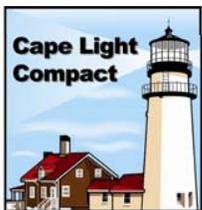


Best Practices for Marketing Energy Efficient Lighting

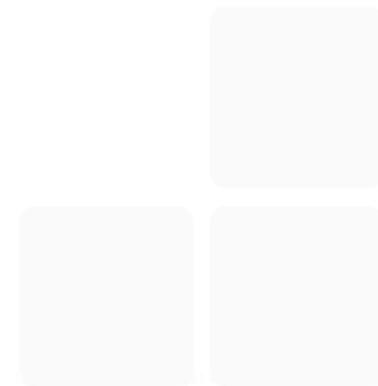
Lessons Learned from the Sponsors of Mass Save





Effective energy-efficient lighting marketing requires a targeted strategy designed to match the dynamics of each sub-category and its unique opportunity markets

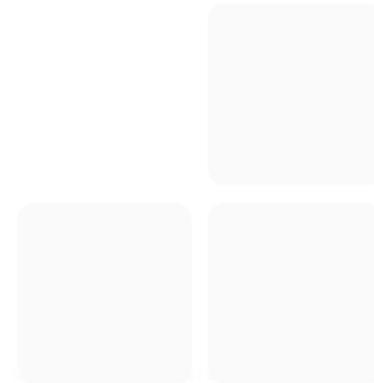
- Mass Market Approach
 - » Focused on standard CFLs
- Targeted Strategies
 - » To support sub-categories and target audiences
- Digital Strategy
 - » Engage your customers on their terms





Market specific research is key to understanding opportunity markets and devising strategies to best engage them

- Consumer Mindset
 - » Economic conditions have long-lasting effect on consumer shopping habits*
 - 92% changed shopping habits
 - 93% expect to continue shopping cautiously
- Purchase Dynamics
 - » Discretionary Purchases vs. Market Driven Purchases
- Purchase Barriers
 - » Awareness, understanding, interest, cost
- Purchase Drivers
 - » Saving energy/cutting bills
- Category developments
 - » Impact of EISA & LEDs
 - Consumer understanding of category
 - Protecting market share





CFLs are mass market product which requires a mass market approach

- Focused retail strategy is key to success in CFL mass marketing
 - Strong presence in key channels of trade
 - Clear, focused POP/messaging
 - Prominent display
 - Compelling price point
 - » With savings clearly stated





Search engine marketing a critical strategy for CFL mass marketing

- CFL search terms consistently rank among highest in paid search analysis

Google search results for "energy efficient lighting". The search bar shows the query and the number of results (15,700,000). The first result is an advertisement for MassSave.com, which is circled in red. Other results include LightingUniverse.com and LampsPlus.com.

MassSave.com website screenshot. The page features a header with the MassSave logo and navigation links. The main content area is titled "Lighting and Appliances" and includes a large banner for "Save big with ENERGY STAR Lighting". Below the banner, there are sections for "Ways to Save" and "Quick Tools".



Targeted Lighting Strategies

Realize Your Brand's Full Potential

Specialty Lighting category requires a *more targeted* approach which considers category dynamics

- Purchase Barriers:
 - Lack of awareness of product range
 - Upfront price hurdle
 - Misperceptions about color
- Key Audience Segments :
 - Design-conscious
 - Energy-interested
- Purchase Occasion:
 - Market-Driven vs Discretionary



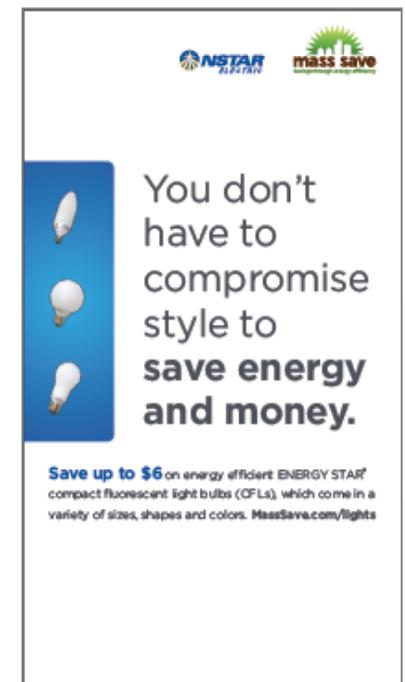


Address Purchase Barriers

Realize Your Brand's Full Potential

Style vs Function campaign contrasted CFLs with commonly recognized objects to overcome awareness, aesthetic and price barriers

- Effectively drove meaningful consumer education
 - 25% increase in new visits to Mass Save lighting pages
 - 7 minutes average visit time
 - Average 9 pages visited



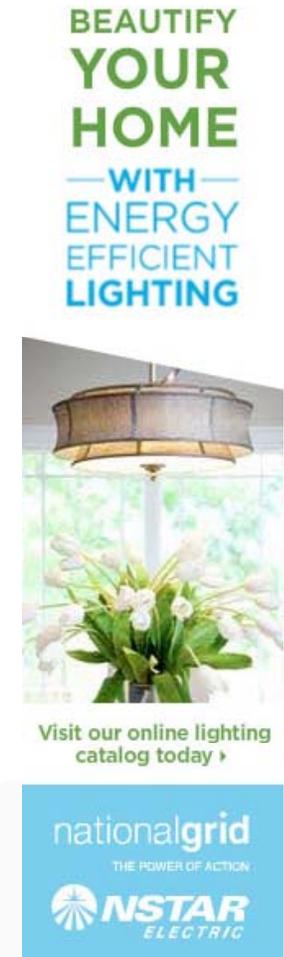
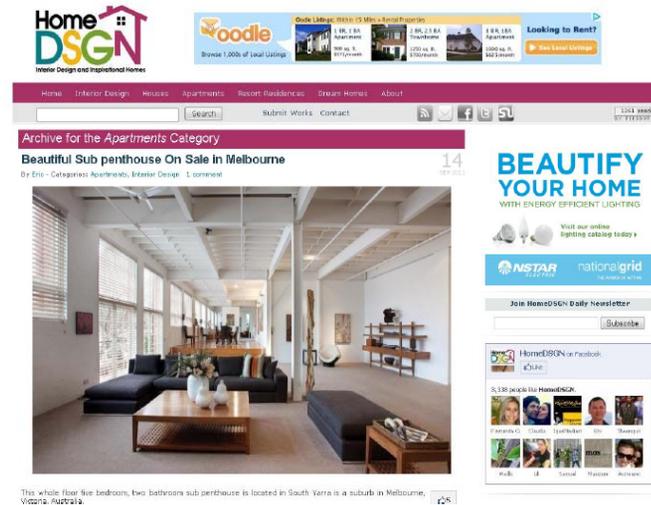


Market Driven Purchases

Realize Your Brand's Full Potential

Market driven purchases occasions represent significant opportunity

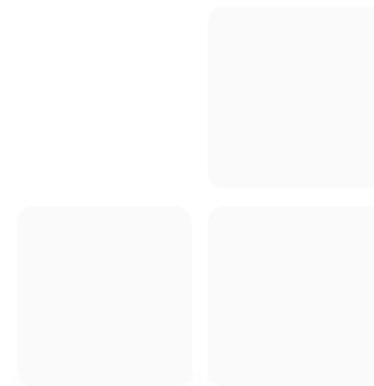
- Tailor marketing approach to match
 - Purchase Drivers:
 - » Aesthetics and functionality
 - Shopping Dynamic:
 - » Considered vs. Impulse
 - Purchase Occasion:
 - » New home buying/building
 - » Redecorating/remodeling
- Targeted Rich Media Advertising proved highly effective:
 - Drove traffic to online catalog





America spends more time online than with TV, radio, magazine, newspapers combined

- Engaging with brands online is core to consumer behavior
 - Product Research/Reviews
 - » 81% consumers conduct online product research
 - » 55% use online reviews
 - » $\frac{3}{4}$ choose retailers/products based on them
 - Social Networking
 - » Social media is now the most popular activity on the internet
 - Accounts for 82% of time spent online
 - Social Shopping
 - » 40% Americans social shopping
 - » 30% report doing it more than last year





Social Media is America's #1 online activity, and 93% of all US adult Internet users are on Facebook

- Cost effective medium to provide ongoing customer education and engagement

The screenshot shows a Facebook profile for 'Mass Savers'. The profile picture is the 'mass save' logo, which features a green sunburst above the text 'mass save'. The page layout includes a top navigation bar with the Facebook logo, a search bar, and a left-hand navigation menu with options like Wall, Info, Friend Activity, Tap Into Savings, Events, Photos, Poll, and Shop Deals. The main content area displays a post from 'Mass Savers' with the text 'Have you watched the Tap into Savings video yet?' and a video player. The video is titled 'Tap Into Savings' and has a description: 'A surprise pop dance performance by the Boston Tap Company unfolded outside Sears at the Square One Mall in Saugus, Mass on Saturday, August 20 for...'. Below the video, there are interaction options: 'Like · Comment · Share · 17 hours ago via HootSuite'.



Social Shopping

Realize Your Brand's Full Potential

Social Media growth has given rise to social shopping

facebook



Wall
Info
Friend Activity
Tap Into Savings
Events
Photos
Poll
Shop Deals

About
Mass Save® offers hundreds of ways to manage your energy costs and enhance...
More

2,202 like this
78 talking about this

Likes See All
Boston GreenFest

Mass Savers ▶ Shop Deals
Product/Service

ENERGY DEALS
Save on energy-efficient lighting and appliances.

 TCP R30 Reflector Six-Pack Watts: 14 Lumens: 645 Color Temp: 2700 K Life: 8,000 hours Product Price: \$6.00 Buy Now	 TCP 14w Globe Two-Pack Watts: 14 Lumens: 800 Color Temp: 2700 K Life: 8,000 hours Product Price: \$2.00 Buy Now	 Cree CR6 10.5w Led Down Light Module Watts: 14 Lumens: 575 Color Temp: 2700 K Life: 50,000 hours Product Price: \$29.75 Buy Now
 GE 15w R-30 Dimmable Flood Watts: 15	 Earthmate™ 33w 3-Way Watts: 22	Find INCENTIVES ▶ Locate A RETAILER ▶

Find the Latest Deals!



Find out how you can join the Mass Savers and save up to \$6 on ENERGY STAR® Qualified CFLs which use 75% less energy.

A \$100 VALUE FOR \$10

JOIN THE MASS SAVERS!

MASS SAVER COMBO

- 12 Incandescent Style CFLs
- 2 Desk Lamps
- 2 LED Night Lights

Brought to you by:
nationalgrid THE POWER OF ACTION
mass save





40% consumers report joining a brand's Facebook page to receive special deals and offers

- Social shopping promotions provide excellent way to build interest, excitement and sales
- 7 Days of Savings promotion engaged new users and built word of mouth
 - Generated nearly 200 new likes
 - 42% increase in active weekly users (engagement)
 - 76% entrants "liked" the page
 - 8.3% invited friends

facebook

Mass Savers
Go to Fan Page

7 Days of Savings
NEW PRIZES EVERYDAY!

7 Days of Savings

Prize Details
7 Chances to win energy efficiency prize packs and tickets to some of Boston's best summer attractions!

7/17 Prize Pack: Energy Efficiency Starter Kit
Consisting of 2 advanced power strips, 1 wireless charging station, 2 compact fluorescent bulbs, 1 desk lamp and 2 LED night lights.

7/18 Prize Pack: Mass Saver CFL Lighting Assortment
Consisting of 2 boxes of LED holiday lights, 2 candlelamps, 4 covered CFLs, 3 dimmable R30s, 1 desk lamp, 3 flush mount ceiling fixtures and 1 LED nightlight.

7/19 Prize Pack: Mass Saver Holiday in July Combo
Consisting of 8 boxes of LED holiday lights, 4 candlelamps and 2 tickets to the Stoneham theater.

7/20 Prize Pack: Energy Efficient Home Office Collection
Consisting of 2 Belkin advanced power strips, a wireless charging station, 2 desk lamps and a LED night light.

7/21 Prize Pack: Mass Saver Lighting Extravaganza
Consisting of 2 boxes of LED holiday lights, 6 candlelamps, 4 covered CFLs, 3 dimmable R30s, 2 desk lamps, 3 flush mount ceiling fixtures and 2 LED night lights.

7/22 Prize Pack: Back to School Bundle
Consisting of 2 advanced power strips, 2 covered CFLs, 2 desk lamps, 1 LED night light and 4 tickets to the New England



Deal Tipping

Realize Your Brand's Full Potential

Deal Tipping is a social shopping phenomenon that can drive excitement and information sharing

facebook Search

Mass Savers Like
Product/Service

mass save

SHARING = SAVING
Click our Like above to take part in the Mass Saver's Change a Light Deal.

Wall
Info
Friend Activity (1+)
Tap Into Savings
Events
Photos
Poll
Shop Deals

About
Mass Save® offers hundreds of ways to manage your energy costs and enhance...
More

2,169 like this
65 talking about this

Likes See All
TheDailyGreen...

A \$160 retail value for only \$40

mass save
Save through energy efficiency

facebook Search

Mass Savers Like
Product/Service

mass save

SHARE THIS & SAVE \$120

\$40 for the Change a Light Deal

WHAT YOU GET:
6 MaxLite 13w A19 CFL
2 MaxLite 25w 3way CFL
1 Globe Electric 13w Clip Lamp
1 Globe Electric 13w Desk Lamp
1 Philips 12w A19 LED
2 Globe LED Night Light
1 Belkin Conserve Smart A/V

REGULAR PRICE: \$160
DISCOUNT: 75%
YOU SAVE = \$120

Click Share this Deal to unlock the entry form

Wall
Info
Friend Activity (1+)
Tap Into Savings
Events
Photos
Poll
Shop Deals

About
Mass Save® offers hundreds of ways to manage your energy costs and enhance...
More

2,169 like this
65 talking about this



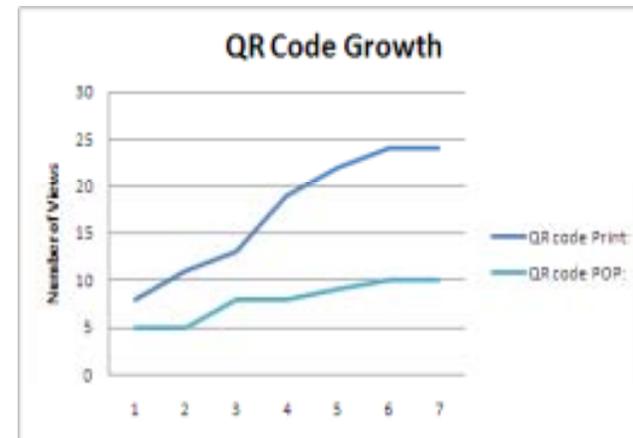
79% of consumers now say they use a smart phone to help with shopping

- QR codes prove an effective vehicle to provide education and engagement relevant to close the sale

SAVE up to \$6

on ENERGY STAR® Compact Fluorescent Light Bulbs (CFLs).
Find us at facebook.com/MassSavers
or visit us at MassSave.com/Lighting.

Brought to you by:



MASS SAVERS DEAL

Save up to \$6
on ENERGY STAR® Compact Fluorescent Light bulbs.

For more deals, scan this QR Code with your smartphone, like us at facebook.com/MassSavers or visit us at MassSave.com/Lighting



Recipe for Success

- Craft a two-pronged approach
 - Mass Market
 - Targeted Strategies
- Ensure an informed perspective
 - Understand the purchase occasion
 - » Design strategy to coincide with how consumers shop
 - Speak on their terms
 - » They are your customers, not your colleagues
 - Meet them on their turf
 - » Retail/online

