REACHING THE HISPANIC CONSUMER WITH ENERGY STAR®

2007 ENERGY STAR STAR Appliance Partner Meeting
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WECC
WECC

- Wisconsin Energy Conservation Corporation is a nonprofit organization based in Madison, WI.
- Established in 1980, WECC is a national leader in designing and implementing energy efficiency and renewable energy programs that partner with private businesses to deliver value to consumers.
- It champions innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses and policy makers.
An Important Market

This is an important and growing market sector and a target audience that is largely untapped in Wisconsin and other regions in the Midwest.

- Growth of the Hispanic affluent and middle class is occurring faster than the majority of Caucasian Americans.
- Projected to account for 46% of the total U.S. population growth over the next two decades.
- In Wisconsin the market consists of 4.5% of the total population; 10.8% of Milwaukee County.
- Marketing to various ethnic audiences is vital to consumer-oriented product and service companies.
Past Successes

- Bulb sales
  - Materials for employers with Spanish-speaking employees
  - Spanish language point-of-purchase materials
- Change a Light
  - Coupons
  - Radio remotes
Current Efforts

- Point-of-Purchase Materials
- Fact Sheets
- Brochures
  - Appliance
  - Lighting
- Translated Call Center Services
Current Efforts Cont.

- Image Library
- CAL 2007
  - Coupons
  - Public Relations
    - Securing coverage on Telemundo during its newly introduced newscast in Milwaukee
Events and Outreach

LULAC - Milwaukee 2006

- Housing Fair Targeting lower to moderate income Latino families in the Milwaukee area
- Bulb Sale in partnership with a local retailer – 800 ENERGY STAR qualified CFLs sold
- Survey – designed to help us gain a better understanding of the market
- Children’s outreach including coloring books and crayons with Focus on Energy logo on box
LULAC Survey Results

• Respondents were more likely to be female, have a higher level of education, more likely to own their home, and have a slightly higher household income than the typical Wisconsin Latino resident.
  – named energy savings as their reason for their CFL purchase.
  – influenced by the instant reward.

• Most respondents had purchased CFLs before.

• Over 70% said they were familiar with the ENERGY STAR label.
  – newspaper ads, utility bills and friends
LULAC Survey Results

- Energy efficiency was the message that most frequently came to mind when respondents saw the ENERGY STAR label.
- 40% of respondents own ENERGY STAR qualified appliances or lighting.
- A little over half of respondents were planning to purchase an appliance in the next 2 years.
Future Efforts

- More program materials being developed in both English and Spanish
- Outreach through targeted affinity groups and programs that have a reach in the Hispanic community – Head Start
- More advertising and outreach in the Spanish media
- Track usage – number of Spanish coupons redeemed.
Lessons Learned

• Translation issues
  – Make sure someone confirms your translation
    • Savings with a Twist
  – Message needs to resonate - straight translation may not work
    • capture the culture, traditions and spirit
Again - An Important Market

Latinos are the fastest growing population segment within the U.S.

- Latinos view the world and products & services from a completely different paradigm than Caucasian Americans.

- Values, lifestyle, cultural and taste differ from the mainstream and this phenomenon translates into unique selection, buying, and usage habits for a given set of goods and services.
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