



# Reaching Massachusetts Consumers in a Changing Lighting Landscape

ENERGY STAR® Products Partner Meeting 2017



# Energy Efficiency in Massachusetts



- Cape Light Compact, Eversource, National Grid, and Unitil comprise the electric sponsor of Mass Save
- The sponsors work collaboratively to support the Mass Save lighting programs

# Speaking to Customers



- Mass Save lighting programs focus on building awareness, excitement, and convenience around ENERGY STAR certified LEDs

## Awareness

media content



## Excitement

online promotions

## Convenience

in-store discounts



- Awareness is built with media and content that makes ENERGY STAR certified LEDs feel familiar
- The goal is to make customers feel they can:
  - Make an easy choice  
(choose ENERGY STAR certified LEDs)
  - Make an informed choice  
(comfortable choosing the bulb type, brightness, color temperature, and features that meet their needs)



WARM WHITE LIGHT		COOL WHITE LIGHT		DAYLIGHT	
2700K	3000K	3500K	4100K	5000K	6500K
standard color of incandescents		good for kitchens and work spaces		good for reading	



- Media campaign with New England Cable News (NECN)
- Leveraged NECN's on-air cable and online channels months—when viewers tune in more frequently to get weather updates—to share educational content with a statewide audience

# Bright Ideas Campaign - Content



- Video
- Native digital articles
- Digital banners
- Social media posts



- Included both high-level messages and deeper, contextualized information
  - **High-level:** Choose ENERGY STAR certified LEDs, Mass Save offers discounts
  - **Deeper:** Matching color temperature with the colors of a room, bulbs for outdoor lighting, etc.

# Bright Ideas Campaign - Impact



- Over 9.4 million impressions
  - 73% TV impressions
  - 27% digital impressions
- 19 percent increase in visits to MassSave.com compared to the same time period of the previous year

*Massachusetts Google Search Trends for "ENERGY STAR"*





- Excitement gives customers motivation to act now!
- Limited-time offers create a sense of urgency—if you don't act now, you'll miss out on something good
  - Most impactful when there is already awareness and interest
  - Incentives trial among new customers

A red, distressed stamp with a white border, tilted slightly to the right. The text 'LIMITED TIME OFFER' is written in a bold, uppercase, sans-serif font, with 'LIMITED' on the top line and 'TIME OFFER' on the bottom line.A red, distressed stamp with a white border, tilted slightly to the right. The text 'DON'T MISS OUT!' is written in a bold, uppercase, sans-serif font, with 'DON'T' on the top line and 'MISS OUT!' on the bottom line.



# Flash Sales



- Limited-time online sales offer customers a 4-day window to purchase an LED pack at a heavily discounted price
- Promoted via digital channels: social media, email, MassSave.com

**FLASH SALE**  
4 DAYS ONLY!

**ONLY \$10 PER PACK!**

Quantity	Wattage Equivalent	Bulb Type	Discount
6	50W-equivalent	BR20 LED Bulbs	81% OFF!
6	65W-equivalent	BR30 LED Bulbs	81% OFF!
6	85W-equivalent	BR40 LED Bulbs	85% OFF!

Available through August 6, 2017, while supplies last.

The advertisement features a green background with a yellow diagonal banner on the left. It displays three groups of LED bulbs: six small BR20 bulbs, six medium BR30 bulbs, and six large BR40 bulbs. Each group is accompanied by a large number '6' and text describing the wattage equivalent, bulb type, and discount. An Energy Star logo is visible in the bottom left corner of the ad.

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Unitil  
energy for life



# Convenience



- Making it easy to find the right bulbs is important, especially with the number of lighting options available
  - Special in-store placement
  - Clear & compelling messaging
  - Sales assist materials



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Some limits may apply. MA.01.17

# In-Store Discounts



- Special pricing
  - At stores where customers already shop
  - On products they already find appealing
- Special signage
  - Highlights the discount
  - Calls out Mass Saves' support
  - Communicates desirability (ENERGY STAR = quality, application)



*Increased incentives on Cree LEDs at the Home Depot for Earth Month promotion*

# Reaching the Consumer



**Build Awareness:** quality and affordability resonate well—ENERGY STAR has a broad appeal to consumers.



**Generate Excitement:** people hate missing out on a good deal—use e-commerce to give them a reason to engage with you AND promote other offers.



**Offer Convenience:** make it easy for your customers—this fundamental concept drives all retail strategy.

