Strategic & Creative: Power of One
Strategic Recap

Re-engage Californians’ hearts and minds and spur energy-efficient actions among all Californians.
Direct Consumer & Business Engagement

Consumers

We will educate and provide pathways for California consumers to engage in best practices around energy efficiency starting at the local, grassroots level, to support overall behavioral change. Success of this education and action will be measured through the tracking of “energy smart” purchases at point of sale and manufacturers reimbursements of incentives, rebates, and promotions.

Businesses

We will educate and empower businesses across the state of California to promote energy efficient practices and products that result in stronger engagement with consumers, long-term adoption of the EUC brand methodology amongst our retail partners, and ultimately direct point of sale purchases.
BRAND CONVICTION
WHAT IS YOUR FIGHT?

Energy Upgrade California fights for the power of you.
Act
Take Energy Efficient Action

Trigger
Be Open to New Ways of Being Energy Efficient

Reward
Reinforce Self-Identity as Energy Efficient
The Issue
People do not feel they can do any more than they already are.

The Fight
Energy Upgrade California fights for the power of you.

The Strategy
Imbed energy efficiency in Californians’ self-identities.
Creative
The Power Of One

Energy Upgrade California fights to empower people by recognizing everyone’s individual power to create change.
The Power Of One

The drought. Global warming. Blackouts. It feels overwhelming. What power does one person possibly have to help? Turns out, a lot. Because power is not just for kings and queens. It is not bestowed with a badge or medals. Power resides in the mind. It lives in the heart. Power is a vision for a better tomorrow. It’s a single act, no matter how small.

And this isn’t just theory or wishful thinking. This is fact. Because a bunch of “ones” have been flexing their power. Like flipping one light switch. Or, taking a shower that’s one minute shorter. Or, making one smart decision. And those actions have added up to make California #1 in energy conservation.

In this direction, we’ll celebrate the power of one from all angles: the power of one person, one family, one small business, one community to make a difference. The power of one state to lead the nation, and the world.

We’ll show people the power to make things better is truly in their hands. Because after 40 years of being the first in energy conservation, we know It Just Takes One.
Look & Feel
It just takes 1
Phase 1

Reward People
California is #1 in the nation in energy conservation. It's because of people like you who make smart choices, like buying CFL bulbs.

Learn about the power of one at EnergyUpgradeCA.org
Every time you purchase an appliance with an Energy Star sticker, you ensure California remains #1 in energy conservation.

Learn about the power of one at EnergyUpgradeCA.org
¿Estás pensando en usar energía solar? Cada negocio que hace el cambio recibe una devolución de impuestos y ayuda a California a seguir como Número 1 en el uso eficiente de energía.

Aprende sobre el poder de uno en EnergyUpgradeCA.org
Video: 30

This film features vignettes of different people walking towards camera. We’ll see: a man hiking through the redwoods, a woman walking through an olive tree orchard in the Central Valley, a small business owner closing the gate in front of his shop then walking down the street, a man pulling his kayak out of the water in Southern California, a family walking down a sidewalk in their neighborhood.

As we see this, we’ll hear an ANNCR:

ANNCR:

When people think of power, they think of things like world leaders, or rockets, or big guys on sports teams.

But they often overlook the power that lies within themselves.

We start to see more and more people walking towards camera. The camera pulls up and we see there’s a movement happening.

ANNCR:

They forget that their daily actions can make a big impact.

Which is why we’re here to remind you, that there is power in your hands.

The camera pulls up to a full overhead shot, and we see the group of people have formed a giant white Number 1.
Video: 30

ANNCR: A lot of it, actually.
Everyone turns around, and in an instant, we see the giant Number 1 turn from white to black.

ANNCR: Because of you, California is Number 1 in energy conservation.
All it takes is one person. One act.
One state to change the world.
We see the Number 1 of the crowd transition into the Energy Upgrade California logo.
ANNCR: It Just Takes One.

SUPER/ANNCR:
LEARN HOW TO USE YOUR POWER
at energyupgrade-ca.org
Transit
Transit placements reward people the moment before they’re about to take an energy-saving action.
Phase 2

Trigger Action
Mini-Monthly Campaigns/ Digital Banners

It takes 28 days to change a habit, so we’ll encourage Californians to change aspects of their energy usage with a monthly mini campaign calendar. We’ll give people four weeks to focus on a single energy-saving action. And once that’s had enough time to stick, we’ll suggest a new one.

- Less Vampires
- 1 Dryer Free Laundry Day
- 1° Degree down
- 1 Energy Star Purchase
Mini-Monthly Campaigns

1 Less Vampire

Most people don’t realize how much energy they’re draining when they don’t pull the plug on their unused appliances. By eliminating these “vampires”, Californians can save loads of energy, plus loads of money on their electric bills. Around Halloween, we’ll play off the spooky climate of the season with a series of cheeky ads that show how California
Mini-Monthly Campaigns

1 Less Vampire
Most people don’t realize how much energy they’re draining when they don’t pull the plug on their unused appliances. By eliminating these “vampires”, Californians can save loads of energy, plus loads of money on their electric bills. Around Halloween, we’ll play off the spooky climate of the season with a series of cheeky ads that show how California
Trigger

Targeted Digital
OOH

This solar powered OOH board will not only educate people, but give them a place to charge their devices while waiting for the bus.
Phase 3

Reinforce Behavior
Video - 15 Sec

Energy Star
Open on a salesman showing washing machines to a couple at Home Depot. The woman stops and looks over a modern looking one. Her husband crouches down and places his finger on the “Energy Star” logo. We focus on this, then all of a sudden, the scene changes and the couple - along with the salesman - is standing with the washing machine in Muir Woods.

VO: The Johnsons do it for the redwoods.

The couple nods, acknowledging that this is the right machine to buy. We pull back to see that one of the trees is framed by a giant number 1.

VO: Why do you conserve energy? All it takes is one action, like buying an Energy Star rated appliance, to make a difference. Learn more about the power of one at energyupgradeca.org.

SUPER: The Power of One

LOGO: Energy Upgrade California Logo
Social

What’s your one?
Let’s ask people what their one reason is to upgrade, then celebrate that reason and share it with others. Energy Upgrade California can push it out through social channels and create content from those real reasons from real people.

Our ask: Give us one good reason you want to change the world. It just takes one small upgrade to change the world.
OOH

This interactive board empowers people with just one touch.
OOH

Billboards with cutouts in the shape of the number 1 will be placed along the popular scenic highways.
Community Engagement
Core Programmatic: Energy Consumers

- Deepen our relationships with retailers and manufacturers resulting in increased point of sale purchases for energy efficient products
  - Development of a long-term plan for working with large to mid-size retailers across the state of California for energy education and transactions
  - Engage with manufacturers of energy smart appliances across the state of California
  - Develop resources for smaller retail locations to compete for increased foot traffic (physical and digital) against major retailers for energy efficient products point of sale opportunities
    - Sidewalk sales
    - Digital properties
- Sidewalk sales
- Digital properties
- Enhancing a cultural shift in energy education
  - Broaden EUC’s outreach amongst California elementary education districts (San Diego County Department of Education) to build in-school learning opportunities that result in in-home energy smart decisions (children influencing their parents)
  - Build a community based organization framework to reach all populations of California with culturally relevant messaging that addresses the value of smart energy decisions—cost efficiency, environment, health benefits, etc.
  - Establish transparency between the consumer and IOU through energy education to help the consumer understand how their decisions impact the IOU and how the IOU is preparing to meet the demands of consumers
- Supporting California’s agricultural industry through increased energy efficiency
  - Develop a plan to educate and target agricultural organizations to implement measures that will save energy without harming productivity
  - Work to influence energy policy decisions that effect disadvantaged communities who support the agricultural industry in California
  - Partner with agricultural organizations to educate employees about energy efficient practices within the agricultural industry, as well as practices they can institute at home
Core Programmatic: Business

- Leveraging strategic partnerships across California.
  - Engage with senior level executives in major retail outlets (Home Depot, Walmart, Lowes, Target, Sears, etc.) to develop energy education and decision point of sale opportunities
  - Identify and build relationships with trade associations locally and nationally
  - Build alliances with businesses and trade groups to reach large segments of California’s economic landscape
- Small Business
  - Create point of sale opportunities for California small businesses through in store displays, manufacturer rebates, and other vehicles that recognize small businesses’ contribution to energy efficient decisions
  - Organize a small business employee education program, leveraging the collateral resources of the EUC, to equip the boots on the ground with working knowledge of energy efficiency that can be shared with not only consumers, but organically in their own networks
  - Establish a forum for small business to engage with manufacturers, influencing product and service innovation in the energy space
California is incredibly diverse...we will need a total market approach to bring Power of One to life.
Total Market Key Strategic Principles

1. Have a consumer first mindset
2. Maintain comprehensive consumer understanding by undertaking comparable research for all segments
3. Assume no pre-defined outcome instead of assuming the goal is always to attain absolute alignment
4. Don’t backtrack. All partners should have input from the beginning; during strategy development rather than during creative development to minimize retrofitting and maximizing effectiveness
A Closer Look at the Golden State

POP 39,144,818 -12% of the total US POP
A multicultural majority since 2014

- 38.6% Hispanic (vs. 17.4% total US)
- 27.7% of all US Hispanics live in CA
- 14.4% Asian (vs. 5.4%)
- 6.5% African American (vs. 13.2%)
- 38.5% Non-Hispanic White (vs. 62.1%)

- 27% of the CA POP is foreign born (vs. 13.1% total US)
- 43.9% speak a language other than English @ home (vs. 20.9%)

6 in 10 people in CA are of multicultural background
Research, Targeting & Measurement
Measurement Focus

A general measurement framework and related metrics are proposed to help understand impact and effectiveness along the engagement funnel.

The goal is to use a combination of techniques to be comprehensive, timely and actionable.

The means to achieve this include:
1. Periodic overarching EUC Survey
2. Ongoing campaign performance metrics
3. Coordination with IOU information
Survey/Tracker

- Benchmark and establish KPIs
  - Knowledge and Awareness
  - Sentiment and Perception
  - How Actions are Taken

- Ongoing Tracker Study
  - Campaign/Brand awareness (aided and unaided)
  - Shifts in above metrics

- Samples will be representative

Campaign Performance

- Campaign Response
  - Overall engagement with campaign assets

- Site metrics
  - Unique visitors
  - Actions on the site
  - Supporting conversion

- Other digital metrics
  - Banners, video, Social (Facebook et al)

Utility Information

- Helps complete the picture as a customer moves through the lead generation process
- Could show overall impact on sustained energy management behavior

Overall effectiveness will be reported at regular intervals, but the campaign level measurement will be used in-progress in order to drive greater optimization.
Thank you
Vision

MEO 5-year framework

Energy Upgrade California exists to support the goals in SB 350, which requires a doubling of energy efficiency by 2030, and a reduction in greenhouse gas emissions by 40 percent by 2030.

EUC’s focus is on the demand side of the energy equation.

To measurably achieve our mission of increasing energy efficiency and reducing greenhouse gas emissions, the Energy Upgrade California campaign will develop and implement a program that will drive consumers and small business owners to utilize existing opportunities for energy reduction.
EUC Brand Objectives

_Umbrella Statewide Marketing Objectives of Initiative are Two-Fold._

**1. Create Groundswell Movement:**
Empower all Californians to take action.
Drive Urgency. Connect Emotionally.
Make people feel empowered to act.

**2. Drive Energy Educated, ready to act people to IOUs:**
Drive people actively engaged in their energy management to IOUs.
There, they’ll learn about all the ways they can take action to be more energy efficient.