



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

Becca Yates, Marketing & Communications Manager
Northwest Energy Efficiency Alliance



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

11-26
DAN GREGORY
SPEECHM.P.COM
187-84 CENTARS DR. N.Y.C.

Who is NEEA

Founded in 1997 as a non-profit who leverages the Northwest's resources to deliver lasting energy savings and market change



Energy Forward TV Initiative

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**



Energy Forward Brand



Energy Forward Brand

The screenshot shows the Energy Forward website layout. At the top left is the logo with the text "Most efficient" and "Engineered to be the best of ENERGY STAR®". Navigation buttons for "Most Efficient TVs", "Find a Retailer", and "FAQs" are in the top right. A central banner features a TV image and the text "WELCOME TO THE AGE OF ENERGY EFFICIENCY. The orange Energy Forward button leads to the most efficient, technologically advanced TVs on the market." Below this are three main sections: "MOST EFFICIENT PRODUCTS" with a "Televisions" link, "FIND A RETAILER" with a two-step process (01 Pick a State, 02 Please pick a state), and "WHAT'S ENERGY FORWARD?" with a "Learn about our methodology" link. A video section titled "ENERGY FORWARD" is on the left, and a promotional banner "ARE YOU FAN ENOUGH?" is on the right. The footer contains links for "Recycling Your Used Electronics", "Energy Saving Tips", "Our Methodology", and "News Room", along with "FOLLOW US" social media icons and a paragraph about NEEA.

Most efficient
Engineered to be the best of ENERGY STAR®

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 ENERGY FORWARD?
Learn about our methodology

ENERGY FORWARD
Introducing a new way to find the most efficient electronics.
Watch the Video

ENERGY FORWARD PRESENTS: ARE YOU FAN ENOUGH?
WIN THE ULTIMATE TAILGATE & TICKETS, TVS AND MORE!

Recycling Your Used Electronics Energy Saving Tips Our Methodology News Room

FOLLOW US
f t

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 sustained 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.

Traditional Marketing

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

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition ▼

The New York Times Business Day
Energy & Environment

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Search Global DealBook Markets Economy Energy Media Pers

SHOP NOW ↓

Subtly Selling 'Green' to the Flat-Screen Crowd

By BRYN NELSON
Published: April 10, 2012

SEATTLE



Matthew Ryan Williams for The New York Times

A TV with an Energy Forward label, signaling efficiency.

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.

RECOMMEND

TWITTER

LINKEDIN

SIGN IN TO E-MAIL

PRINT

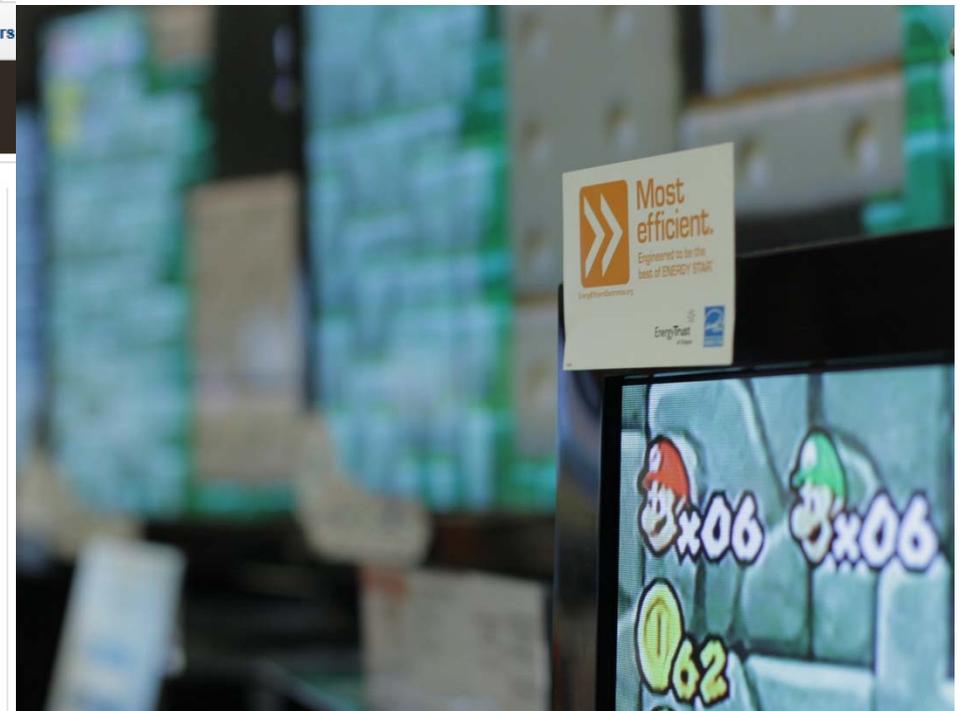
REPRINTS

SHARE

Most efficient.
Engineered to be the best of ENERGY STAR.[®]

EnergyEfficientElectronics.org

FALL RIVER RURAL ELECTRIC COOPERATIVE
ROCKY MOUNTAIN POWER Let's turn the answers on.
IDAHO POWER AN IDACORP Company
ENERGY STAR



New Media Marketing

The screenshot shows a Facebook profile for 'Energy Forward'. The page header includes the Facebook logo, a search bar, and the user's name 'Becca Yates'. Below the header, there's a navigation bar with 'You are posting, commenting, and liking as Energy Forward'. The main content area features a large orange arrow icon, the profile name 'Energy Forward' with 3,357 likes and 199 talking about this, and a 'Liked' button. The 'About' section describes the company as 'Engineered to be the best of Energy Star, Energy Forward indicates maximum energy-efficiency and performance for the life of your electronic products.' Below this are tabs for 'Photos', 'Are You Fan Enough?', 'Fan Photos', and 'Likes'. The 'Highlights' section shows a status update from 8 hours ago: 'Energy Forward shared a link. Man hacks Kinect to help his mother e-mail after stroke. Pretty amazing!'. Below this is a link to a news article: 'Man hacks Kinect to help his mother e-mail after stroke. Pretty amazing!'. The 'Recent Posts by Others on Energy Forward' section shows posts from Jeff McIntire-Strasburg, Design Visionaries, and Idaho Power.

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

NEEA Residential Initiatives Social Media Update

Content ideas

- 1. [Utility] is excited to participate in the Energy Forward Twitter party on October 4 at 1 PM Pacific! Join us to talk efficient electronics and hear about the Energy Forward "Are You Fan Enough" sweepstakes! #fanenough
- 2. The NFL season has kicked off! Thinking about getting a big screen to watch this season's action? Remember to look for an Energy Forward TV. TV's carrying Energy Forward's "Most Efficient" Label are engineered to be the best of ENERGY STAR!
- 3. Does your home have an old refrigerator in the garage or basement? It could be costing a lot to operate. According to ENERGY STAR, you can save from \$300-\$700 by not running your second refrigerator over the next 5 years.
- 4. Energy saving tip of the day: Turn your water heater down to 120 degrees Fahrenheit.
- 5. House hunting tip #1: Check the breaker box for an ENERGY STAR certification. This indicates the home is third-party inspected to account for hundreds of details that make the home more comfortable, healthier and energy-efficient.
- 6. So you've replaced your old energy-hog electronics with new energy-efficient models. Now, what to do with the old ones? Recycle them! Energy Forward can help you find a spot. <http://www.energyefficientelectronics.org/recycling/>
- 7. House hunting tip #2: Windows account for a significant amount of heat transfer. Compare window ratings by checking the U-factor on the label. Hint: high-efficiency windows are 0.30 or lower.
- 8. Go outside and see your energy plan.

Residential Social Media News

The NEEA Residential Social Media Update is here with the latest social media news from each of our initiatives, including information on the Fall Energy Forward "Are You Fan Enough" social media campaign! If you have suggestions for ways we can improve this newsletter or want to give us a heads-up about some social media news of your own, please [send us an email!](#)

Energy Forward TV Initiative



[facebook.com/energyefficientelectronics](https://www.facebook.com/energyefficientelectronics)
[twitter: @Energy_Foward](https://twitter.com/Energy_Foward)

Energy Forward is launching a fall social media campaign starting October 1 to raise consumer and retailer awareness of Energy Forward TVs. The "Are You Fan Enough?" sweepstakes will give away prizes including Energy Forward TVs, college football game tickets and a grand prize VIP tailgate party within each state of Idaho, Montana, Oregon and Washington. Campaign partners Best Buy and Sears will be promoting the contest in stores, along with NEEA's social media, online advertising, PR and community-based efforts. Our hope is that our utility partners will join us in promoting this exciting campaign. Below are some ways you can join us:

- Twitter Party – Thursday, October 4 from 1:00-1:30 PM Pacific time. NEEA will host an "Are You Fan Enough" launch party with ENERGY STAR on Twitter and you're invited! We will use the hashtag "#fanenough" to discuss the campaign specifics, spotlight our participating utility and retailer partners, and talk about saving energy and efficient electronics. See the [attached Twitter Party document for more information on how to participate.](#)

- Facebook Chats – We will engage in a series of Q&As on the Energy Forward "Wall" with our utility and retail partners where we will highlight partner energy efficiency initiatives and take questions from our Facebook community. **Interested in**

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*)

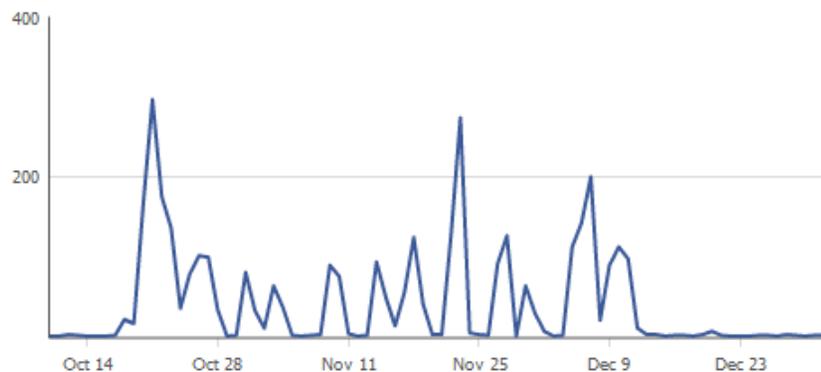
Click Through Rate (CTR): .4% click through rate (*number of clicks compared to impressions*)

Cost Per Click 1.02

Total Budget: \$5,000

Where Your Likes Came From

New Likes? Unlikes?



Like Sources?

2,366 Ads and Sponsored Stories?

1,050 On Page, News Feed, or ticker?

11 Like Box and Like Button?

10 Mobile?

5 Timeline?

4 Third-Party Apps?

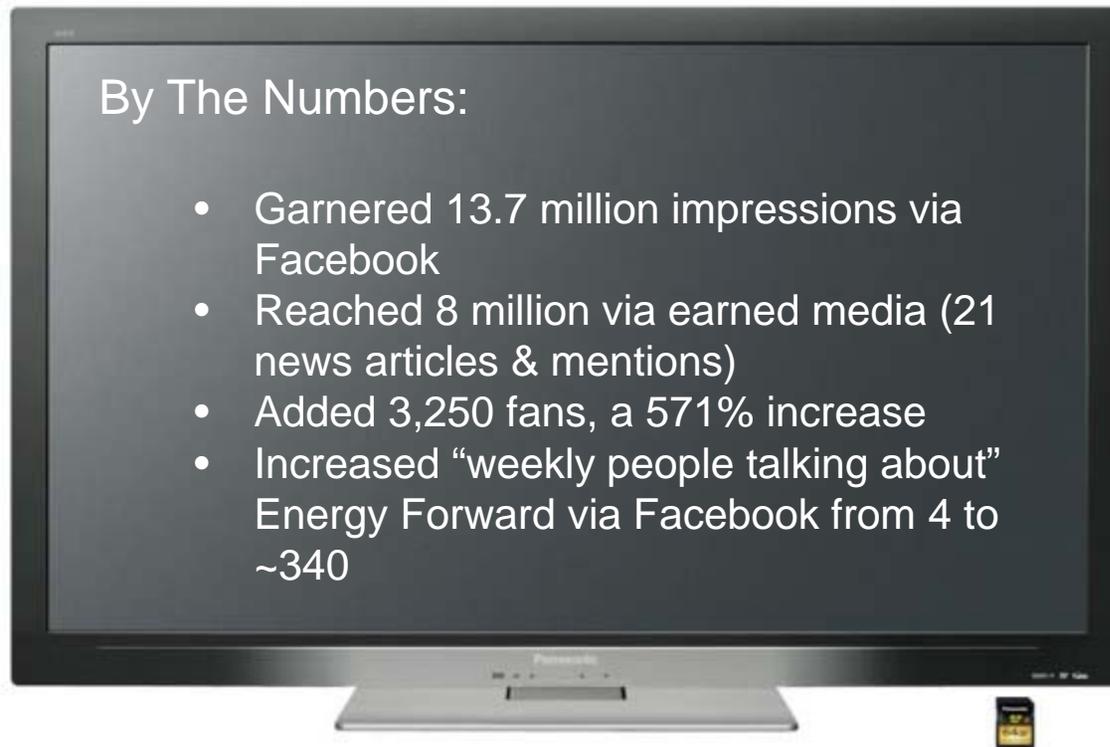
3 Facebook Recommendations?

1 Page Likes Another Page?

1 Admin Registration?

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



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

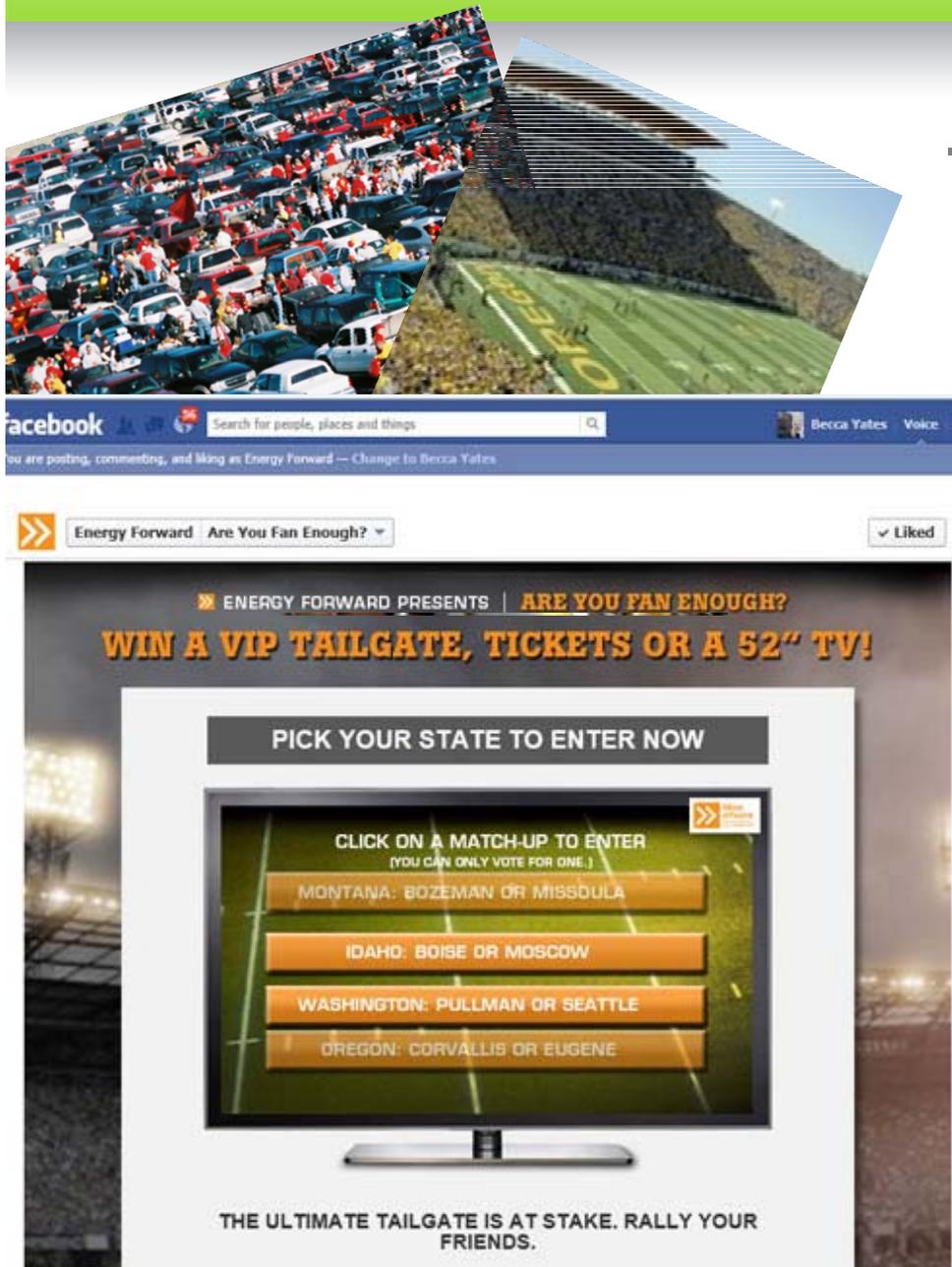
Chance to win 1 of 4 “in state” tailgate parties which includes:

- 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 sweepstake entrants to come back to Energy Forward Facebook page and engage with brand & messaging)

TVs

Game tickets



The image shows a screenshot of a Facebook post for 'Energy Forward'. The post features a large image of a tailgate party with many cars and people. Below the image is a Facebook interface showing the user's name 'Becca Yates' and a search bar. The main content of the post is a promotional graphic for a sweepstakes. The graphic has a dark background with orange and white text. At the top, it says 'ENERGY FORWARD PRESENTS | ARE YOU FAN ENOUGH?'. Below that, in large orange letters, it says 'WIN A VIP TAILGATE, TICKETS OR A 52" TV!'. The central part of the graphic is a white box with a dark background, containing the text 'PICK YOUR STATE TO ENTER NOW'. Below this, it says 'CLICK ON A MATCH-UP TO ENTER (YOU CAN ONLY VOTE FOR ONE.)'. There are four orange buttons with white text: 'MONTANA: BOZEMAN OR MISSOULA', 'IDAHO: BOISE OR MOSCOW', 'WASHINGTON: PULLMAN OR SEATTLE', and 'OREGON: CORVALLIS OR EUGENE'. At the bottom of the graphic, it says 'THE ULTIMATE TAILGATE IS AT STAKE. RALLY YOUR FRIENDS.'

Integrating tried & true with the new

Earned media

In-store collateral

Social media

Radio

Online ads

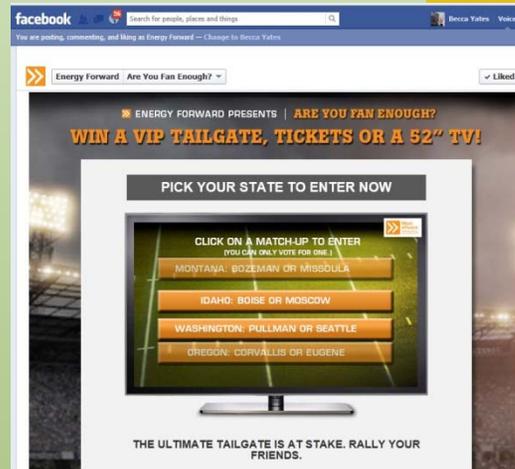
Direct mail/email

Facebook ads

Utility bill inserts

Community-based events

Google ads



Campaign Promotional Partners

- **Energy Forward:** promoting through

- Earned media/PP
- Paid advertising
- Social media
- Marketing templates

- **ENERGY STAR:** promoting through:

- Social media –
- Participation in

- **Retailers:** promoting

- **Best Buy –** We Facebook post
- **In-store POP** marketing 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



the
serts
ring games
eraging templates to
omers through:
(direct mail and online)

based events

In-Store Promotions

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

ENERGY FORWARD » PRESENTS

WIN A TAILGATE AT YOUR HOME FIELD!
» Win 10 tickets to a game! » Win an Energy Forward TV!

MAY THE BEST FANS WIN

Montana Voting: 10/1 - 10/15 Missoula or Bozeman
Idaho voting: 10/8 - 10/22 Moscow or Boise
Washington voting: 10/15 - 10/29 Seattle or Pullman
Oregon voting: 10/22 - 11/5 Eugene or Corvallis

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

Look for the sticker when you shop for TVs.

VOTE FOR YOUR TEAM AND WIN AT:
bit.ly/fanenough

Why Energy Forward? »

- Energy Forward's "Most efficient" sticker identifies the most technologically advanced and energy-efficient televisions on the market.
- Televisions with the "Most efficient" sticker are 20-35% more efficient than ENERGY STAR® base requirements.

What is Energy Forward?

- Energy Forward is a collaboration between Northwest retailers and local utilities identifying televisions that are engineered to be the best of ENERGY STAR.

Common Questions:

Q: Are TVs carrying Energy Forward's "Most efficient" sticker the best performers too?

A: Televisions that carry Energy Forward's "Most efficient" sticker perform as well as or better than less efficient televisions. Manufacturers are incorporating energy efficiency into their most technologically advanced products.

Q: How do the prices of energy-efficient televisions compare to less efficient models?

A: Energy Forward televisions are among the most advanced models on the market. Efficiency is part of the package, not an "extra" that adds to the cost.

Q: How much can I save on my electricity bill with an Energy Forward TV?

A: On average, a 46-inch HDTV carrying the "Most Efficient" label can save you up to \$200 over 10 years compared to less efficient models of the same size. A 55-inch HDTV can save you up to \$265.

For more information, visit energyefficientelectronics.com

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VOTE FOR YOUR TEAM AND WIN AT
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WIN A TAILGATE AT YOUR HOME FIELD!
» Win 10 tickets to a game!
» Win an Energy Forward TV!

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



Facebook Ad Buys

Bozeman or Missoula?



Pick your college football team and you could win a VIP tailgate and game tickets or a TV!

You like Energy Forward.

Seattle or Pullman?



Win a VIP college football tailgate and 10 tix to a game or a 52" TV! Click to enter.

You like Energy Forward.

Win a Flat-Screen TV!



Vote for your fav football team for a chance to win a TV, 10 game tix and a VIP tailgate!

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

Best Buy weekly geo-targets to state residents encouraging participation in campaign



- **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

