

Focus on Energy: RPP Tactics & Analysis

October 2017



focus on energysm

Partnering with Wisconsin utilities

Focus on Energy/ RPP Overview

- Focus partners with 108 utilities throughout Wisconsin
- Joined RPP in 2016
- Some municipal and electric coop utilities still opt to provide additional rebates or bill credits for ENERGY STAR appliances
- Appealed to Focus because:
 - Market transformation vs resource acquisition
 - National partnerships and engagements
 - Pilot budget fit within program
 - Ability to influence market, again

Marketing Tactics

- Website
- Online Appliance Marketplace
- Cross-program coordination
- In-store signage and handouts
- Digital Ads
- Social Media



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Website

focusonenergy.com/appliance
marketplace

ENERGY STAR Certified Appliances

Save with highly efficient, top-performing products!

The average household spends about \$2,000 a year on energy costs. Appliances and electronics account for about 30 percent of that amount. To choose products that offer energy efficiency without sacrificing features, performance or comfort, just look for the ENERGY STAR® label.



Save when you purchase, keep saving day after day.

Focus on Energy has partnered with ENERGY STAR and participating retailers to make these high-performing, high-quality products more affordable. That means you'll save on your purchase, you'll save year after year and you'll help save the environment by reducing greenhouse gas emissions.

For a quick how-to video guide of the Focus on Energy appliance marketplace, click on the video image below. To start shopping and comparing the benefits, features and pricing of products at participating retailers, click the button!

Appliance Marketplace



See how these ENERGY STAR certified products compare to conventional models.

Learn, compare and share!

DETAILS

Clothes Dryers

Compared to conventional models, ENERGY STAR certified clothes dryers:



- Use an average of 20 percent less energy without sacrificing features or performance.
- Use innovative energy-saving technologies, such as advanced moisture sensors that detect when clothes are dry and automatically shut off.
- Reduce the wear and tear caused by over-heating and over-drying clothes.
- Prevent wrinkles if they also have convenient features like steam cycles.

TIPS

- ✓ Look for the highest Combined Energy Factor (CEF), which is the model's energy efficiency rating. The higher the CEF, the more efficient the model is.
 - Gas: Greater than or equal to 3.48 CEF
 - Electric: Greater than or equal to 3.93 CEF
- ✓ Consider an ENERGY STAR certified heat pump dryer for even greater energy savings—up to 60 percent more than conventional clothes dryers.
- ✓ Click to compare [product pricing](#).
- ✓ Learn more at energystar.gov/products.

Freezers

Room Air Conditioners

Room Air Purifiers



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Online Marketplace

focusonsaving.com

The screenshot displays the Focus on Energy website's product search interface. At the top left is the logo for Focus on Energy, which includes a circular icon with four colored dots (green, blue, yellow, green) and the text "focus on energy" and "Partnering with Wisconsin utilities". The main heading is "Find Energy Saving Products Online" with a subtext "Save when you purchase, keep saving when you use." Below this is a carousel of product categories: Refrigerators, Dishwashers, Washers, Dryers, Freezers, and Washer Dryers. The "Refrigerators" category is currently selected. Below the carousel, it shows "(848) Results", "Items per page" set to 10, and "Sort by: Price". On the left side, there is a "Search By Name" field with a search icon and a "Reset" link. Below that is a "Filter Results" section with expandable categories: Brand, Type, Capacity Range (cu. ft.), Price, Height, Width, and Depth, each with a "Reset" link. The main content area shows two product listings. The first is a Kenmore 60412 refrigerator, described as an "Efficient Interior Capacity" 18 cu. ft. white model. It lists a capacity of 18.08 cubic feet, a purchase price of \$399.99, 404 kWh per year, an operating cost per year of \$40.20, and that it is not ENERGY STAR certified. It includes a "Compare" checkbox and a "Buy Now" button. The second listing is a Kenmore 60419 refrigerator, described as having adjustable wire shelving and gallon door bins. It also lists a capacity of 18.08 cubic feet and a purchase price of \$429.99.

Cross Program Coordination

Compare and Save!

Visit our **Appliance Marketplace** to:

- Compare energy savings on a new refrigerator or freezer
- Find a retailer for purchase
- Save for years to come with a high-efficiency appliance

To get started, visit
focusenergy.com/applancemarketplace.



PLUS – Find out how to save when you recycle your old appliance!



Get \$35 for Your Old Fridge or Freezer.

Schedule your **FREE** in-home pickup by visiting focusenergy.com/fridge or calling **800.354.1898**.



SAVING ENERGY AND MONEY FOR WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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Store Signage



2016 signage



2017 – custom signage for Best Buy



2017 signage



Other Retail/ Lighting Promotions

Lightbulb
Moment!

**INSTANT
DISCOUNTS!**
ON THIS ENERGY STAR®
CERTIFIED PRODUCT



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 LEARN MORE AT
energy.wis.gov

10 package purchase limit.

Lightbulb Moment!

Get a \$75 incentive
on a qualifying
smart thermostat.
Learn more.



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**INSTANT
DISCOUNTS!**
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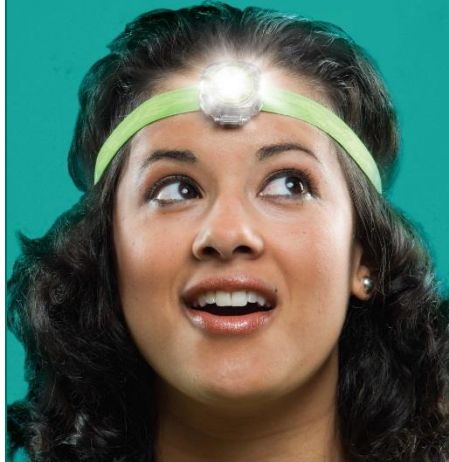
 LEARN MORE AT
energy.wis.gov

10 package purchase limit.

In-store and event handout

Lightbulb Moment!

Save money every day with ENERGY STAR® certified dryers, freezers, sound bars, room ACs and air purifiers!



focusenergy.com/appliancemarketplace
800.762.7077



Your Guide to Saving Energy and Money

ENERGY STAR certified means energy savings for you and reduced emissions for Wisconsin.

The average household spends about \$2,000 a year on energy costs. Appliances and electronics account for about 30 percent of that amount. To choose products that offer energy efficiency without sacrificing features, performance or comfort, just look for the ENERGY STAR label. The trusted ENERGY STAR mark indicates products that have been third-party tested to meet strict energy efficiency requirements set by the U.S. Environmental Protection Agency.

Save when you purchase, keep saving day after day.

Focus on Energy has partnered with ENERGY STAR and participating retailers to make these high-performing, high-quality products more affordable. That means you'll save on your purchase, you'll save year after year and you'll help save the environment by reducing greenhouse gas emissions.

Compare product benefits, features and pricing at participating retailers at focusenergy.com/appliancemarketplace.



ENERGY STAR Certified Clothes Dryers

Compared to conventional models, ENERGY STAR certified clothes dryers:

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Learn more at energystar.gov/products/appliances/clothes_dryers.

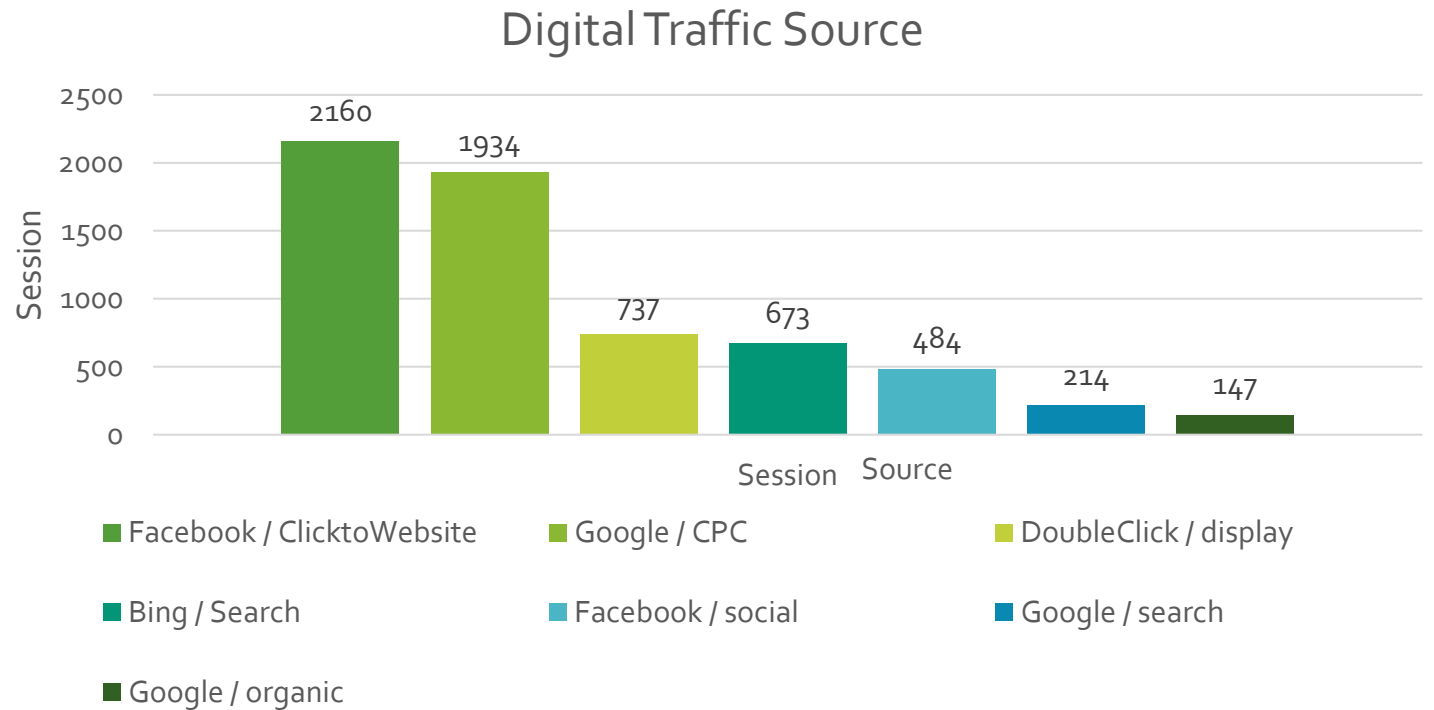


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Digital Traffic Source / Medium

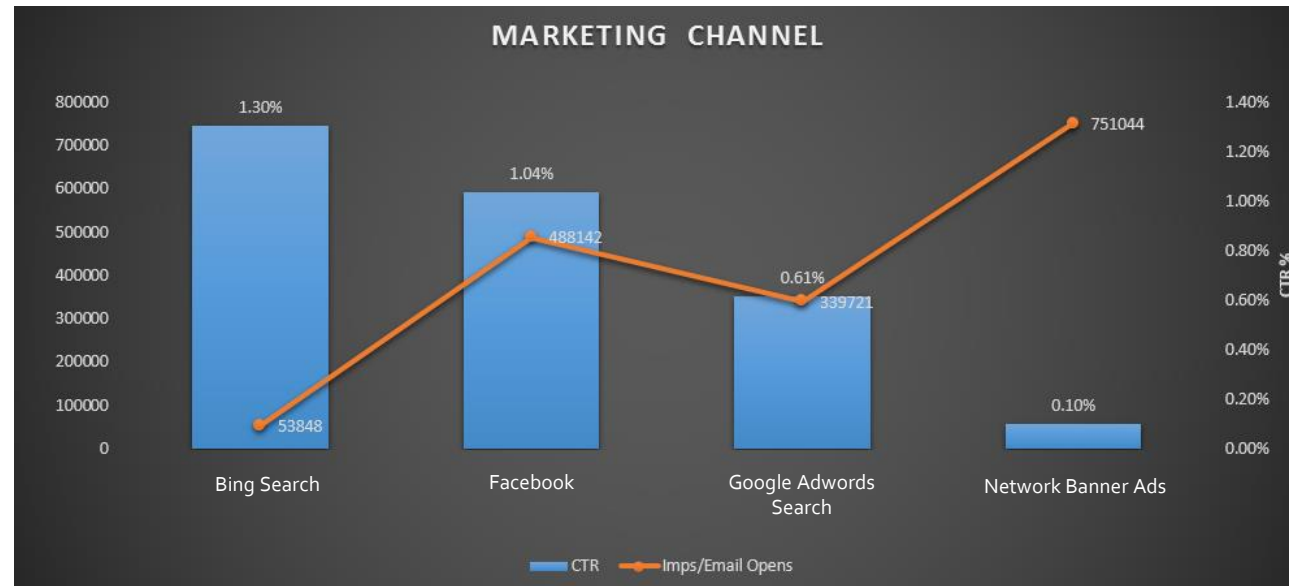
Key Takeaway: Despite Facebook's higher session rate, Google, DoubleClick, and Bing are delivering a more quality lead



* Google Analytic Date Range: January 01 to August 22, 2017

YTD Marketing Channel Performance

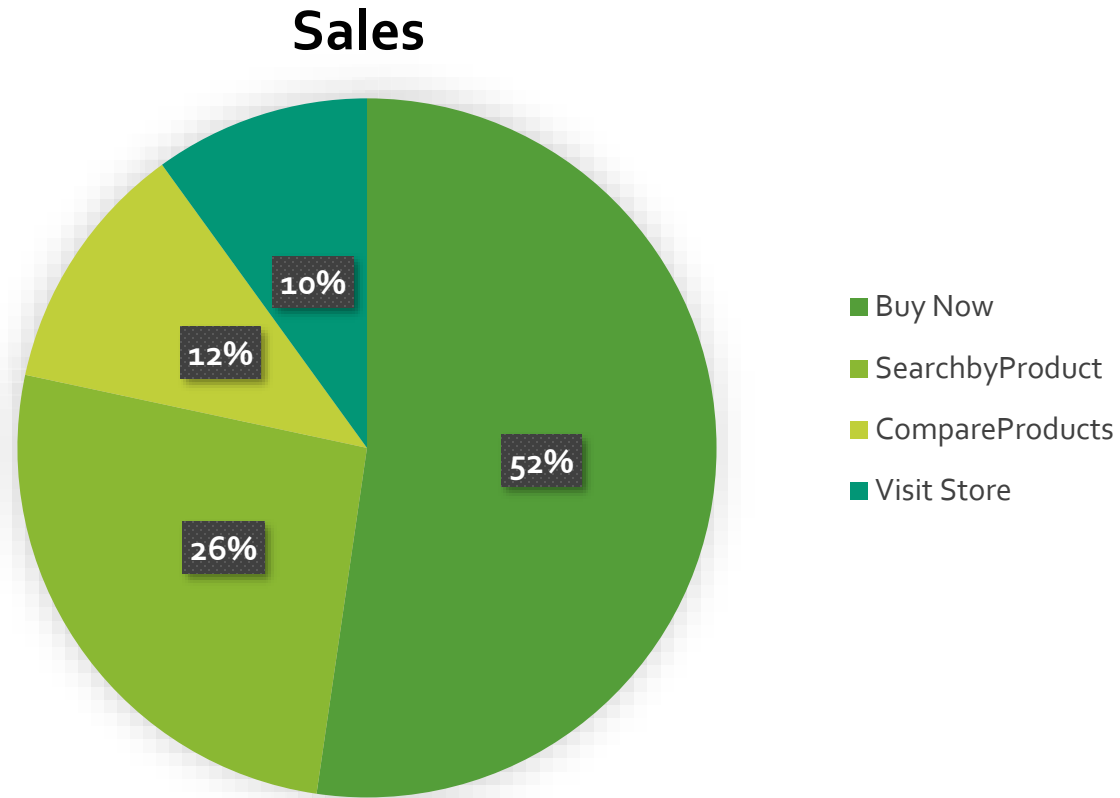
Key Takeaway: Search Ads continues to provide far more impression compared to other media channel.



* CTR N/A for Valassis / Free Standing Inserts

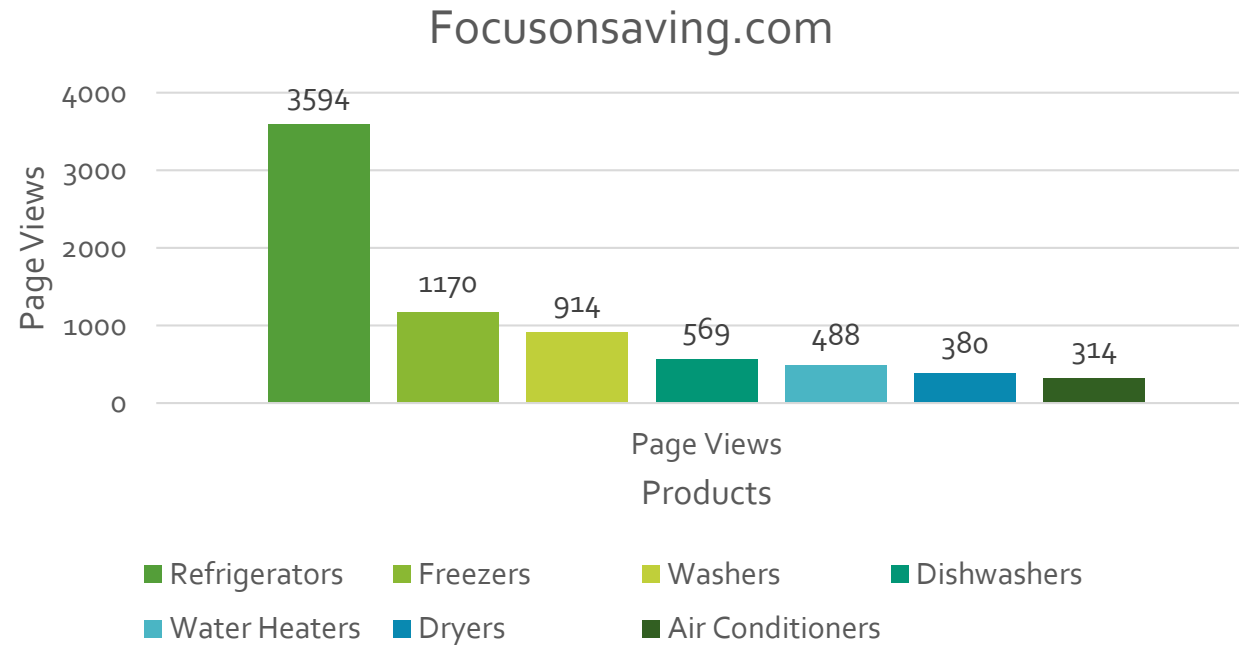
Appliance Marketplace Google Tag Manager Data

Key Takeaway: More than half of all users that visited the Appliance Marketplace clicked 'Buy Now'



Appliance Marketplace Product Search

Key Takeaway: There is a significant interest in researching refrigerators, with clothes washers and freezers being secondary to that. Marketing campaigns should target these market needs; perhaps, testing cross promotion.



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Summary

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- To promote the online Appliance Marketplace, a digital media campaign was implemented to drive awareness and traffic users to the website. Digital display and paid social ads were used to drive traffic to the website, while paid search was used to capture user generated activity

Recommendation

- Develop an integrated media campaign to generate awareness of online offerings and act as a traffic driver to the website landing page
- Analyze which products customers are most interested in researching and implement product specific marketing tactics to support user activity.
- Consider program cross promotion.

Thank you!

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