Communicating the Benefits of ENERGY STAR Lighting

How Duke Energy Progress Found Huge Success
Agenda

- Market Background
- Program Synopsis
- Drivers of Success
- Fall 2013 Community-Based Social Marketing LED Reflector Pilot Events
Duke Energy Progress Territory (in green)
2010

- No previous lighting programs
- Consumer knowledge and understanding of new lighting technology is low
- Consumers have hesitation about functionality
- Electricity rates are low
Program Background

- Upstream Buy Down program model
  - Implementation vendor solicits RFPs from manufacturers/retailers for program participation to buy down the cost of the bulbs
  - Price cut is offered to consumers at point of purchase – no coupon or additional effort
  - All incentivized lighting products are ENERGY STAR Qualified
Program Background cont.

- Program awareness built through
  - In store Point of Purchase Materials
  - Consumer outreach (bill inserts, newspaper, radio, social media)
  - Publicized events at retailers
  - Community events
  - Retailer and manufacturer special promotions
SAVE NOW
Get special discounts on long-lasting CFLs, LEDs and lighting fixtures.

Today’s energy-efficient lights offer more options and more savings.
Strong Performance

- 2010
  - 3,518,163 CFLs
  - 76,552 Net MWh
- 2011
  - 3,004,030 CFLs
  - 73,461 Net MWh
- 2012
  - 3,152,588 CFLs
  - 93,782 Net MWh (began capturing non-res savings)

2013
- 5,115,565 Total Measures
- 163,285 Net MWh

2014 YTD
- 4,001,537 Total Measures
- 158,769 Net MWh
Power of Relationships

- Retailers and Manufacturers
  - Corporate and field level
  - Personal ties means commitment to program
  - Will ensure product is well stocked and available
  - Use of correct POP materials at correct time
  - Support at retail events

- ENERGY STAR
Education

- More than marketing
- Overcome consumer’s fears
- Demonstrate technology to improve decision
- www.duke-energy.com/lightdiscounts
- No education = poor choices = poor experience
  - ENERGY STAR is key
Fall 2013 Community-Based Social Marketing LED Reflector Pilot Events

- Selected by ENERGY STAR
- Community-Based Social Marketing (CBSM) – a process that involves:
  - Behavior selection
  - Identifying barriers and benefits
  - Innovative tools of change
  - Pilot testing
  - Evaluation
- Project goal/objective - Increase sales of Energy Star certified LED reflector bulbs/fixtures; reduce energy consumption across the DEP footprint
- Desired behavior change - Try one ENERGY STAR certified reflector/recessed can bulb and then replace the rest of the room.
**Barriers**

- Price/High Initial Cost
- Lack of Knowledge
- Not a priority

**Benefits**

- Energy and cost savings
- Longevity and aesthetics of the bulb
- Discount
Take the pledge

I pledge to change one light in my home today to an ENERGY STAR® long-lasting LED reflector.

www.duke-energy.com/light/discounts

Name
Address
City, State, ZIP
Phone
Email
Signature

Fill out this pledge card, spin the wheel and win a free prize!

The information you provide above will be used only for the purposes of this promotion. By signing above, you agree to be contacted for a follow-up survey, after which your information will be discarded.

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Marketing Efforts
Marketing Efforts

Direct Mail
- LED reflector savings event, ONE DAY ONLY.
- But our 50% off sale won’t.

Table Top Signage
- ENERGY STAR LEDs last for up to 22 years.
- But our 50% off sale won’t.

HD In-Store Signage
- 50% off ENERGY STAR certified LED reflectors
- Today Only

Pledge Card
- I pledge to change one light in my home today to an ENERGY STAR long-lasting LED reflector.

Newspaper Sticky Note
- LED reflector savings event, ONE DAY ONLY.
HOW DO I GET SOLD OUT LED BULBS?

THE 65W BR30 FLOOD
IS SOLD OUT.

THE 6" LED DOWNLIGHT
ON SALE FOR $14.99 IS
SOLD OUT (RESTOCK).

ALSO SOLD OUT:
PHILIPS 18W OUTDOOR FLOOD
PRICE $22.98 SKU 940828T
PHILIPS 50W FLOOD
SOLD OUT. (RESTOCK 8/9/15)

PRESALES TO GUARANTEE
TODAY’S SALE PRICE CAN BE
COMMUNICATED AT THE SERVICE DESK.
Results

Baseline Sales
Promotion Week

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