MESSAGING ARCHITECTURE: A FRAMEWORK FOR STRATEGIC COMMUNICATIONS AROUND THE MULTIPLE VALUE STREAMS OF ENERGY EFFICIENCY

Storytelling helps us interpret society’s most complex issues and relationships. Stories can bring data to life through real-world, relatable examples that add resonance to the information that needs to be conveyed.

Effective storytelling caters to audience and opportunity. Time, venue, and medium often dictate tone and whether a story can be more involved, or relegated to a short, resonant snippet. With so many variables, it is important to have a consistent, well-thought-through messaging architecture to help imbue any story with the core messages that need to be conveyed, regardless of format or length.

The following messaging architecture was designed with input with a small group of DSM Executives, who initially started with a much longer list of the values that energy efficiency (EE) brings to the electric sector, communities, and utility customers. This messaging architecture undergirds the resources found throughout the storytelling toolkit.

Key takeaway: the impression DSM storytellers want listeners to walk away thinking and feeling.

Pillar: Enabler of Growth

Pillar: Mitigator of Risk

Pillar: Protector of the Public Good

Foundation:

Helping the U.S. optimize our use of energy resources. For decades, energy efficiency has enabled the United States to squeeze the most value out of every kilowatt-hour of electricity produced without sacrificing features or performance. People and businesses who’ve taken steps to use less energy enjoy benefits including lower energy bills, increased comfort, enhanced productivity, and an improved environment.

Three pillars of Energy Efficiency:

Most if not all value streams of energy efficiency—traditional and emerging—can be binned into one or more of the three pillars. Talking points for each pillar help articulate these values and become the launch pad for effective story ideation.

Foundation: The history of using energy efficiency as an electric system resource, provide a solid foundation of credibility for the messages DSM departments want and need to communicate.