Marketing & Messaging That Works
Strategies That Increase Renewable Energy Sales

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About SmartPower

- Non-profit marketing organization dedicated to promoting clean, renewable energy and energy efficiency.
- Funded by private foundations (Pew, Rockefeller Brothers Fund, Surdna, Emily Hall Tremaine Foundation and John Merck Fund), State Clean Energy Funds and utilities.
- “Got Milk” organization for clean energy and energy efficiency.
- Consumer research to create marketing campaigns and messages.
- Winner of the 2005 Green Power Pilot Award
The SmartPower Approach

84%

Percentage of the American people who say they will purchase clean energy
<3% Percentage of the American people who actually purchase clean, renewable energy
Huge Gap Between Intention and Action

So Why Are the American People Lying?

84%  <3%
Understand the Barriers

✓ Understand what are the *emotional barriers* which prevent people from purchasing clean energy;

✓ Understand what are the most powerful *emotional hooks* that could be used to make clean energy important and desirable to the American public;

✓ *The Obituary:* The best way to find out how someone feels about something is to take it away from them. Thus, we asked them to write an obituary for fossil fuels.
“Fossil Fuel Died Today…”: The Fossil Fuel Obituary Exercise

• SmartPower has been using this exercise since 2002 to test attitudes about clean energy;

• The best way to tell how someone really feels about something – is to take it away from them. Hence, we ask the respondents to write “the obituary: Fossil Fuels died today…”
Fossil Fuel died after a long, slow illness called greed. Fossil has left the family of the Middle Eastern nations and former President George W. Bush and his cabinet members.

Currently, the world is adjusting from heating by oil and illuminating by electricity to solar and wind mill sources. There are several kinks to be worked out and roadblocks to conquer.

Will we ever be warm again? Miss you fossil fuel.

— Massachusetts Opinion Leader
“Fuel, Fossil…departed this Earth February 26, 2009. Cause of death is attributed to mass over-consumption and pure, unadulterated greed by those who used and abused her.

She will be remembered for her ability to provide warmth and transportation and for her gross mismanagement by mankind. It will take wind, solar, geothermal, hydro to replace her but mostly it will take mankind’s vision of doing for oneself what is best for the entire planet. Godspeed!”

Connecticut Opinion leader
Four Main Barriers

Our research tells the consumer faces 4 barriers:

1. **Reliability**: “I’m not sure it works!”
2. **Availability**: “Where and how do I buy it?”
3. **Cost**: “It’s just too expensive!”
4. **Inertia**: “It’s easier to do nothing.”
Case Study #1: Ads Alone Do Not Work
“The Clean Energy Communities Campaign”

- CESA & SmartPower created branding campaign for clean energy.
- Until we added the on-ground campaign with community marketing we weren’t successful.
- Key element of that campaign is providing incentives (solar) for achieving milestones (sales).
Clean Energy Communities Campaign

Current → Community + Stakeholders → Community + Stakeholders → Clean Energy Community
100 of Connecticut’s 169 municipalities have purchased clean energy.

The majority of towns have achieved Clean Energy Community status.

Towns participating in the program have a 2 – 3% greater participation rate than non-participating towns.
The End Result Still Has Legs: Clean Energy Communities Campaign

- 3X higher penetration rate in communities that worked with SmartPower for purchases of clean energy (4.8% to 1.7%)
- 2006 Green Power Pilot Award
- CESA: State Leadership in Clean Energy Award
Arizona Public Service: Great solar incentive program, but not enough purchasers
The Arizona Solar Challenge

“More Solar Panels Than Swimming Pools!”
The Arizona Solar Challenge

• Modeled after Clean Energy Communities Campaign;

• Two Key Elements: on-the-ground community outreach; Community Incentives & Competition!

• We “Walk the consumer the last mile from awareness…to installation!”
Solar Installation Challenges

- Estimating monthly savings: 40%
- Understanding tax incentives: 27%
- Selecting the right product: 26%
- Finding an installer: 20%

2010 APS Solar Customer Survey Results
The Solar Coach!

1. “The Solar Coach” – an independent Trusted friend who will walk you through the morass of buying solar

2. There is no “trusted brand” – we are creating a “Trusted Friend”.

3. The Solar Coach stays with the homeowner through all stages of their solar purchase
Creating the Solar Ambassador Program

• Solar customers are the best advocates for going solar
• Existing solar customers and all NEW customers invited to participate
• 46% APS solar customers express willingness to participate
• Solar Ambassadors will be invited to:
  • *Throw a solar house party*
  • *Buddy up with a new solar prospect*
  • *Blog and spread the word*
  • *Share their experience with their networks*
• We need to create a “buzz” without the benefit of huge broadcast TV budgets;

• McDonald’s has proven that the “Shin kicker” strategy works;

• The category needs high visibility, attention getting programs that create buzz.
Introduces…

Arizona Public Service

Case Study #3: The Renewables
Who Are They?

The Renewables™ are a group of clean energy superheroes who represent five sources of renewable energy and serve as educators, promoters and spokespeople for the environment.
**Solar Man™**

Sonny Ray Rider is on a mission to light up the world using the power of the sun. He taps into solar energy and harnesses its incredible power.

**Renewable**

Solar Energy

**Powers**

Solar Radiation and Heat Vision

**Alter Ego**

Top salesman at Solarville Photovoltaics
Wind Woman™

Gale Force does not put up with energy wasters and immediately turns on her windy superpowers to change their energy efficiency.

RENEWABLE
Wind

POWERS
Air Manipulation and Omnipresence

ALTER EGO
Weather Anchor on “Watts Up, Solarville?”
Steam literally pours out of Guy Zer’s geothermal ears in a matter of seconds and becomes one determined source of spinning force!

**RENEWABLE**

Geothermal

**POWERS**

Spinsation, Steam Shooting and X-ray Vision

**ALTER EGO**

Seismic expert and avid rock collector
Bio knows a thing or two about biomass and how people have been converting organic materials into energy for centuries.

RENEWABLE
Bio Mass
STREET NAME
Pedro Ulysses Powers
ALTER EGO
Composting/Recycling Advocate, 4th grade at Solarville Elementary
**TANK™**

Harry Hydro’s mission is to unlock the power of the water to produce energy from wave and tidal power.

**RENEWABLE**

Hydro

**POWERS**

Water Manipulation and Liquification

**ALTER EGO**

Civil engineer and professional surfer
**Watt Waster™**

Watt Waster doesn’t know the meaning of conservation. In fact, $W^2$ sucks up so much energy he causes whole neighborhoods to blackout.

**RENEWABLE**

Huh?!

**POWERS**

Power Surges and Electrical Manipulation

**ENEMIES**

Power strips and Energy Star™ Appliances
Program Components

- Education
- Merchandise
- Marketing & Activation
SmartPower
Let’s Get Energy Smart.

Education

Curriculum
• 4th and 6th grade lessons
• Online access
• Audio-guided sessions
• Activity worksheets
• Teacher’s Guide
Merchandise

SmartPower
Let's Get Energy Smart.

POSTERS

THE RENEWABLES™

POWERED BY THE PLANET!

TRADING CARDS

THE RENEWABLES™

Watt Woman™

Solar Man™
Marketing/Activation

- Interactive Website
- Events
- Signage
- Ads
- Facebook
- Marketing Collateral
- Costumes
- Inflatables
Marketing & Activation

INFLATABLES
Marketing & Activation

CUTOUTS AND 3D SCULPTURES
Marketing & Activation

WALL GRAPHICS
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