



Better Buildings

U.S. DEPARTMENT OF ENERGY



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](#)
 - **Sam Rashkin**, Chief Architect of the [Building Technologies Office](#), U.S. Department of Energy, Office of Energy Efficiency and Renewable 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

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



PSE ENERGY EXPERT

Dennis Rominger

- Bachelor of Science in construction management
- Building Performance Institute certified energy auditor
- Homeowner and PSE customer

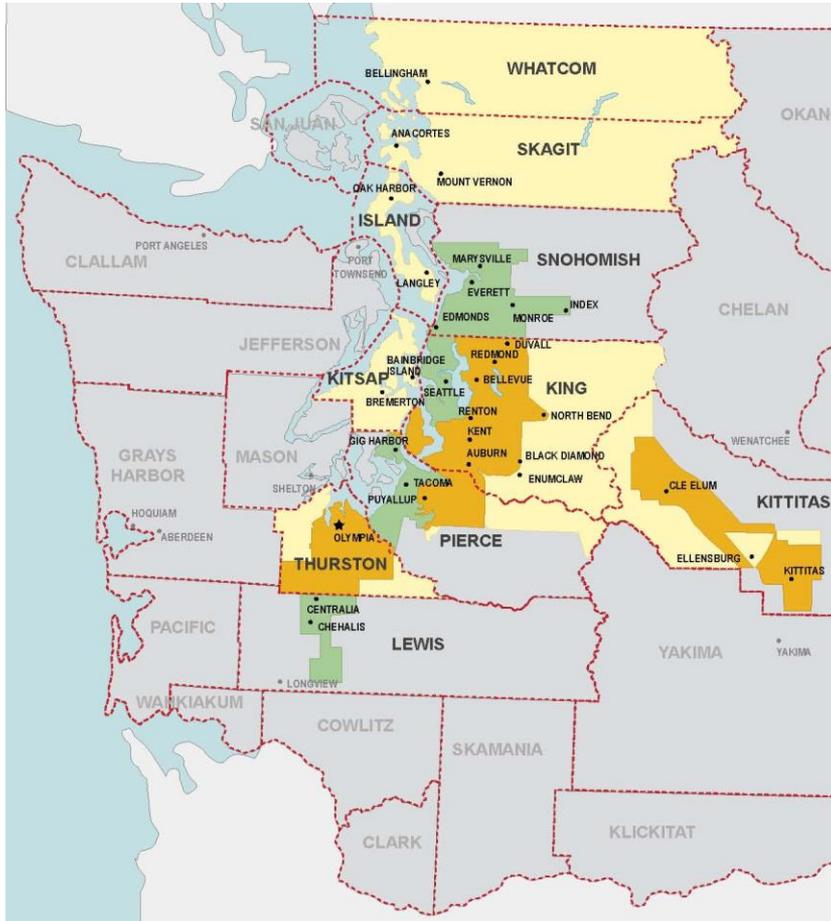
Marketing Success Stories

Helping Customers Save Money with Energy Upgrades



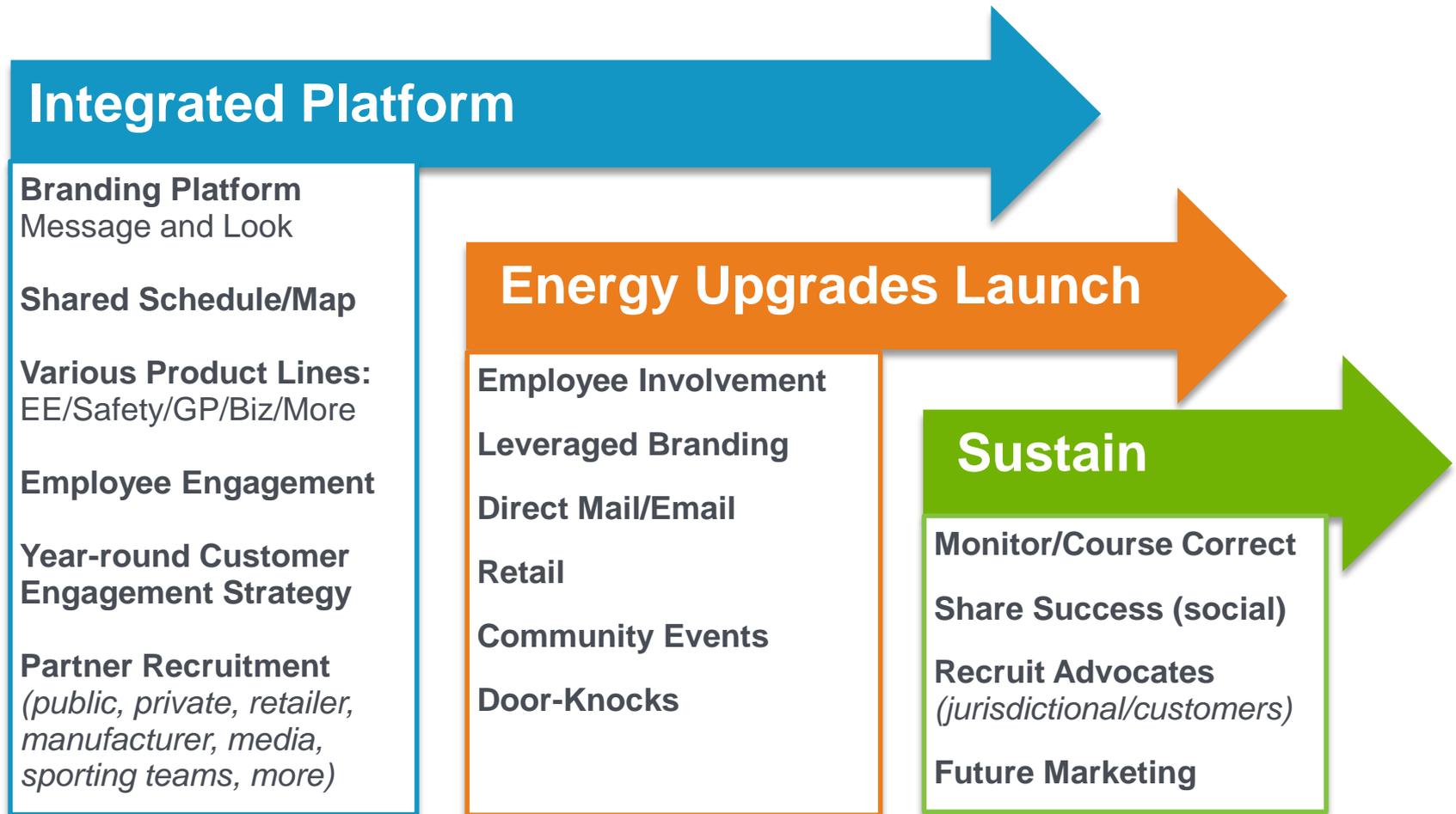
August 18, 2016

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

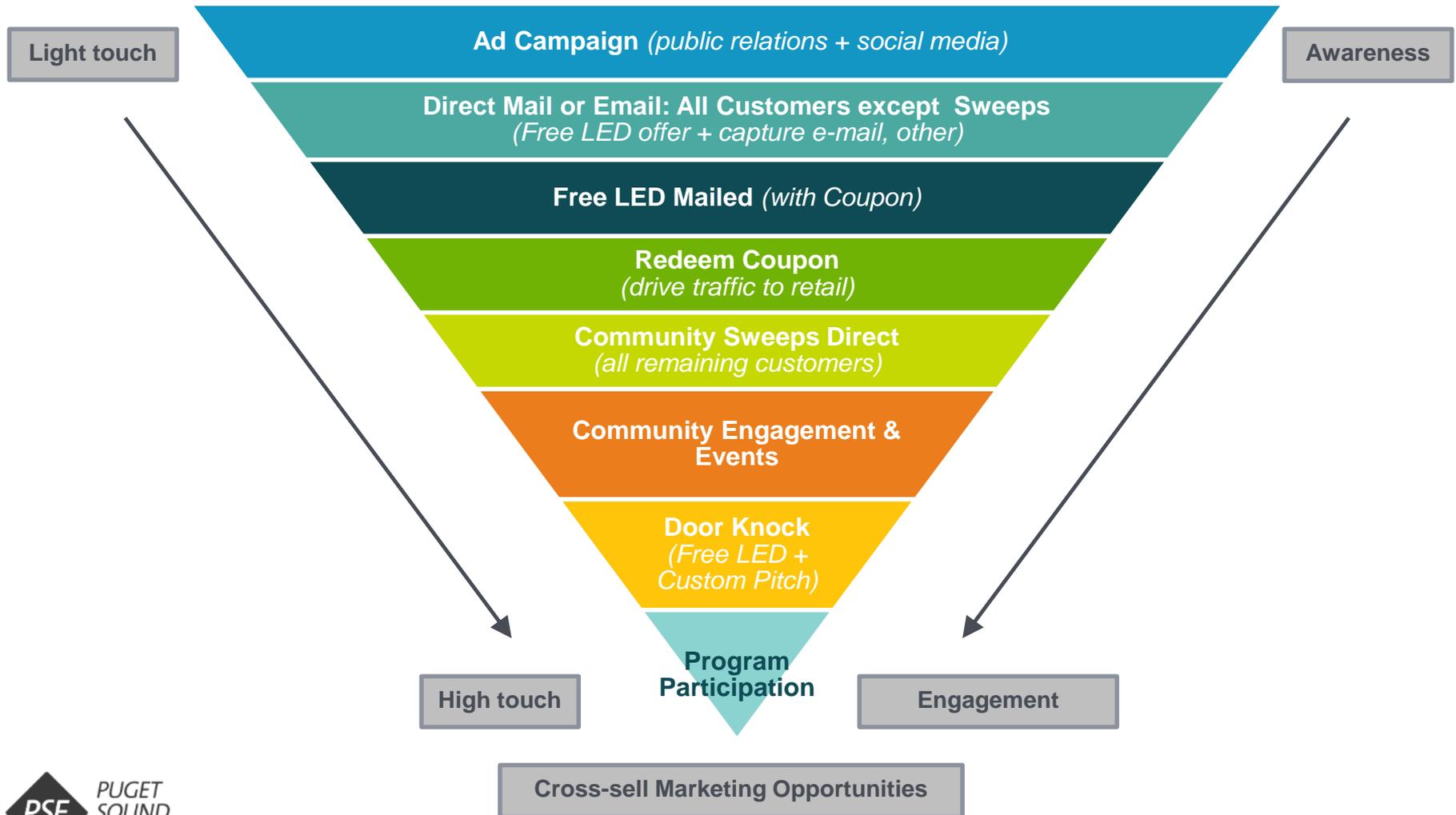


Objectives and Messaging

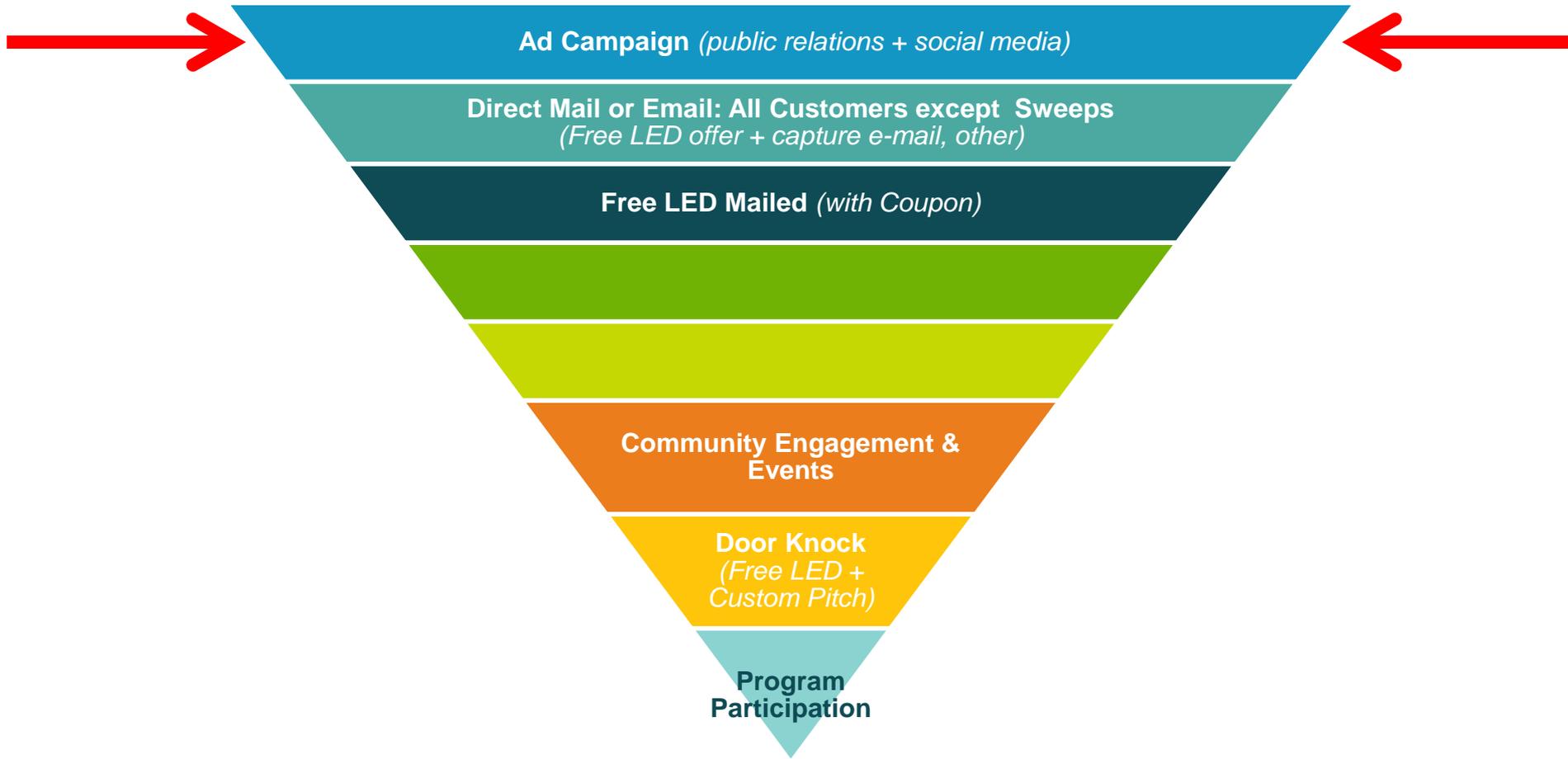
- Reach customers who are not necessarily “green”-motivated
- Increase customer awareness of PSE’s offerings
- Motivate customers to take action on PSE’s programs

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

Strategy



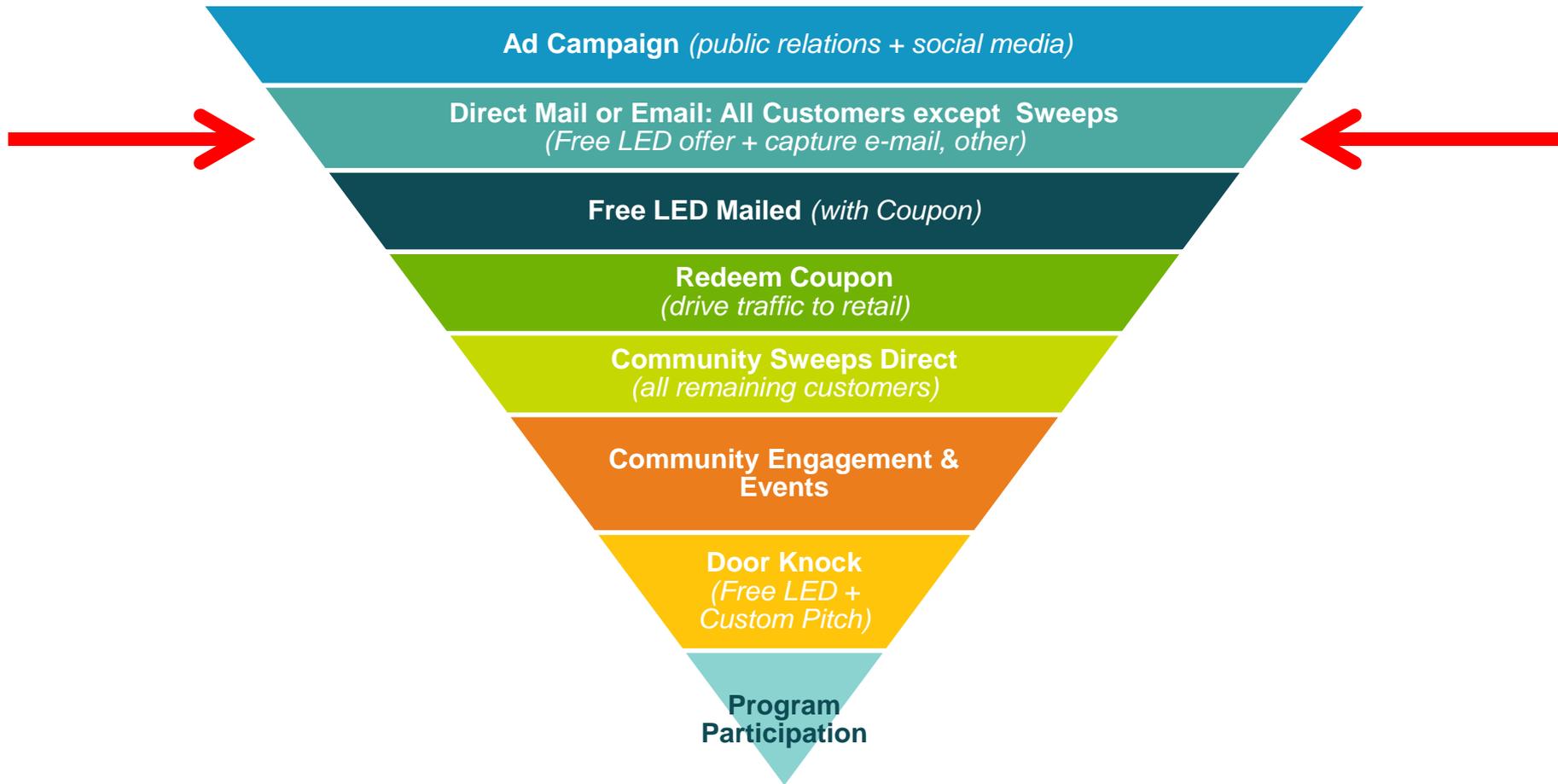
Strategy



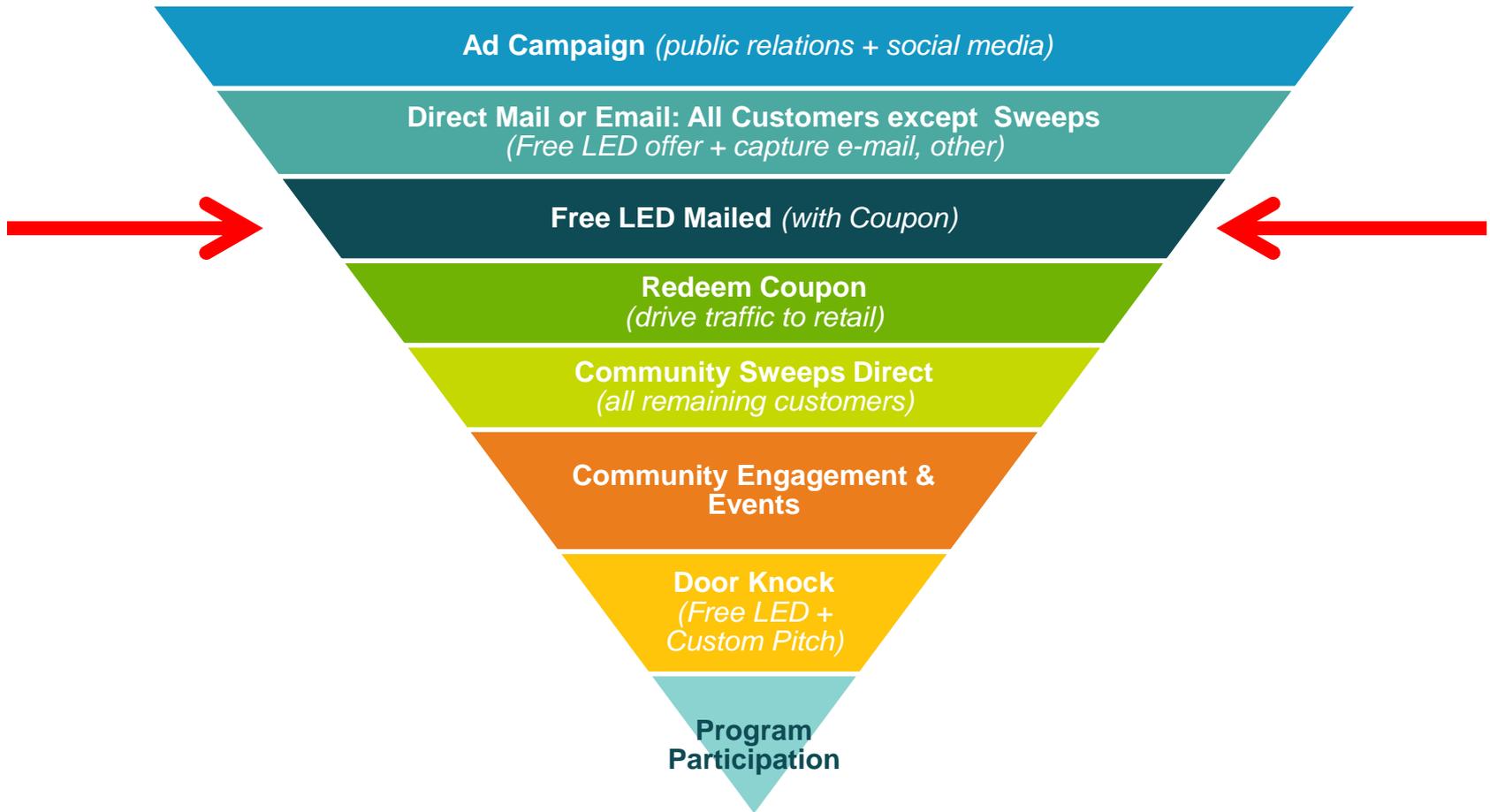
Shrink your Energy Bill



Strategy



Strategy



Your incredible bill-shrinking light bulb has arrived!

Looking for even more ways to **shrink your energy bill?**
pse.com/save

FPO Mailing Label Area

PSE PUGET SOUND ENERGY

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

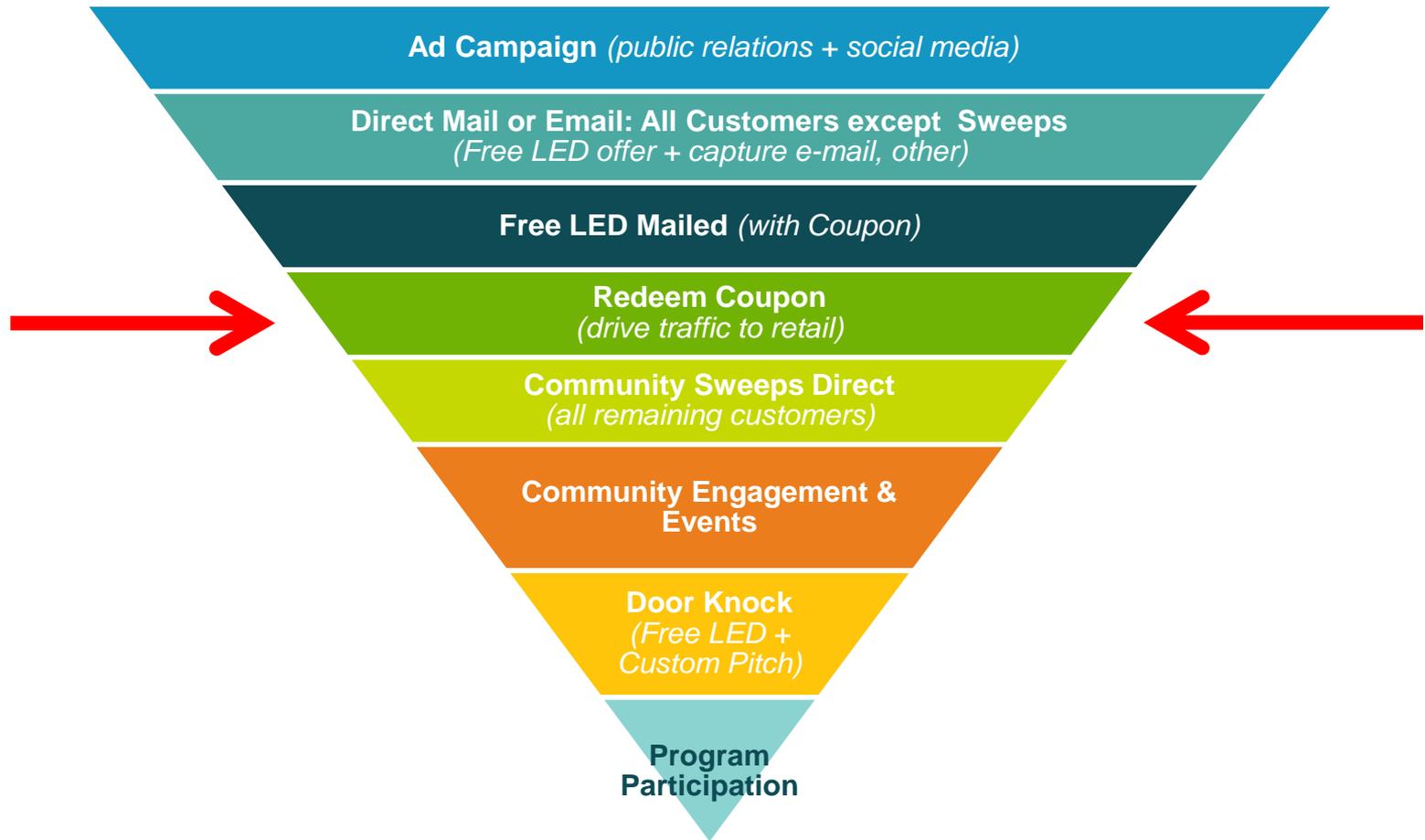
And for even more ways to lower your energy bill, get a free home energy assessment and check out PSE's rebate programs for lighting, heating, appliances and insulation at pse.com/save

PSE PUGET SOUND ENERGY **greenlite**

pse.com/save



Strategy



Box Insert

**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



Offer good from 5/27/2016 to 8/7/2016 at participating Ace Hardware and McLendon Hardware stores.

\$2.99
Greenlite Home Water Conservation Kits

Offer good from 5/27/2016 to 8/7/2016 at participating Ace Hardware and McLendon Hardware stores.

\$1.99
Greenlite LED 2-packs as low as

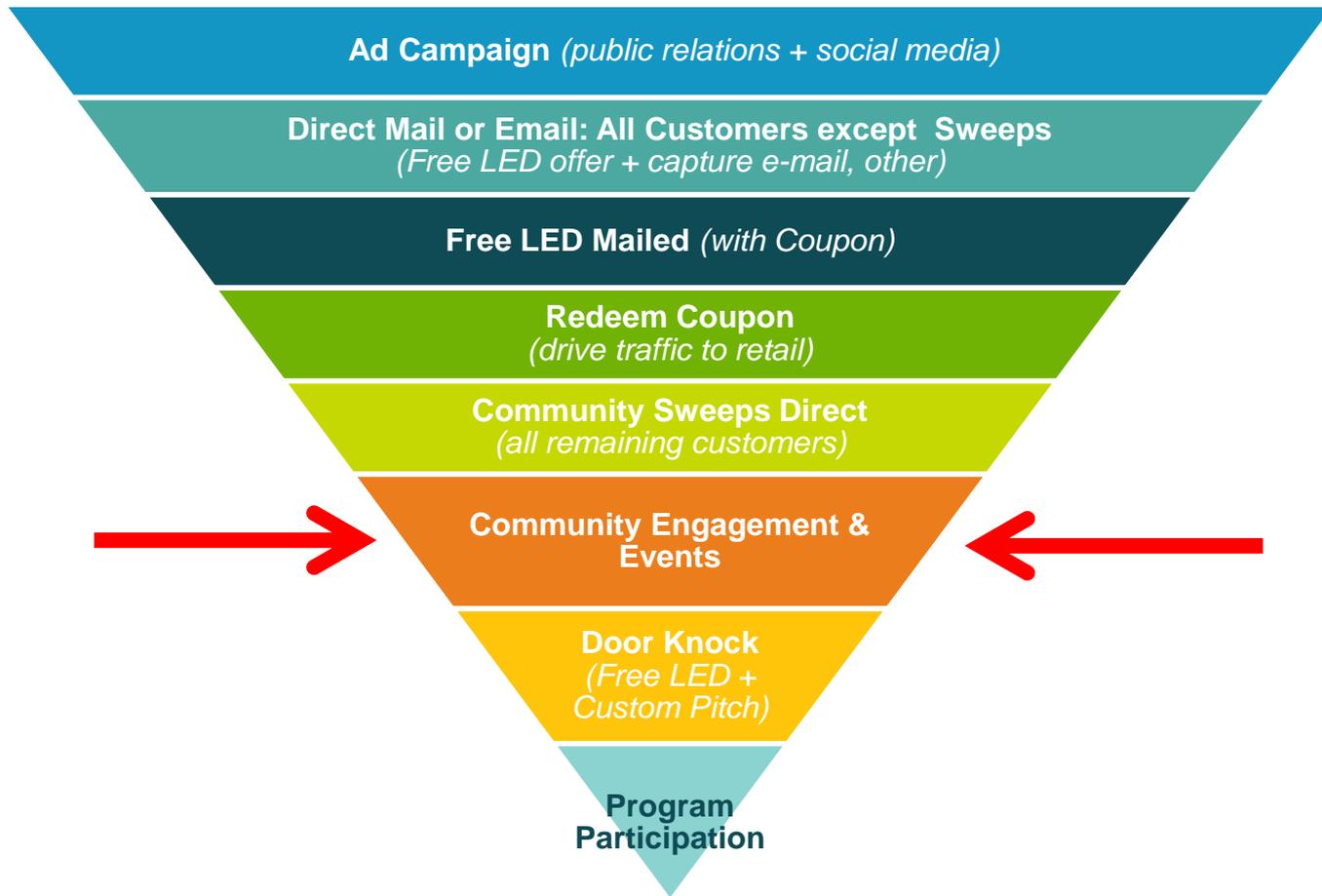
Use these coupons at participating Ace Hardware and McLendon Hardware stores.
For more ways to lower your energy bill, visit pse.com/save

Offer valid at the following locations:

Ace Hardware	Normandy Park – 19901 1st Ave S	McLendon Hardware
Anacortes – 1720 Q Ave	North Bend – 330 Main Ave S	Kent – 23602 104th Ave SE
Auburn – 308 W Main St	Oak Harbor – 150 SE Pioneer St	Puyallup – 11307 Canyon Road E
Bellingham – 356 30th St	Olympia – 400 Cooper Point Rd SW	Renton – 440 Rainer Ave S
Cle Elum – 811 W Davis Rd	Poulsbo – 19801 Viking Ave NW	Sumner – 1111 Fryer Ave
Federal Way – 35419 21st Ave SW	Renton – 14100 SE Petrovitsky Rd	Woodinville – 17705 130th NE
Freeland – 1609 E Main St	Renton – 4601 NE Sunset BLVD	
Lynden – 1736 Front St	Tumwater – 2421 93rd Ave SW	
Mt Vernon – 1420 Riverside Dr	Vashon – 9750 SW Bank Rd	



Strategy



Unique Engagement Strategy



AWARENESS

EDUCATION / REDEMPTION

ACTION

PSE Customer:

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

PSE Customer:

1. Brings a PSE Golden Upgrade ticket
- OR**
2. Receives PSE Golden Upgrade Ticket, if they are a PSE customer

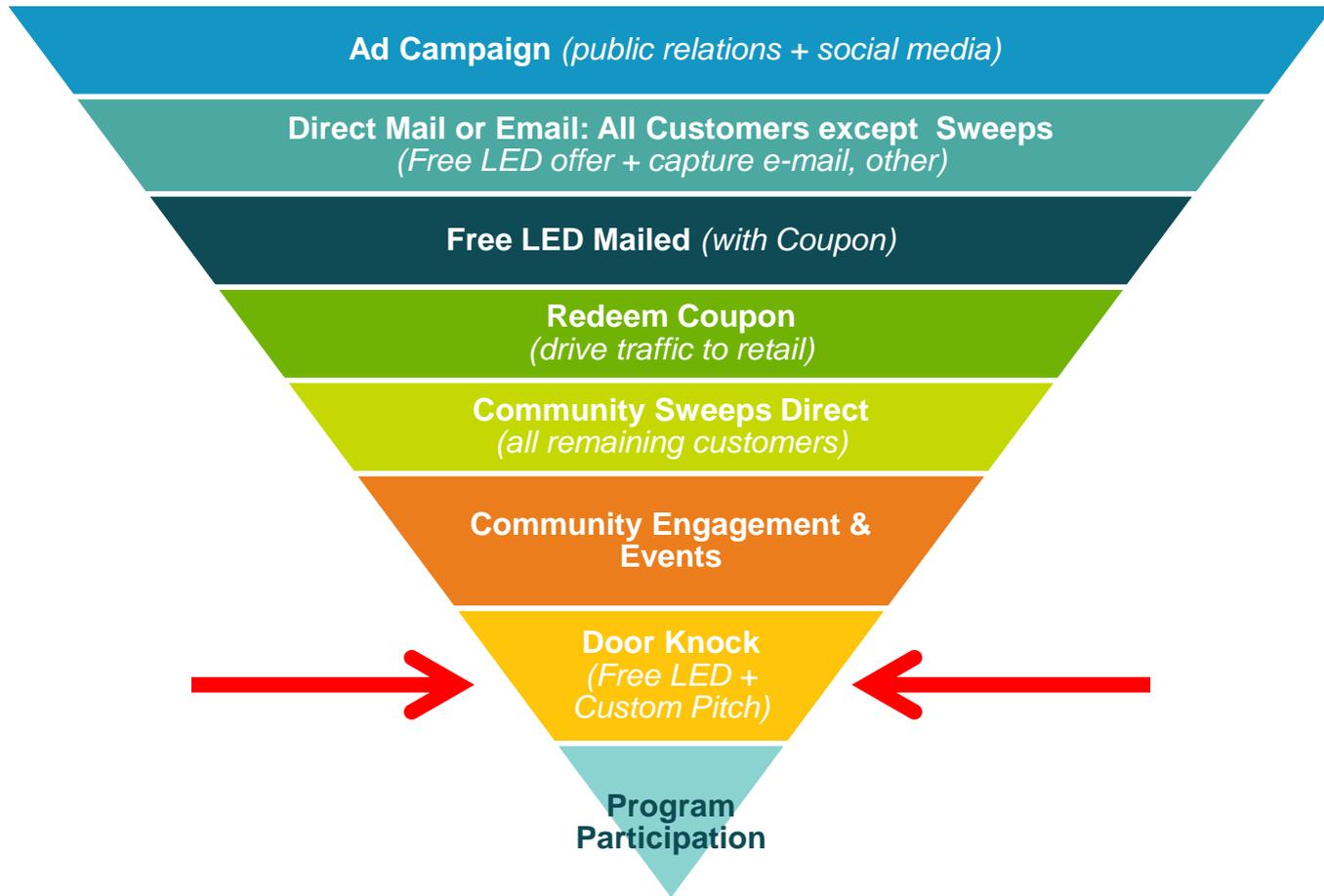
PSE Customers can now:

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

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



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

August 18, 2016

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



CHANGING BEHAVIOR: Seven Proven Strategies

SAM RASHKIN

Chief Architect

Building Technologies Office

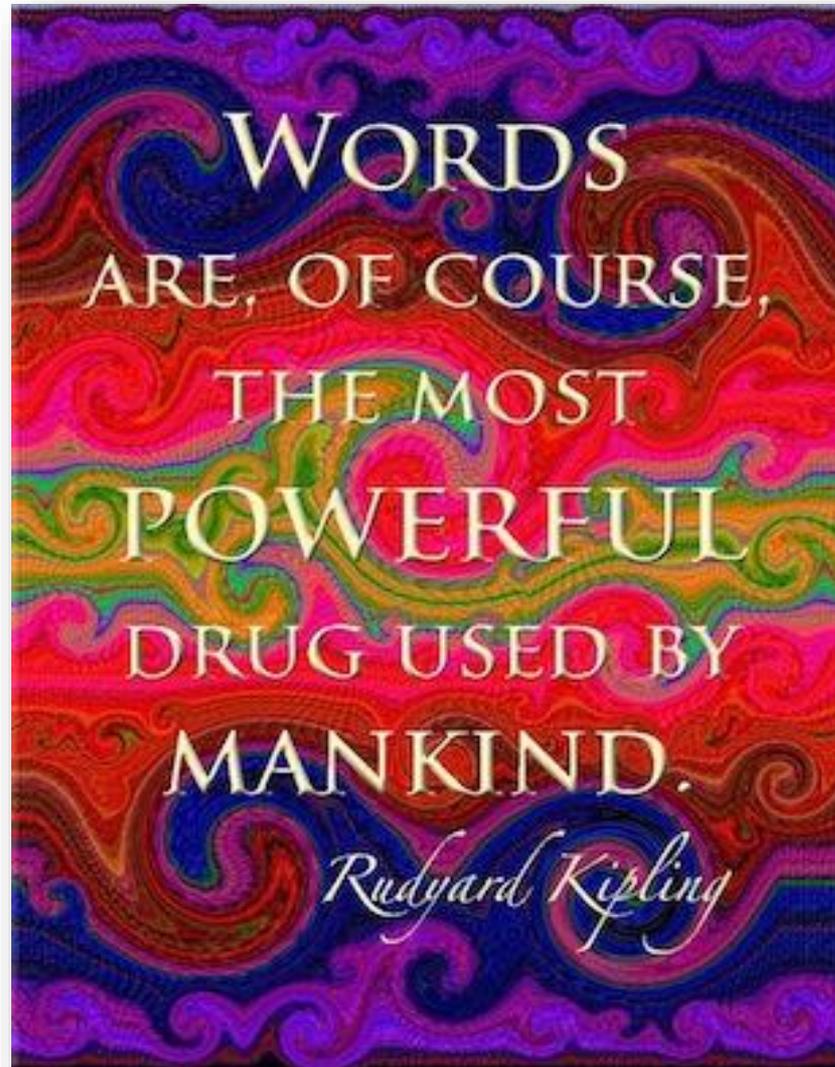
Compelling Business Case

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 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.*



Photo credit: [Angie Garrett](#)

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



276 COMMENTS

“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.



Photo Credit: [Shutterstock.com](#)

It's really difficult to sell...

Patagonian **Toothfish**

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...

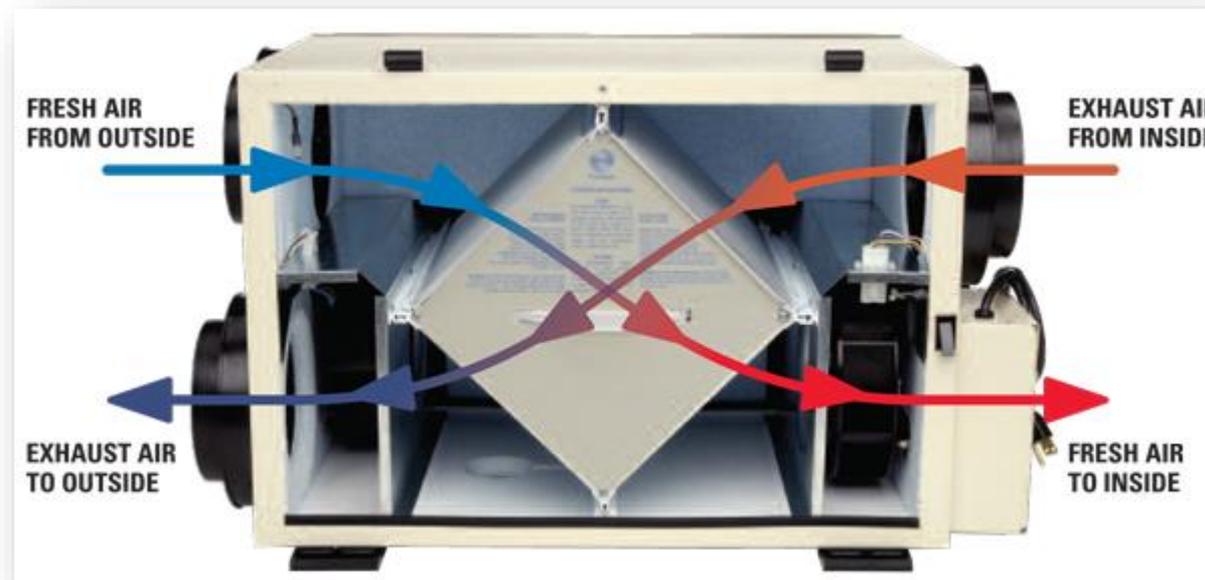
Energy **Audit**

It's much easier to sell an...

Energy **Check-up**

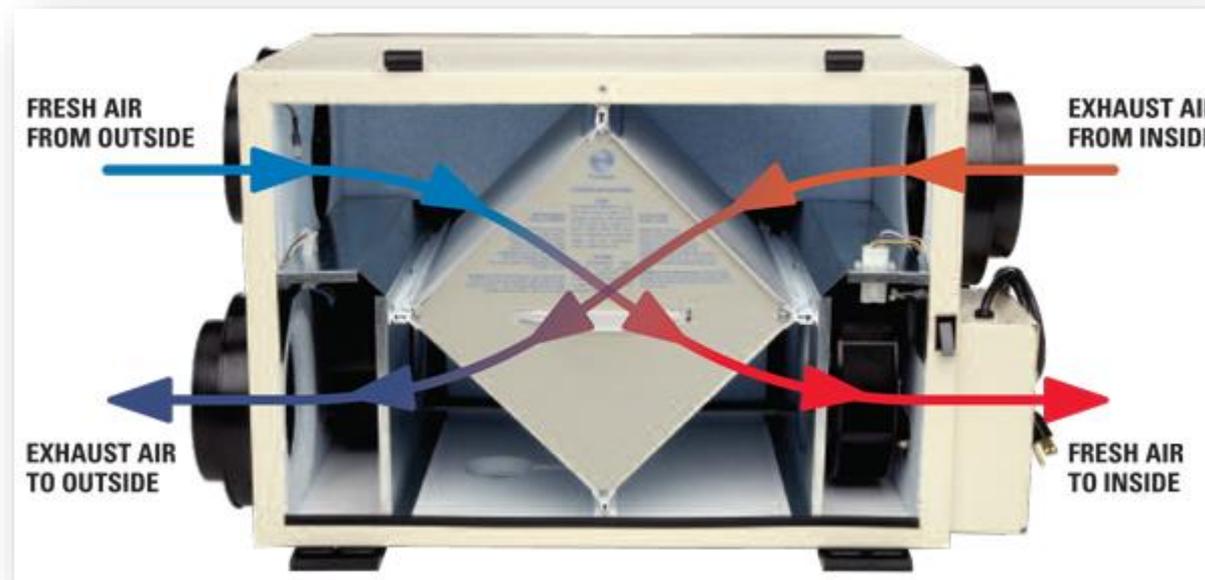
It's really difficult to sell a...

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'



<http://energy.gov/eere/buildings/downloads/building-america-building-science-translator>

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 = $\sim 15\% >$ code/standard

Ultra-Efficient = $\sim 50\% >$ code/standard

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

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***

Building Science Translator

'Race to Zero'

Guidelines

Translator

Building America Building Science Translator – Page 1a

Building Science Measure	New Building Science Terminology	Alternate Terms					
		Lives Better		Works Better		Lasts Better	
		Engineered Comfort	Healthful Environment	Ultra-Efficient	Advanced Technology	Quality Built	Enhanced Durability
High-Performance Thermal Enclosure	High-Performance Thermal Enclosure	Enhanced Comfort Enclosure	Moisture Managed Enclosure	High-Efficiency Enclosure	Advanced Enclosure Technology	Professionally-Installed Thermal Enclosure	Low-Maintenance Enclosure
High-Performance Window System	High-Performance Window System	Enhanced Comfort Window System	Quiet Window System	High-Efficiency or Ultra-Efficient Window System	Advanced Window System Technology	Professionally-Installed Window System	Enhanced Durability Window System
High-R Window	High-Efficiency Window	Enhanced Comfort Window	Quiet Window	High-Efficiency or Ultra-Efficient Window	Advanced Window Technology		Sun Protection Window
Weather-Protected Window	Professionally-Installed Window	Draft-Free Window Installation	Moisture-Managed Window Installation	Energy-Saving Window Installation	Advanced Window Installation	Professionally-Installed Window	Weather-Protected Window Installation
High-Performance Insulation System	High-Performance Insulation System	Enhanced Comfort Insulation System	Enhanced Quiet Insulation System	High-Efficiency or Ultra-Efficient Insulation System	Advanced Insulation System	Professionally-Installed Insulation System	Next-Gen Insulation System
High-R Insulation	High-Efficiency or Ultra-Efficient Insulation	Enhanced Comfort Insulation	Enhanced Quiet Insulation	High-Efficiency or Ultra-Efficient Insulation	Advanced Insulation Technology		
High-R Wall Insulation	High-Efficiency or Ultra-Efficient Wall Insulation	Enhanced Comfort Wall Insulation	Enhanced Quiet Wall Insulation	High-Efficiency or Ultra-Efficient Wall Insulation	Advanced Wall Insulation		
High-R Floor Insulation	High-Efficiency or Ultra-Efficient Floor Insulation	Enhanced Comfort Floor Insulation	Enhanced Quiet Floor Insulation	High-Efficiency or Ultra-Efficient Floor Insulation	Advanced Floor Insulation		
High-R Attic Insulation	High-Efficiency or Ultra-Efficient Attic Insulation	Enhanced Comfort Attic Insulation	Enhanced Quiet Ceiling Insulation	High-Efficiency or Ultra-Efficient Attic Insulation	Advanced Attic Insulation		
High-R Foundation Insulation	High-Efficiency or Ultra-Efficient Foundation Insulation	Enhanced Comfort Foundation Insulation	Enhanced Quiet Foundation Insulation	High-Efficiency or Ultra-Efficient Foundation Insulation	Advanced Foundation Insulation		
Insulation Quality Installation	Premium-Installed Insulation	Enhanced Comfort Insulation Installation	Enhanced Quiet Insulation Installation	Energy Saving Insulation Installation	Advanced Insulation Installation Practices	Professionally-Installed Insulation	Moisture Control Insulation Installation
Fully Aligned Air Barriers	Whole-House Draft Barrier	Whole-House Draft Barrier	Air Contaminant Barrier	Energy Saving Air Barrier	Advanced Air Barrier Technology	Professionally-Installed Draft Barrier	Moisture Control Air Barrier



The image shows a brochure for Vivid Living, titled "VIVID LIVING HEALTHFUL ENVIRONMENT". At the top is the Vivid Living logo, which features a stylized house icon with green and black elements, and the text "VIVID LIVING INNOVATIVE HOME BUILDERS". Below the logo is a green banner with the title "VIVID LIVING HEALTHFUL ENVIRONMENT". Underneath the banner is a row of six small images: wooden planks, a window frame, a blue mesh filter, paint cans, a fan, and the "ZERO ENERGY READY HOME" logo. The brochure lists several key features under different categories:

- 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

At the bottom of the brochure, there is contact information: "Vivid Living • 42 Sample Street, Suite 500, Anytown, MA 02460 • 617.467.3902 • www.vividliving.com".

BASC.energy.gov

Remember...

Words are free.

Thank You



For More Information:

www.buildings.energy.gov/zero

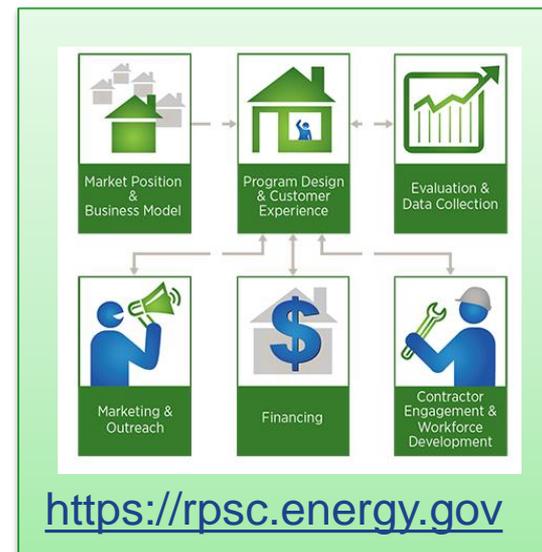
U.S. DOE Building Technologies Office: Best Practices:

- **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.

Related Resources in the Residential Program Solution Center

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 Attendee Locations



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%**

