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# Agency Focused On The Energy Space

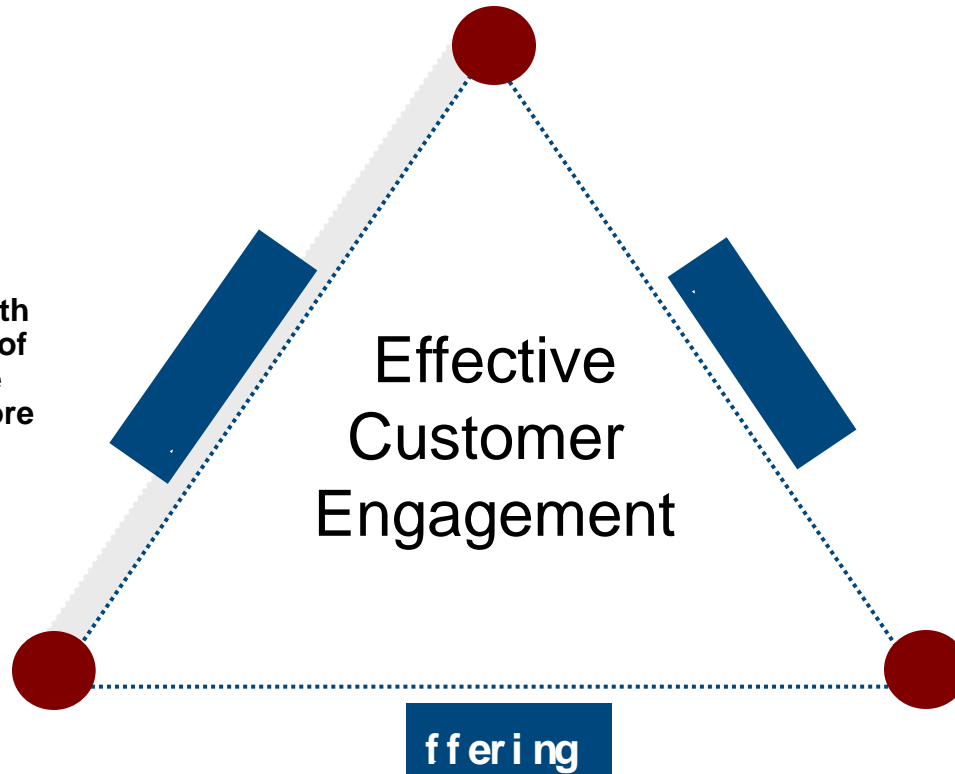
- Full service strategic marketing agency focused on aligning corporate business goals and consumer consumption behaviors with the future of energy and environment



# Designing A Successful Customer Engagement

## RELEVANCE

- Aligning messaging with the motivational flows of people to articulate the value of an offering more compellingly and lead customers to act



## VISIBILITY

- Choosing the right mix of channels to make the offering visible and designing a customer experience that is integrated and aligned with the way people like to learn about information

## USEFULLNESS AND EASE

- Designing offerings aligned with needs (functional and psychological) and provide them with ease, convenience

# Messaging Today: Misalignment Of Values

## They Value

Consumption equals wealth

Freedom of choice

Comfort and design

Convenience

Commodity



Gap between  
stated  
intentions  
and purchase  
behavior

## They Are Offered

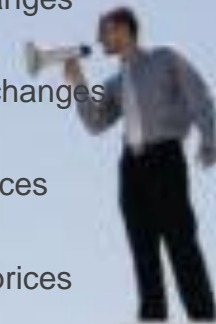
Efficiency and sustainability

Lifestyle changes

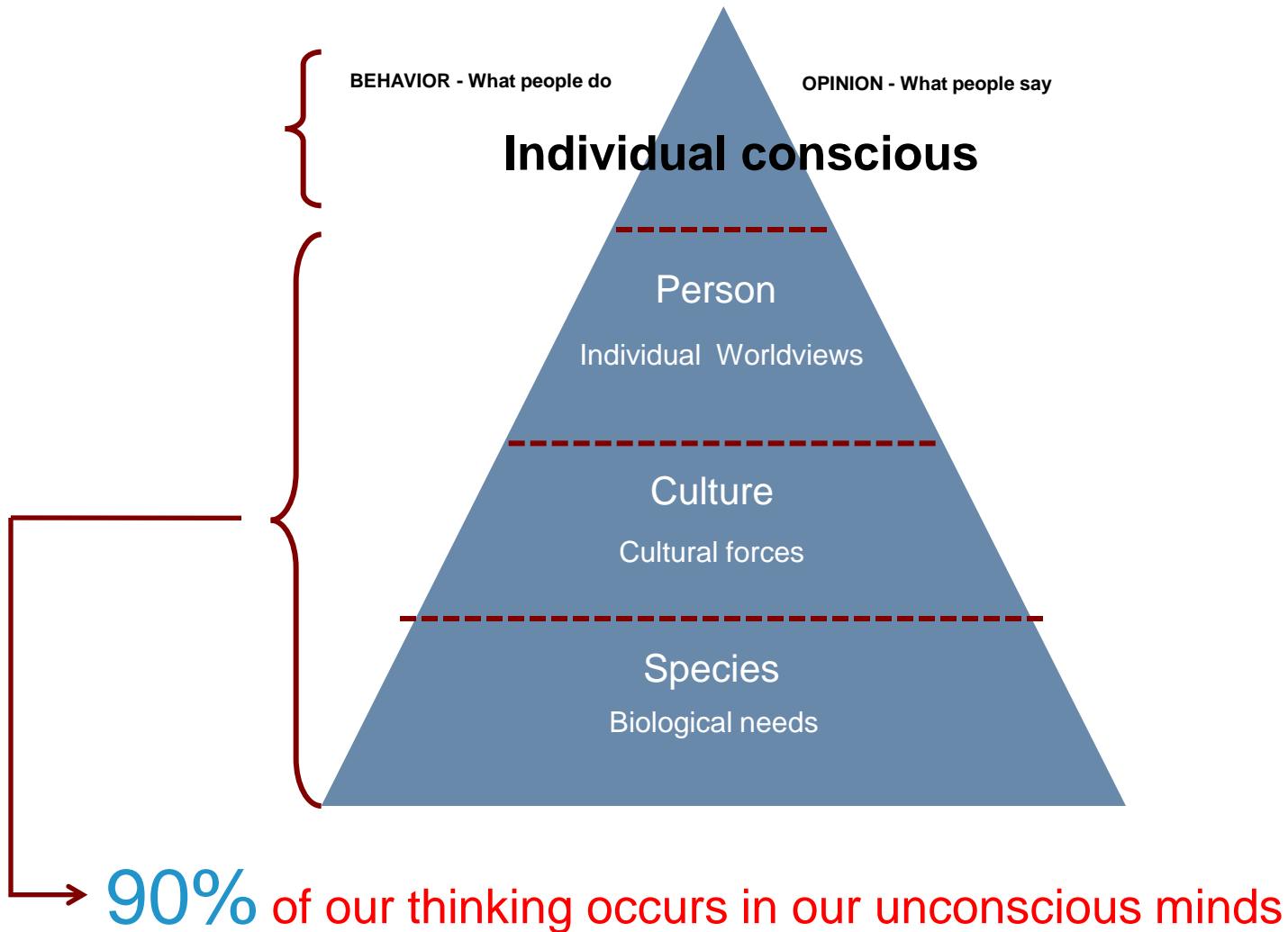
Behavioral changes

Save resources

Pay higher prices



# Messaging And Decision-Making



# Enhanced Segments: Worldviews and Cultural Forces

Level 4	Level 5	Level 6	Level 7
<b>Absolutistic Thinking</b>	<b>Individualist Thinking</b>	<b>Humanistic Thinking</b>	<b>Systemic Thinking</b>
20% of U.S.	30% of U.S.	30% of U.S.	10-15% of U.S.
Sacrifice self now to receive future reward	Express self for what self desires, but in a calculated fashion so as to avoid bringing down the wrath of important others	Sacrifice self now in order to gain acceptance now	Express self for what self desires and others need, but never at the expense of others, and in a manner that all life can continue to exist
Life is a test	Life is a game, World is a machine	Humans are a family	Life is a system
Call to duty	Call to action	Call to imagine, Call to compassion	Call to innovate, Call to service
Cultural forces			

# Case Study: SmartGridCity

## Worldviews

## Cultural Forces

“Bull’s-eye” Targets

**Systemic Thinkers-  
Affluent Empty  
Nests**  
4,033 (11%)

**Individualistic  
Thinkers - Midlife  
Success**  
10,366 (27%)

- Most interested in conservation/environment - legacy
- Largely home owners, high consumers of energy
- Active in the community and likely influencers and evangelists for SmartGridCity
- Value balance, competence, integrity, innovation, insight, win-win, vision, investments

- Home owners; largest segment in Boulder
- Attracted to latest and greatest technology
- Likely to value green and savings benefits, so long as they do not sacrifice comfort & convenience
- strong desire to achieve they value being often clever, industrious “realists” with little patience for the more “touchy-feely” realm of human emotions.
- Energetic and goal-oriented, view the world through the lens of pragmatic (financial and social) self interest

- Independent and liberal
  - higher percentages of independent than most places in the nation
  - "The People's Republic of Boulder."
  - Bumper sticker culture
- Knowledge (university town)
- Status and lifestyle choice – green, health, ‘mountain-cool’
  - #1 in "The Smartest Cities In America" - Forbes, February, 2008
- Healthy body and healthy mind
  - Exercise, meditation, yoga
- Sense of belonging to unique community, different from the rest of the country (almost like SF in the middle of the country)

# Messaging Strategy

- RECOMMENDATIONS:
  - Tailored, differentiated messaging strategy to be used with targeted campaigns (offline and online)
- **Messaging**
  - **Direction A**
    - Centered around YELLOW/ EMPTY NESTERS, it leverages the theme of health to communicate how the smart grid can bring balance to the community (more efficient, clean, better use of resources, sustainable and balanced living) and to the future of energy
  - **Direction B**
    - Centered on ORANGE/ INDIVIDUALISTIC THINKERS, edgy, focused on the innovativeness and cleverness of the technology communicated in a direct and quasi-irreverent manner to appeal to the independent nature of people
- Both directions contain a call to action and focus on the specialness of local community and the need for local support



SMARTGRIDCITY™

## balanced energy consumption for a better future.

login today to learn how you can help transform the future of energy conservation with SmartGridCity™



**SUPPORT OUR GRID** Nullam ligula enim, semper ac, ultricies ac, porttitor a, ligula. Sed in nunc.

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[www.smartgridcity.xcelenergy.com](http://www.smartgridcity.xcelenergy.com)



balanced energy consumption for a better future.



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SMARTGRIDCITY™

SMARTGRID CITY™

## YOUR HOUSE ON SMART GRID

Ut enim ipsam voluptate quia voluptas sit, autem delectat magnam aliquam quaerat voluptatem. Ut enim ipsam voluptate quia voluptas sit, autem delectat magnam aliquam quaerat voluptatem. Ut enim ipsam voluptate quia voluptas sit, autem delectat magnam aliquam quaerat voluptatem.



### A NETWORK THAT SAVES ENERGY, MONEY AND THE ENVIRONMENT? NOW THAT'S GENIUS?

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**SUPPORT OUR GRID**



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**MY HOUSE IS SMARTER THAN YOUR 5TH GRADER**



SMARTGRID CITY™



**SMARTIE HOUSE**



SMARTGRID CITY™



**SUPPORT OUR GRID**



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**IT'S 10:00 DO YOU KNOW WHERE YOUR ENERGY CONSUMPTION IS?**



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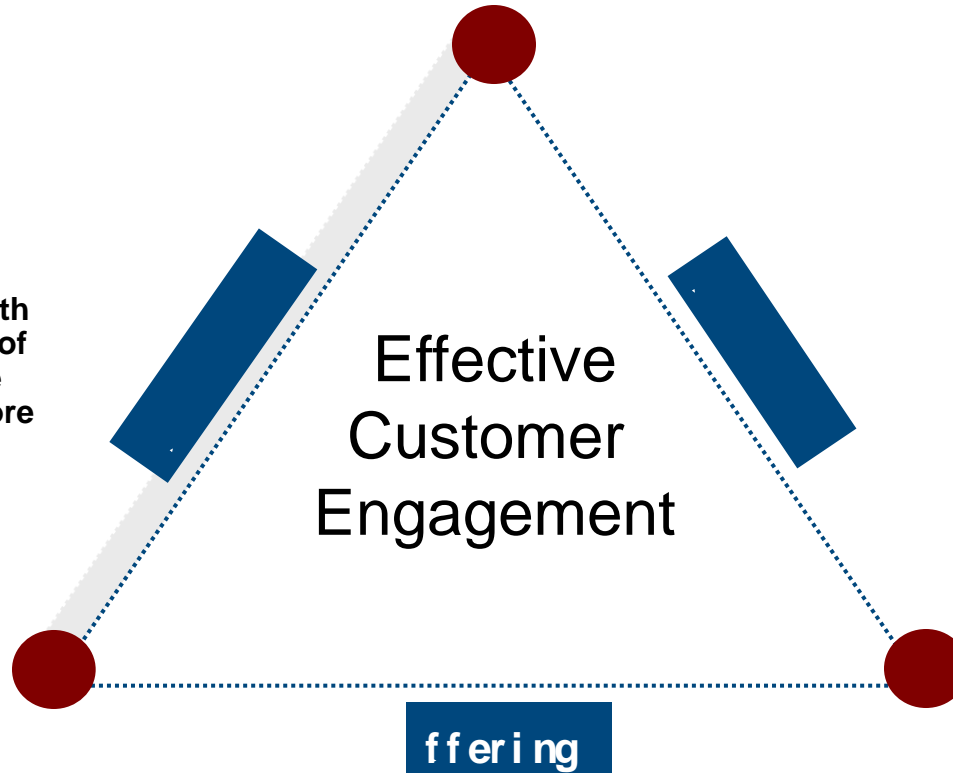
## Summary

- Individuals' core worldviews and cultural forces drive behaviors
- Messaging needs to be aligned with people's worldviews and cultural forces to inspire to act
- Identify and segment worldviews of your customers
- Prioritize – pick your hero – and build sequential series of successes

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for more information

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