



# Understanding Consumer Motivations

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NORTHWEST ENERGY EFFICIENCY ALLIANCE

# The Universal Struggle



# 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

# TV Initiative

Objective: Accelerate the adoption of the most efficient televisions on the market

## Market intervention

- Influence product mix on retail floor through mid-stream retailer partnerships
- Influence future ENERGY STAR spec
- Drive consumers to these super-efficient TVs on the retail floor
- Increase consumer awareness through regional marketing



# SAVE MORE POP Stickers



## SAVE & SAVE MORE

Program differentiator

## BUT

Retailer concern: complicated message to communicate

We felt it could be stronger

Hadn't been tested in the NW

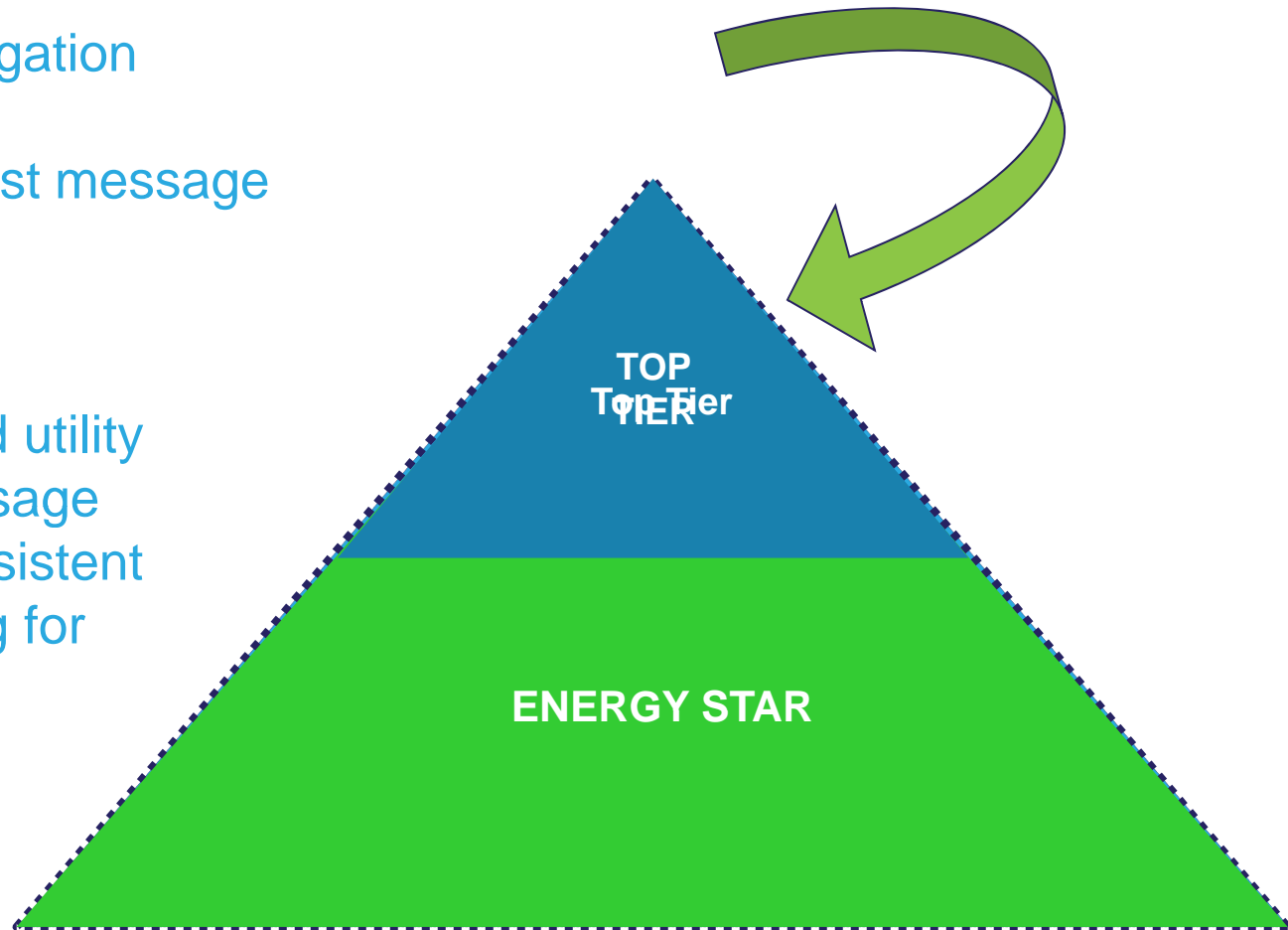
# New Messaging Objectives

Better product navigation

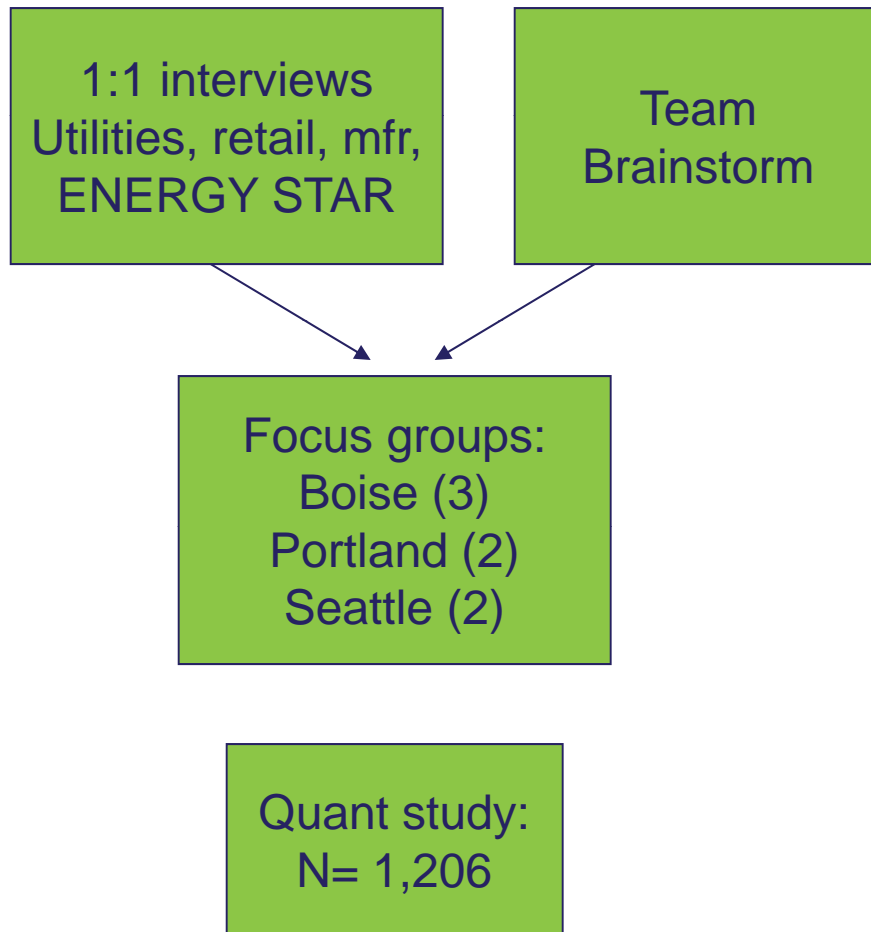
Identify the strongest message

Deliverable:

Provide market and utility partners with “message framework” for consistent regional messaging for televisions



# Methodology



Context. Constraints. Concepts.

Exploration of copy alternatives and communication opportunities.

Quantitatively confirm most persuasive copy, double-check impact on ENERGY STAR brand.

# What we learned from our partners...

## Retailers / Manufacturers:

- Dollar savings messages won't work
- ENERGY STAR is simple, it's well-known and it works
- Need to draw consumers' attention to the most efficient ENERGY STAR models
- Acknowledged that ENERGY STAR awareness varies by category
- Opportunity to promote TVs based on energy efficiency is greater than computers

### Key Take-Away:

Leverage the power of the ENERGY STAR brand, while steering consumers toward the top models within the ENERGY STAR "family"

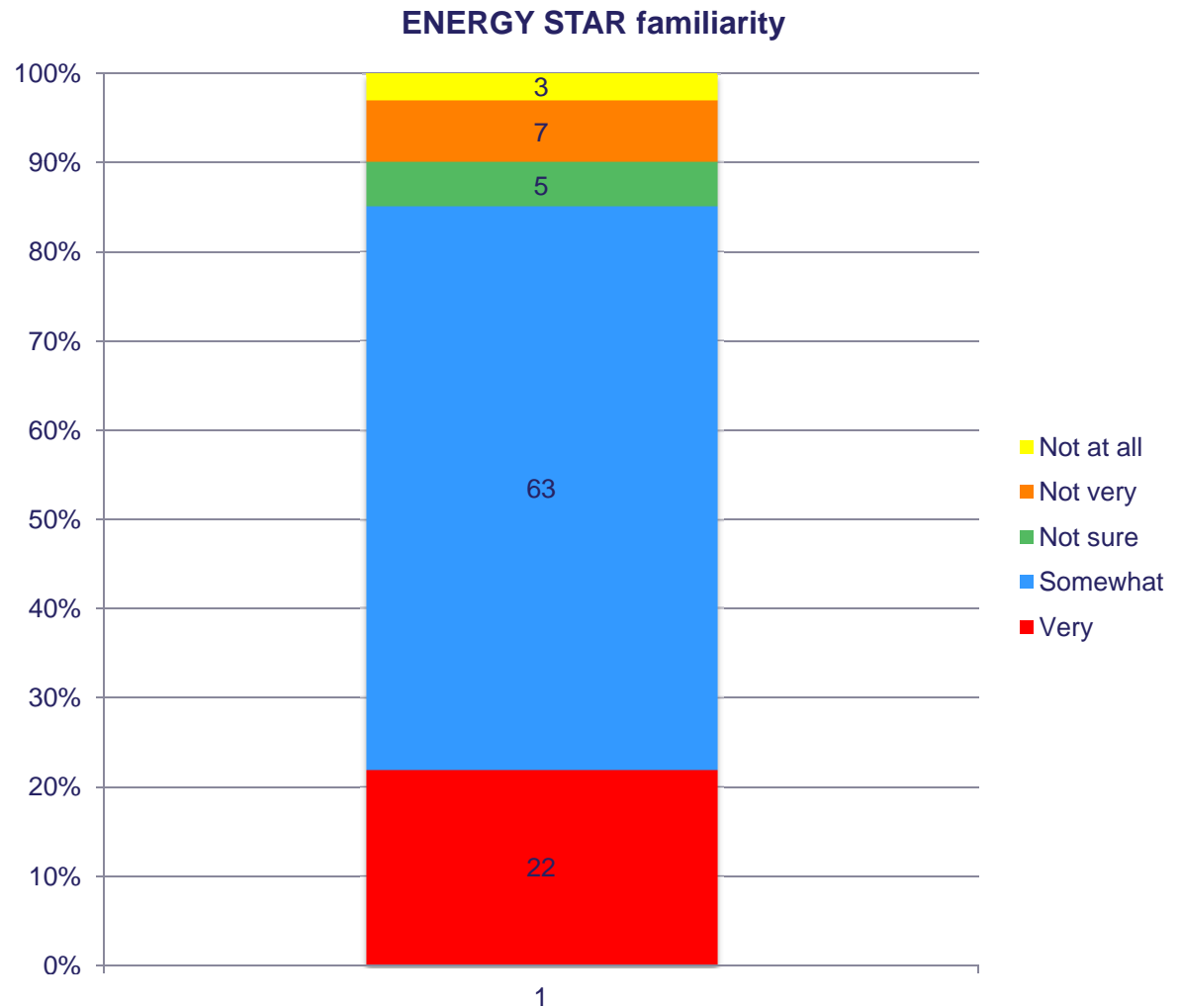


# What we learned from consumers



## ENERGY STAR:

- Energy-efficient, no more, no less
- Customers' knowledge of ENERGY STAR is broad but shallow
- Significant brand equity



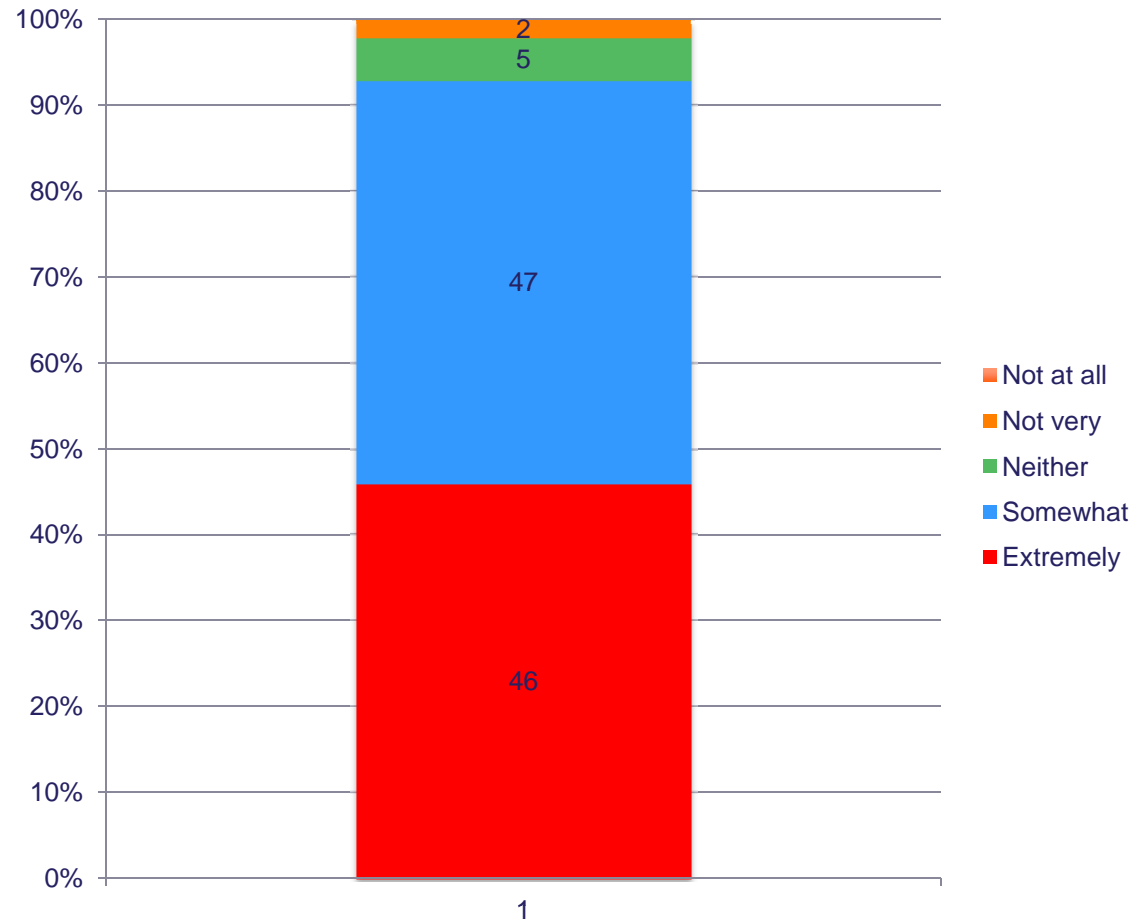
# What we learned from consumers



## Televisions:

- Key purchase criteria: performance and price, with brand following
- Want the latest and greatest technology (not just replace, but upgrade)
- Performance = Efficiency?
- Energy efficiency important

Overall importance of energy efficiency



# Messages Tested

## What Did Not Work:

- *Eco* Overused, somewhat vague
- *Best in the NW* Didn't connect to NW green reputation
- *Smart purchase* Overused
- *Energy smart* Overpromise
- *Energy pioneer* Polarizing: cutting edge or 1840s pioneers
- *Top performer* Too vague

# Messages tested

## What worked:

Energy leader

Technologically  
advanced

Engineered

- 
- Latest technology
  - Won't be obsolete in 6 months

# What people think/feel?

Energy efficiency is not a top-of-mind concern at retail.

However, people....

- Want the latest technology, and are concerned about obsolescence
- Think that newer machines are generally more efficient
- Resonated with “engineering” and “technology” messaging

# What do we *want* people to think/feel?

## Rational benefits

- This TV (or consumer electronic) represents the best of the best in energy efficiency
- If I buy this model, I'm getting a technologically advanced TV

## Emotional benefits

- This TV is pretty special. It's cutting-edge
- This TV will carry me into the future better
- I'm smart to buy this TV

# Most Efficient Messaging



# Most efficient.

Engineered to be the best of ENERGY STAR®.

[EnergyEfficientElectronics.org](http://EnergyEfficientElectronics.org)



*Let's turn the answers on.*



An IDACORP Company



# POP: Stickers & Videos





# Introducing Energy Forward

# Marketing Collateral




Web Flash Banner 1




Web Flash Banner 2

# Online + Social Media



[Most Efficient TVs](#)
[Find a Retailer](#)
[FAQs](#)



**WELCOME TO THE AGE OF ENERGY EFFICIENCY.**

The orange Energy Forward button leads to the most efficient, technologically advanced TVs on the market.

**MOST EFFICIENT PRODUCTS**

Televisions


**FIND A RETAILER**

01 Pick a State

02 Please pick a state.

**WHAT'S FORWARDED**

Learn more



**ENERGY FORWARD**  
Introducing a new way to find the most efficient electronics.  
[Watch the Video](#)

**ENERGY FORWARD PRESENTS the BIG PICTURE**

Flaunt your savvy wordplay with clever photo captions for a chance to win a 55" Samsung LED HD TV.

[Recycling Your Used Electronics](#) [Energy Saving Tips](#) [Our Methodology](#) [News Room](#)

The Northwest Energy Efficiency Alliance (NEEA) is a private non-profit organization funded by Northwest utilities, the Energy Trust of Oregon and the Bonneville Administration. NEEA works in collaboration with its stakeholders and strategic market partners to accelerate the sustained market adoption of energy-efficient technologies and practices. NEEA's market transformation efforts address energy efficiency in homes, businesses and industry. Its mission is to mobilize the market to become increasingly energy efficient for a sustainable future.



**Most efficient.**  
Engineered to be the best of ENERGY STAR

Competition/Electronics

**Most efficient.**  
Engineered to be the best of ENERGY STAR

Wall

Info

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Photos

Discussions

Fan Photos

Questions

About

## Energy Forward

Company



Wall Energy Forward · Everyone (Most Recent) ▾

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Write something...

**RE-ENERGIZE**  
Hey Re-Energizers! It's "National Improve Your Home Office Week." Thanks to Energy Forward for sharing these tips on how to lower your energy consumption in your home office!

**SBA.gov**  
U.S. Small Business Administration  
**Energy Efficiency for Home Based Businesses | SBA.gov**  
www.sba.gov  
Saving energy for your home-based business may seem like a challenge, but there are some simple, no-cost or low-cost steps you can take to reduce your energy bills by as much as 30%.

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**Energy Forward**  
Life Efficiency Tip: Try getting up 30 minutes earlier than usual. You will find you are less hurried and have a few extra minutes to tidy around the house and maybe even do some prep work for dinner!

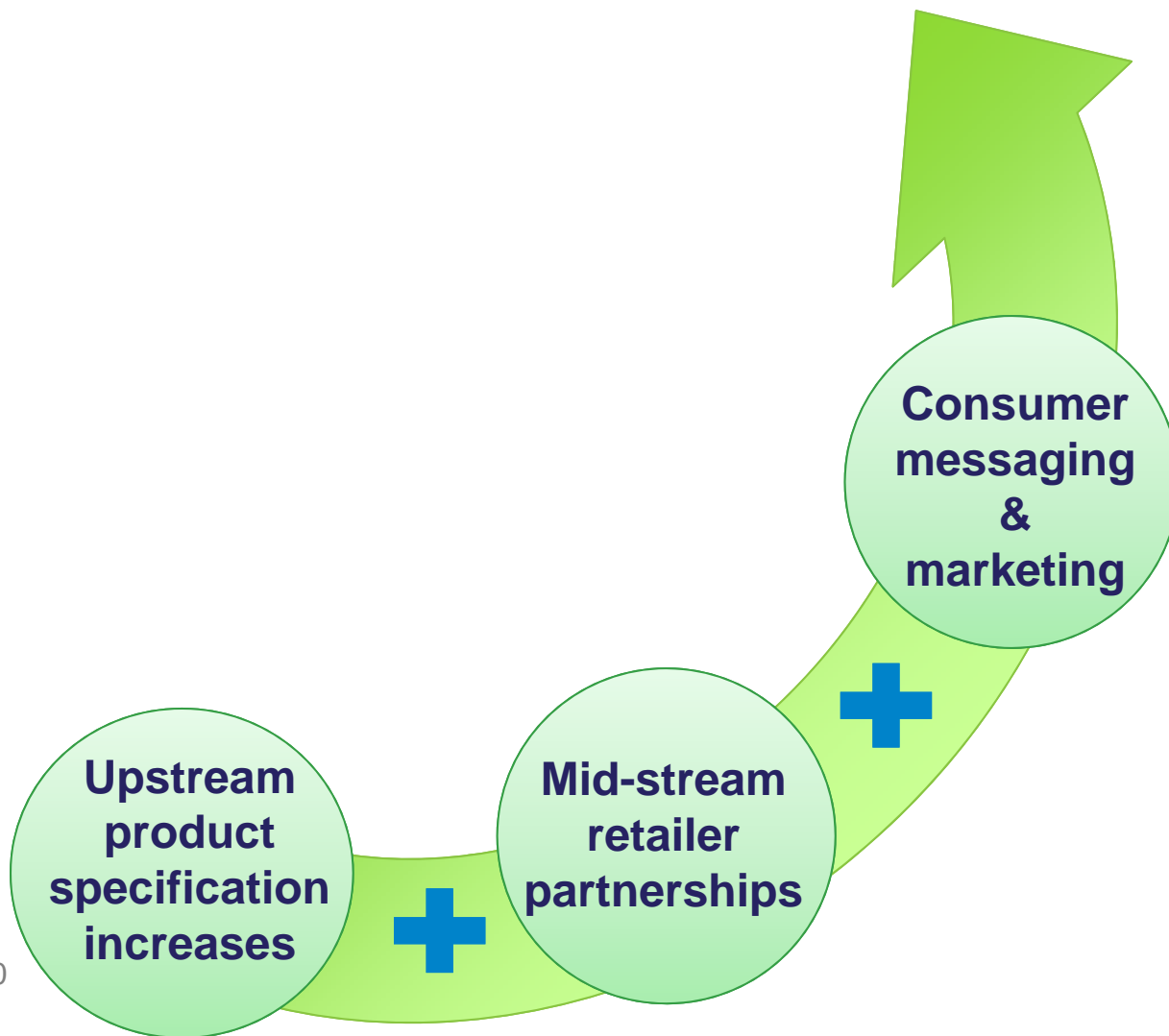
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**RE-ENERGIZE**  
Happy Friday Re-Energizers! Whether you are cleaning, cooking or just sitting back with the remote and relaxing, this chart from Energy Forward will tell you how your energy is being used this weekend!

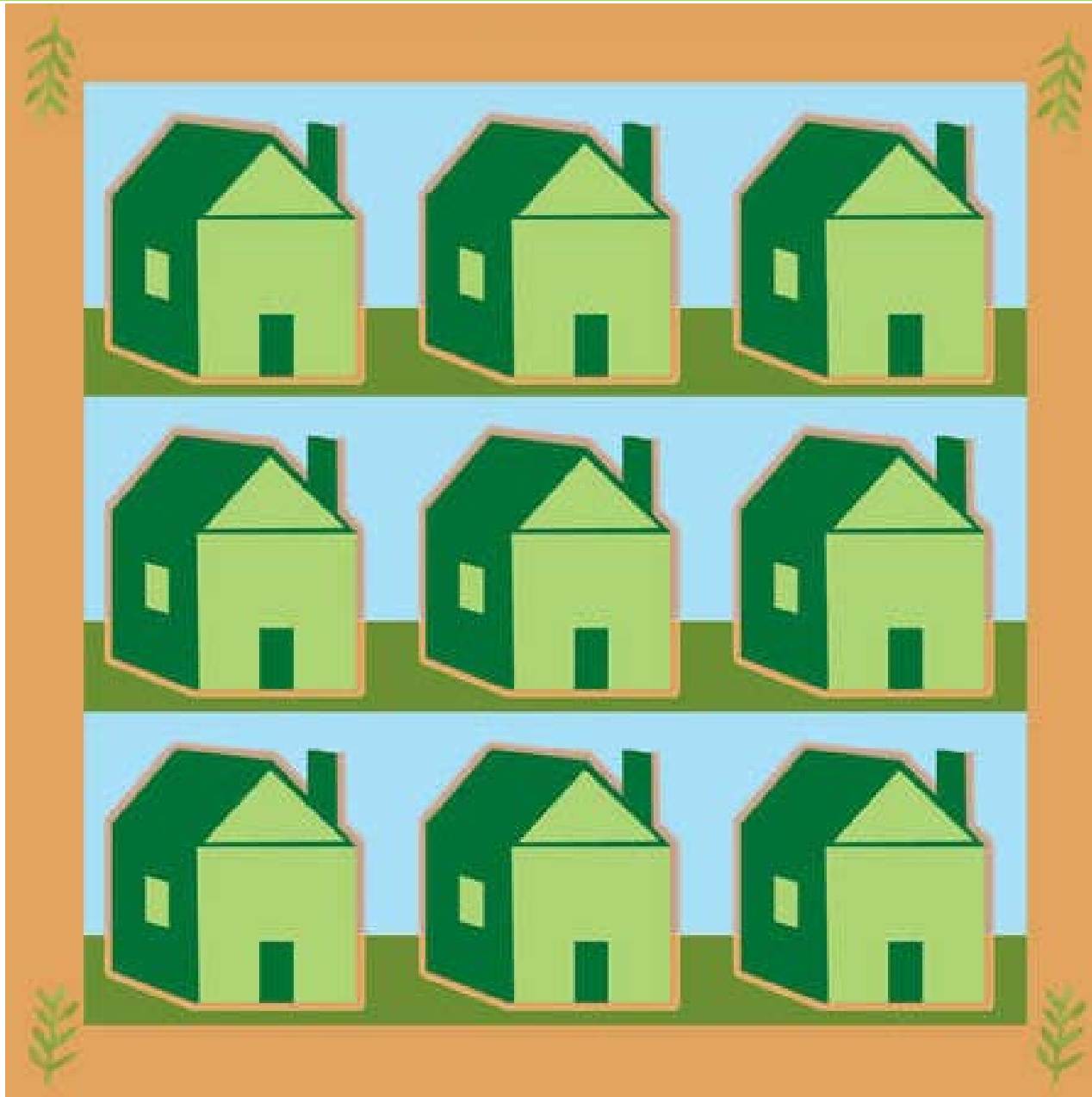
**Flex Your Power**  
Flex Your Power - Residential Sector: Energy Usage Costs for Household Appliances  
www.fypower.org  
The Flex Your Power website is a comprehensive statewide resource for energy efficiency, providing information and tools to help California consumers and businesses save energy and money.

# Accelerating market adoption

## Market Transformation



# Impact of NEEA's work



# Elements of messaging development

Define what you want before you start:

- Focused objective    avoid research creep
- Target audience
- Deliverables

Involve stakeholders early and often

Consider strategic “integrated” agency

Be open!



Thank you!

Questions?

NORTHWEST ENERGY EFFICIENCY ALLIANCE