

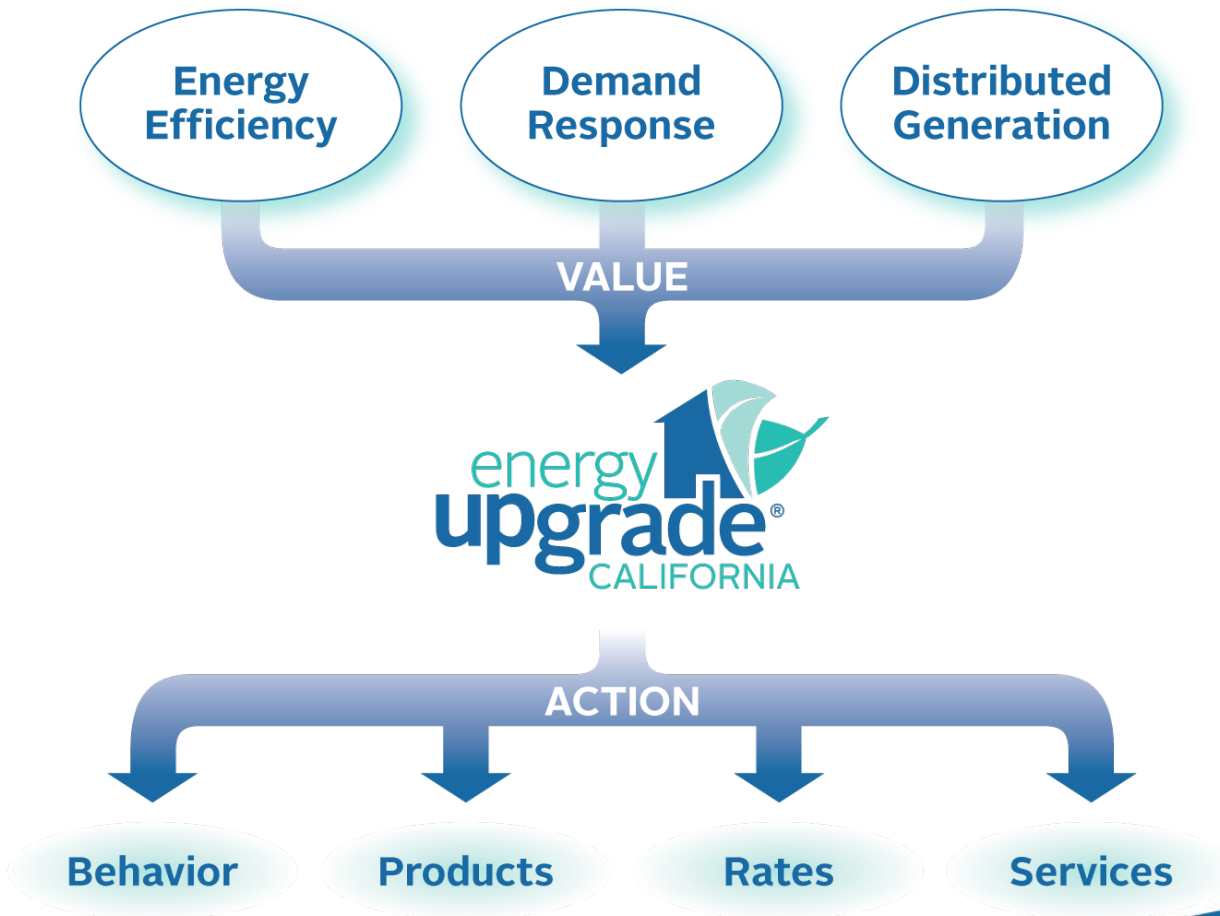
Brand Transition and Statewide Marketing, Education & Outreach (SWMEO)

January 22, 2015

Learning Session I for Rulemaking 14-10-003

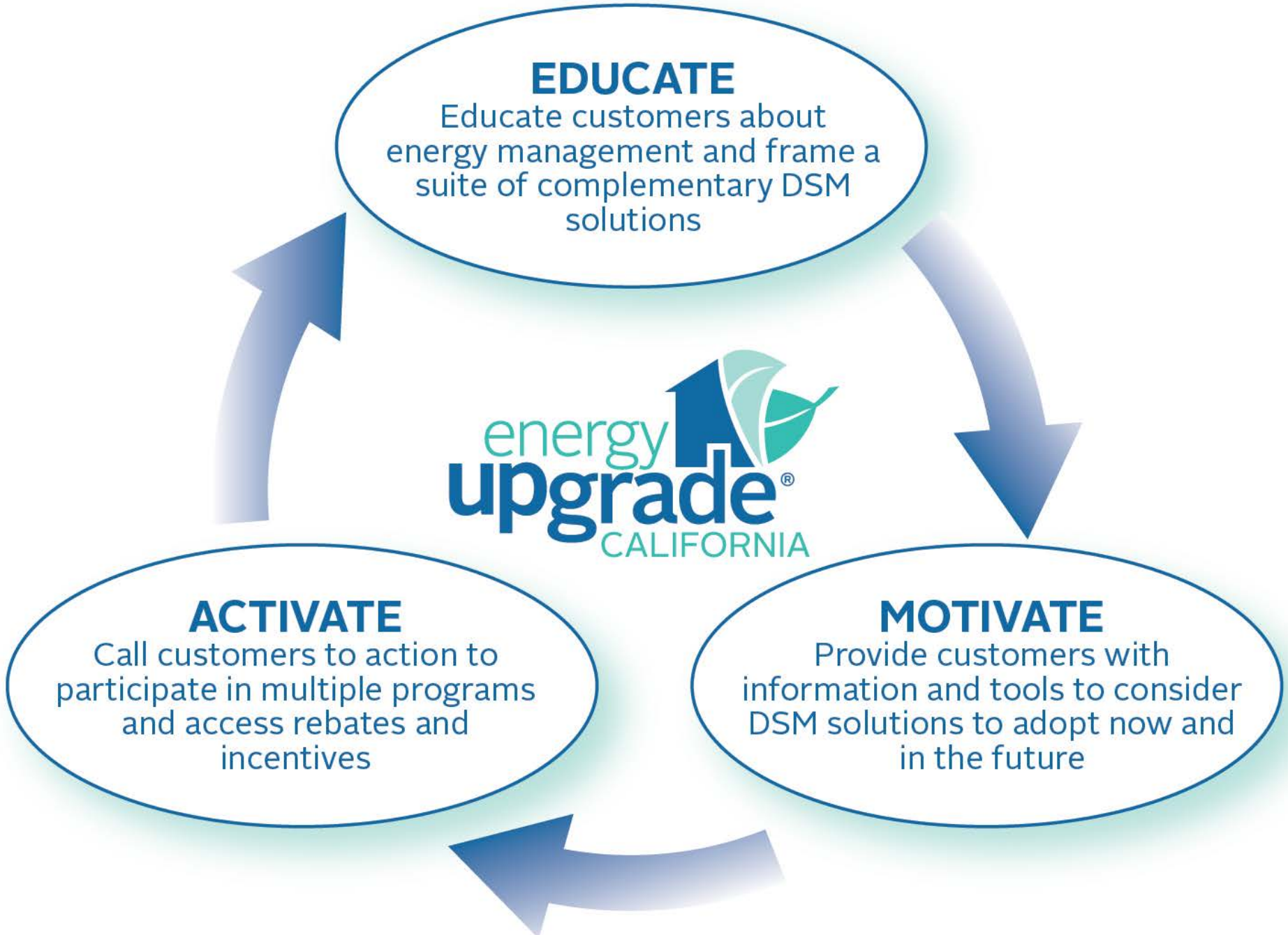
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Brand = Pioneering IDSM Platform



SWMEO 2014-15 Budget

MARKETING	\$20,445,299
paid, earned and social media	
EDUCATION	\$7,900,000
website, digital marketing, mobile outreach and small business pilot	
OUTREACH	\$7,250,000
retail, strategic partnerships, youth engagement, CBO grant program	
RESEARCH	\$1,200,000
EM&V	\$1,711,409
CSE administrative	\$2,994,966
IOU administrative	\$1,283,557
Total	\$42,785,231



SWMEO 2014 Accomplishments

- Brand resonating and growing – aided awareness 21%
- Stakeholders using shared calendar, meeting monthly
- Several agency partners hired via competitive solicitation
- New website launched featuring wide array of DSM content in Sept.
- Multiple channels developed and launching

Paid media impressions	> 15 million
Earned media	> 550 outlets have run stories
Social media growing	> 25,000 Facebook fans
Digital media growing	> 67,000 clicks; 0.07% CTR
Energyupgradeca.org comprehensive	500,000 visitors to date
Retail active with 14 companies	307 events; 6,400 engagements
20 CBOs up and running	54 events; 8,000 engagements
New mobile education coming in April	
New tools coming to website in March	

Data

- Consumer engagement requires knowledge
- MEO is a data-driven activity
 - Data needs will increase over time for SWMEO
 - Focused now on establishing brand and resources
- Collecting limited data now – will increase
- Secure sharing of data will be important consideration in the future

Lessons Learned for IDSM

1. People think about energy needs and services, not energy itself
2. It is easier and less expensive to bundle offerings for customer groups than to find new customers for every program
3. Programs are currently not designed to incentivize or encourage adoption of more than one solution
4. People are receptive to a brand approach that connects their energy use to greater goals and values
5. Good brands develop customer relationships and communicate value increasingly over time
6. Developing and delivering IDSM branded programs would streamline and improve the customer experience