Better Buildings Residential Network Peer Exchange Call Series:
Vinicius, Quatchi, and You: Using Power Words and Branding to Increase Interest and Participation (301)

August 18, 2016

Call Slides and Discussion Summary
Agenda

- Agenda Review and Ground Rules
- Opening Polls
- Brief Residential Network Overview
- Featured Speakers
  - Dennis Rominger, Market Manager, Customer Solutions Puget Sound Energy

- Discussion
  - What experience does your organization have with developing messaging and branding strategies?
  - What types of branding strategies have proven most effective for your program? What strategies have proven ineffective?
  - How does your program track and gauge the success of messaging and branding strategies?
  - What messages resonate best with your audience? What are your “power words”? 
  - How has your program tailored messages to more effectively reach customers?
  - Other questions/issues related to using power words and branding?

- Closing Poll and Upcoming Call Schedule
Better Buildings Residential Network: Connects energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient.

Membership: Open to organizations committed to accelerating the pace of home energy upgrades.

Benefits:
- Peer Exchange Calls 4x/month
- Tools, templates, & resources
- Recognition in media, materials
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- Residential Program Solution Center guided tours

Commitment: Provide DOE with annual number of residential upgrades, and information about associated benefits.

For more information or to join, email bbresidentialnetwork@ee.doe.gov, or go to energy.gov/eere/bbrn and click Join.
Program Experience: Puget Sound Energy
Dennis Rominger
- Bachelor of Science in construction management
- Building Performance Institute certified energy auditor
- Homeowner and PSE customer
About Puget Sound Energy

- Washington’s oldest local energy utility
- Utility Customers: 1.1 million electric customers and 790,000 natural gas customers
- Home to some of America’s most recognized businesses:
  - Microsoft
  - Amazon.com
  - Starbucks
  - Costco
  - T-Mobile
  - Expedia
- National leader in wind power - the 2nd largest utility owner of wind energy facilities in the United States
Integrated Platform

**Branding Platform**
Message and Look

**Shared Schedule/Map**

**Various Product Lines:**
EE/Safety/GP/Biz/More

**Employee Engagement**

**Year-round Customer Engagement Strategy**

**Partner Recruitment**
(public, private, retailer, manufacturer, media, sporting teams, more)

---

**Energy Upgrades Launch**

**Employee Involvement**

**Leveraged Branding**

**Direct Mail/Email**

**Retail**

**Community Events**

**Door-Knocks**

---

**Sustain**

**Monitor/Course Correct**

**Share Success (social)**

**Recruit Advocates**
(jurisdictional/customers)

**Future Marketing**
Objectives and Messaging

• Reach customers who are not necessarily “green”-motivated
• Increase customer awareness of PSE’s offerings
• Motivate customers to take action on PSE’s programs

Save money and shrink your bill with energy upgrades from PSE.
Strategy

Ad Campaign *(public relations + social media)*

Direct Mail or Email: All Customers except Sweeps *(Free LED offer + capture e-mail, other)*

Free LED Mailed *(with Coupon)*

Redeem Coupon *(drive traffic to retail)*

Community Sweeps Direct *(all remaining customers)*

Community Engagement & Events

Door Knock *(Free LED + Custom Pitch)*

Program Participation

Cross-sell Marketing Opportunities

Light touch

Awareness

High touch

Engagement

Cross-sell Marketing Opportunities
Strategy

Ad Campaign (*public relations + social media*)

Direct Mail or Email: All Customers except Sweeps
  *(Free LED offer + capture e-mail, other)*

Free LED Mailed *(with Coupon)*

Community Engagement & Events

Door Knock *(Free LED + Custom Pitch)*

Program Participation
Shrink your Energy Bill
Strategy

Ad Campaign \((public\ relations + social\ media)\)

Direct Mail or Email: All Customers except Sweeps
\((Free\ LED\ offer + capture\ e-mail,\ other)\)

Free LED Mailed \((with\ Coupon)\)

Redeem Coupon
\((drive\ traffic\ to\ retail)\)

Community Sweeps Direct
\((all\ remaining\ customers)\)

Community Engagement & Events

Door Knock
\((Free\ LED + Custom\ Pitch)\)

Program Participation
Save on energy-efficient products!

- **Lighting**: Greenlite LED 2-packs as low as $1.99 at participating Ace Hardware and McLendon Hardware stores from 5/27/2016 to 8/7/2016
- **Water savings**: Greenlite Home Water Conservation Kits for $2.99 at participating Ace Hardware and McLendon Hardware stores from 5/27/2016 to 8/7/2016
- **Appliances**: Up to $150 rebate on qualifying dryers, washers and fridges
- **Windows**: Up to $750 rebate on energy-efficient windows

**Home energy assessment**: Sign up for a free overview of your home’s energy use

Get started at pse.com/save

---

Want your free LED light bulb?

1. Detach, complete and drop the postage-paid card in the mail.
2. Reply by 8/30/2016 and it will arrive in 4-6 weeks.
Strategy

---

Ad Campaign (public relations + social media)

Direct Mail or Email: All Customers except Sweeps (Free LED offer + capture e-mail, other)

Free LED Mailed (with Coupon)

Redeem Coupon (drive traffic to retail)

Community Sweeps Direct (all remaining customers)

Community Engagement & Events

Door Knock (Free LED + Custom Pitch)

Program Participation
Bask in the soft glow of energy savings with this free, long-lasting LED light bulb.

And for even more ways to lower your energy bill, get a free home energy assessment and check out PSE's rebate programs for lighting, heating, appliances and insulation at pse.com/save.
Strategy

Ad Campaign  *(public relations + social media)*

Direct Mail or Email: All Customers except Sweeps  *(Free LED offer + capture e-mail, other)*

Free LED Mailed  *(with Coupon)*

Redeem Coupon  *(drive traffic to retail)*

Community Sweeps Direct  *(all remaining customers)*

Community Engagement & Events

Door Knock  *(Free LED + Custom Pitch)*

Program Participation
Thank you for your interest in energy efficiency!

Get started at pse.com/save

More ways to lower your energy bill.

Water heating
Up to $800 rebate on qualifying heat pump water heaters

Appliances
Up to $150 rebate on qualifying dryers, washers and fridges

Windows
Up to $750 rebate on energy-efficient windows

Home energy assessment
Get a free overview of how your home uses energy

Get started at pse.com/save

Use these coupons at participating Ace Hardware and McLendon Hardware stores.
For more ways to lower your energy bill, visit pse.com/save

Offer valid at the following locations:

Ace Hardware

- Port Angeles - 1000 W 10th Ave
- Auburn - 985 W Main St
- Bellingham - 595 5th St
- Camano Island - 161 W Edmonds Rd
- Federal Way - 16416 24th Ave SW
- Freeland - 1603 E Main St
- Lynden - 1706 River St
- Mt. Vernon - 1420 Riverside Dr
- Normandy Park - 19001 1st Ave S
- North Bend - 330 Main Ave S
- Oak Harbor - 160 N 8th Ave
- Puyallup - 1400 Cooper Point Rd SW
- Renton - 14003 SE Pacific Ave
- Renton - 4601 NE Source Blvd
- Tumwater - 1520 S 9th Ave SW
- Vashon - 9150 SW Bank Rd

McLendon Hardware

- Kent - 23062 10th Ave SE
- Puyallup - 1108 E Canyon Rd
- Renton - 4601 Renton Ave S
- Sumner - 1111 First Ave
- Woodinville - 17705 150th NE

Greenlite Home Water

- 2-Pack as low as $1.99

Greenlite LED

- 2-Pack as low as $2.99

Strategy

Ad Campaign (*public relations + social media*)

Direct Mail or Email: All Customers except Sweeps
(*Free LED offer + capture email, other*)

Free LED Mailed (*with Coupon*)

Redeem Coupon
(*drive traffic to retail*)

Community Sweeps Direct
(*all remaining customers*)

Community Engagement & Events

Door Knock
(*Free LED + Custom Pitch*)

Program Participation
Unique Engagement Strategy

**Awareness**

PSE Customer:
1. Encounters PSE street team and receives a PSE Golden Upgrade ticket.
2. Directly walks by the PSE booth and engages with our education staff.

**Education / Redemption**

PSE Customer:
1. Brings a PSE Golden Upgrade ticket
2. Receives PSE Golden Upgrade Ticket, if they are a PSE customer

PSE Customers can now:
- Redeems his/her upgrade
- Learn about PSE Upgrade programs
- Identifies an action they can take with the help of the PSE Education Outreach Staff.

**Action**

PSE Customer:
- Visits PSE upgrade website
- Signs up for Upgrade programs
- Visits retail stores and implements upgrade changes at home (i.e. install showerheads or switch to LED lightbulbs)
Strategy

Ad Campaign *(public relations + social media)*

Direct Mail or Email: All Customers except Sweeps *(Free LED offer + capture e-mail, other)*

Free LED Mailed *(with Coupon)*

Redeem Coupon *(drive traffic to retail)*

Community Sweeps Direct *(all remaining customers)*

Community Engagement & Events

Door Knock *(Free LED + Custom Pitch)*

Program Participation

---

PSE // PUGET SOUND ENERGY
## 2014 and 2015 Results

### 2014 Metrics
- **13 Community Events, 1 Seahawks Blitz**
- **25,125** Golden Upgrade tickets distributed with 46% redeemed at the PSE Booth
- **69,189,599** impressions through paid & earned media
- **EE Awareness & Savings** 650% LED Lift, 65% Appliance Lift

### 2015 Metrics
- **23 Community Events, 2 Blitzes**
- **61,520** Golden Upgrade tickets distributed with 54% redeemed at the PSE Booth
- **60,977,558** impressions through paid & earned media
- **EE Awareness & Savings** 1,250% LED Lift, 60% Appliance Lift
- **Raising program awareness by 3.9%**
Thank You!
Puget Sound Energy: Program Experience

- **Multiple Marketing Avenues**: An effective campaign will expose the target audience to their message a number of times, in various ways.
  - **Repetition**: When an individual is spurred to action, its oftentimes the result of exposure to the campaign paired with the subconscious remembering previous messages.
  - **Consistency**: Use the same images and messaging to create a cohesive, recognizable brand and feel for your campaign.
  - **Paid Media**: Digital, radio, bus billboards, etc. are all great ways to reach your audience.
  - **In-House**: Think about existing assets, such as email lists, that you can use to have an impact with a smaller budget.
  - **Partnerships**: Pair with local or national retailers to reach your audience (e.g., hand out coupons for discounts on LEDs to be redeemed at a local hardware store).
Best Practices: U.S. DOE
Building Technologies Office
Compelling Business Case
Curse of Knowledge
1. Words Matter
2. Simple Matters
3. Clarity Matters
4. Experiences Matters
5. Trust Matters
6. Backing Up Performance Matters
7. Why Matters
Changing Behavior Strategies

1. Words Matters
Words = Power

Words are, of course, the most powerful drug used by mankind.

Rudyard Kipling
Words Matter (More Than You Think)

by Jeff Goins | 27 Comments

*Your mouth is poison; your mouth is wine.*

— The Civil Wars

This morning, while reading some of the pushback I received from last night’s post, I realized I may have been given to extremism. So I wanted to clarify my point. Here goes: *Words matter.*

Did you know the words you say have an effect on other people? Of course you did. So why do we still ignore that reality when we open our mouths?

CULTURE

Words Matter: What the Language We Use Tells Us About Our Current Political Landscape

*In politics, definitions change.*

By David Morris / AlterNet  |  August 24, 2015

“Sticks and stones can break my bones but words can never harm me.”

A fine sentiment, but any child subjected to cyber bullying knows that words do indeed matter.

Language evolves. Sometimes a word that once was negative becomes positive, like “terrific” which originally meant terrifying. Sometimes a word that was once positive becomes negative, as when “awful” changes from awe inspiring to very bad.

In politics too words matter, and in politics too language evolves. In the last 50 years we have witnessed a politically motivated sea change in the meaning of old words and the introduction of new words, all intended to undermine our sense of compassion.
It’s really difficult to sell…

Patagonian Toothfish
Power Words:

It’s much easier to sell an…

Chilean Sea Bass
It’s really difficult to sell…

Prunes
It’s easier to sell...

Dried Plums
It’s much easier to sell...

California
Dried Plums
It’s difficult to rally public opinion against an…

Estate Tax
It’s much easier to rally public opinion against a…

Death Tax
It’s really difficult to sell an...

Energy Audit
It’s much easier to sell an... Energy Check-up
It’s really difficult to sell a…

Ventilation System
It’s much easier to sell a…

Fresh-Air System
It’s really difficult to sell a…

Transfer Grill
It’s much easier to sell a…

Comfort Vent
It’s hard to sell the…

Technical Function
It’s much easier to set the...

Customer Experience
It’s difference between…

Technical Jargon

and a

Language of ‘Value’
HVAC System = Comfort System
= Heating + Cooling + RH Control

- HVAC System = Comfort System
- HVAC Equipment = Comfort Equipment
- HVAC Ducts = Comfort Delivery System
- HVAC Terminals = Comfort Outlets
- HVAC Pressure Balancing = Comfort Balancing
- HVAC Transfer Grill = Comfort Vent
- HVAC Thermostat = Comfort Control Technology
Enhanced Efficiency:

High-Efficiency = ~15% > code/standard

Ultra-Efficient = ~50% > code/standard

- High-Efficiency vs. Ultra-Efficient Insulation
- High-Efficiency vs. Ultra-Efficient Window
- High-Efficiency vs. Ultra-Efficient Refrigerator
Key Concept

Alternate Terms:

Develop alternate terms for each measure that speak to multitude of consumer experiences to enhance ability to communicate value.

Low-E Window Becomes:

• Efficiency: *High- or Ultra-Efficient Window*
• Comfort: *Enhanced Comfort Window*
• Healthful Environment: *Quiet Window*
• Advanced: *Advanced Window Technology*
• Durability: *Sun Protection Window*
<table>
<thead>
<tr>
<th>Building Science Measure</th>
<th>New Building Science Terminology</th>
<th>Alternate Terms</th>
<th>Livability</th>
<th>Healthful Environment</th>
<th>Ultra-Efficient</th>
<th>Advanced Technology</th>
<th>Quality Built</th>
<th>Enhanced Durability</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-Performance Thermal Enclosure</td>
<td>High-Performance Thermal Enclosure</td>
<td>Enhanced Comfort</td>
<td>Moisture Managed Environment</td>
<td>High-Efficiency</td>
<td>Advanced Enclosure Technology</td>
<td>Professionally-Installed Thermal Enclosure</td>
<td>Low-Maintenance Enclosure</td>
<td></td>
</tr>
<tr>
<td>High-R Window</td>
<td>High-Efficiency Window</td>
<td>Enhanced Comfort Window</td>
<td>Quiet Window</td>
<td>High-Efficiency Ultra-Efficient Window</td>
<td>Advanced Window Technology</td>
<td>Professionally-Installed Window System</td>
<td>Sun Protection Window</td>
<td></td>
</tr>
<tr>
<td>High-Performance Insulation System</td>
<td>High-Performance Insulation System</td>
<td>Enhanced Comfort Insulation System</td>
<td>Enhanced Quiet Insulation System</td>
<td>High-Efficiency Ultra-Efficient Insulation System</td>
<td>Advanced Insulation System</td>
<td>Professionally-Installed Insulation System</td>
<td>Next-Gen Insulation System</td>
<td></td>
</tr>
<tr>
<td>High-R Insulation</td>
<td>High Efficiency or Ultra-Efficient Insulation</td>
<td>Enhance Comfort Insulation</td>
<td>Enhanced Quiet Insulation</td>
<td>High Efficiency or Ultra-Efficient Insulation</td>
<td>Advanced Insulation Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-R Wall Insulation</td>
<td>High Efficiency or Ultra-Efficient Wall Insulation</td>
<td>Enhanced Comfort Wall Insulation</td>
<td>Enhanced Quiet Wall Insulation</td>
<td>High Efficiency or Ultra-Efficient Wall Insulation</td>
<td>Advanced Wall Insulation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-R Floor Insulation</td>
<td>High Efficiency or Ultra-Efficient Floor Insulation</td>
<td>Enhanced Comfort Floor Insulation</td>
<td>Enhanced Quiet Floor Insulation</td>
<td>High Efficiency or Ultra-Efficient Floor Insulation</td>
<td>Advanced Floor Insulation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-R Attic Insulation</td>
<td>High Efficiency or Ultra-Efficient Attic Insulation</td>
<td>Enhanced Comfort Attic Insulation</td>
<td>Enhanced Quiet Attic Insulation</td>
<td>High Efficiency or Ultra-Efficient Attic Insulation</td>
<td>Advanced Attic Insulation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High-R Foundation Insulation</td>
<td>High Efficiency or Ultra-Efficient Foundation Insulation</td>
<td>Enhanced Comfort Foundation Insulation</td>
<td>Enhanced Quiet Foundation Insulation</td>
<td>High Efficiency or Ultra-Efficient Foundation Insulation</td>
<td>Advanced Foundation Insulation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fully Aligned Air Barriers</td>
<td>Whole-House Draft Barrier</td>
<td>Enhanced Comfort Insulation</td>
<td>Enhanced Quiet Insulation</td>
<td>Energy-Saving Air Barrier</td>
<td>Advanced Air Barrier Technology</td>
<td>Professionally-Installed Draft Barrier</td>
<td>Moisture Control Air Barrier</td>
<td></td>
</tr>
</tbody>
</table>
Power Words for DOE ZERH

VIVID LIVING HEALTHFUL ENVIRONMENT

Fresh Air
- Supply Fresh Air System
- Odor and Moisture Control Fans
- High-Capture Filtration Technology

Quiet
- Quiet Window Technology
- Quiet Wall Technology

Moisture Control
- Dry-by-Design Construction
- Moisture Control System - Whole House
- Moisture Controlled Comfort System
- Moisture Controlled Windows
- Moisture Controlled Lower Level

Pest Control
- Bug Control Barrier
- Pest Screened Home

Outdoor Contaminant Control
- Contaminant Sealed Construction
- Contaminant Sealed Comfort Delivery
- Dust and Pollen Barrier
- Radon Controlled Home

Chemical Control
- Formaldehyde Controlled Home
- VOC Controlled Home

Fume Control
- Carbon Monoxide Controlled Equipment
- Carbon Monoxide Controlled Fireplace
- Fume Controlled Garage
Remember…

Words are free.
Thank You

For More Information:

www.buildings.energy.gov/zero
Words are free, and they matter! Individuals associate words with specific feelings or memories.

- Modify any jargon used by your program that might have negative connotations to remove subconscious barriers individuals may have towards taking action (e.g., Energy Audit: Who wants to be audited? Use Energy Check-Up!)

It’s hard to sell a technical function! Jargon may intimidate or obscure the useful nature of an energy efficient item.

- Using vocabulary that is based around the consumer experience will demonstrate the value of the item or upgrade to the individual (i.e. You don’t need to know what HVAC stands for to understand what a “fresh air system” will do in the home).

Don’t fall into the trap of information overload! Dollar savings is an everyday metric and is a powerful motivator of behavior change.
Resources related to Using Power Words and Branding to Increase Interest and Participation:

- **Marketing & Outreach – Developing Resources** handbook provides steps on developing consistent, high-quality marketing and outreach resources to promote program benefits that will resonate with customers.

- **“Language matters”** tip discusses the importance of programs using language with positive associations and creating messages that resonate with homeowners.

- **Branding** Quick Link provides resources about presenting, positioning, and talking about your program to encourage desired feelings, actions, or behaviors.

---

- While you’re there, see the latest **Proven Practices** post on **Tailored Messaging**.
- The Solution Center is continually updated to support residential energy efficiency programs—**member ideas are wanted**!
Peer Exchange Call Series

We hold one Peer Exchange call the first four Thursdays of each month from 1:00-2:30 pm ET

Calls cover a range of topics, including financing & revenue, data & evaluation, business partners, multifamily housing, and marketing & outreach for all stages of program development and implementation

Upcoming calls:
- September 8: Roadmap for Integrating Health and Home Performance (201)
- September 15: America’s Got Multifamily Talent (201)
- September 22: Home Improvement Catalyst Quarterly Call (201)
- September 29: Highlights from ACEEE Summer Study Sessions (201)

Send call topic ideas to peerexchange@rossstrategic.com
See the Better Buildings Residential Network Program website to register
Addenda: Attendee Information and Poll Results
Call Attendees: Network Members

- AppleBlossom Energy Inc.
- Boulder County
- City of Cambridge
- CLEAResult
- Elevate Energy
- Focus on Energy
- Group14 Engineering Inc.
- Institute for Market Transformation (IMT)
- Monroe County Environmental Quality and Sustainability Commission
- Montgomery County Department of Environmental Protection
- Mountain Association for Community Economic Development
- Ryan Taylor Architects, LLC
- Southface
- Wisconsin Energy Conservation Corporation (WECC)
Call Attendees: Non-Members (1 of 2)

- BA Consult
- Ballarat Consulting
- bam superior solutions
- Bank of Montreal
- Bay City Electric Light and Power
- Blue Ridge EMC
- C+C
- California Public Utilities Commission
- Cascade Natural Gas
- City of Greensboro
- City of Milwaukee
- City of Orlando
- Colorado Energy Office
- CSRA Inc.

- DC Sustainable Energy Utility (DCSEU)
- Eastern Research Group, Inc. (ERG)
- Ecology Action
- Energy Metering Technology Ltd
- Environmental Design / Build
- Flathead Electric Cooperative
- Facility Management Consultores
- Holland Board of Public Works
- Idaho Division of Building Safety
- JOHNSON A/C
- Minnesota Pollution Control Agency
- New Jersey Natural Gas
Call Attendees: Non-Members (2 of 2)

- Okaloosa Gas District
- PA Public Utility Commission
- Patriot Energy Group
- Rectify LLC
- Rooted Consulting Group
- SnoPUD
- Net Zero Building Systems
- State of Delaware
- Texas A&M University
Closing Poll

- After today's call, what will you do?
  - Consider implementing one or more of the ideas discussed – 46%
  - Seek out additional information on one or more of the ideas – 40%
  - Make no changes to your current approach – 7%
  - Other (please explain) – 7%