

# Energy Upgrade California® – An Integrated Approach to Statewide Marketing Education & Outreach

November 17, 2015

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# Energy Upgrade California



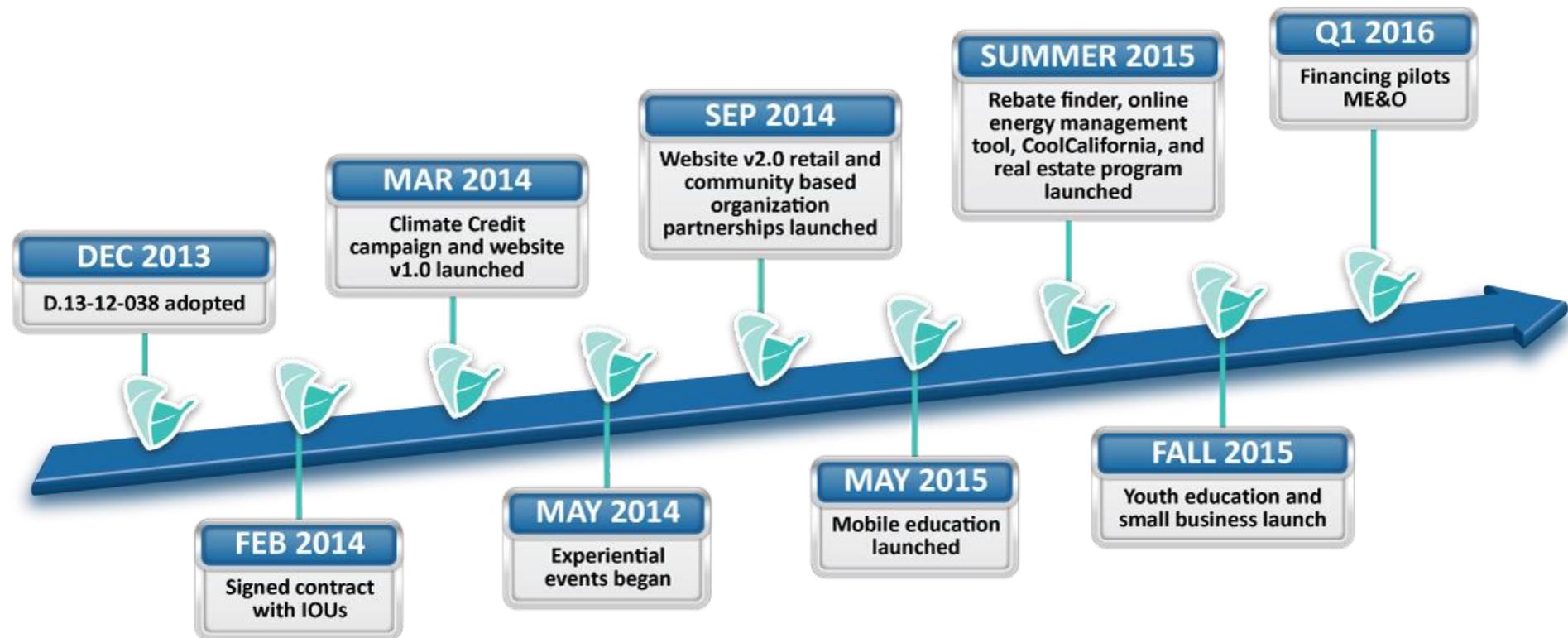
# Stay Golden Story

- **Brand Mission**
  - To create conscious, engaged, energy managers across California who will help reach our state’s goals.
- **Communications Strategy**
  - “Stay Golden” means helping California meet its energy goals that in turn protects the way of life we love. Staying Golden has high level benefits for all in California, but also means personal benefits for individuals and their family. In conjunction with the icon of “Bear,” we want to harness and amplify pride, responsibility, and benefits among our key audiences to create real action in energy management.

# Bear's Story

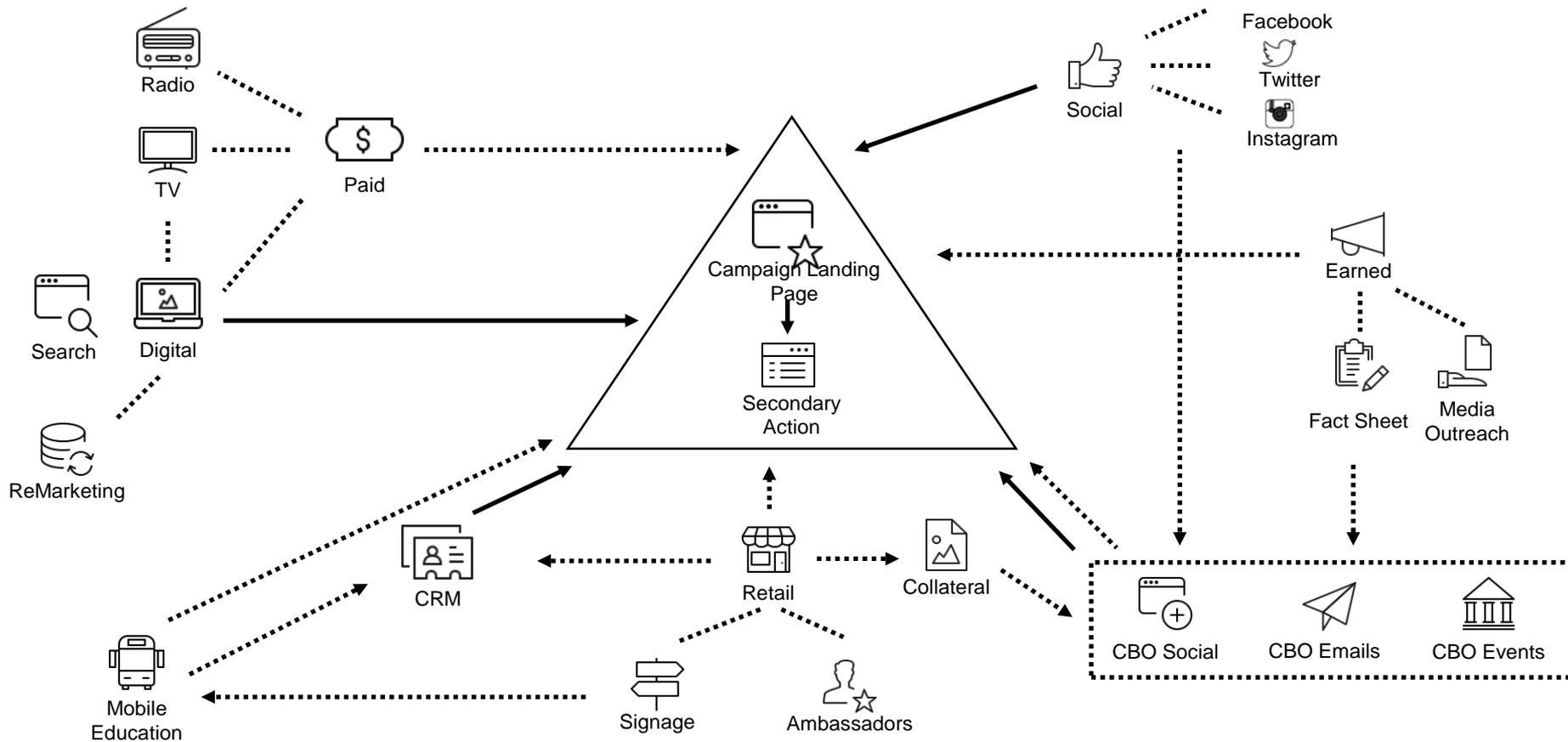


# Energy Upgrade California Timeline





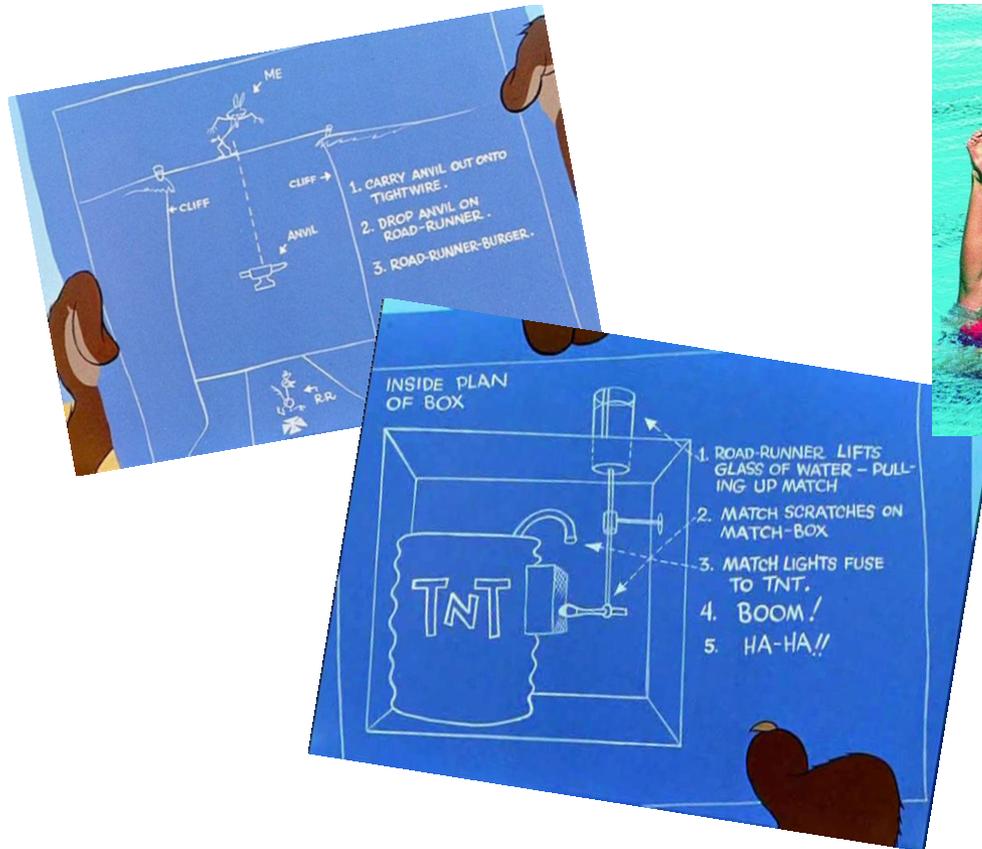
# Integrated Approach





# How This Works

## Planning



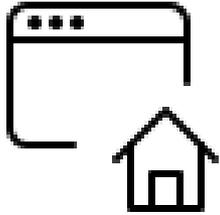
## Coordination



# How This Works – Campaign Flow

- Paid, Earned and Social Media
  - Develop messages, ads and creative assets
  - Provide materials and messaging to team
- Mobile Education, Community Outreach and Retail Intercept
  - Weekly/monthly training with boots on the ground channels to coordinate campaign timing, messages and creative assets
- All channels drive to [www.energyupgradeca.org](http://www.energyupgradeca.org) website/ landing page

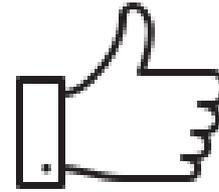
# Marketing Channels



WEBSITE



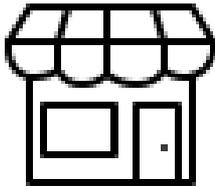
PAID  
MEDIA



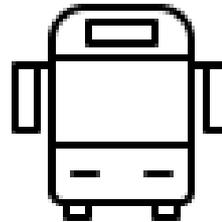
SOCIAL



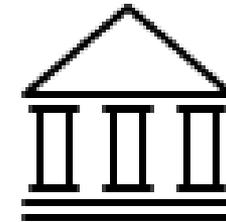
EARNED



RETAIL



MOBILE  
EDUCATION



CBO

# Paid Media – Air Cover

- Raise general awareness and education
- Bring concept to life



# Earned/Social Media – Credibility

- Promote real life stories
- Disseminate information on programs, rebates, etc.



**Energy Upgrade California**  
Published by Lauren Wesche [?] · June 5 ·

We've gathered all of the contractors for your area and provided a range of filters that make it easy for you to narrow the choices to find the right contractor for you.

**energy upgrade CALIFORNIA**

**CONTRACTOR FINDER**

**Find A Contractor**  
We make finding a contractor in California easier with our simple-to-use, robust contractor finder tool that matches the right contractor to your specific needs.

**La Opinión**

**Ahorra energía, recibe un crédito y haz feliz a tu bolsillo**  
Durante los meses de abril y octubre cientos de californianos reciben un crédito en sus recibos de luz

Comparte Tweet Google+ Email

Con sencillas medidas puedes ahorrar varios dólares.

Foto: Shutterstock  
Por: Marvelia Alpizar / marvelia.alpizar@lopinion.com  
PUBLICADO: MAR, 30, 2015 2:46 PM EST

## 加州能源升級計劃呼籲節約用水

【本報多倫多訊】加州能源升級計劃（Energy Upgrade California）最近呼籲加州居民節約用水。該計劃表示，在炎熱的夏季，加州居民應採取措施減少用水量，以減少能源消耗。該計劃建議居民安裝節水設備，如低流量淋浴噴頭、節水型馬桶沖水器等。此外，該計劃還建議居民在炎熱的夏季減少使用空調，並利用自然風扇和遮陽措施來降低室內溫度。該計劃表示，這些措施不僅可以節約能源，還可以減少家庭的能源開支。該計劃還提供了一系列的資源，包括節水設備的清單、節水技巧的指南以及節水設備的安裝指南。該計劃表示，這些資源將幫助加州居民節約能源，並減少家庭的能源開支。



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**美國晨光基金會十週年慶 劉健總領事攜夫人出席祝賀**

【本報訊】昨日，美國晨光基金會（The Sunlight Foundation）舉行十週年慶典。美國駐多倫多總領事劉健及其夫人出席了慶典，並向該基金會的負責人表示祝賀。劉健總領事表示，晨光基金會是一個非常有意義的組織，它致力於提高政府的透明度和 accountability。他還表示，美國政府非常重視與中國政府的合作，並希望通過晨光基金會這樣的組織，能夠加強兩國之間的交流與合作。劉健總領事夫人也對晨光基金會的成就表示祝賀，並表示她將繼續支持該基金會的工作。慶典在歡快的氣氛中結束。



# Community Outreach – Boots on the Ground

- 75 Community-based Organization (CBO) partners across the state
- Monthly training on messaging & presented campaign assets



# Retail Outreach – Boots on the Ground

- Secure in-store locations
- Establish manufacturer partnerships
- Interface with high value captive audience at point of purchase
- Help customers with energy-efficient purchases



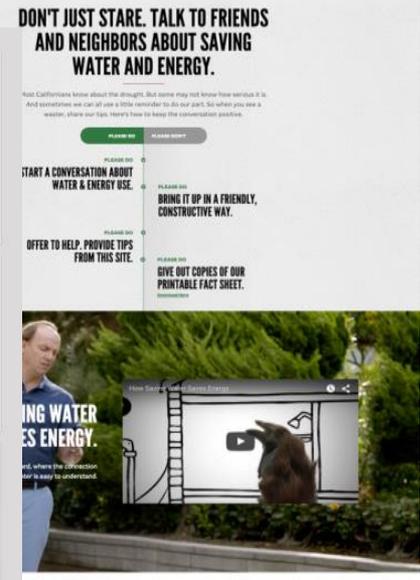
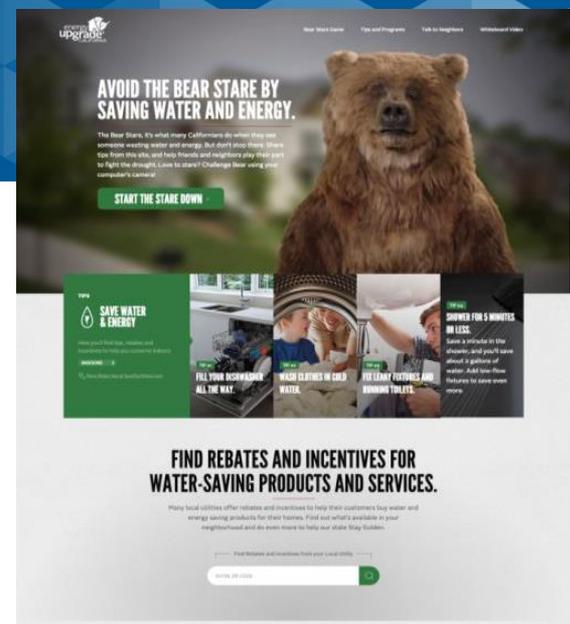
# Mobile Education – Boots on the Ground

- Fun, interactive display
- Hands-on activities and quizzes
  - 3-step journey for mobile visitors to engage with Energy Upgrade California and get “a-ha” educational facts about energy usage and management



# Website – Hub Resource

- Main resource for Californians to learn more
- Find rebates, contractors, financing, programs
- New online energy management tool



# Upcoming Channels

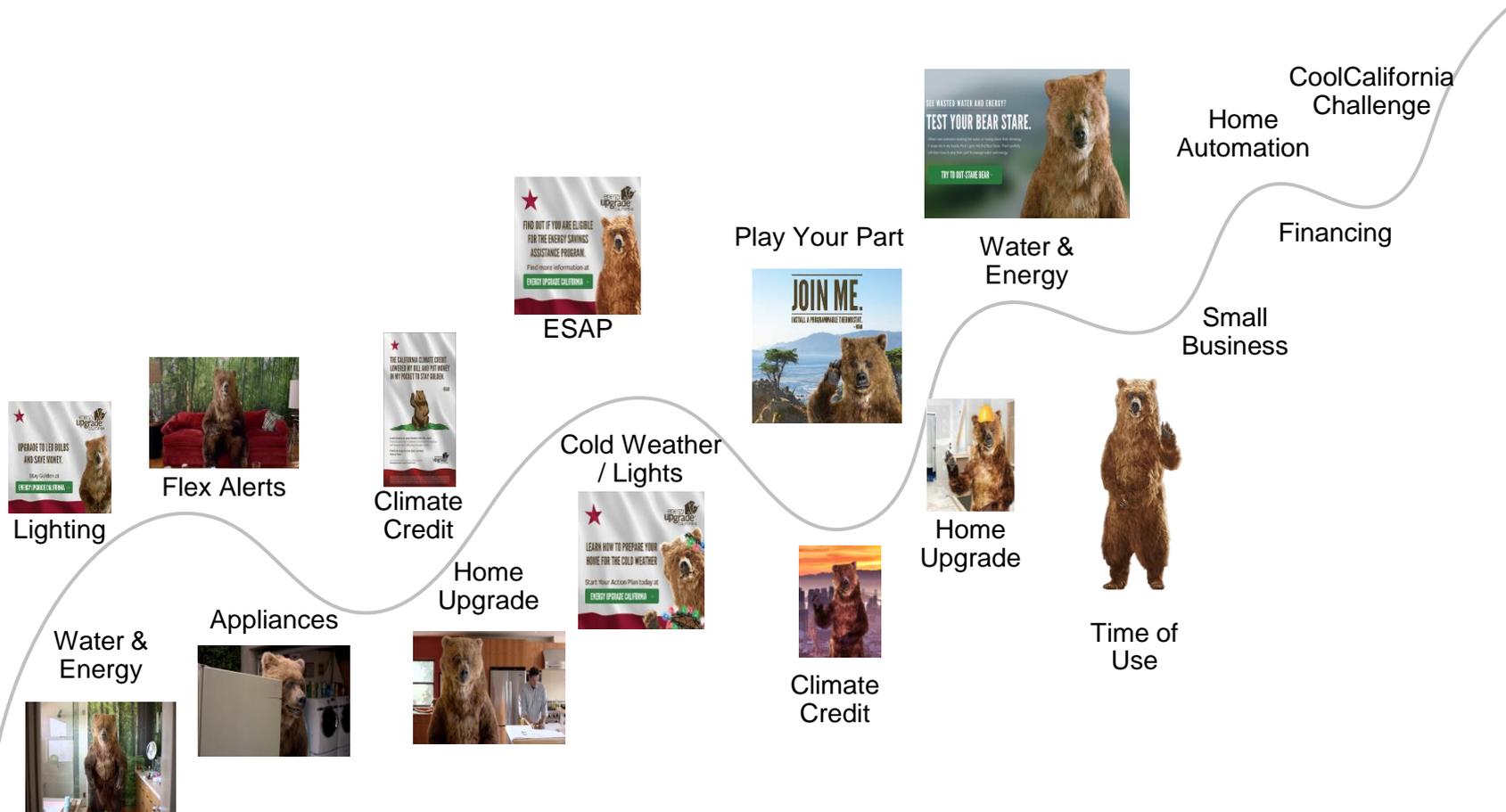
- Partnerships/Sponsorships
  - Partner with corporations colleges/universities, and energy industry stakeholders to deliver Energy Upgrade California's educational messages to Californians via integrated marketing strategies and tactics
- Youth Education
  - Collaborate with trusted youth organizations to educate, activate, and motivate Energy Upgrade California Youth Ambassadors

# Upcoming Channels

- Building Industry
  - Provide building industry stakeholders with information on campaign strategies and tools to help them leverage the statewide program in their own sales and customer service strategies

# Campaign Structure

# Layered Campaign Approach



## Primary Campaign



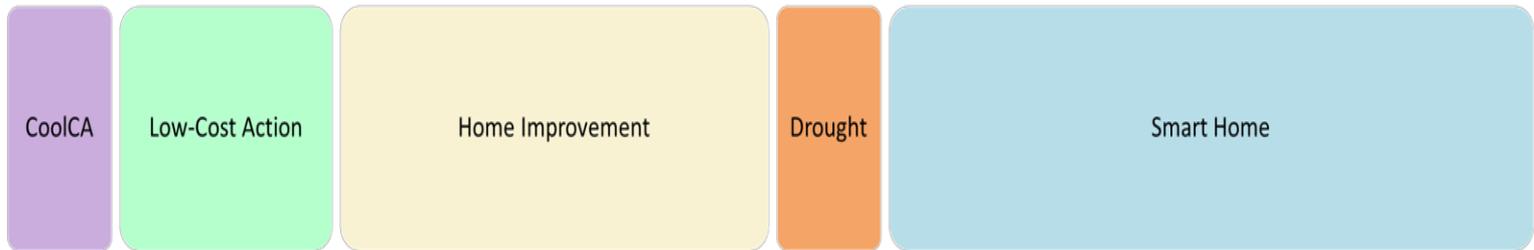
# Campaign Structure

Q4 2015 to 2016

**Campaign**



**Subcampaign**



# Campaign Structure

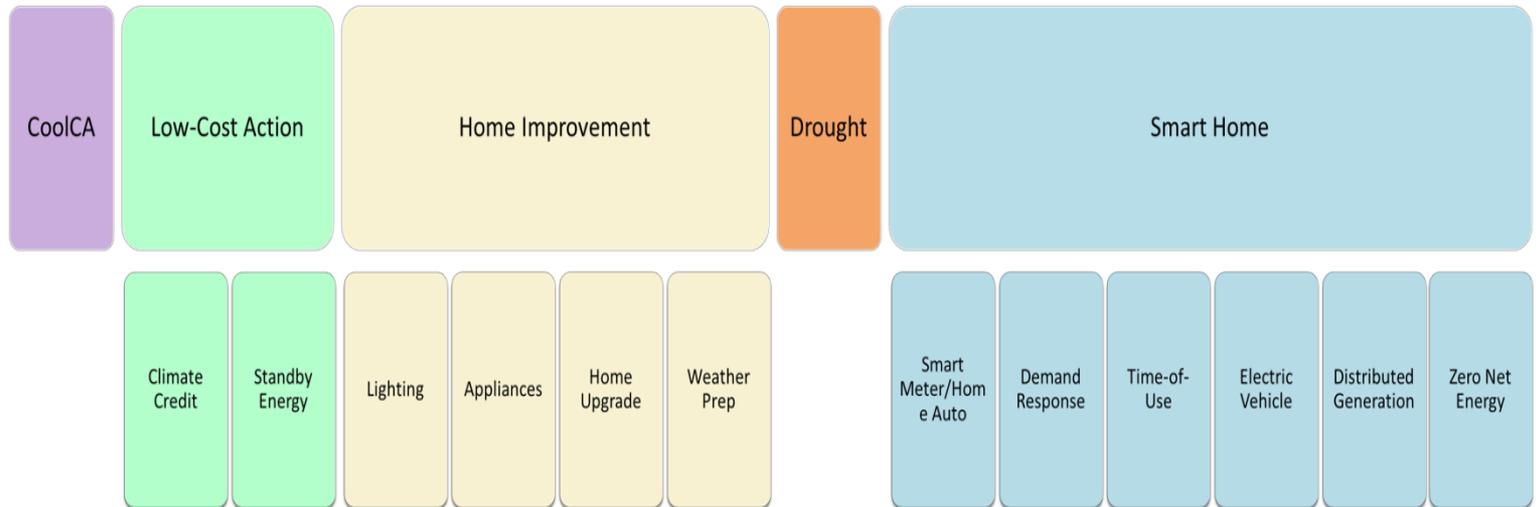
Q4 2015 to 2016



**Campaign**

**Subcampaign**

**Topics**



# Results

# Results to Date

- **Paid Media**

- Impressions:  
1,310,132,983
- CTR: 0.15%

- **Earned**

- Impressions:  
837,196,621
- Placements: 1,985

- **Social**

- Facebook Likes:  
46,500
- Twitter: 8,952

- **Retail**

- Events: 1,074
- Impressions:  
1,298,932
- Engagements: 22,695

# Results to Date

- **Mobile**

- Events: 245
- Engagements: 27,340
- Impressions: 148,870

- **CBOs**

- Events: 604
- Impressions: 709,789
- Engagements: 76,051

- **Website**

- Unique Visitors: 653,413
- Engagement Rate: 46%

# Thank You

Liz Oh

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*We work nationally in the clean energy industry and are always open to exploring partnership opportunities.*

