

Sierra Pacific/Nevada Power 2007 ENERGY STAR® Lighting and Appliance Program

TOOLS

a. Training Materials

Presenting the ENERGY STAR Lighting and Appliance Program to both internal and external customers in a concise and informative manner requires tools that are easy to transport, simple to follow and swift to deliver. This [PowerPoint presentation](#) not only details the programs, but also highlights the benefits of ENERGY STAR products. It has been used by field representatives to educate and train utility call centers and staff, retail partners, utility corporate customers (including Bentley Nevada and International Game Technology) and fourth grade students of the Washoe County School System.

b. Spanish collateral materials

With the Hispanic population continuing to grow around the nation, and particularly in the state of Nevada, the utility could



Spanish Informational Handout

not ignore this important customer segment. In fact, Hispanic customers represent approximately 20 percent of Nevada Power's one million customers. To ensure that this group successfully benefits from conservation program offerings, the utilities created a marketing approach that not only presented information in Spanish but also provided customized messages that would resonate with the Hispanic community - i.e. targeted marketing.

Reaching out to the Hispanic community in its region has become part of a broader initiative on the part of Nevada Power – and this market has proven to be responsive to targeted efforts. As a result, Sierra Pacific Power and Nevada Power have and will continue to incorporate Hispanic outreach efforts into other educational and customer service activities throughout the company.



Spanish Program banner

c. Suite of collateral materials

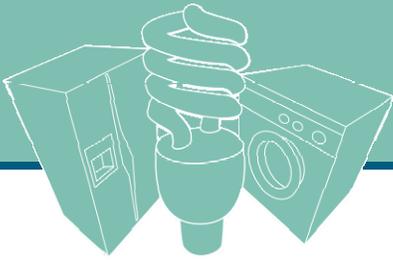
By developing a suite of marketing collateral specific to the Lighting and Appliance Program, the utility is able to send a harmonized message to both retailers and consumers. The Nevada Power and Sierra Pacific



Program banner

color palettes—bold yet subtle, convey a message of environmental friendliness—serve as the foundation for the collateral design and development. The iconography, typefaces and other design elements integrate seamlessly with national ENERGY STAR graphics.





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Communication vehicles for the program include established utility channels—bill inserts, Web sites, newsletters, direct mail, advertising, outreach events and customer service contact—as well as field representative outreach at the retail level through sales staff training, point-of-purchase materials, special events and cooperative advertising. Retailers experience an increased level of attention through direct program communication and correspondence via the field staff. Consumers experience a heightened level of utility presence through these materials.

By branding program activities, the utilities have been able to establish a foothold with consumers in the market. This foothold allows the programs to maintain continuity from one year to the next.

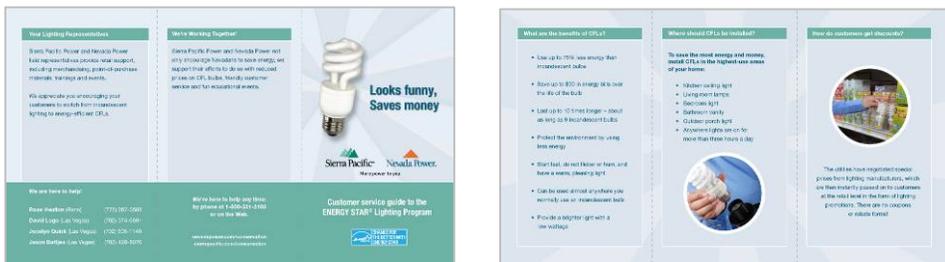
Marketing Collateral - Specific Pieces:

Aisle “wobblers” and **shelf stickers** are used in lighting displays at retail partner outlets. These feature messaging in both English and Spanish to reach the highest customer base possible.



Aisle Wobbler

CSR Pocket Guides are distributed to staff of the Lighting and Appliance departments at retail partners. Informative and educational, they provide “at a glance” information on ENERGY STAR products represented in the program.



CSR pocket guide - this small, tri-fold piece fits in the shirt pocket of the retail representative

Flyers featuring the campaign and highlighting benefits of CFLs are printed in both English and Spanish and handed out at community events and outreach events at retailers.



Program Flyer front



Program Flyer back

