

What a Year: Marketing change in Massachusetts and Rhode Island.

**ENERGY STAR® Partner Meeting
October 22, 2012**

2012 was **the year** for change in lighting.

What happened

Implementation of EISA standards

Lighting Facts Label appears on all packaging

Emergence of good quality LEDs at retail

What it meant

Educate about new lighting options

Introduce lumens as the basis for determining how much light you need

Explain a new technology, and how to find the best quality products

Our Approach in MA & RI

- Understand customer perceptions of lighting changes through focus groups
- Be in market with tactics that inform and educate during transitional periods
 - Q1: EISA & lumens education
 - Q4: LED education
 - Ongoing: Lighting Catalog
- Continue to leverage partnerships with manufacturers and retailers to reach customers
- **Make it easy for the customer**



Value ENERGY STAR brings


- Identifiable symbol for quality and superior product performance at retail
 - All messaging and marketing materials includes the ENERGY STAR logo
 - Important for new lighting technologies such as LED replacement bulbs
- Consumers know it means – and purchase qualified products¹
 - 85% of households understand the meaning and purpose of the ENERGY STAR logo
 - 78% of households knowingly purchased an ENERGY STAR qualified product

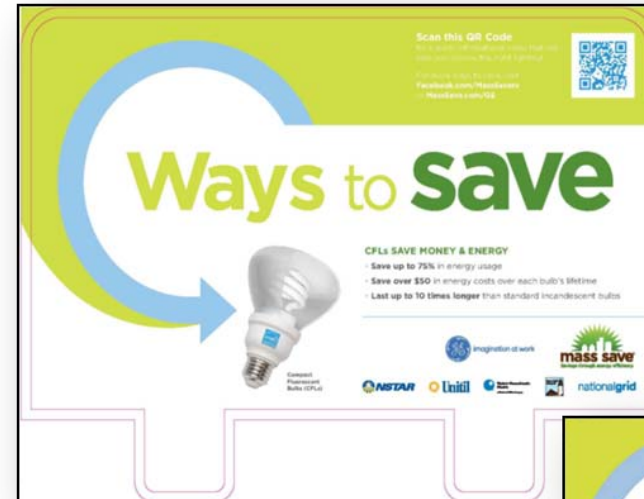
¹Source: National Awareness of ENERGY STAR® for 2011: Analysis of CEE household survey

Consumer Focus Groups

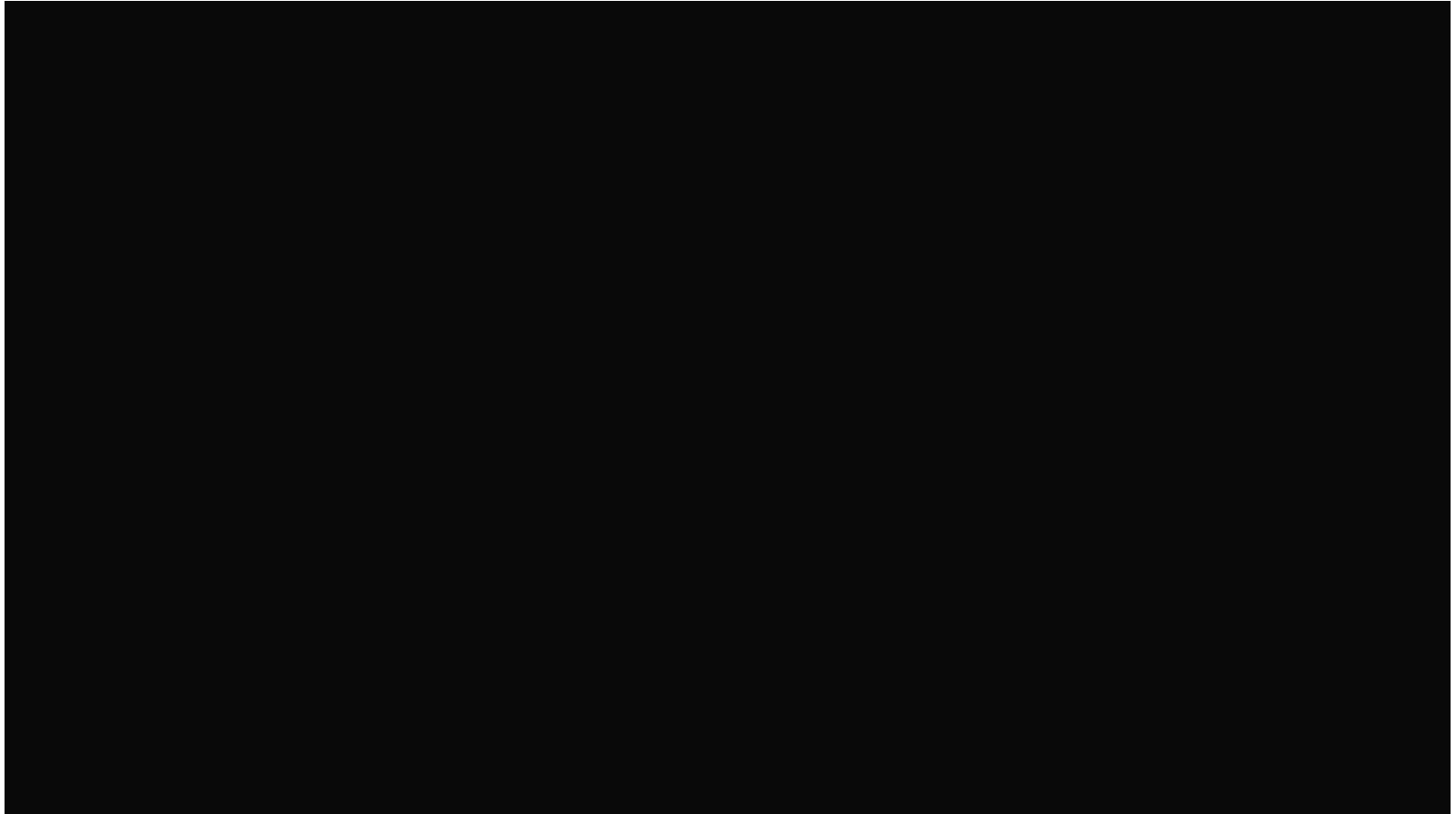
- Conducted ten focus groups in 2011
- Two groups: Experienced Users & Novices
- Key findings included:
 - Not aware of, or clearly understand, EISA legislation
 - Lack of awareness in the variety of bulbs that will be available in stores
 - Significant support for educating on watts to lumens transition is needed
- 2012 marketing strategies were developed to address findings from the focus groups

Q1: EISA & Lumens education

- Launched EISA & Lumens consumer education advertising campaign:
 - Radio Ads 
 - Print
 - Blast E-mails
- Developed in-store and online tactics such as:
 - YouTube video, loaded to a QR code, explaining lumens and CCT
 - GE retail promotion
 - Facebook Sweepstakes & posts



Q1: EISA & Lumens education



Q1: EISA & Lumens education

The image displays two screenshots of Facebook posts and a screenshot of the Mass Saver's Home Lighting Makeover website.

Facebook Post 1 (Left): A post from Mass Savers dated March 5. The text reads: "Will you be the lucky Mass resident to win up to 45 FREE GE Lighting LEDs and CFLs for your home, a value of \$1800? Enter the Mass Saver's Home Lighting Makeover today and don't miss this amazing opportunity from the Mass Savers. Click on the 'Sweepstakes' tab to enter and be sure to share with your friends and family!" The post has 2 likes and 2 comments.

Facebook Post 2 (Bottom Left): A post from Steve Linsky, dated March 4, replying to Mass Savers. The text reads: "anyone that misses adding this Facebook page (in Mass.) is missing the 'Energy Boat'. Great site, great page..." The post has 1 like and 1 comment.

Facebook Post 3 (Bottom Right): A post from Mass Savers dated March 3 via HootSuite. The text reads: "Hey Mass Savers, are you looking for some educational, fun and earth-friendly craft activities? A great way to teach your children about recycling is to make crafts out of recycled materials! Please Share what kinds of other green crafts you do with your children!" The post has 3 likes and 3 comments.

Mass Saver's Home Lighting Makeover Website (Right): The website features a green header with the "MASS SAVER'S HOME LIGHTING MAKEOVER" logo and the "mass save" logo. Below the header are tabs for "Details", "Enter Sweepstakes", "Invite Friends", "About", "Official Rules", and "Privacy". The main content area includes a large green box with the "MASS SAVER'S HOME LIGHTING MAKEOVER" logo and the "mass save" logo, with buttons for "Enter Sweepstakes" and "Invite Friends". To the right of this box is a "Price Details" section, a "Price Eligibility" section, a "Sweepstakes Starts" section, a "Sweepstakes Ends" section, a "Need more Details?" section, and an "About the Company" section. The "Price Details" section states: "Up to 45 ENERGY STAR® qualified residential compact fluorescent lamps (CFL) and light emitting diode bulbs (LEDs) provided by General Electric. The lucky winner will work with the Mass Save home energy assessment team to select the amount and type of bulbs to makeover their home. Bulbs types includes: A-lamp, reflector, globe, bullet, capsule, dimmable, and three-way." The "Price Eligibility" section states: "Only persons residing in Massachusetts who are at least 13 years of age can enter." The "Sweepstakes Starts" section states: "March 03, 2012 @ 12:00 am (EST)". The "Sweepstakes Ends" section states: "March 10, 2012 @ 11:59 pm (EST)". The "Need more Details?" section states: "Read the Official Rules". The "About the Company" section states: "Mass Save® is an initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service providers. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy... [more]". At the bottom of the website, it says "NO PURCHASE IS NECESSARY."

Q4: LED education



- Launched LED awareness campaign:
 - Online banners
 - Retail POP
 - Philips/Lutron Promotion at The Home Depot
- Increased LED promotion via social media:
 - Mass Saver Deal Tip promotion
 - Frequent Facebook posts on LEDs, their benefits, and on-going retail promotions

Q4: LED education

- Getting to know the LED market
 - Message Testing: targeting four customer segments through online ads to determine which message points resonate
 - Customer Demographics: Implementing in-store survey to understand who is purchasing LEDs
- Goal: Better understand LED market to refine strategies for future advertising campaigns



Ongoing: Lighting Catalog

- Opportunity to educate customers
 - ENERGY STAR
 - Lumens vs. Watts
 - CCT
 - Lighting Facts label
- Mailed over 160,000 copies
- Distributed over 50,000 copies in offices, at events, etc.



PHILIPS PRISMA OUTDOOR CAPSULE
Designed for outdoor use in weather-protected fixtures, this CFL has a 7-year manufacturer warranty.
2" W x 5.5" H
400 Lumens | CCT 2700K | 14 watts
Item # 1100.444 | \$5.65

GE ENERGY SMART
This versatile, incandescent-style CFL is suitable for use in table lamps and in other popular residential settings such as suspended fixtures.
A19
3.58" D x 4.53" L
400 Lumens | CCT 2700K | 9 watts
Item # 1000.716 | \$3.15

A21
2.64" D x 5.53" L
100 Lumens | CCT 2700K | 20 watts
Item # 1000.717 | \$3.45

MAXLITE IS WATT DIMMAX SPIRAL
A CFL that gives you 20% of full-light output while remaining operable with existing dimming controls.
2.2" W x 5.8" L
80 Lumens | CCT 2700K
Item # 1100.032 | \$5.80



SYLVANIA ULTRALED PAR30
This LED lamp is dimmable down to 10%, rated at 50,000 hours of life, and has a 20° beam angle, making it suitable for either indoor or outdoor use.
3.4" L x 3.8" W
90 Lumens | CCT 3000K | 6 watts
Item # 1600.322 | \$16.45



GE R30 DIMMABLE FLOOD
A compact R30 indoor CFL footlight that is ideal for recessed cans that are used in kitchens where task and general illumination are needed.
3.2" W x 3.7" H
70 Lumens | CCT 2700K | 6 watts
Item # 1600.607 | \$4.15



SANCO BRUSHED NICKEL CEILING FIXTURE
A traditional-style flush-CFL ceiling pendant that has a brushed nickel finish with an adjustable diffuser.
26 Watt
15.83" W x 4.87" H
1000 Lumens | CCT 2700K
Item # 1400.804 | \$9.60

33 Watt
15.23" W x 4" H
940 Lumens | CCT 2700K
Item # 1420.802 | \$14.00



MAXLITE FAUX CAN
This dimmable fluorescent ceiling fixture simulates the appearance of an installed recessed light even though it's flush-mounted to the ceiling. Available in white and brushed nickel.
3.8" W x 1.4" H
900 Lumens | CCT 2700K | 20 watts
Nickel
Item # 1440.855 | \$21.00
White
Item # 1440.854 | \$21.00



CREE CR LED DOWNLIGHT
A dimmable downlight that is complete with trim kit and LED light and is easy to install into most standard 6" recessed housings and will provide about 3% of full light output.
4" D
80 Lumens | CCT 2700K | 10.5 watts
Item # 1400.553 | \$14.50



Why ENERGY STAR The ENERGY STAR label was established by the United States Environmental Protection Agency (EPA) in 1992 to make it easy for consumers to identify and purchase energy-efficient products and appliances. Energy-efficient choices can save families up to a third on their energy usage each year without sacrificing performance, features, and comfort. When looking for new household products, such as Compact Fluorescent Light bulbs (CFLs) and Light Emitting Diode bulbs (LEDs), look for ones that have earned the ENERGY STAR label. Bulbs that are ENERGY STAR qualified last longer and use much less energy than standard incandescent and other non-ENERGY STAR qualified light bulbs. All products in this catalog are ENERGY STAR qualified, unless noted in the descriptions.

Watts vs. Lumens. When you shop for a bulb, look for its lumens to understand how bright it will be. The more lumens a bulb has, the more light it will provide. The conversion chart below will help you decide how many lumens you need.

| Lumens | Incandescent Wattage | CFL Wattage | LED Wattage |
|-----------|-------------------------|----------------|----------------|
| 400-700 | 40-75 | 9-16 | 8-10 |
| 750-1000 | 60-100 | 13-18 | 12-15 |
| 1000-1800 | 75-100 | 16-25 | 14-18 |
| | | 25-27 | 14-18 |

*Currently, there are no commercially available 100 or 1000 lumen ENERGY STAR qualified LED bulbs.

Industry Partnerships

¡Ahorrar es una idea brillante!

RECIBE \$4 DE DESCUENTO
 en todos los focos fluorescentes compactos calificados ENERGY STAR® incluyendo focos Feit, Sylvania, y TCP en paquetes de 4. Lleve este cupón a su tienda Lowe's más cercana y obtenga ofertas en CFL's.

LOS CFL AHORRAN DINERO Y ENERGÍA
 Reemplace los focos incandescentes en su hogar con focos fluorescentes compactos -"CFL"- calificados ENERGY STAR Los CFL's.

- Duran hasta 10 veces más que los focos incandescentes estándar.
- Consumen menos electricidad que los focos incandescentes.
- Ahorran hasta 75% en su consumo de energía.
- Ahorran hasta \$50 en costos de energía en el transcurso de la vida de un foco.
- Están disponibles en una variedad de estilos y formas decorativas.

Visite su tienda Lowe's más cercana y reciba ofertas en CFL's.

AHORRE \$4
 en todos los focos fluorescentes compactos calificados ENERGY STAR® en paquetes de 4.

LOWE'S SIEMPRE MEJORANDO. nationalgrid NSTAR

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Para más información visite: MassSave.com/espanol

SWITCH & SAVE!

ENERGY STAR® Qualified CFL's:

- Save about \$50 in energy usage over each bulb's lifetime.
- Will pay for themselves in less than 3 months.
- Last up to 10 times longer.
- Use 75% less energy.

60 WATTS
750 LUMENS
1,000 HOURS

13 WATTS
900 LUMENS
10,000 HOURS

STANDARD INCANDESCENT

ENERGY SAVING CFL

Conserv-Energy

Ways to Save THIS FALL

Discount pricing on LEDs brought to you by the Sponsors of Mass Save

Philips 12.5 Watt LED bulb

- Replaces a 60 Watt incandescent bulb
- Can last over 20 years

NOW ONLY \$12.97 (was \$24.97)


CLUTRON
 Automatically turns lights on and off

Receive special bundle pricing with purchase of 3 Philips 12.5 Watt LED bulbs and 1 Luftron Maestro Motion Sensing switch.

mass save
 To learn more, visit MassSave.com

Upcoming Challenges

- 2012 was a challenging year, but the challenge has only begun!
 - **Still an overwhelming need for education:** LEDs, CFLs, lumens, CCT, debunking old and new myths, dimming compatibility, etc.
 - **Finding new ways to reach consumers:** How do you reach consumers with a lot of noise in the market?
 - **CFLs vs. LEDs:** How do market LEDs without cannibalizing CFL sales?
- **Solution:** Continue to embrace partnerships and new customer engagement strategies



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