



SmartPower

Let's Get Energy Smart.

Media & Perceptions

Brian F. Keane, President, SmartPower

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Let's Get Energy Smart.

Background on SmartPower

- ✓ SmartPower is a non-profit marketing organization dedicated to promoting *clean, renewable energy and energy efficiency*.
- ✓ We are the “Got Milk” organization for clean energy and energy efficiency.
- ✓ We use consumer market research in order to create campaigns and messages for clean energy and energy efficiency.
- ✓ Ultimately we seek to create large scale and small scale clean energy installations and a generation of energy savers!



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The SmartPower Approach

84%

Percentage of the American people who say they will purchase clean energy



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The SmartPower Approach

< 3%

Percentage of the American people who *actually* purchase clean, renewable energy



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Huge Gap Between Intention and Action

So Why Are the American People Lying?

84%

<3%



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The Four Barriers....Perception Over Reality

Our 7 years of consumer research has shown us that there are Four Barriers the consumer faces when they think of clean energy:

- 1. Reliability:** “I don’t think it actually works!”
- 2. Availability:** “I don’t know where to buy it.”
- 3. Cost:** “Buying into the ‘lifestyle’ is too expensive!”
- 4. Inertia:** “It’s easier to do nothing.”



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What Do We Mean By Media Perceptions?

Clinton's 'Smart Power' Slogan Is Just Plain Dumb, Branding Experts Say

Marketing professionals say Hillary Clinton's catchphrase to sum up her foreign policy is unclear and ripe for misinterpretation.

FOXNews.comThursday, January 22, 2009

“YOU DECIDE!”





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What Do We Mean By Media Perceptions?

smart power: the key to obama's grand strategy...





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...Or To Address Media Perceptions More
Directly

The Washington Post

Saturday, September 12, 2009

*For Coast Guard and CNN, an Exercise in
Embarrassment*



CNN Jumps the Gun on Coast Guard Story



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First: What is the Media?

*Literally
thousands*

*of types of
media*



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The Media Food Chain

We Have “**Traditional Media**”

- The New York Times
- Washington Post
- CNN
- ABC News
- NBC News
- CBS News
- Dwindling Number of daily newspapers

The New York Times

The Washington Post



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The Media Food Chain

We Have “New Media”

- Blogs
- Websites
- Social Networking Sites
- Non-profit media/journalism
- Expanding Cable/Direct TV
- Satellite Radio
- On-line News Aggregators (Huffington, Drudge, etc.)
- ...and on and on



facebook



SIRIUS
SATELLITE RADIO





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The Media Food Chain

We Have “Niche Media”

- Fox News
- MSNBC
- Daily Show
- Magazines
- ...and on and on





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How to Breakthrough?

The Question becomes how do we break through?

And how do we change perceptions?



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The Media Food Chain

Start with
the New
Media

Expand your
reach
through
Niche Media

Establish
yourself
through the
traditional
media



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climate culture™

live smarter





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Step 1: On-line

treehugger A Discovery Company

Go on, Don't be Shy...Comment on a Post! Google Custom Search

Advertise | About | Tips | TV | Radio | RSS | Newsletters | Archives | The TreeHugger Book

1. GET INFORMED	2. INTERACT	3. TAKE ACTION
TreeHugger (all)	Forums	How to Go Green
Cars + Transportation	Comment Central	Green Buying Guides
Science + Technology	Games	Green Holidays
Slideshows	Pop Quizzes	Job Board
Design + Architecture	Food + Health	
Culture + Celebrity	Business + Politics	
Travel + Nature	Fashion + Beauty	
Newsletters	Green Basics	

treehugger > home

Recommended treehugger (ALL)

Planet Green Sponsor
Green Inaugural Ba
Wyclif Jean headin
17 event

All Natural Recipes
Cook Delicious, Nat
at Home

TH Deal\$
Exclusive Offers for
TreeHugger Readers

TreeHugger Forum
Check out TreeHugg
Discussion Forums

Replace my old, inefficient window AC unit

zip code:

I will replace my old window AC unit with a new high-efficiency unit. I use my AC for hours per day, months of the year. My old window AC unit has an energy efficiency ration (EER) of and a cooling capacity of BTUs.

Your CO₂ reduction: **110** lbs/yr

Total Savings **\$21**

If your old window AC unit is puttering out, make sure to buy a new, highly-efficient model. Air conditioning technology has significantly improved in recent years and so you can save a lot of money and energy by buying a new, high-efficiency model. It is one investment you wont regret!

Commit to this on Climate Culture! ▶

How to Green Your Furniture
How to Green Your Work
How to Green Your Water
How to Green Your Lighting
How to Green Your Electricity
How To Green Your



Your Carbon Footprint

Pounds CO₂/yr: **24,329**

Better than: **91% of friends**

Reduced: **20.71%**

Latest activities

Andy Frank committed to save 68 lbs of CO₂ with Drink less coffee



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Step 2: Move into the Niche Media...

The logo for Men's Journal, featuring the words 'Men's Journal' in a bold, red, serif font. The 's' in 'Men's' is smaller and positioned between 'Men' and 'Journal'.

“Play a Game, Save the Earth”

Jenny Sherman

“Trying to go green can quickly begin to feel like another chore you don't have time for, especially since it's not clear what would make the greatest difference. That's the rationale behind climateculture.com, which incorporates the best elements of carbon calculators, eco-product reviews, and community forums to make reducing your environmental impact fun.... Climate Culture takes it to the next level.”



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Step 3: Arrive In The Glow of The Mainstream Media

“Green Social Network Startups Tap Competition to Fight Climate Change”

Katie Fehrenbacher

The New York Times

“In association with its virtual game site, Climate Culture recently launched the contest America’s Greenest Campus, whereby college students sign up and pledge ways to reduce carbon emissions. Climate Culture is working with the Department of Energy and SmartPower, as well as universities including Stanford, Harvard, Penn and Yale, for the contest. The college with the most participants and the largest carbon-emissions reduction wins cash prizes.”



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The Final Word

Create Your Own Media Perceptions:

- Use on-line media to position your organization and products;
- Use niche media to create a sense of momentum
- Use the national (old) media to impress your funders and customers!



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More Details:

Brian F. Keane

President

1120 Connecticut Avenue, NW

Suite 1040

Washington, DC 20036

202-775-2040

bkeane@smartpower.org