

THE
CADMUS
GROUP, INC.

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

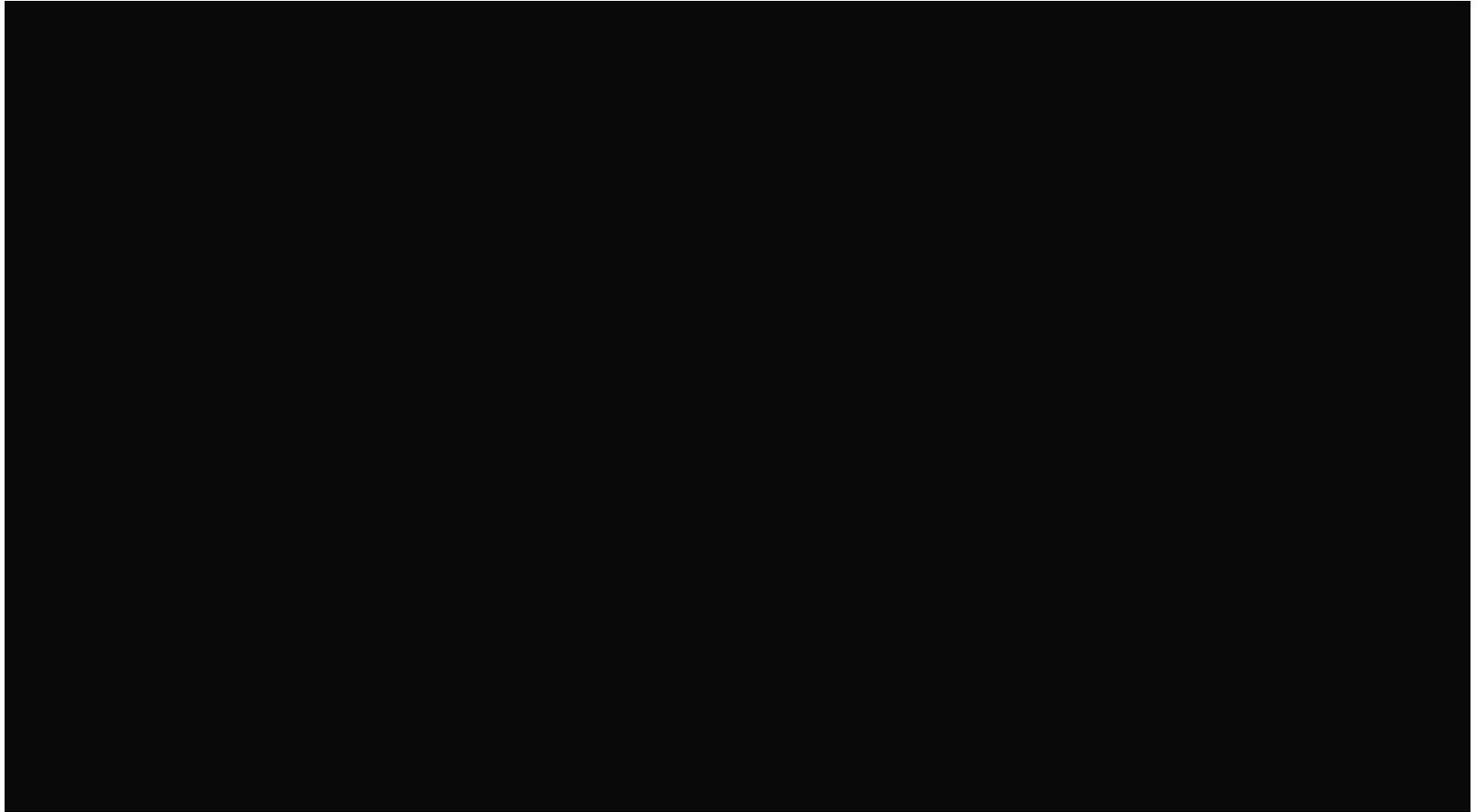
- Conducted ten focus groups in 2011
- Two groups: Experienced Users & Novices
- Key findings included:
 - Not aware of, or clearly understand, EISA legislation
 - Lack of awareness in the variety of bulbs that will be available in stores
 - Significant support for educating on watts to lumens transition 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 related to the 'Mass Saver's Home Lighting Makeover' promotion. On the left is a Facebook page for 'Mass Savers' with three posts. The top post, dated March 5, asks if users will be the lucky Mass resident to win up to 45 FREE GE Lighting LEDs and CFLs for their home, valued at \$1800. The middle post, dated March 4 by Steve Linsky, comments that anyone missing the Facebook page is missing the 'Energy Boat'. The bottom post, dated March 3, promotes educational and fun activities for children using recycled materials. On the right is a screenshot of the promotion's website. The header features the 'MASS SAVER'S HOME LIGHTING MAKEOVER' logo and the 'mass save' logo. Navigation tabs include 'Details', 'Enter Sweepstakes', 'Invite Friends', 'About', 'Official Rules', and 'Privacy'. The main content area includes a large graphic with the promotion title and 'mass save' logo, and a 'Prize Details' section stating that winners can receive up to 45 ENERGY STAR® qualified residential compact fluorescent lamps (CFL) and light emitting diode bulbs (LED) provided by General Electric. The website also lists the sweepstakes start and end dates (March 03, 2012 @ 12:00 am (EST) to March 10, 2012 @ 11:59 pm (EST)) and provides links to 'Enter Sweepstakes' and 'Invite Friends'. A footer note states '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

Did you buy an LED bulb?

Enter to win a \$50 Home Depot Gift Card

It's easy! Simply fill out the survey on the back of this card, fold it up, tape it closed and drop it in your mailbox!

*Prizes: (2) \$50 gift cards to Home Depot. Names chosen at random from surveys received. Surveys must be received by 10/31/2012. Must be 18 years old and head of household. One entry per household. Employees of Home Depot not eligible.

Fold here

Postage Paid

Massachusetts LED Survey
c/o The Cadmus Group, Inc.
1426 Pearl Street, Suite 400
Boulder, CO 80302

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

National Grid
nationalgrid
NISTAR
Unitil
mass save
save through energy efficiency

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 | 9 watts
Item # 1000.444 | \$9.65



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
2.56" D x 4.52" L
400 Lumens | CCT 2700K | 9 watts
Item # 1000.716 | \$9.35

A21
2.84" D x 5.54" L
1000 Lumens | CCT 2700K | 20 watts
Item # 1000.717 | \$9.45



MAXLITE 15 WATT DIMMABLE CFL
A CFL that offers up to 20% of full light output while remaining operable with existing dimming controls.
2.2" W x 5.6" L
800 Lumens | CCT 2700K
Item # 1000.022 | \$5.80



SYLVANIA ULTRALED PAR30
This LED lamp is dimmable down to 10%, rated at 50,000 hours of life, and has a 22° beam angle, making it suitable for other recessed or outdoor use.
3.4" L x 3.8" W
30 Lumens | CCT 3000K | 8 watts
Item # 160.332 | \$16.45



GE R30 DIMMABLE FLOOD
A dimmable R30 indoor CFL floodlight that is ideal for recessed spots that are used in kitchens where tasks and general illumination are needed.
5.2" W x 6.5" H
70 Lumens | CCT 2700K | 8 watts
Item # 160.607 | \$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
13.93" W x 4.87" H
1000 Lumens | CCT 2700K
Item # 1400.004 | \$9.80

39 Watt
15.23" W x 6" H
240 Lumens | CCT 2700K
Item # 1420.802 | \$14.00



MAXLITE FAUX CAN
This dimmable fluorescent ceiling fixture simulates the appearance of an incandescent light over though it's flush-mounted to the ceiling. Available in white and brushed nickel.
38" W x 14" H
900 Lumens | CCT 2700K | 20 watts
Item # 1440.055 | \$21.00
White
Item # 1440.054 | \$21.00



CREE CR LED DOWNLIGHT
A dimmable downlight that is compatible with trim kit and LED light kit or one. Easily installs into most standard 6" recessed housings and offers to about 5% of full light output.
6" D
570 Lumens | CCT 2700K | 18 watts
Item # 1405.053 | \$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 (CFL) and Light Emitting Diode bulbs (LED), 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 description.

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 comparison chart below will help you decide how many lumens you need.

Lumens	Incandescent Wattage	CFL Wattage	LED Wattage
400-700	40-75	7-9	3-10
750-1000	60-100	10-15	10-15
1000-1800	75-100	15-20	10-20
		25-27	14-16

*Currently, there are no commercially available 1500 or 1600 lumen ENERGY STAR qualified LED bulbs.

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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