WISCONSIN’S PARTICIPATION IN FLIP YOUR FRIDGE CAMPAIGN

Jessica Wagner
OVERVIEW

• Wisconsin offers $40 incentive for pickup of working fridge or freezer
• Earned media efforts
• Home Depot
• Social media
• Results
• Time & Costs
APPLIANCE RECYCLING PROGRAM OVERVIEW

• JACO Environmental – Program Implementer
• Pick up working fridges and freezers 10-30 cu ft.
• $40 incentive per unit/$80 max per year
EARNED MEDIA

• Developed intensive earned media outreach plan in three major metros – Green Bay, Madison & Milwaukee

• Press kit developed
  – Press release
  – Graphics
  – Ad
  – Flyer

Flip Your Fridge to ENERGY STAR® and save up to $150 in energy costs! Focus on Energy will pick up and recycle your old fridge or freezer and you’ll get $40. To find out how:

[Image of a child opening a refrigerator with a message about saving energy and money for Wisconsin]
EARNED MEDIA HITS

Newspaper/Print
• 39 weeklies
• 11 dailies

TV/Radio
• 2 radio interviews
• 3 TV interviews

HOME DEPOT

- Signage and tear pads placed in every Home Depot in Wisconsin (courtesy of our Retail Lighting program’s coordination)
- Used templates created by ENERGY STAR
- 27 stores in WI
SOCIAL MEDIA

• Facebook
  – 10 posts
  – 340 likes
  – 42 shares
  – 19,242 people reached

• Twitter
  – 10 tweets
  – 8 retweets
  – 5 favorites
  – 5,903 organic impressions
RESULTS: CALL VOLUME INCREASE

- Increased call volume by 3x from week prior to campaign starting
- Scheduled orders and units picked up increased for May and June over 2014
RESULTS: HOW HEARD = RETAILER

- In asking customers how they heard about the program, the amount that answered ‘retailer’ increased over the previous year.
TIME & COSTS

• Printing costs for Home Depot signage: $58
• Marketing implementation: 80 hours
  – Planning
  – Writing
  – Graphic design
  – Printing/Home Depot coordination
  – Social media development/implementation
  – Radio and TV interviews
• Earned media/press outreach: 25 hours
  – Planning
  – Creating press kit
  – Reaching out to newspapers and magazines
  – Reaching out to TV
QUESTIONS?

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