

# Marketing Clean Energy

Identifying Effective Marketing Messages  
for Clean Energy in Connecticut



# Background on SmartPower

- ✓ SmartPower is a non-profit marketing campaign on clean energy;
- ✓ Funded by 5 private foundations (Pew, Rockefeller, etc.) and various state clean energy funds (Connecticut, Rhode Island, Pennsylvania, etc.);
- ✓ We are the “Dairy Council” on clean energy;
- ✓ Created Model operation in Connecticut, grew regionally, now growing nationally;



# Background on CESA

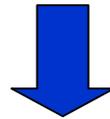
- ✓ 5 state funds agree to work together on public education issues and communications challenges:
- ✓ Connecticut, Massachusetts, New Jersey, Rhode Island and Pennsylvania(SmartPower joined as Chair);
- ✓ Raised \$525,000 for research and message creation;
- ✓ Hired marketing consultant team to manage project;



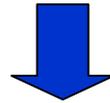
# Marketing Overview

## The Flow of Marketing to Sales

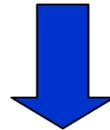
Start with Customer Unawareness



The Campaign builds Awareness



Awareness changes their Beliefs and Knowledge



Which in Turn changes their Attitude



Which ultimately leads to their Purchase



# Research Review: Creating the CESA Message

- ❑ Used extensive polling and focus groups to better understand why consumer say they will purchase clean energy -- when in reality they don't;
  
- ❑ We identified “language” as the first barrier -- we confuse the consumer by calling our product a variety of things:
  - ❑ Renewable
  - ❑ Green
  - ❑ Alternative



# Research Review: Creating the CESA Message

- ❑ Clean Energy Wins!
- ❑ Our polling showed us that “clean energy” is the best term for a consumer audience.



# Research Review: Creating the CESA Message

- ❑ We wanted to understand what are the emotional barriers which prevent people from purchasing clean energy;
- ❑ We wanted to understand what are the most powerful emotional hooks we could use to make clean energy important and desirable to the American public;
- ❑ The best way to find out how someone feels about something is to take it away from them. Thus, we asked them to write an obituary for fossil fuels.



Fossil Fuel died after a long, slow illness called greed. Fossil has left the family of the Middle Eastern nations and former President George W. Bush and his cabinet members.

Currently, the world is adjusting from heating by oil and illuminating by electricity to solar and wind mill sources. These are several kinks to be worked out and roadblocks to conquer.

Will we ever be warm again? Miss you fossil fuel.

— *Massachusetts Opinion Leader*



“It is with great sadness and regret that we announce the demise of fossil fuel. After hundreds of years of supplying the population of earth, the resource had been depleted.

It will be remembered for the warmth, comfort and pleasure it provided to living things. There will be a great void that needs to be filled perhaps through wind and solar power.

It will be sorely missed by all beings that depended on it to warm them, supply their transportation, power their equipment and support all the resources necessary for a safe and comfortable life.”

*- Connecticut Opinion Leader*



# SOLARIA





SUNNYDALE Gilligan's Island

2525



# Research Review: What does it all mean?

- ❑ Fossil Fuels Make Our World Work; It's Terrifying to Lose Them;
- ❑ People were far less critical of fossil fuels than we might have imagined. It keeps them warm; it keeps the lights on;
- ❑ Using clean energy means huge trade offs -- and it's very inconvenient. Also -- is it as strong as what coal and oil?
- ❑ While they recognize the problems of pollution, they see fossil fuels as a “necessary evil” -- it can be relied on to power our world.



# The crux of the matter: Clean energy isn't seen as ready.

- ❑ *“I've heard this since elementary school.”*
- ❑ *“It's more concept than product. I don't see it in real life. I don't see it on television.”*
- ❑ *“I know it's good for the environment, I know it's good for health. But quite frankly, I just don't think it works.”*



# Research Review: Conclusion:

- Based on this research, clean energy will not be sold simply because it is good for the environment. But rather, this campaign is built around the concept that clean energy is more real and more powerful than you think. ***It is as strong, as reliable and as available as coal and oil!***



**“It’s Real. It’s Here.  
It’s Working!”**





**CLEAN ENERGY. LET'S MAKE MORE.**

visit [cleanenergystates.org](http://cleanenergystates.org)

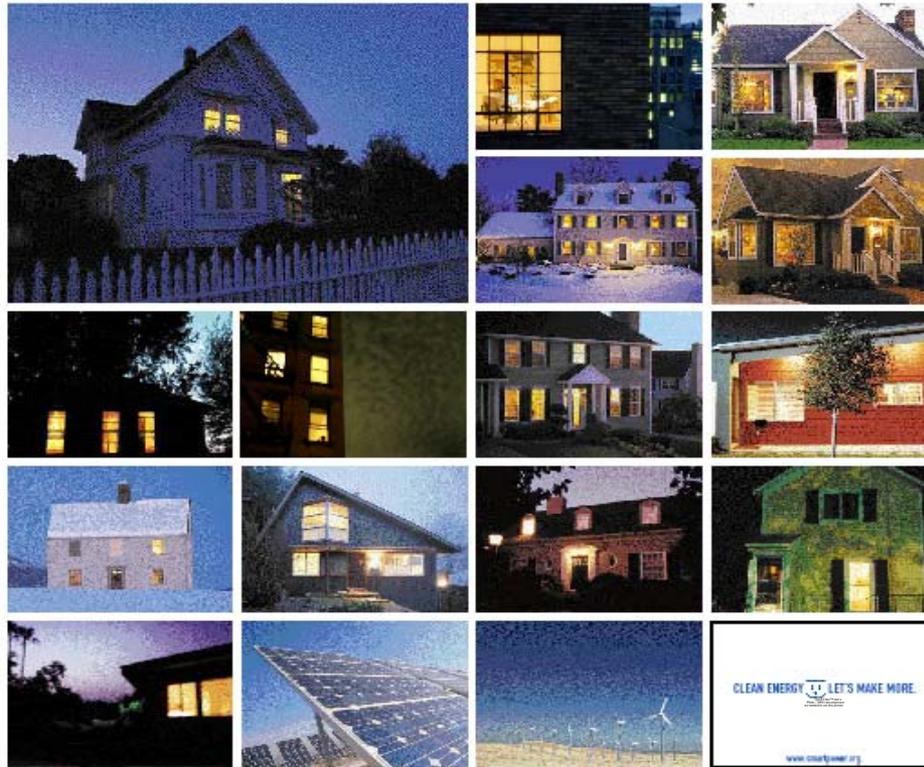


# Creative Tool Kit: Television

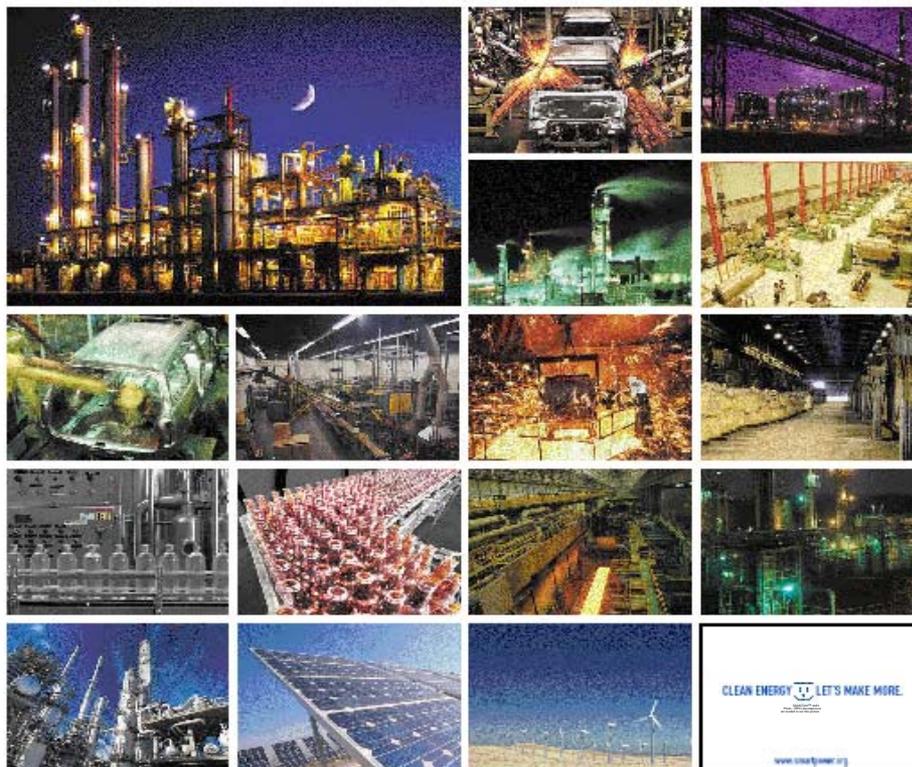
- 15 second spots
  - Can be placed as “Bookends” in :60 pod
  - Celebrity Voice (Peter Gallagher)
  - Audio & Video logo
  - Customized tag at end for each user



# Television Spot #1: “Houses”



# Television Spot #2: “Factories”



# Television Spot #3: “Hospitals”



# And Introducing.... Television Spot #4: “Stadiums”



# Radio #1: “This Type of Electricity”

## Commercial #1 (:50 w. tag) “This Type of Electricity”

KEN: This type of electricity could power Chicago.  
JEFF: My TV.  
BOB: My electric toothbrush.  
JILL: This type of electricity could power every factory in New York.  
MEG: Michigan.  
BOB: And Illinois.  
MEG: This type of electricity could power Boston Massachusetts.  
JILL: Providence, Rhode Island.  
JEFF: Philadelphia, Pennsylvania.  
KEN: This type of electricity could power every home computer in America.  
JILL: Every microwave, too.  
JEFF: And Alarm clock.  
MEG: This type of electricity could power every house in New Jersey.  
BOB: And Massachusetts.  
KEN: And Connecticut.

ANNCR: The type of electricity we’re talking about is clean electricity. Electricity produced from wind, water, solar, and other clean energy sources. The good news is America already produces enough clean electricity to power every home in 11 states. And clean energy is the type of energy we can never run out of.

JILL: This type of electricity could power all the streetlights in my town.  
BOB: And my town.  
MEG: And my town.  
ANNCR: Clean energy. It’s real. It’s here. It’s working.  
SFX: ELECTRICAL JOLT  
ANNCR: Let’s make more.



# Radio #2: “My Computer is On”

## Commercial #2 (:50 w. tag) “My Computer is On”

BILL: In Chatham, New Jersey, my computer is on.  
AMY: In Larchmont, New York, my computer is on.  
KATHY: In Needham, Massachusetts, my computer is on.

ANNCR: There are 54 million home computers in America. And they all have one thing in common. They need electricity.  
COLIN: In Spring Lake, New Jersey, my computer is on.  
MEGAN: In Quincy, Massachusetts, my computer is on.

ANNCR: The good news is that America already produces enough clean electricity from wind, water, solar and other clean energy resources to power every home computer in the country.  
JOE: In Bethel, Connecticut, my computer is on.  
PAUL: In Providence, Rhode Island, my computer is on.

ANNCR: Clean electricity is a power source we can never run out of. And one thing is for sure, America won't need less energy in the future. We'll need more.

JEFF: In Philadelphia, Pennsylvania, my computer is on.

ANNCR: Clean Energy. It's real. It's here. It's working.

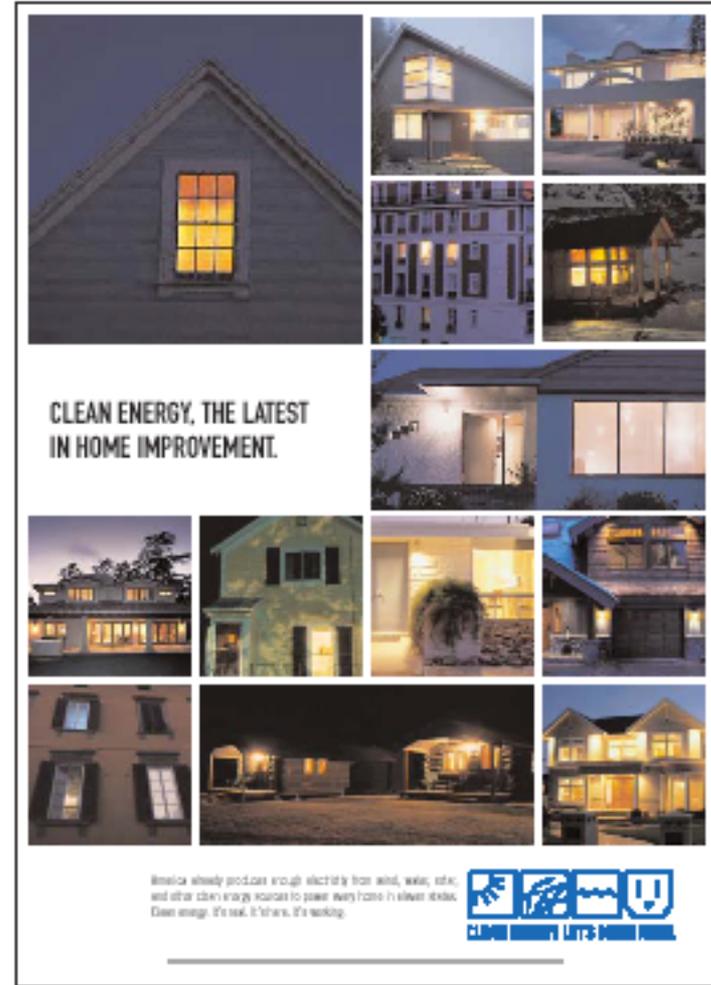
SFX: ELECTRICAL JOLT

ANNCR: Let's make more.  
(Rhode Island Tag)



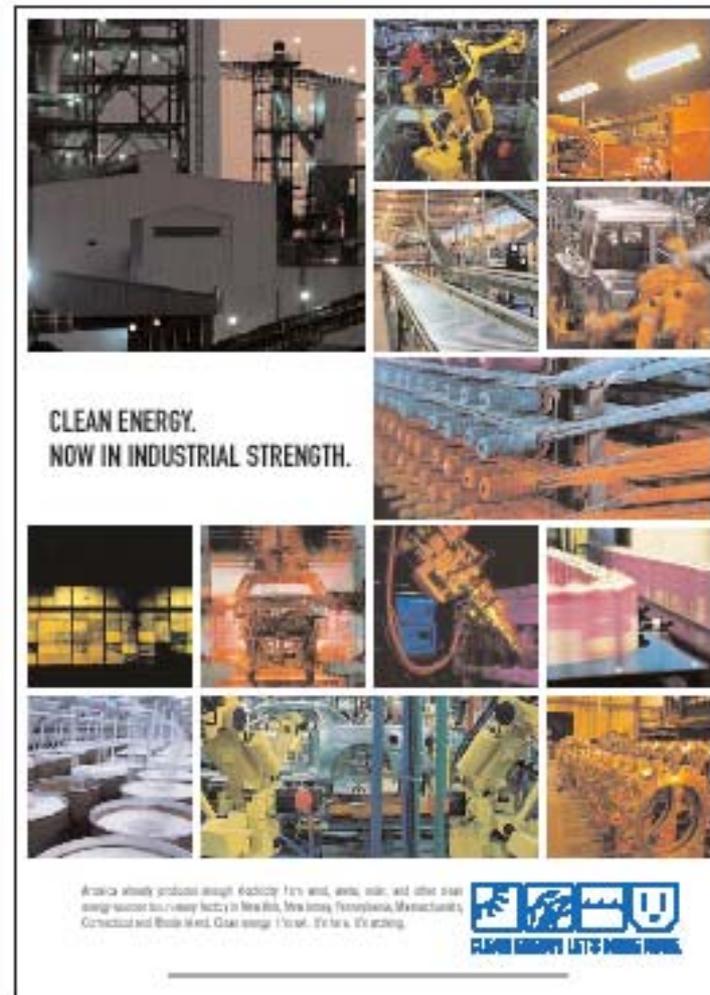
# Creative Tool Kit: Print

- “Houses”



# Print

- “Factories”



# Creative Tool Kit: Billboards

- “Houses”

**CLEAN ENERGY, THE LATEST IN HOME IMPROVEMENT.**

[www.CleanEnergyRI.com](http://www.CleanEnergyRI.com)

**CLEAN ENERGY**     **LET'S MAKE MORE**



Now that we understand the  
research behind the ads, there's one  
important question:  
Do they work?



# We Put the Campaign to Work In Connecticut

□ Our 2004 Goal:

Create 100 GWH of Clean Energy in 12 months

✓ Through our 20% by 2010 Campaign



# The 2004 Connecticut Campaign

- ❑ Used “collaborative Marketing” to build grass roots support
  - ✓ Granted Clean Water Fund to work with environmental constituency;
  - ✓ Granted Environment Northeast to work with municipalities ;
  - ✓ Granted the Inter-religious Eco-Justice Network to work with faith communities



# The 2004 Connecticut Campaign

- ✓ Held Monthly “messaging meetings” with collaborators;
- ✓ Focused efforts collectively in targeted cities in Connecticut;
- ✓ Used unified message in all media opportunities and at events throughout campaign;
- ✓ Campaign was focused on municipalities, colleges and universities and faith communities;
- ✓ Keep in mind in 2004, there was no residential switching option



# The 2004 Connecticut Campaign: The Results

- ✓ Yale's School of Environmental Studies commits to 20% by 2010; *TOTAL COMMITTED: 0.235 GWH*
- ✓ Multiple faith communities across Connecticut purchased: *TOTAL COMMITTED: 0.329 GWH*
- ✓ The City of New Haven announced their commitment to 20% clean energy by 2010; *TOTAL COMMITTED: 14.8 GWH*
- ✓ The Governor committed the state of Connecticut to 20% by 2010; *TOTAL COMMITTED: 89.6 GWH*



...And the final Result...

✓ 105 GWH in 12 months!

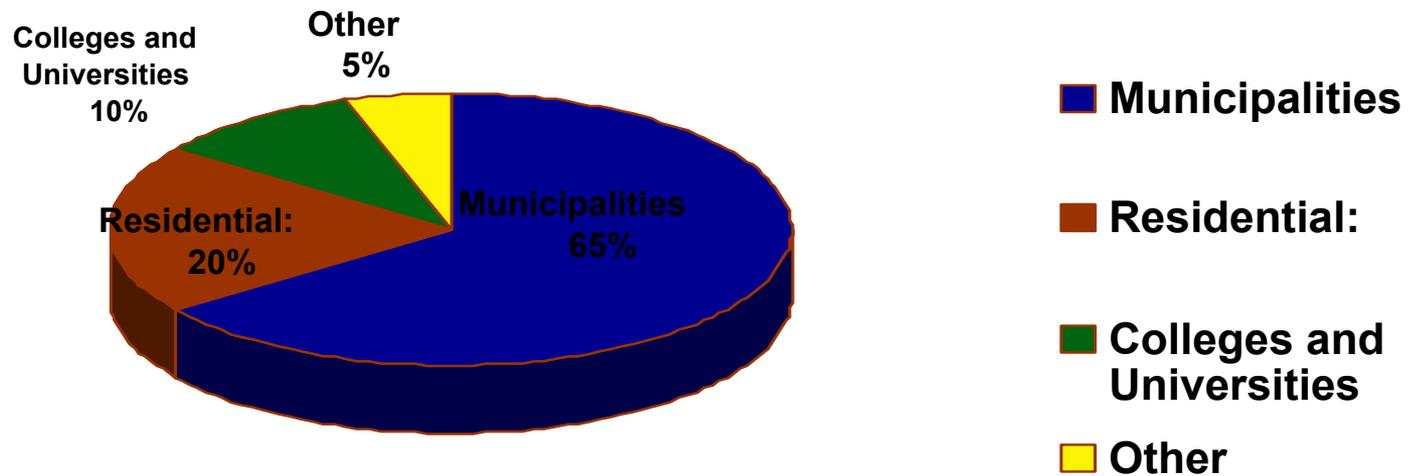


# The Challenge for 2005

□ *Create **another** 100 GWH of Clean Energy!*



# Where do these GWH Come From?



# How Will We Get These GWH?

- We'll continue to use “collaborative marketing” to get cities, towns, faith communities and colleges and universities to commit to 20% by 2010;
- We anticipate that 20GWH will come from the new Connecticut Clean Energy Options Program -- which we will market extensively;



# Marketing Clean Energy In Connecticut

- ❑ Beginning March 15th we'll start running the CESA/SmartPower Radio Advertisements alerting people “look at April’s utility bill”;
- ❑ Beginning April 1 we'll start running CESA/SmartPower television advertisements in Hartford and New Haven markets;
- ❑ Beginning April 1 [www.gocleanenergy.com](http://www.gocleanenergy.com) will be operational;



# Watch your favorite Shows!



# Raising Awareness to Create 100 GWH of Clean Energy

☐ Committed Municipalities already in 2005:

<u>Town</u>	<u>GWH</u>
<b>Stamford</b>	<b>29 GWH</b>
<b>Westport</b>	<b>3 GWH</b>
<b>West Hartford</b>	<b>9 GWH</b>
<b>Fairfield</b>	<b>8 GWH</b>
<b>Milford</b>	<b>10 GWH</b>
<b>Portland</b>	<b><u>2 GWH</u></b>
<b>TOTAL:</b>	<b>61 GWH</b>

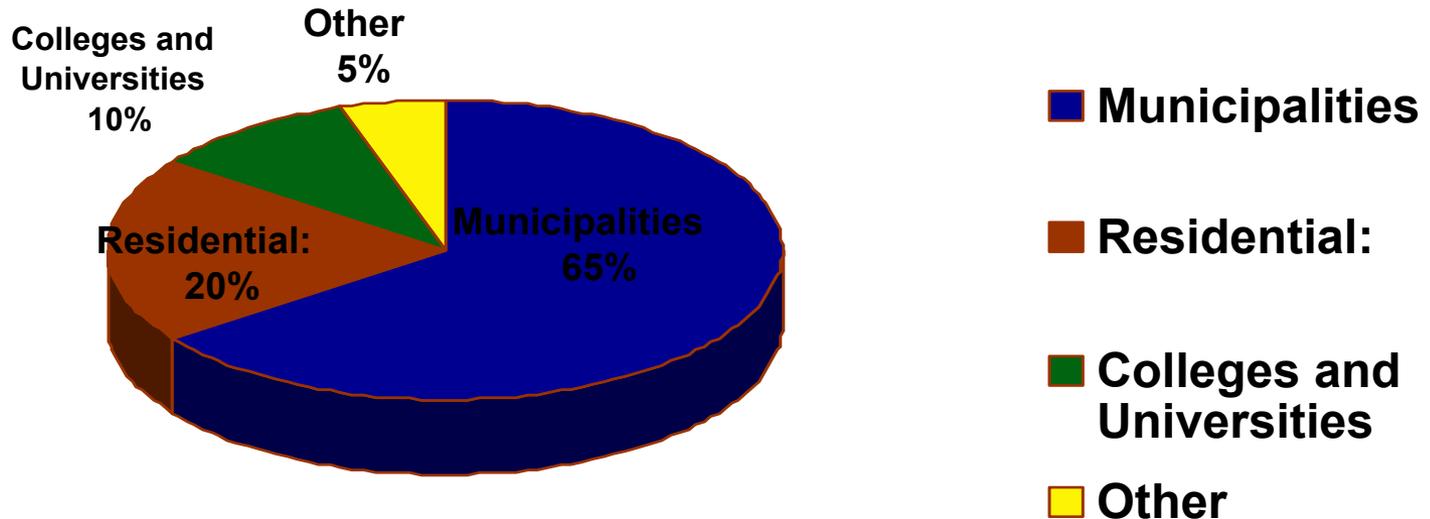


# Raising Awareness to Create 100 GWH of Clean Energy

- ❑ Media Campaign should spur on residential purchases: Our goal -- 4,000 household customers;
- ❑ Media Campaign should augment the work of the collaborators -- bringing more towns; more faith communities and more colleges and universities!



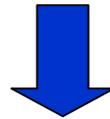
# SmartPower's Goal 100 GWH of Clean Energy



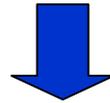
# Marketing Review

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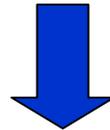
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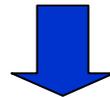
The Campaign builds Awareness



Awareness changes their Beliefs and Knowledge



Which in Turn changes their Attitude



Which ultimately leads to their Purchase



# Next Steps:

- April 6th Clean Energy Summit to kick off Campaign;
- Media Campaign begins March 21st!
- Let's make more!



# For More Information:

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