

SUCCESS STORY



Aggressive Goals Exceeded for Residential CFL Lighting Program

PowerDirect Energy (PDE) was commissioned by a Pennsylvania utility to manage and implement a comprehensive Residential CFL Lighting Program. The program was designed to meet the utility's mandated energy goals by generating program awareness and customer opt-ins to receive an Energy Conservation Lighting Kit consisting of six (6) CFLs at no-cost. A very aggressive goal was set to engage 57% (350,000) of the

total 610,000 residential customer base to opt into the program within nine-month timeframe, with the client stating they would be satisfied reaching 50% (305,000).



- Goals exceed 108%
- Over 102,000 MWh saved

Impact

Participation was robust throughout the nine-month duration, exceeding the aggressive program goals by 108% — with 62% (379,753) of the customers opting-in to the program. Additionally, the program saved more than 102,000 MWh, allowing the utility to meet the mandated energy reduction requirements for the year.

Challenges

Compounding the aggressive enrollment goals established for the program, PDE identified several barriers affecting customers' willingness to opt into the program. Most importantly, customers were skeptical that the Energy Conservation Kits were truly being provided at no additional cost to them.

Insights

Through secondary research and customer data profiling, PDE identified a primary target audience of older homeowners (age 45+), who typically index higher in the purchase of energy-efficient bulbs. PDE also determined that these customers were more likely to respond and opt in once they had learned about the program through various credible media sources.

Solutions

PDE designed a comprehensive implementation plan encompassing marketing, program enrollment, database management, call center services, and all kit fulfillment - from measure procurement to kit shipment and tracking, including the management and resolution of undeliverable shipments and broken bulbs.

The multi-faceted mass market residential marketing campaign was implemented with aggressive up-front spending, which provided multiple consumer touch points and ensured message concentration with immediate results. Broad-reaching awareness drivers including limited network TV, cable, radio, print, and out-of-home were utilized initially, with targeted action drivers (bill inserts, direct mail, and email) added once the initial awareness had been achieved. Marketing materials were developed to clearly, effectively, and consistently communicate the benefits of the program; assure customers that no additional costs would be incurred; instill customer confidence in the utility; and ultimately, influence customers to opt-in to the program.

Unique customer identifiers in the form of invitation codes were incorporated into each marketing piece, enabling customers to opt-in to the program without the inconvenience of locating their bills to retrieve their account numbers. Tracking mechanisms were also built into each media vehicle, enabling PDE to refine its outreach as the program progressed based on media channel ROI.