

Messaging Hierarchy

NEEA Regional Energy Efficiency Messaging & Marketing Toolkit

November 28, 2011



Messaging Is What Brings Us Together Today...

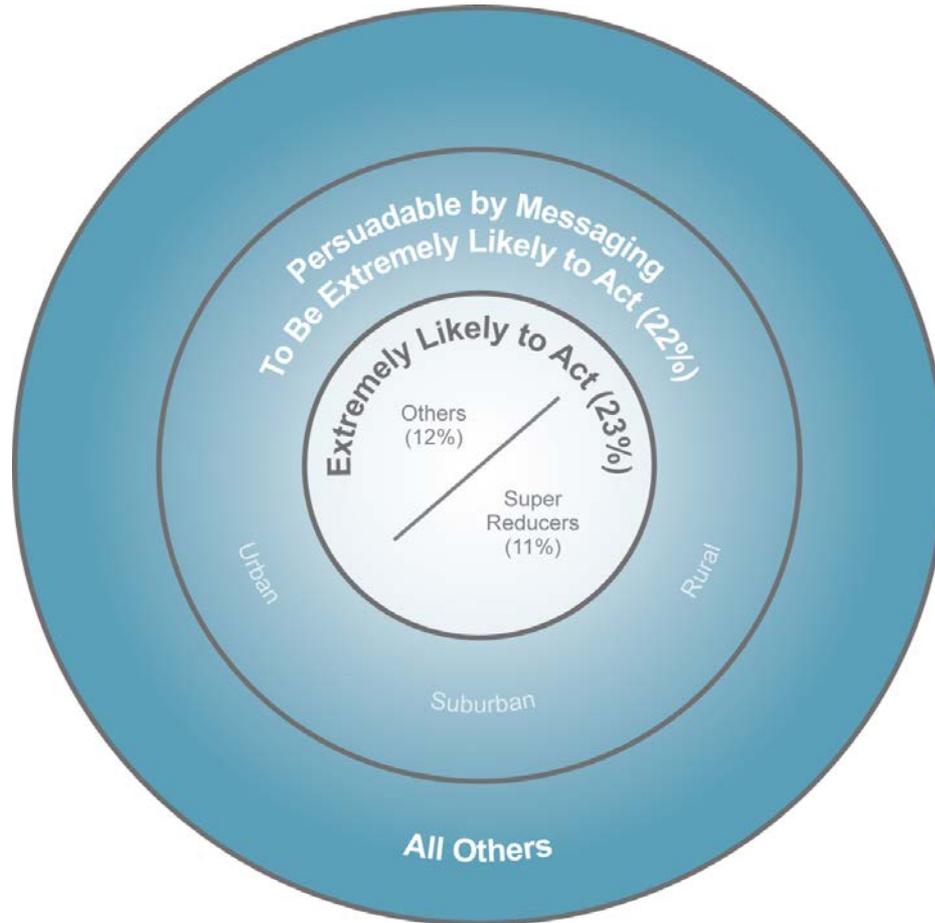
- ▶ Completed Messaging Research: Qualitative & Quantitative
- ▶ Drafted Messaging Hierarchy – For Discussion Today
 - ▶ Isolate what grabs *and* what moves residents to take action
 - ▶ Provide framework for creative execution to guide the development of marketing content and visual imagery
 - ▶ Frame actions to maximize opportunities and mitigate challenges
- ▶ Next Steps
 - ▶ Develop creative concepts & toolkit recommendations that embody this messaging
 - ▶ Complete Social Media Study
 - ▶ Bring recommendations for marketing content and toolkit resources to you

What We Learned From The Messaging Research

- ▶ Do not need to create awareness of energy efficiency – residents across the region are already tuned in to this
- ▶ Do need to create a greater sense of urgency – at present, just 23% of households are highly likely to take more action
- ▶ Highlighting **waste** creates this sense of urgency and personalizes it - gets residents' attention that there's more they can do
- ▶ Getting rid of wasted energy delivers benefits that resonate – it not only lowers their bill, it makes them feel good that they are conserving more, wasting less and keeping costs down for everyone

The Challenge And The Opportunity

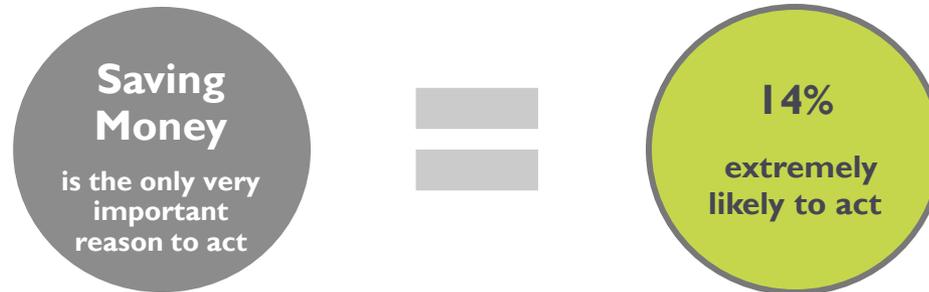
Moving More Residents to Act



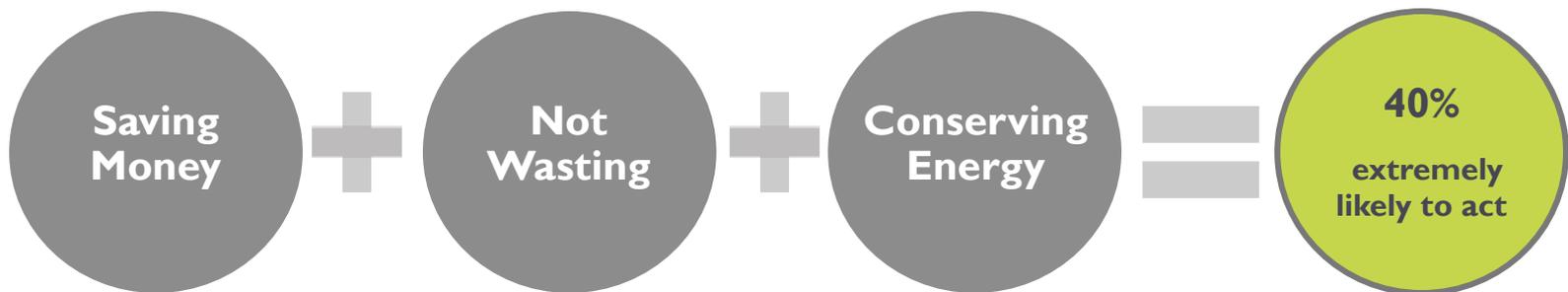
Source: NEEA Messaging Study, Benenson Strategy Group October 2011

Combination Of Motivations Has Biggest Impact on Encouraging Action

- ▶ While savings tops the list, it alone addresses limited audience



- ▶ Savings, waste reduction and conservation are critical combination to driving action



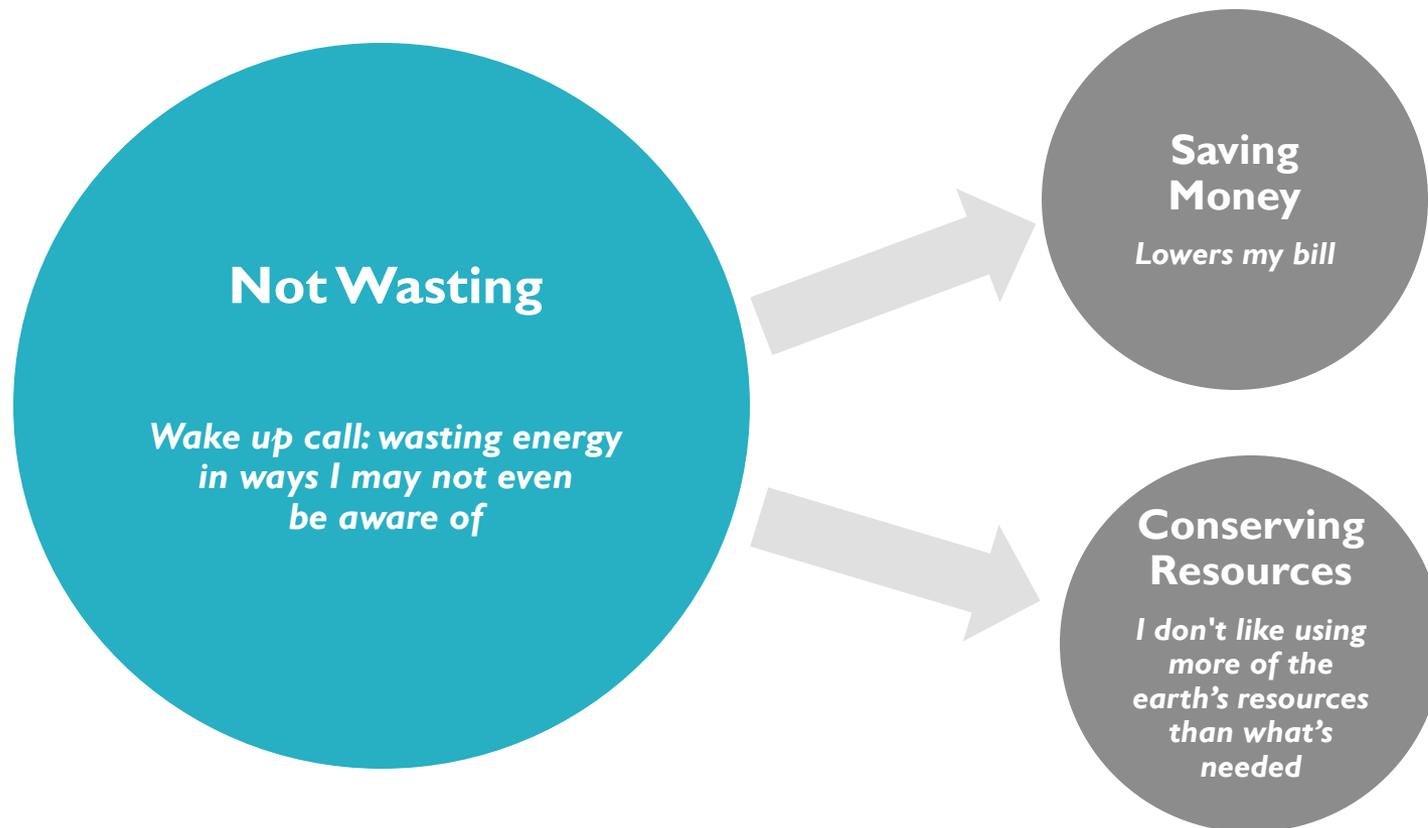
Waste Messaging Is The Most Persuasive To Shift More To Act



- ▶ NW residents hate waste
- ▶ The word 'waste' conveys that it can be eliminated without sacrificing comfort or quality of life
- ▶ Persuasive for everyone – including those who have done a lot, and think that they have done everything that they can do

A Clear Messaging Hierarchy Emerges

- ▶ **Wasteful message provides the needed push**
- ▶ **Marries motivation to act (hate waste) with key personal benefits (lowers my bill and conserves resources)**



Reimagining How To Move People To Action

▶ Core Messaging Statement

For NW residents, an awakening to waste and a call to action to cut out waste will motivate residents to find new opportunities to reduce energy use that lowers their bills without sacrificing comfort or quality of life and makes them feel good about conserving resources for the benefit of all.

- ▶ **Target Audience:** NW Residents, especially those most persuadable to act
- ▶ **Key Point of Difference:** cut waste
- ▶ **Reason to Believe:** lowers my bills, conserves our resources
- ▶ **Pain Points:** struggle to pay energy bills (for some), abhor waste

Benefits Delivered Through The Core Messaging

Functional Benefits

- ▶ Cuts waste
- ▶ Lowers my bill [table stakes]
- ▶ Conserves resources
- ▶ Keeps costs down for all

Emotional Benefits

- ▶ Feel relieved – I can lower my costs and it won't be painful (i.e. don't need to sacrifice comfort or quality of life)
- ▶ Feel like I'm being smart – there's more that I can do
- ▶ Feel like I'm taking control – I'm queen/king of my castle – there's a lot going on that I can't control (e.g. economic issues and big scary stuff) but inside my home, there are things I can do to cut waste, reduce my bill, and make a positive contribution at home and for my community
- ▶ Feel like I'm being responsible – personally to me (and my family) and to the broader community
- ▶ Feel part of the solution – doing my part to conserve resources and keep costs down for all

Tone For The Core Messaging

- ▶ **Helpful** - not critical/judgmental/admonishing and definitely not preachy
- ▶ **Respectful & Reinforcing** - recognize audience is involved, committed and has already done a lot
- ▶ **Fresh, unexpected** - need to capture the imagination of many who have “heard it all before” (i.e. few are going to stop, look, listen and act unless we’re telling them something new, using language that is fresh)
- ▶ **Use element of ‘shared surprise’** - recognize they’ve done a lot, but there’s more they haven’t been thinking about

Messaging Hierarchy That Moves People To Action

Cut Waste

Wake-Up Call: You're home is wasting energy in ways you may not even be aware of ... or at least not thinking about

Call to Action: Reduce your energy use in ways that don't sacrifice comfort or quality of life ... and in fact, improves it

Saves Money

Me First: The Personal Benefit

Lowers my bill

Us: The Collective Benefit

Keeps costs down for all

Conserves Resources

Me First: The Personal Benefit

Use only what I need

Us: The Collective Benefit

Makes the most of what we have

Take Next Steps That Are Right For Me

Taking one simple low-cost step can make a difference

Increases Comfort of My Home

Making my home more energy efficient will make it more comfortable for me (and my family)

Puts Me in Control

I don't want to be paying for more than I need

Makes Me Feel Responsible

I don't like throwing money away or robbing from the earth's resources

Makes Me Feel Part of the Solution

It's important for me to do my part to conserve natural resources

Employing Language For Impact & Reach

Broad Appeal

- ▶ Reduce Waste
- ▶ Lower My Bill^{LB}
- ▶ Conserve Our Natural Resources
- ▶ Take Simple Low-Cost Steps
- ▶ Do My Part
- ▶ Use Only What I Need
- ▶ Make the Most of What We Have
- ▶ Keep Costs Down For All
- ▶ Be Part of the Solution

Niche Appeal^{NA}

- ▶ Green
- ▶ Protect the Environment
- ▶ Ensure for the Future
- ▶ Reduce Need to Build More Power Plants
- ▶ If Everyone Does Their Part ...^{SUB}
- ▶ Set an Example^{SW}

LB: When residents speak in their own words about saving money as a result of reducing energy use, they talk about lowering their bills; they do not use the words “save money”

NA: These phrases and concepts are the most polarizing and are not needed to move any key audiences to action

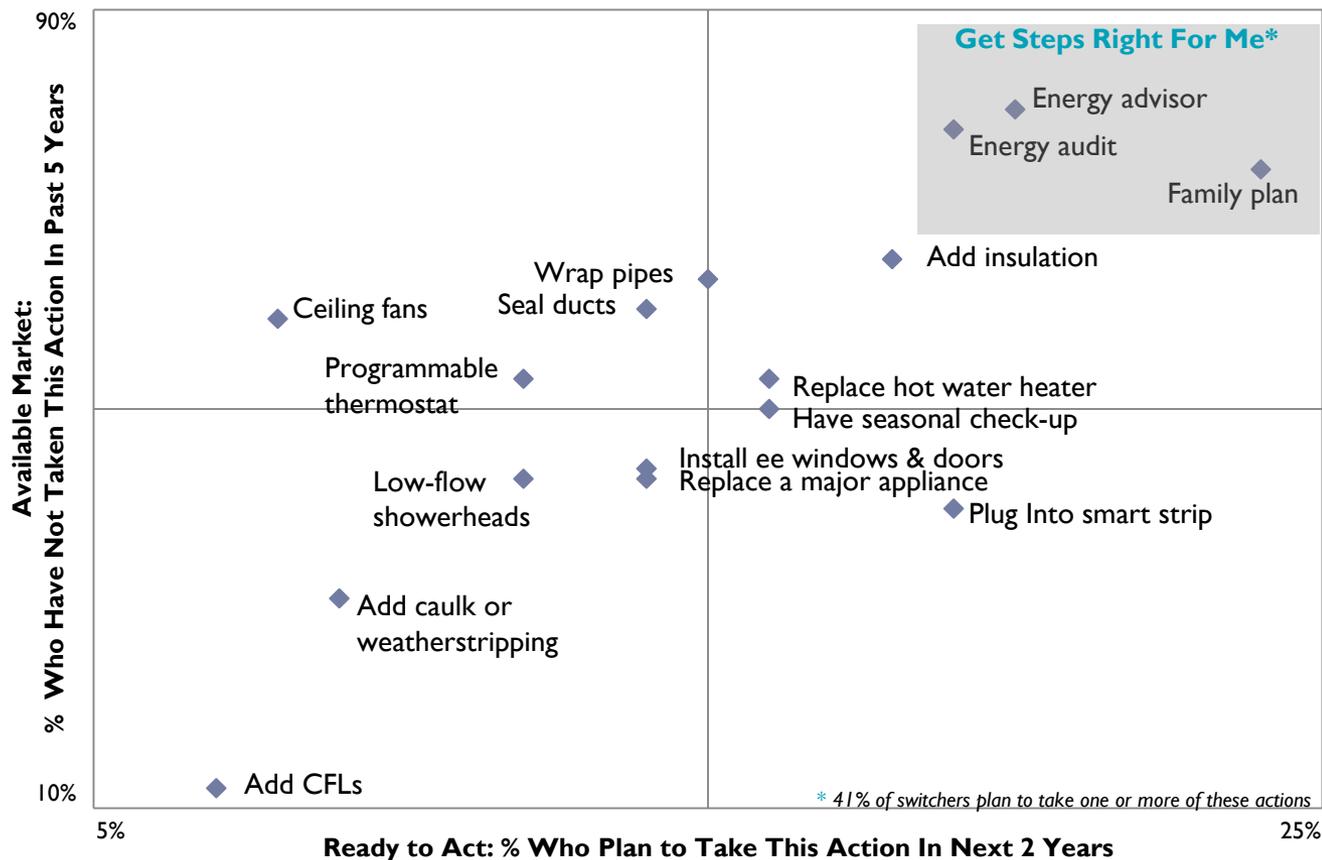
SUB: Suburbanites are not motivated by the concept of collection action and do not find these messages convincing as a reason to reduce their energy use

SW: This phrase appeals to Switchers (the most persuadable by the messaging) but is not compelling to others



Linking The Messaging To Actions: Ready-Made Opportunities To Meet Residents “Where They Are”

“Switchers”: Those Most Persuadable to Take More Action

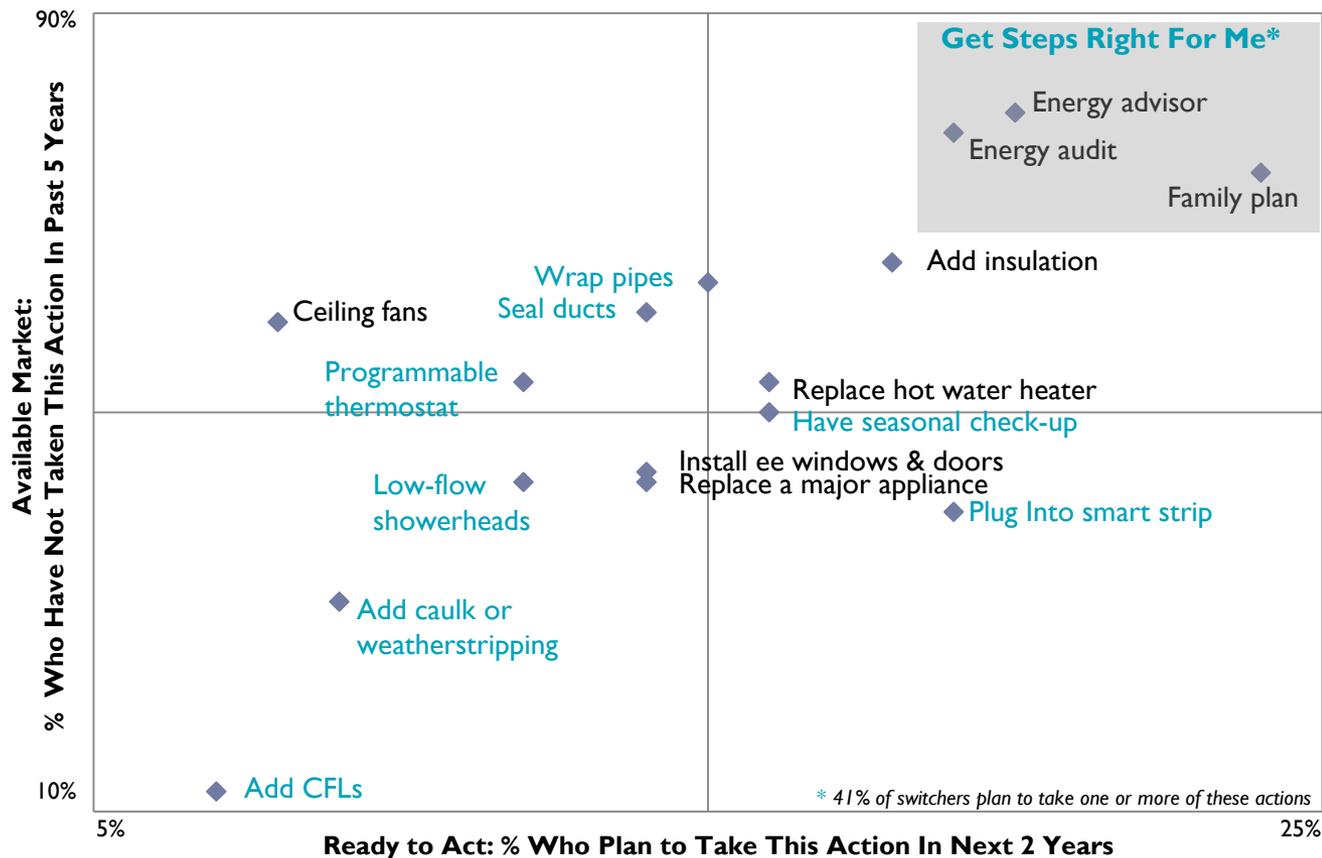


Source: NEEA Messaging Study, Benenson Strategy Group October 2011

Note: Ductless Heat Pumps – available market is 92%; 12% of switchers say they plan to install in next 2 years

Linking The Messaging To Actions: What Are The “Simple Low-Cost Steps”?

“Switchers”: Those Most Persuadable to Take More Action

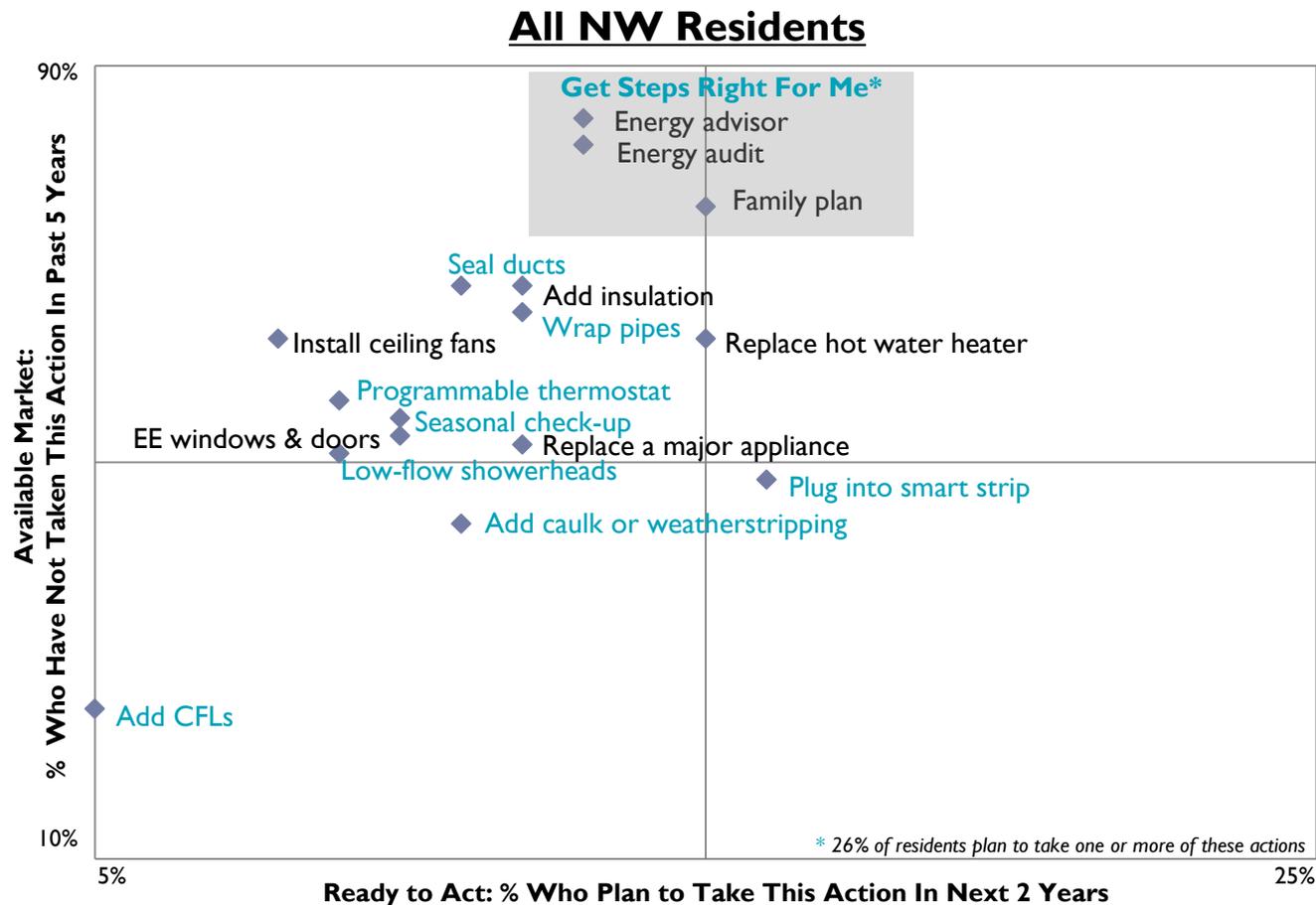


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Linking The Messaging To Actions: What Are The “Simple Low-Cost Steps”?



Source: NEEA Messaging Study, Benenson Strategy Group October 2011

Note: Ductless Heat Pumps – available market is 92%; 8% of residents say they plan to install in next 2 years



Messaging Hierarchy Adaptable Across The Region

- ▶ **Wake Up Call** - Waste is an awakening to something “I haven’t been thinking about” – it creates a fresh sense of urgency to act
- ▶ **Broad Appeal** - Connecting waste to personal aspirations to reduce costs, conserve resources and be part of the solution resonates across all audiences
- ▶ **Direct Bridge to EE Actions** - Natural link to full range of activities from behavior change to building retrofits
- ▶ **Versatile** - Provides a lexicon around cutting energy waste and conserving resources that fits nicely into existing campaigns and activities throughout the region
- ▶ **Extensible** - Translates well to businesses as they are extremely focused on avoiding unnecessary or wasted expense to keep costs down, and it is additionally important to them to be good citizens