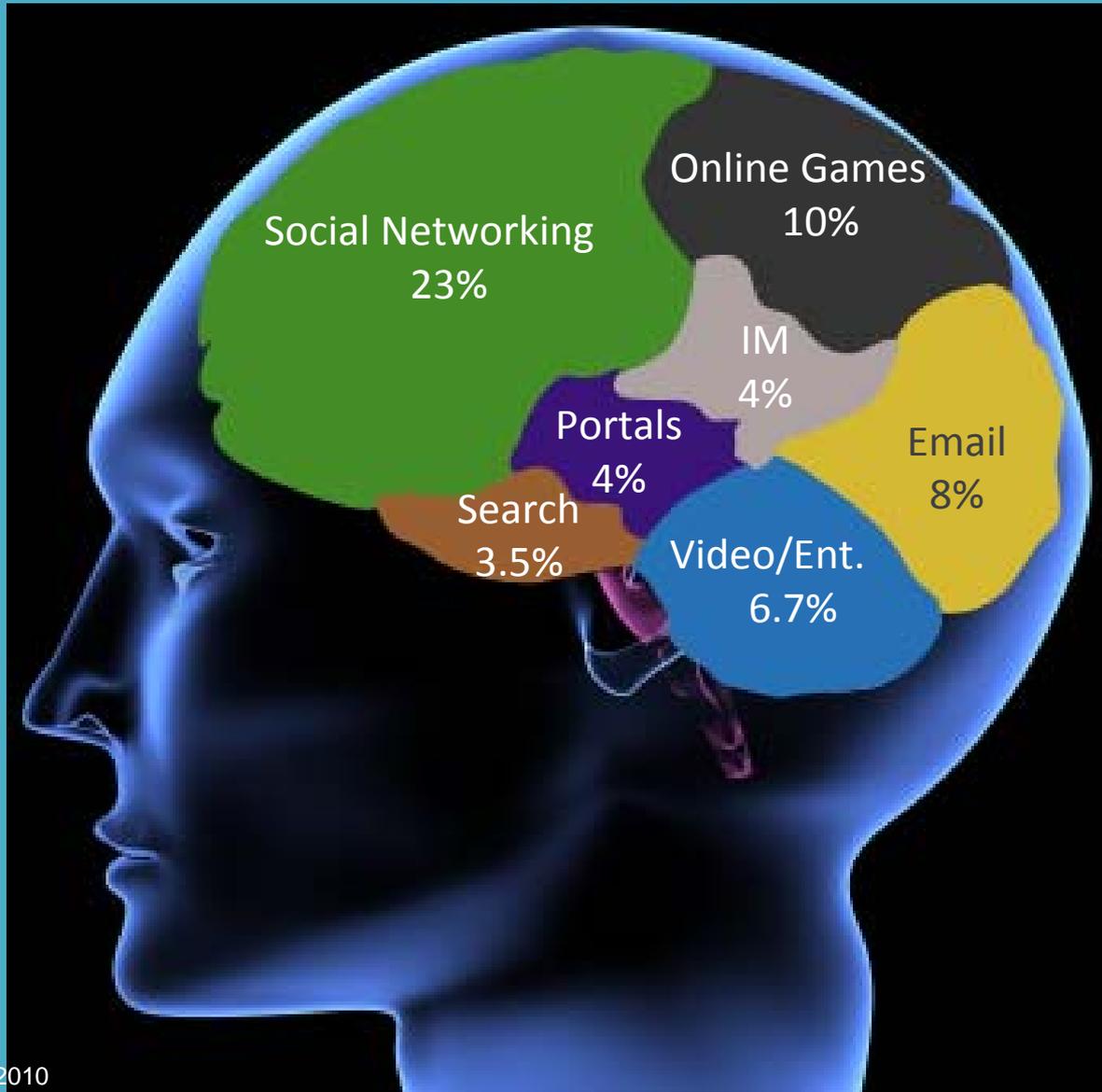


Problem: You don't have their attention



Source: Nielsen Aug. 2010

Influence:

We do things just because other people are doing them

78% of Consumers trust peer recommendations > advertisements



Social Reward:

We worry about what other people think



Collective Impact: Bigger is better



CAR TRIPS SAVED

62 

CAR TRIPS SAVED

370 

CAR TRIPS SAVED

1.2M 

≈ 3% kWh Reduction (of avg. CA home)