

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



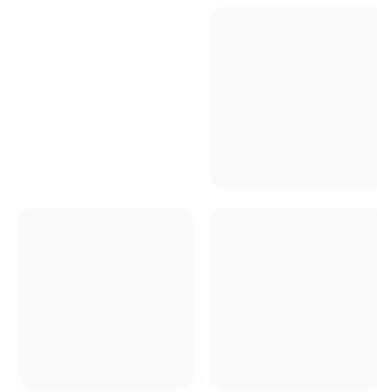


Consumer Insights are Critical

Realize Your Brand's Full Potential

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





Mass Market Strategies

Realize Your Brand's Full Potential

CFLs are mass market product which requires a mass market approach

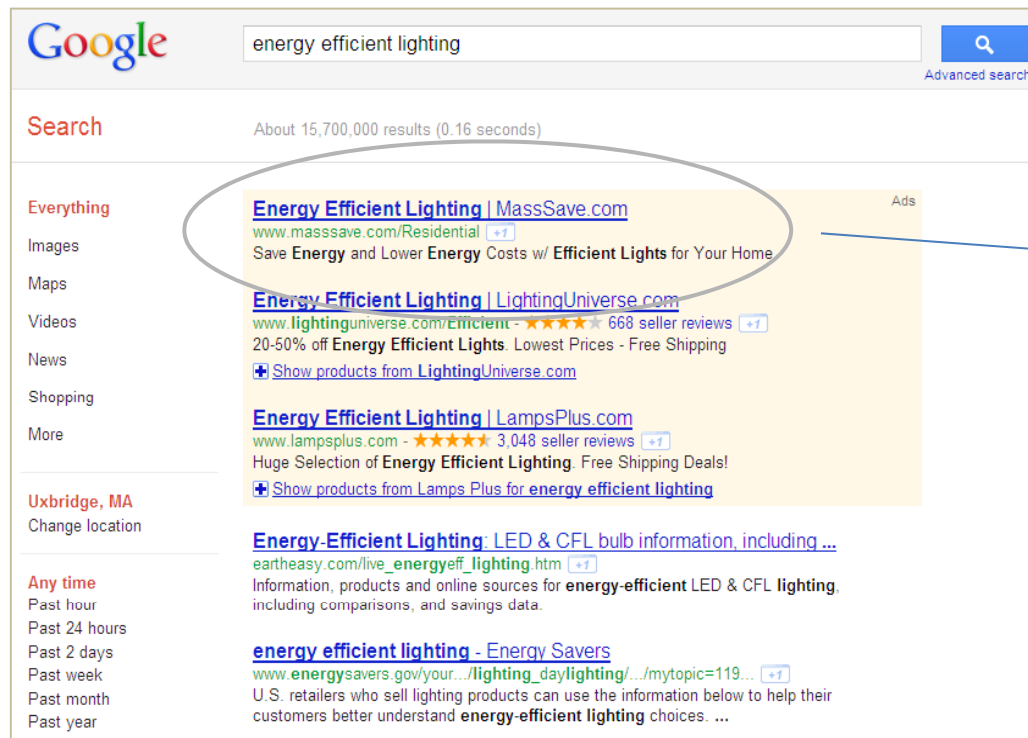
- Focused retail strategy is key to success in CFL mass marketing
 - Strong presence in key channels of trade
 - Clear, focused POP/messaging
 - Prominent display
 - Compelling price point
 - » With savings clearly stated





Search engine marketing a critical strategy for CFL mass marketing

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





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



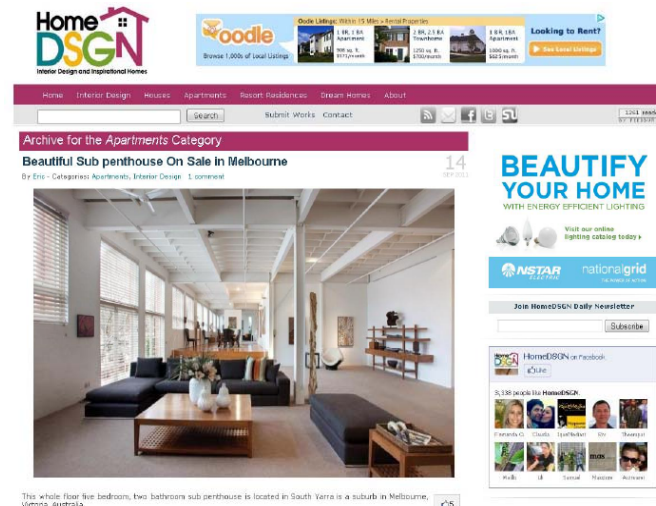


Market Driven Purchases

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



BEAUTIFY
YOUR
HOME
—WITH—
ENERGY
EFFICIENT
LIGHTING



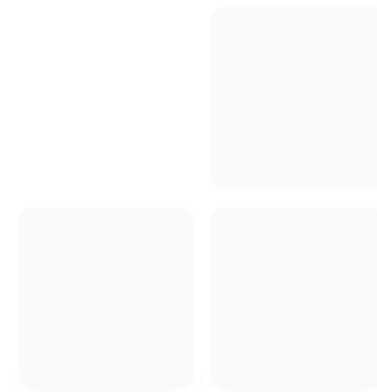
Visit our online lighting catalog today >





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

Realize Your Brand's Full Potential

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

facebook Search

Mass Savers
Product/Service

Wall
Mass Savers · Everyone (Most Recent)

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

Mass Savers
Have you watched the Tap into Savings video yet?

Tap Into Savings
ow.ly

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...

Like · Comment · Share · 17 hours ago via HootSuite





Social Media growth has given rise to social shopping

facebook Search

mass save

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:

THE POWER OF ACTION

MASS Saver Energy Alliance



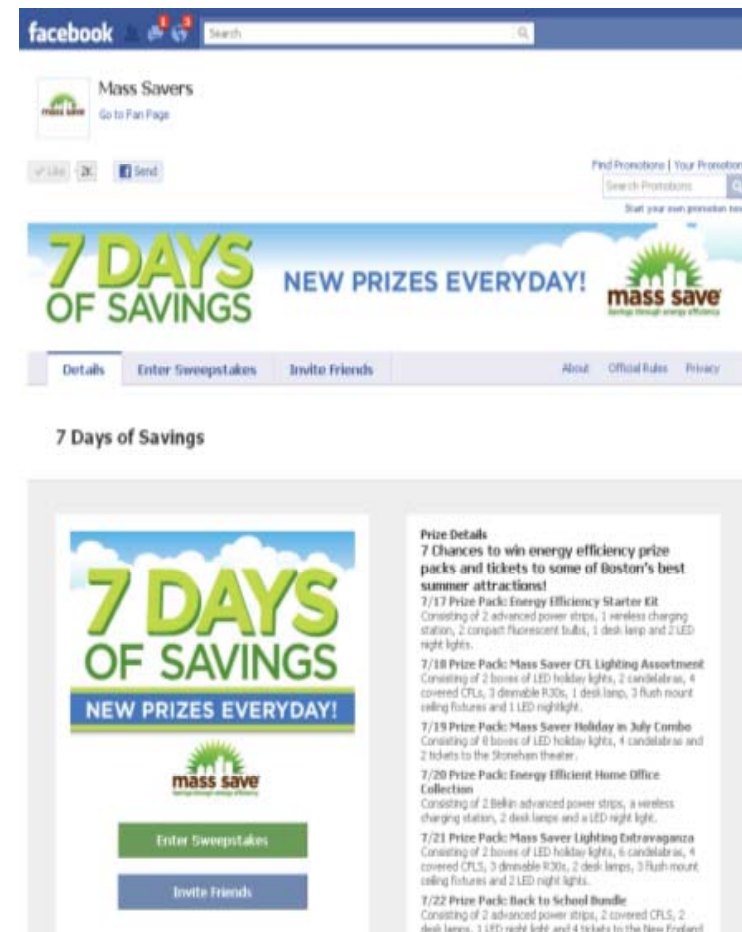


Social Shopping Promotions

Realize Your Brand's Full Potential

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





Deal Tipping

Realize Your Brand's Full Potential

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

facebook

Mass Savers [Like](#)
Product/Service

mass save

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

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



A \$160 retail value for only \$40

mass save
Services through energy efficiency

facebook

Mass Savers [Like](#)
Product/Service

mass save

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

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





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

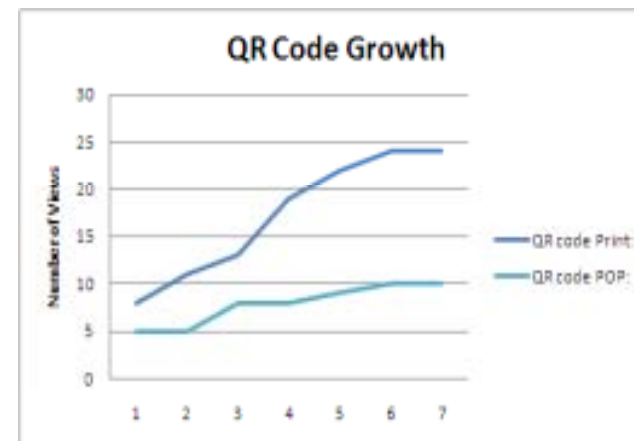
- QR codes prove an effective vehicle to provide education and engagement relevant to close the sale

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, live 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

