Driving marketplace adoption with

CONSUMER MESSAGING

New Homes Partner Meeting | April 18, 2012

neea
WHO IS NEEA?

Founded in 1997 as a non-profit who leverages the Northwest’s resources to deliver lasting energy savings and market change.

FUNDERS

- $192M for 2010-2014
- Bonneville Power Administration, on behalf of more than 130 utilities
- Energy Trust of Oregon
- Six public and five investor-owned utilities
NORTHWEST ENERGY STAR® HOMES

www.northwestenergystar.com

- 2004 to-date
- 15.6% regional market share
- 18,200+ qualified homes
- 461 active builders
- 54 active verifiers
- Roughly 50% consumer awareness
OVERVIEW

AGENDA

1) Background & Research
2) New Messaging Overview
3) Implementation & Timeline
4) Questions
WHERE WE LEFT OFF...

Focus groups were held to:

- Identify messaging that would
  - Motivate consumers to consider energy efficiency in their purchase of a new home.
  - Communicate advancements of v3
- Develop creative that would
  - Break through advertising clutter
  - Provide partners with customizable tools and templates to effectively market and sell NWESH
THERE’S NO ONE-SIZE FITS ALL

Target Market

- 25 to 65 years old
- 2-4 person household
- Some college, college, or graduate school
- $60,000-$200,000 income level
- Women make purchasing decisions on 91% of homes…but we don’t want to alienate men!
ROUND ONE

Better is Better

Pros
Conveyed specifically what an ENERGY STAR home was and substantiated those claims

Cons
Supporting copy too vague to entice you to read more

The (new) Home of the Future

Pros
Immediately generated interest because of the promise of something new

Cons
Overpromised expectations

Making Homes Homier

Pros
People liked the idea that the way a home is built can provide comfort, coziness and even safety

Cons
Polarizing to some consumers
MESSAGING

WARMTTH

Presence of something good.

- Comfort
- Coziness
- Family
- Light
- Hearth
- Porch
- Spirit/soul
- Love

PEACE OF MIND

Absence of something bad.

- Clean air
- Affordability
- Safety
- Quality
- Ease of upkeep
- Space
CREATIVE DIRECTION FOR FINAL CONCEPT

Make explicit casual connection between benefits of ENERGY STAR Homes and the feeling of *peace of mind*.

Convey the *warmth* and *comfort* of an ENERGY STAR home and the *credibility* of the label.

Bring *wit*, *intelligence* and *humanity* to the brand.
HONING IN ON HOMEMY

Round two concepts demonstrated different ways to evoke comfort and peace of mind – a feeling of home.
DUALITIES

Buying a home is not just a rational process, it’s also a highly emotional one.

When people are looking for a new home, they may have a checklist of features they’re looking for, but in the end, it’s the way a home feels that makes all the difference.

This is why homes that are styled with cozy furnishings and warm scents sell better than empty shells. In our case, we’re trying to sell homes that are chock-full of innovative features that are unfamiliar to the average person. So our best success in selling these homes will come from focusing not only on the features themselves, but on the way they create a comfortable environment.

In Dualities, we’ve created a fun contrast between hard-nosed technical / rational benefits (mastic-sealed ductwork, R 49 insulation, lower energy bills) and emotional language and imagery (a woman snuggled under a blanket on an enveloping couch, a pair of bare feet on a soft rug) in order to get people’s attention and tell a compelling story.
WINNING CONCEPT - Dualities

Sell Them What They *Want*

- Emotional connection with the home
- Comfort, low-maintenance
- Safety from pollutants, pollen, mold

Give Them What They *Need*

- Rational justification for their purchase
- Energy-efficient appliances and products
- Best practices in building

Above: Full-page ad layout
Be more at home.
“Northwest ENERGY STAR Homes are specially designed to be more efficient, more healthy, and more comfortable.

So whether it’s the 0.30 U-value, low-E energy-efficient windows, the ENERGY STAR qualified ventilation system, or the 15% lower energy bills, an ENERGY STAR Home will make you feel better about home. And better about being at home.

Be more at home.
To learn more, visit northwestenergystar.com.”
HIGH-PERFORMANCE COMFORT SYSTEMS DESIGNED FOR LOW-PERFORMANCE DAYS.

Above: Two-page spread layout
NEVER TIPTOE AROUND THE WINTER ENERGY BILL AGAIN.
WINDOWS THAT ARE FOR WATCHING SUNSETS AND LOWERING ENERGY BILLS.

Northwest ENERGY STAR® Homes are specially designed to be more efficient, more healthy, and more comfortable. So whether it’s the 0.30 U-value, low-E energy-efficient windows, the ENERGY STAR-qualified ventilation system, or the 10% lower energy bills, an ENERGY STAR home will make you feel better about home. And better about being at home.

Be more at home.

To learn more, visit northwestenergystar.com
CALLOUT CARDS

“Sealed ductwork is one of hundreds of details that make Northwest ENERGY STAR Homes better.”

Above: Sample callout cards (set of 10)
Call-out card sets

Web ads

Homebuyer brochure
**TIMELINE**

**Jan-Mar:**  Production of partner toolkits

**May 1-11:** Partner launch; material distribution

**2012-14:** Customizable templates available for partner promotion

**Apr:** Printing; EPA

**Jun 25-Oct:** Market launch;
QUESTIONS

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