Combining the old with the new—Integrated marketing for the digital age

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ALL MY MOMMY'S IMAGINARY FRIENDS ARE ON SOMETHING CALLED "FACEBOOK."
Who is NEEA

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

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

**Accelerate the adoption of the Most Efficient televisions on the market**
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

FIND A RETAILER

WHAT'S ENERGY FORWARD?

Energy Forward
introducing a new way to find the most efficient electronics.

Watch the Video

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 Power Administration. NEEA works in collaboration with its stakeholders and strategic market partners to accelerate the sustainable market adoption of energy-efficient products, technologies and practices. NEEA's market transformation efforts address energy efficiency in homes, businesses and industry. Its mission is to mobilize the Northwest to become increasingly energy efficient for a sustainable future.

FOLLOW US

Facebook  Twitter
Traditional Marketing

- In-store point-of-purchase materials & video
- Public relations

Subtly Selling ‘Green’ to the Flat-Screen Crowd

By BRYN NELSON
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SEATTLE

ON the second floor of one of the oldest Sears stores in the country, “Ellen” is blaring from one of the newest arrivals in the electronics section, a 60-inch LCD flat-screen television with LED backlighting and built-in Wi-Fi.

If you stare longingly at the set, a sales associate may begin quizzing you about your brand preference, price point and the size of your TV room.
New Media Marketing

- Facebook & Twitter
- Sending bi-weekly social media content to utility partners to leverage on their sites.
Building Social Media Following

- 2011 fall “Big Picture” social media pilot campaign
- Maintained following post campaign via daily FB maintenance stressing:
  - Two-way engagement/conversation
  - Humor
  - Entertainment
  - Energy efficiency tips
  - News article
  - Authenticity
  - Leveraging partner content
2011 Campaign Facebook Ads

2/3 of likes came from Facebook ads

- Impressions: 12,392,662
- Clicks: 4,903
- Connections: 2,969 connections (those who liked the page)

Click Through Rate (CTR): .4% click through rate (number of clicks compared to impressions)

- Cost Per Click: 1.02
- Total Budget: $5,000
2011 Campaign Summary

- Partnered with Sears who played Energy Forward video in stores and posted campaign to their blog
- 43.7% of contest entrants planned on purchasing a new TV within 6 months of the contest
- 10 utility participants and support through social media, bill inserts, and other communication channels
- Found strong link between football and TV purchasers

By The Numbers:

- Garnered 13.7 million impressions via Facebook
- Reached 8 million via earned media (21 news articles & mentions)
- Added 3,250 fans, a 571% increase
- Increased “weekly people talking about” Energy Forward via Facebook from 4 to ~340
Combining the old with the new

Creating an integrated social media campaign with traditional and new media strategies
2012 Campaign Objectives

• **Drive sales** of Energy Forward televisions at partner retail stores

• Provide retailers, utilities and manufacturers with additional **channels of promotion**

• Increase **retailer and utility** engagement and partnership in the promotion of Energy Forward TVs

• Increase **consumer awareness** and adoption of Energy Forward TVs
2012 Campaign Goals

• Earn at minimum **50 million total campaign impressions** through:
  - 2-4 print/broadcast hits per market
  - 20 online/blog article placements
  - Social media
  - In store promotions
  - Partner promotions

• Partner with at least **6 major retailers & manufacturers** for promotional support including:
  - Social Media Posts (Facebook and Tweets)
  - Channel support: POP & in-store video airing

• **2000 campaign entries**

• **Drive sales** of Energy Forward televisions at partner retail stores
Campaign Overview – Ultimate Tailgate!

Facebook Sweepstakes

Chance to win 1 of 4 “in state” tailgate parties which includes:

- 10 game tickets awarded to the winner and their friends to cheer on their favorite team
- A wall of TVs at the tailgate site to pump up the crowd before & during the big game
- Deluxe refreshments & accommodations for our Energy Forward fans!

Weekly prize drawings (to incentivize sweepstakes entrants to come back to Energy Forward Facebook page and engage with brand & messaging)

TVs
Game tickets
Integrating tried & true with the new

- Earned media
- Radio
- Direct mail/email
- Utility bill inserts
- In-store collateral
- Social media
- Online ads
- Facebook ads
- Google ads
- Community-based events
Campaign Promotional Partners

- **Energy Forward**: promoting through
  - Earned media/PR
  - Paid advertising
  - Social media
  - Marketing templates

- **ENERGY START**: promoting through:
  - Social media – Traction
  - Participation in press releases

- **Retailers**: promoting through:
  - Best Buy – Weekly geo-targeted Facebook posts
  - In-store POP materials distributed by NEEA field service team to Best Buy and Sears stores
  - Video airing in Best Buy, Costco, Sears & Walmart stores

- **8 Universities**: promoting to season ticket holders, alumni, donor groups and list serves through:
  - Radio ads during games
  - Leveraging templates to customers through:
    - Direct mail and online
  - Video airing in Best Buy, Costco, Sears & Walmart stores

- **ENERGY STAR**: promoting through:
  - Paid advertising
  - Earned media/PR
  - Participation in press releases
In-Store Promotions

- Retailer sales associate “apron card” (below) and counter card with tear pad (right) displayed in Best Buy & Sears stores.

- Energy Forward video airing on “Wall of Eyes” at Best Buy, Costco, Sears and Walmart during campaign.
Facebook Ad Buys

Created a series of 10 ads changing variables like:

- Demographics
- Image
- Headline
- Body copy
- Purchase type (CPM vs. CPC)

Broad target segment audience:

- Football fans
- TV lovers
- Contest goers

Key learning: CPM works best for ads with less segmentation. CPC works best for highly targeted populations.

Highest action rates occurring within sub-group of the broad target segment who liked the various universities or cities within the competition.

Click-through rates have averaged .035%, with a 24% action rate.
Social Media Plan

- **Phase 1: Pre-Launch**
  - Teaser social media launch hinting at big contest launch
  - **Timing:** 9/17 – 9/30

- **Phase 2: Launch and Voting**
  - **Social media posts** 2 – 3 times per week encouraging participation
  - **Host a Twitter Party: Oct. 4** to create excitement at launch. Campaign partners can participate using a shared hashtag
  - **Host weekly Facebook Chats** with campaign partners to generate excitement
  - **Bi-weekly sample content** provided by Energy Forward to partners
  - **Timing:** 10/1 – 11/2

- **Phase 3: Tailgate Tour**
  - Social media posts 1 – 2 times per week surrounding tour stops, encouraging consumers to come visit us
  - Tailgate live tweeting and posting
  - Team shout out posting/tagging for partners who have posted contest content
  - **Timing:** 10/25 – 11/17
Initial Results

At halfway point of campaign:

- ~47 million impressions to date:
  - 46.2 M via Facebook
  - 10 M via in-store POP
  - Remaining utility and university promotions and PR
- On track to reach goal of 2,000 entries
- 60-65 percent of all entrants are female
- First VIP tailgate event in Montana October 27
- Tracking marketing impact of sales with NEEA evaluation team
Tailgate Time

The ultimate tailgate isn't complete without the best engineered, Most Efficient TVs—Energy Forward TVs

In collaboration with Northwest utilities

ENERGY FORWARD PRESENTS

ARE YOU FAN ENOUGH?

THE ULTIMATE TAILGATE

Facebook.com/EnergyEfficientElectronics

sears