The offer “LED 4-pack, was \$20, now \$8.”
- Elicits the most positive results from consumers (80%) - consumers love knowing the original and final price.
- The Headline “Instant Discounts that Shine from PSE” is also well liked (43%) and optimizes with “Instant” versus “Rebate.”
- Image is looked upon favorably, crisp clean air, sunshine and water depicts solar energy.

Top Concept # 2

- The offer again generates the most amount of positive commentary (73%) in this format – rebate amount is clear.
- Consumers liked the image due to emotional connection, peacefulness, and associations with energy efficiency.
- The \$ icon is somewhat polarizing – some like that it communicates savings: others feel like it is unnecessary.



Key Findings

Top Concept #3

- 86% of consumers like the offer; however, several consumers focus on the “Rebate” wording - rebates are considered a hassle by most respondents.
- Bright color catches the eye but orange may be polarizing.

Top Concept #4

- 78% of consumers like the offer, similar to the other 3 top concepts.
- 23% of consumers like the Headline “Energy efficiency is easy thanks to PSE” because they like knowing they’ll be saving energy; However prefer headline in TC #1 since it emphasizes instant discounts.
- Image is polarizing, some like the happy picture (21%) but most are unsure how it relates to energy efficiency (29%.)
- Several consumers mention that they are not sure how to get the rebate; still others mention preferring instant discounts over rebates.



Key Findings

The optimizer work supported the audit findings and offered improvements to the existing POS.

LANGUAGE

- Clear and simple information about how much the consumer is saving optimizes well.
- Consumers prefer “Instant” over “Rebate” in the messaging. They indicated “Rebate” alone means too much work involved.
- Additionally, consumers voiced confusion over how to redeem their savings – consumers preferred specific language, particularly when the offer is framed as an “Instant discount.”
- Consumers commented positively on the “LED 4-pack was \$20, now \$8” offer for light bulbs because the savings were clearly defined by reflecting the original price and the final price
- The write-in portion of the benchmark POS tested well (78.4%.) However, consumers commented it looked as if the retailer had, “written in the offer on a whim.”

DESIGN

- Harmonious designs with minimal fine print and limited graphic elements optimized best.
- The Top Concepts trended to the light blue/green palette

Key Findings

IMAGERY

- Imagery can be effective to draw in the consumer.
- Consumers commented on the cozy feeling of the lifestyle images but some did not see the fit with light bulbs or energy efficiency.
- Comments about the windmill image had a similar tone. Some liked it (37%) as it reinforces the energy efficient connection, others did not see the connection to light bulbs (19%).
- The light bulb icon did not optimize and the use of the dollar sign icon had mixed opinions.
- Using icons in the existing signage was confusing to consumers.

Recommendations

Moving forward, Alcone recommends to PSE to develop a templated POS approach consistent among all categories at retail (light bulbs, appliances, water heaters and shower heads) which clearly indicate the program is brought to the consumer by PSE.

LANGUAGE

- Consumers liked the clarity of the message when the original price, rebate amount and final price are shown together. It tells the consumer exactly how much they are saving and is very impactful.
- Need to give direction to the consumer on how the instant discount is received.
- Discontinue use of the hand-written price boxes because it cheapens the product and leads the consumer to think the retailer is offering the discount, not PSE.

DESIGN

- Use icons sparingly to keep a clean, harmonious look to POS or if needed due to limited space.
- If icons are used, the dollar sign can be effective to communicate savings.
- Continue to use the light blue/green palette as consumers showed preference to this design.
- POS can stand out by the design or shape.

IMAGERY

- While images are effective to draw in consumers, image selection needs to clearly tie-in to the product offered and message conveyed
- Consider the brand personality – Green/Energy Efficient



Next Steps

Next Steps

- Alcone to design and develop new templated POS elements for PSE.
- New signage for PSE based on:
 - Retail audits
 - Previous PSE research
 - Optimizer results- variants and layouts, which resonated strongest with consumers
 - Alcone's creative and retail expertise
- In addition to the newly designed POS, an updated master placement guide will be created with the new POS materials for field services.

Next Steps- Timeline

		Week 1					Week 2					Week 3					Week 4					Week 5					Week 6					Week 7					
Signage Packet and Placement Guide	Owner	6/9	6/10	6/11	6/12	6/13	6/16	6/17	6/18	6/19	6/20	6/23	6/24	6/25	6/26	6/27	6/30	7/1	7/2	7/3	7/4	6/30	7/1	7/2	7/3	7/4	7/7	7/8	7/9	7/10	7/11	7/14	7/15	7/16	7/17	7/18	
Present Optimizer Results to PSE	Alcone/Affinnova	X																																			
Brief Creative on POS and Placement Guide	Alcone		X																																		
Creative POS Round #1	Alcone			X	X	X	X	X	X	X		X	X																								
PSE Feedback Round #1	PSE													X	X	X																					
Creative POS Round #2	Alcone																X	X	X	X		X															
PSE Feedback Round #2	PSE																						X	X	X												
Creative POS Round #3- Final	Alcone																								X		X	X	X	X							
Final Approval	PSE																													X	X	X					
Placement Guide	Alcone/PSE			X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X				
Final Placement Guide with New POS	Alcone																															X	X	X	X	X	



Kick off-Phase #3

4th of July, all offices closed

*Dates may change depending on number of rounds

Based on three rounds of creative, estimated completion date is July 18th .

Thank you!