



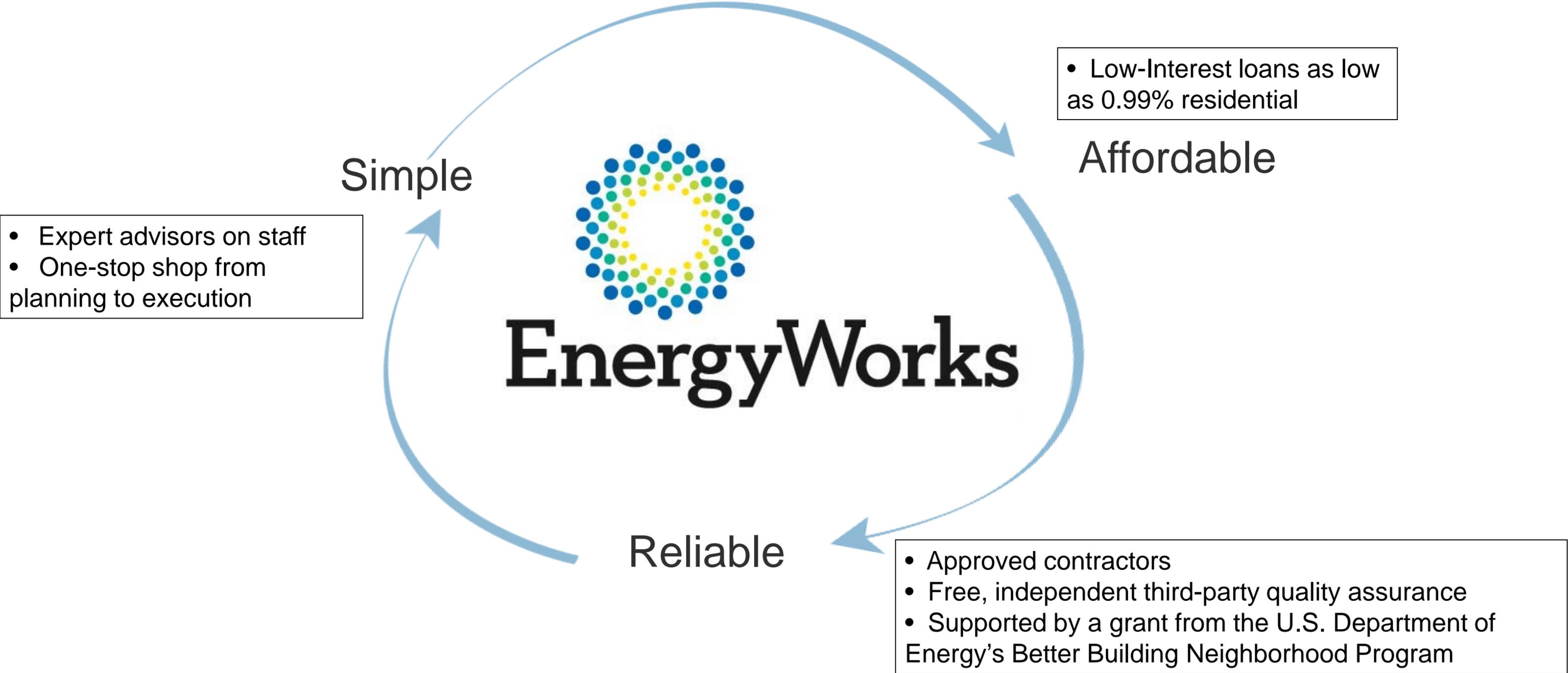
EnergyWorks

ENERGY EFFICIENCY IMPROVEMENTS

Energy Efficiency Residential Marketing
Keep it Simple. Keep it Focused.

www.energyworksnow.com

About EnergyWorks



Brand Personality

- Passionate
- Lively
- Intelligent
- Contemporary
- Magnetism/Attractor
- Catalyst



Messaging Strategy

Phase I

- Awareness

Phase II

- Marry Value with Comfort, Convert Target Market into Customers

Phase III

- Education, Value and Comfort

“When your house is more comfortable, you’re home.”

Campaign Tactics

Print

Metro



- Extended Reach
- Geo-Target
- Tangible

Outdoor/Transit/Lifestyle

Regional Rail, Subway, EI

- Generates frequency of exposure
- Strong supporting medium
- Market flexibility
- “Captive” audience
- Cost effective



Online Display

Acuweather.com,



Green/Home improvement websites

- Geo-targeted
- Cost effective
- Ability to test and optimize
- Drive target directly to website

Paid Search

Google, Yahoo, Bing



- Geo-targeted
- Extremely Efficient – pay per click
- Ability to test/optimize messages
- Low/No Cost Creative



Creative



Phase I Transit - Regional Rail Platform Posters

RELAX.



AHHHH.



ENJOY.



CHILL.



Phase I Transit - Interior Rail Car Posters

**68°
BEDROOM
TV REMOTE
REALITY SHOW**

When your house is more comfortable, you're home.



EnergyWorks
ENERGY EFFICIENCY IMPROVEMENTS

Experience a more comfortable home while saving up to 20% or more on utility bills.

That's energy efficiency.

And from assessment, to financing, to improving your home, EnergyWorks gets you there.

ENERGYWORKSNOW.COM

**73°
KID'S ROOM
TEDDY BEAR
NAP TIME**

When your house is more comfortable, you're home.



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**76°
KITCHEN
ICED COFFEE
SUDOKU**

When your house is more comfortable, you're home.



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Phase I Transit - Regional Rail Ceiling Wrap

RELAX.

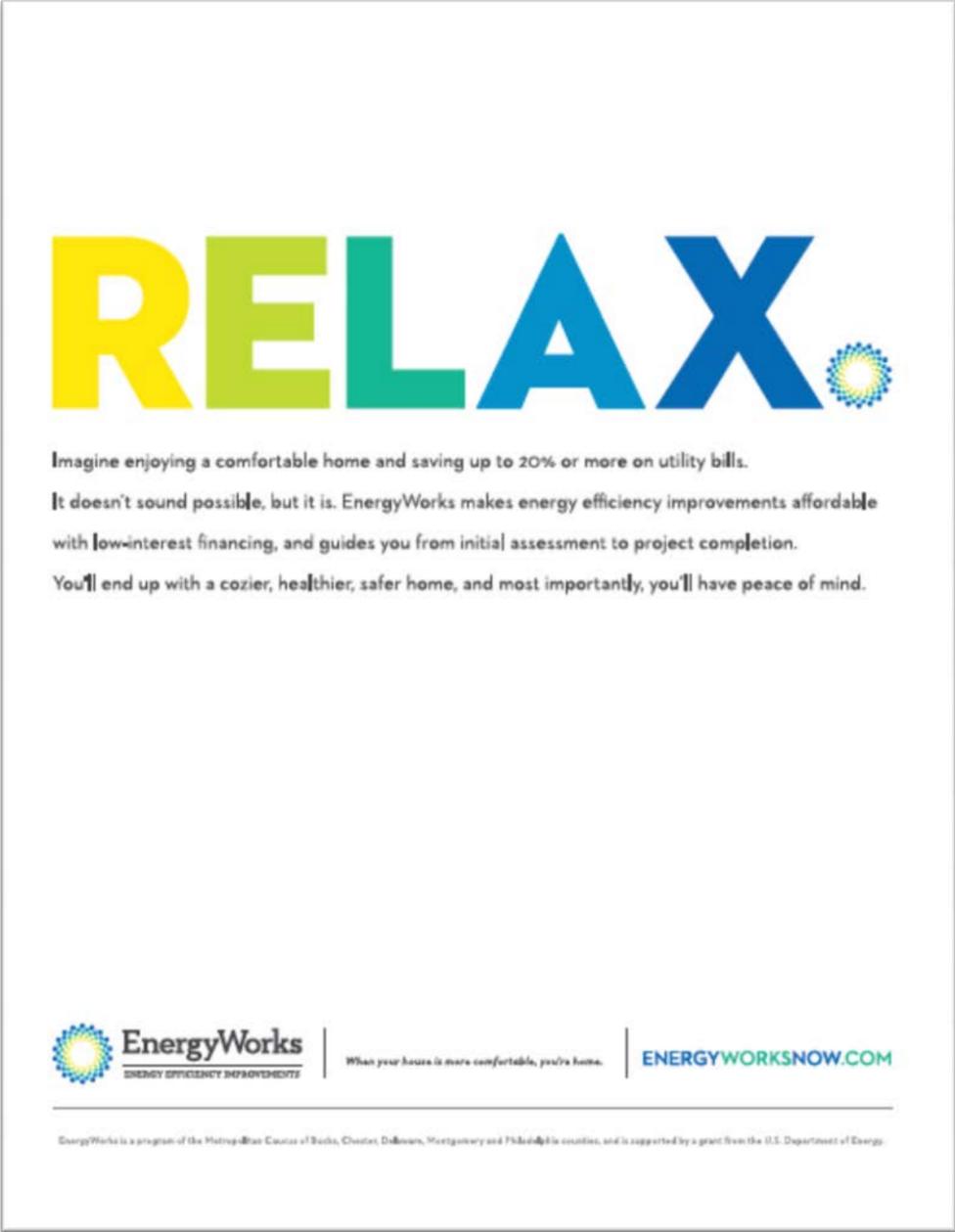
OASIS.

CHILL.

HAVEN.

AHHHH.

Phase I Metro Newspaper Print Ads



RELAX.

Imagine enjoying a comfortable home and saving up to 20% or more on utility bills. It doesn't sound possible, but it is. EnergyWorks makes energy efficiency improvements affordable with low-interest financing, and guides you from initial assessment to project completion. You'll end up with a cozier, healthier, safer home, and most importantly, you'll have peace of mind.

 **EnergyWorks**
ENERGY EFFICIENCY IMPROVEMENTS

When your house is more comfortable, you're home. ENERGYWORKSNOW.COM

EnergyWorks is a program of the Metropolitan Caucus of Bucks, Chester, Delaware, Montgomery and Philadelphia counties, and is supported by a grant from the U.S. Department of Energy.

Full page



**NAP TIME
HAPPENS HERE.**

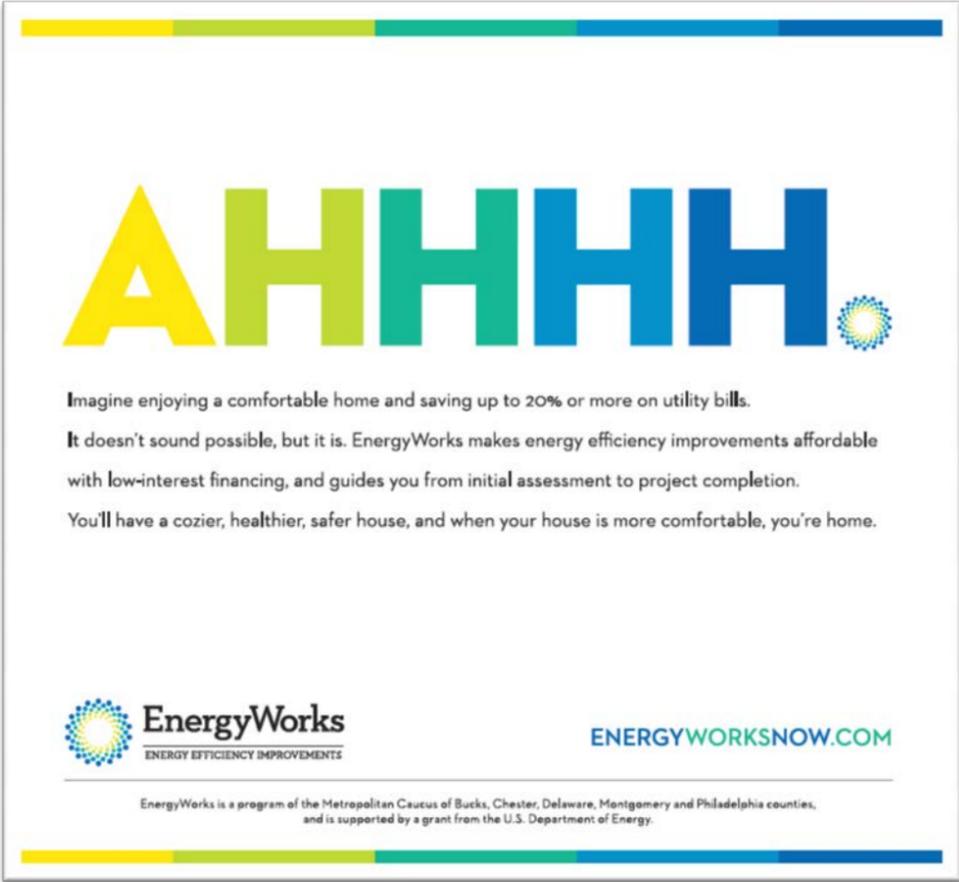
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ENERGYWORKSNOW.COM

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1/2 Page



AHHHH.

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1/3 Page

Phase I Metro Newspaper Ad - Home Assessment Price Promotion

RETREAT FROM THE HEAT

Get your Home Energy Assessment now, and learn how you can keep your home cool and comfortable while lowering your utility bills by up to 20%.



SAVE OVER
60%
ON YOUR HOME ASSESSMENT

JUST
\$150
NOW THROUGH
LABOR DAY
9/5/11



Experienced energy efficiency professionals
Low-interest loans as low as 0.99%
Independent quality assurance you can trust

SIGN UP TODAY.
Save an additional \$50 on your Home Assessment through a rebate if you move forward with an energy improvement project of at least \$1,000.

Note: Home Assessment cost is regularly \$400 for the average home.

ENERGYWORKSNOW.COM
215.609.1052

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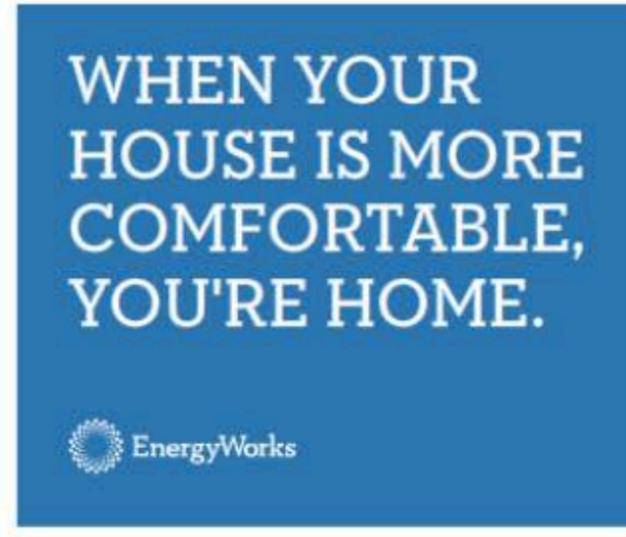
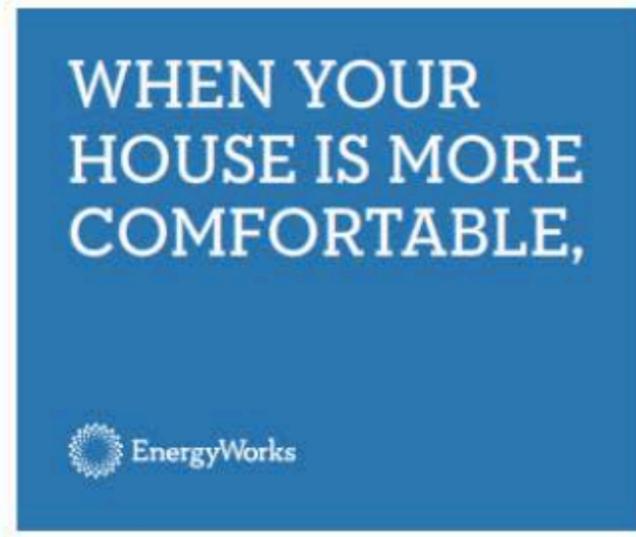
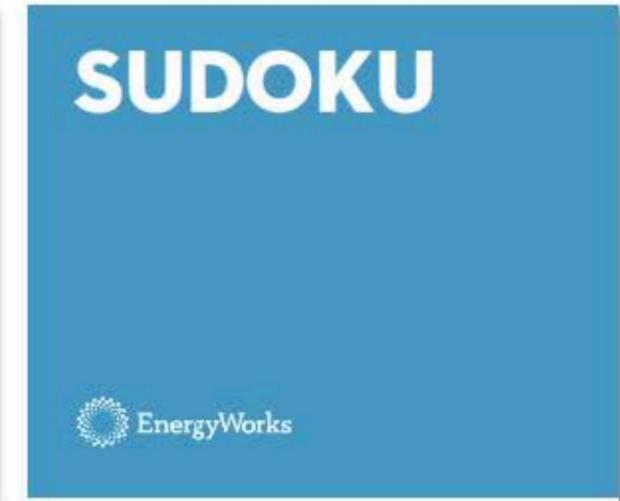
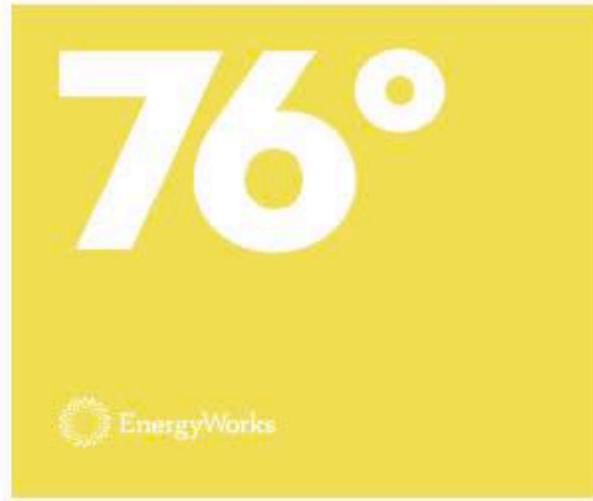
Phase I Advertising Copy

Imagine enjoying a comfortable home and saving up to 20% or more on utility bills.

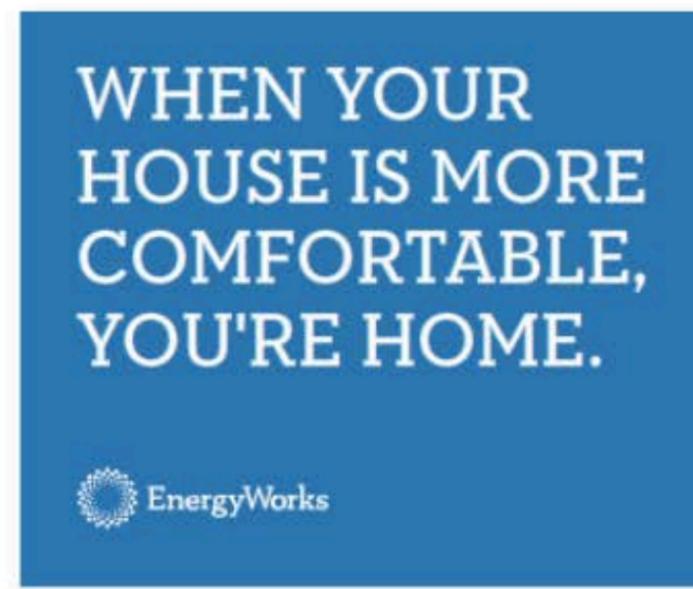
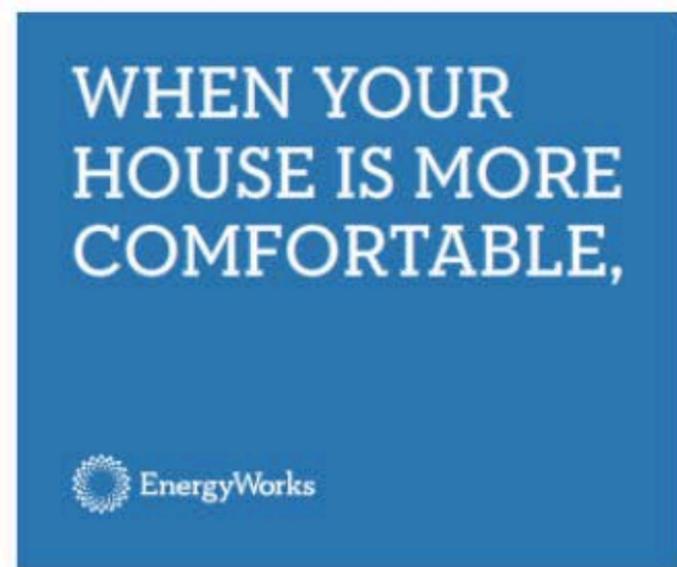
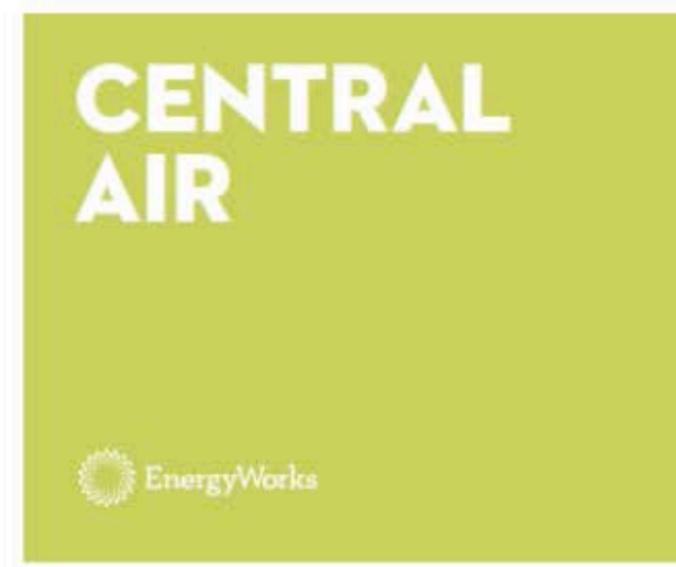
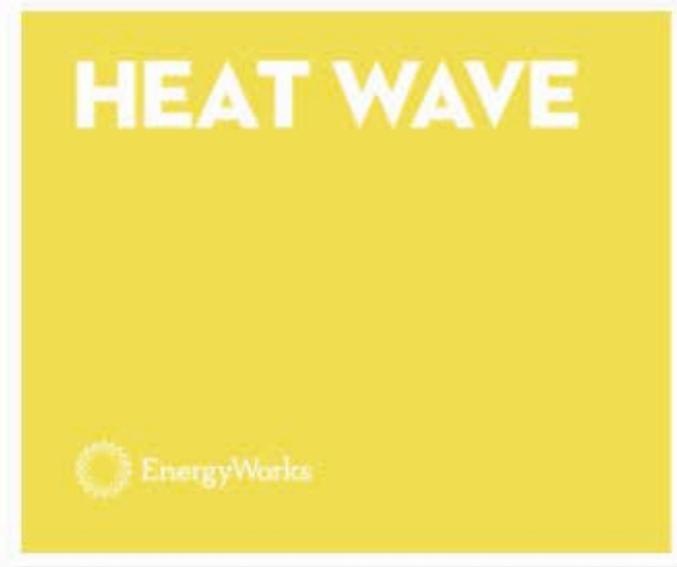
It doesn't sound possible, but it is. EnergyWorks makes energy efficiency improvements affordable with low-interest financing, and guides you from initial assessment to project completion.

You'll have a cozier, healthier, safer house, and when your house is more comfortable, you're home.

Phase I Online Banner Ads- Accuweather.com

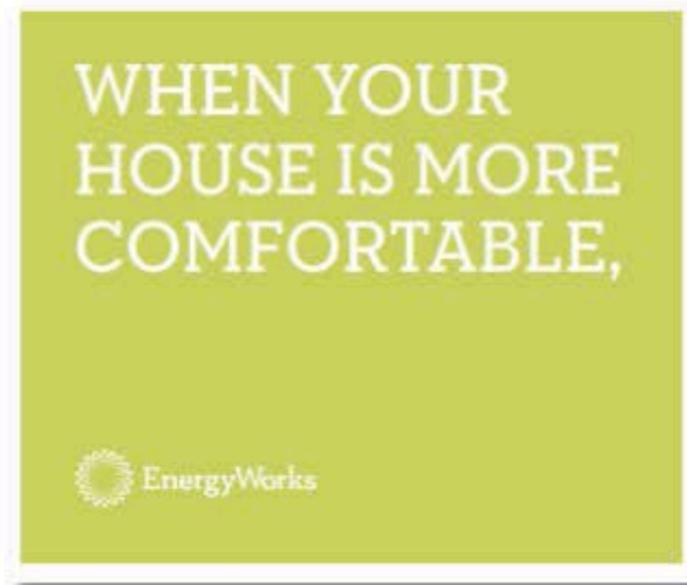
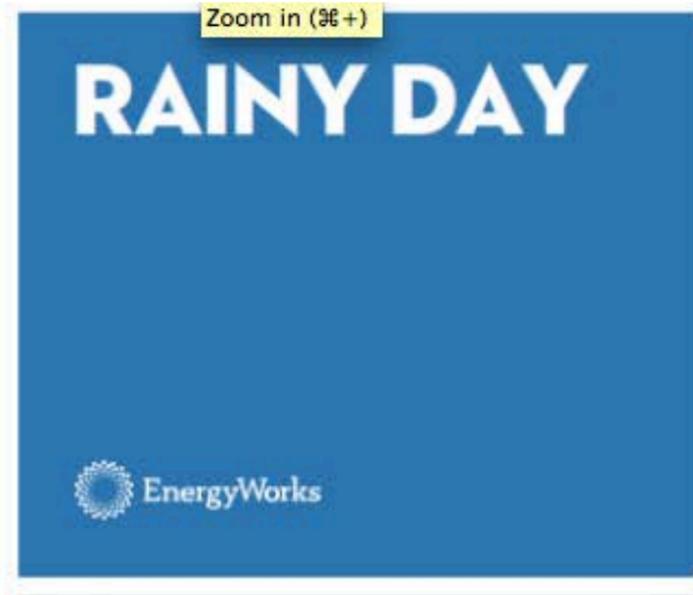


Phase I Online Banner Ads- HEAT WAVE-accuweather.com



*Ran during days with temperatures at 85 degrees or above

Phase I Online Banner Ads- RAINY DAY- accuweather.com



*Ran during forecasted rain days



Lessons Learned

Phase I Results

Lessons Learned

- Consumers need to feel a sense of urgency
- Urgency will compel consumers to take action
- Phase I = awareness campaign, Phase II= hard sell



Results

- 105 Contractors Certified
- 303 Home Assessments Complete
- 15,000 visits to the EnergyWorks Website



Phase II Fall-Winter 2011

Harder Sell/Marry Comfort with Value

- Campaign focused on marrying comfort WITH value messaging. Cost savings plus benefits of program.
- “*Real* people” and “*real* stories”
- Created a harder sell than phase I
- Continued to use familiar, effective tactics (Rail, Print, Radio, Online)

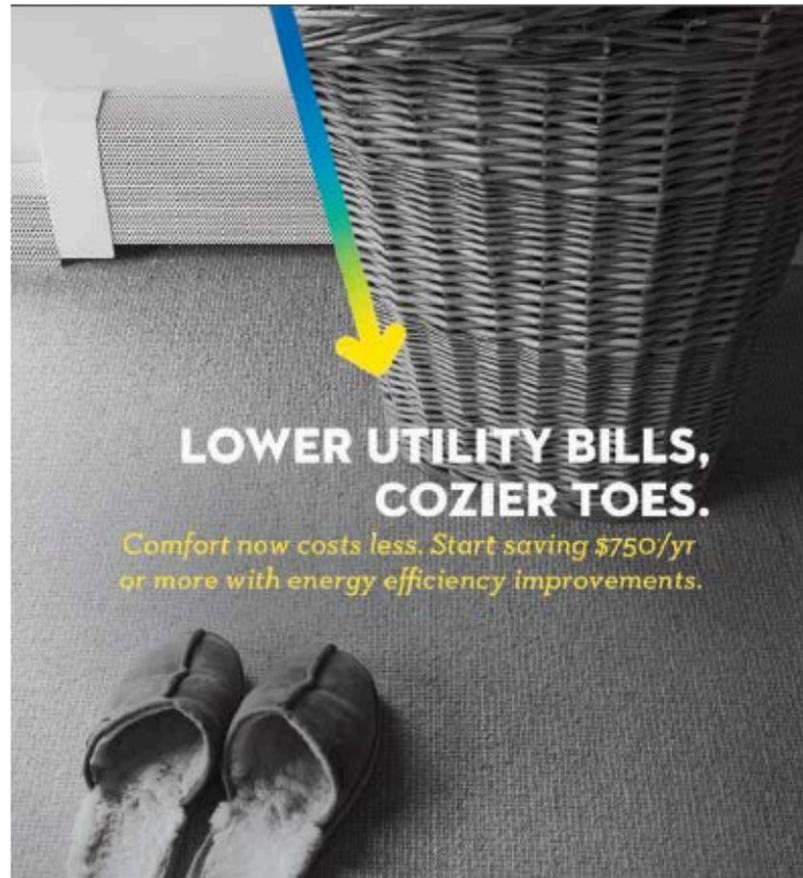




Creative

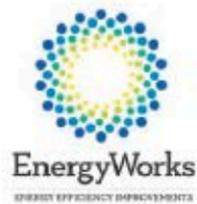


Phase II Transit - Regional Rail



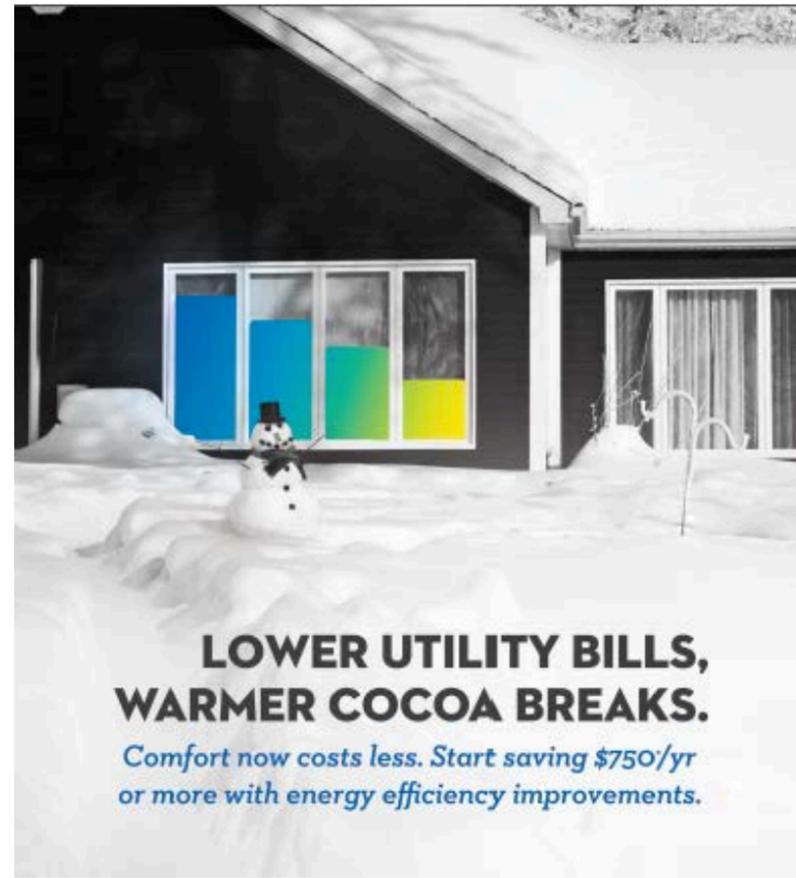
**LOWER UTILITY BILLS,
COZIER TOES.**

*Comfort now costs less. Start saving \$750/yr
or more with energy efficiency improvements.*



More and more homeowners are saving on their utility bills with energy efficiency improvements. Get your Home Energy Assessment today to see how you can save too.

See real homeowner stories at
ENERGYWORKSNOW.COM



**LOWER UTILITY BILLS,
WARMER COCOA BREAKS.**

*Comfort now costs less. Start saving \$750/yr
or more with energy efficiency improvements.*



More and more homeowners are saving on their utility bills with energy efficiency improvements. Get your Home Energy Assessment today to see how you can save too.

See real homeowner stories at
ENERGYWORKSNOW.COM



**LOWER UTILITY BILLS,
MORE COMFORTABLE YOU.**

*Comfort now costs less. Start saving \$750/yr
or more with energy efficiency improvements.*



More and more homeowners are saving on their utility bills with energy efficiency improvements. Get your Home Energy Assessment today to see how you can save too.

See real homeowner stories at
ENERGYWORKSNOW.COM

Phase II Online Banner Ads

 <p>LOWER UTILITY BILLS</p>		
 <p>WARMER WINTERS</p>		
<p>COMFORT COSTS LESS WITH ENERGY EFFICIENCY IMPROVEMENTS.</p>		
<p>COMFORT COSTS LESS WITH ENERGY EFFICIENCY IMPROVEMENTS. SIGN UP FOR YOUR HOME ENERGY ASSESSMENT</p>	<p>ENERGYWORKSNOW.COM</p>	 <p>EnergyWorks ENERGY EFFICIENCY IMPROVEMENTS</p>

Phase II Print Ads

LOWER UTILITY BILLS, WARMER COCOA BREAKS.
More and more homeowners in your neighborhood are saving on their utility bills with energy efficiency improvements. Get your Home Energy Assessment today to see how you can save too.

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**LOWER UTILITY BILLS
NO MATTER WHAT
THE WEATHER IS.**

More and more homeowners in your neighborhood are saving on their utility bills with energy efficiency improvements. Many save over \$750* per year and are more comfortable than ever. Learn from experts, get access to reliable contractors, and apply for financing as low as 0.99%. Now is the time to get your Home Energy Assessment and see how you can save too.

 **EnergyWorks**
ENERGY EFFICIENCY IMPROVEMENTS

See real homeowner stories at ENERGYWORKSNOW.COM

*Savings are estimated for average home size of 2,000 sq. ft. and energy use reduction of 25% and will vary based on occupant behavior, type of house and selected improvements. EnergyWorks is a program of the Metropolitan Caucus of Bucks, Chester, Delaware, Montgomery and Philadelphia counties, and is supported by a grant from the U.S. Department of Energy.

LOWER UTILITY BILLS, MORE COMFORTABLE YOU.
More and more homeowners in your neighborhood are saving on their utility bills with energy efficiency improvements. Get your Home Energy Assessment today to see how you can save too.

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Using Real-Life Examples to Communicate Energy Efficiency



Sade: Mt. Airy, Philadelphia

'I keep thinking, my house is actually warm now!
I forgot what that feels like. It's so comfortable.'

Satisfied customers make wonderful salespeople

Phase II Results

- 9,350 visitors from October 15, 2011- December 15, 2011
- 77% of those visitors were reported as new visitors
- 180 individuals driven directly to Home Energy Assessment Sign-Up page on the ECA website

Phase III Spring/Summer 2012

Education, Comfort and Savings

Consumer focus groups helped inform strategy:

1. Home Energy Efficiency is not in forefront of homeowners' minds
2. The term "assessment" is more consumer friendly than the term "audit"
3. The tipping point of comfort is different for each person





Creative



Phase III Transit - Regional Rail Creative

air sealing *noun (air seel·ing)*

1. Jumping up and down for joy when you realize how much money you're saving.
2. The best thing you can do to improve your home's energy use.



A Comprehensive Home Energy Assessment is your guide to saving energy, saving money, and living more comfortably. Get yours now for just \$150.

ENERGYWORKSNOW.COM 215-609-1052

insulation *noun (in·suh·ley·shun)*

1. The feeling you get when you're so comfortable in your home you fall asleep on the couch.
2. Adding special material to your home to keep it cool in summer and warm in winter.

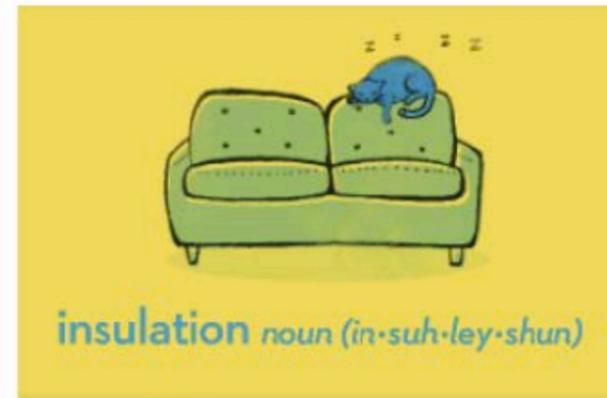


A Comprehensive Home Energy Assessment is your guide to saving energy, saving money, and living more comfortably.

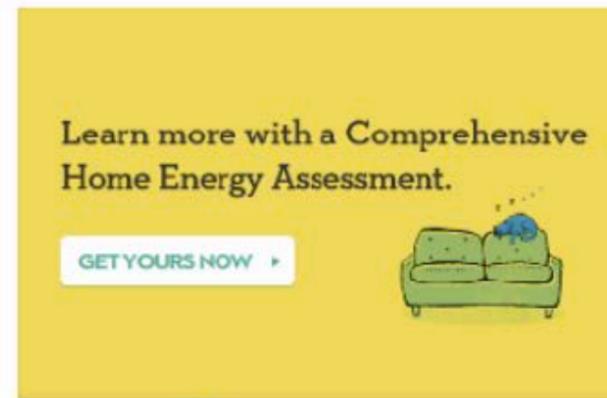
Get yours now for just \$150.

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215-609-1052

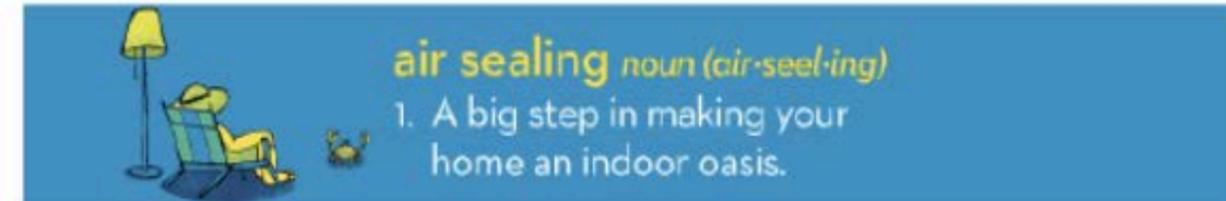
Phase III Online - Animated Flash Banners



insulation noun (in·suh·ley·shun)

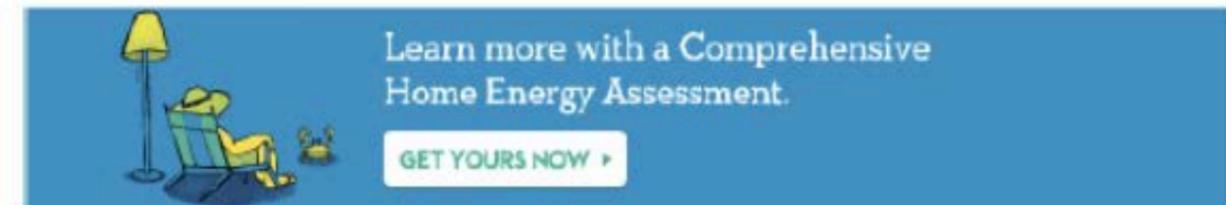


air sealing noun (air·seel·ing)



air sealing noun (air·seel·ing)

1. A big step in making your home an indoor oasis.



Learn more with a Comprehensive Home Energy Assessment.

GET YOURS NOW >



Snapshot: EnergyWorks Program Results to Date

- 910 Total Completions
- 2,066 Audits Requested
- 1,193 Audits Completed
- 119 Contractors in Program
- EnergyWorksNow.com website - 31,122 visitors to site as of mid-June

A blue square containing the text "AHHHH" in white, bold, sans-serif font. A small white circular icon is positioned to the right of the final "H".

AHHHH.

it's over.

A yellow square containing the text "RELAX" in white, bold, sans-serif font. A small white circular icon is positioned to the right of the final "X".

RELAX.

The presentation is finished

Thank You.

Nancy L. Hohns, Director
Marketing, Communications and
Outreach
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