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New Hampshire Office of Energy and Planning

Strategic Communications Plan – Phase II

Presented by:

BURGESS ADVERTISING & MARKETING



Purpose of Today's Meeting



Phase II of the Development of the Strategic Communications Plan

Phase I included:

- Review of research
- Our recommended approach
- Review of initial campaign theme ideas

Phase II covers:

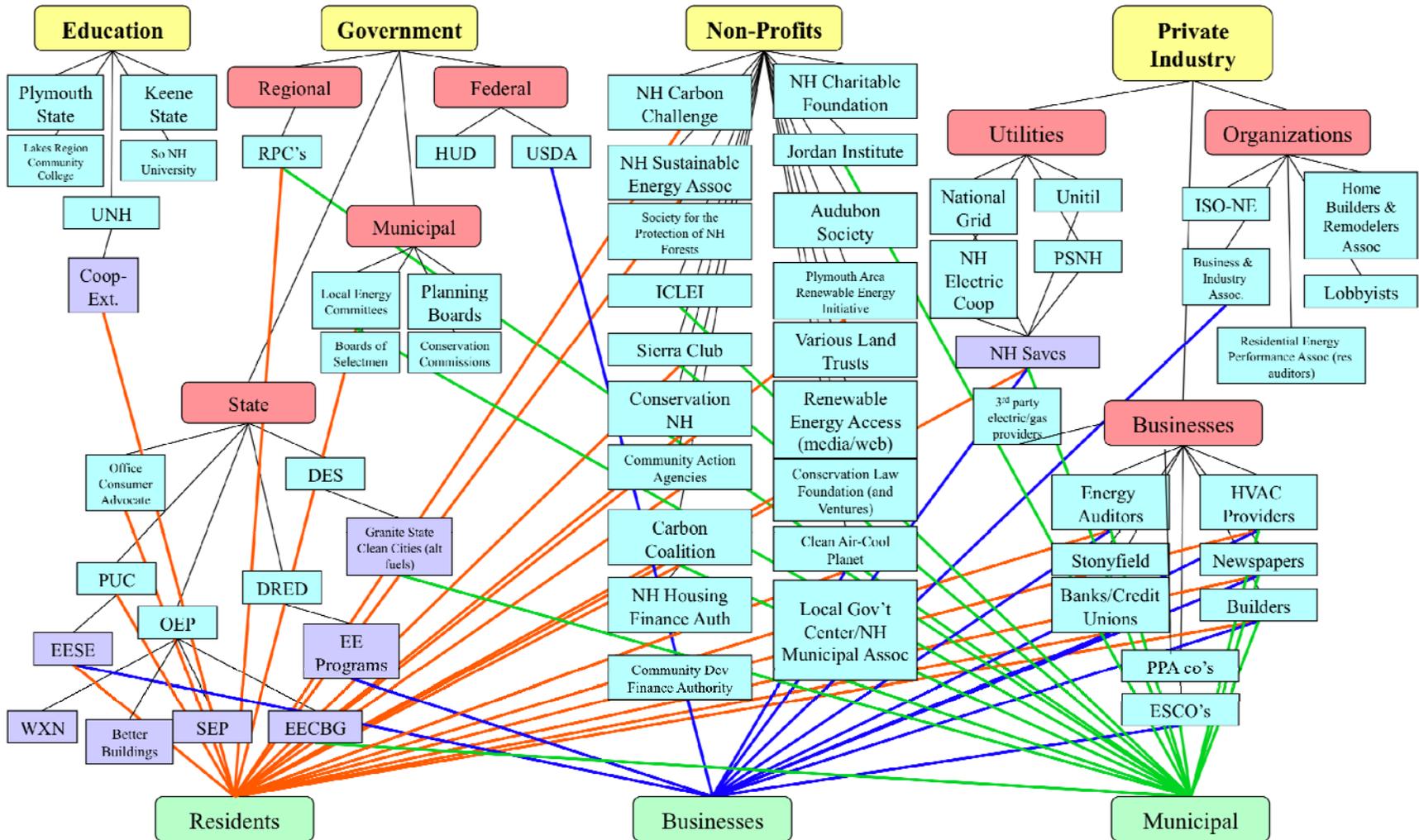
- Review of campaign names/themes for testing
- Outline of the strategic communications plan



What we learned from a review of the research

- New Hampshire has consistently been ranked above-average by The American Council for an Energy-Efficient Economy (ACEEE), but its ranking slipped dramatically from 2009 (#13) to 2010 (#22).
- A number of organizations in the state contribute to awareness or action on efficiency, conservation and renewable energy, from the large-scale nhsaves program of the major utilities, to state government initiatives to a variety of nonprofits (national, state and local).
- Their separate communication efforts may confuse and overwhelm ordinary residents and businesses.

The Players



We Also Learned Some Things About Messaging:



It's important to create different outreach message strategies for each audience based on what research shows will resonate with each.

By giving people the tools to understand how their brains, behaviors and environments interact helps them make better decisions and tackle habits like smoking....or being more energy efficient!*

** Steer: the report, Why be nudged when you can steer.*

Additional Message Strategies



We will focus on behavior change at the individual level using non-financial leverage points.

(ie., our campaign messages will NOT focus on many of the traditional messages being used by individual programs, such as saving money on energy bills, rebates, short payback periods, and so on.)

*Changing people's individual behavior may be the best way to grow a movement.**

**Garrison Institute Newsletter, Autumn 2010*

Additional Message Strategies



We will base campaign messages on research showing what motivates people to take action.

There are a variety of approaches that leverage behavior, but the best practices combines the following elements, all of which focus on what motivates real people:

- *Personalized information*
- *General and specific commitments*
- *Social pressure*
- *Constant and contextual feedback**

**Residential Energy Efficiency: It's the Behavior, Stupid*

All Messaging Ties Back to Our Objectives:



1. **To increase** the adoption of energy efficiency, energy conservation and renewable energy measures
1. **To encourage** participation and buy-in from partner organizations specific outreach, communication, and educational activities
1. **To focus on** reducing the use of electricity and heating fuels in the built environment, with secondary emphasis on increasing the acceptance and use of renewable energy, and reducing the use of transportation fuels.”

Step 1 – Developing the Campaign Name / Theme



We tested dozens of names and taglines via an on-line survey. Concepts that:

- are inspirational and aspirational
- evoke a desire to participate in energy efficient behaviors among primary target audiences
- offer partner organizations opportunities to benefit from using it

Finalist Names/Taglines for Testing in Focus Groups



Top 5 Campaign Names:

Empower New Hampshire
Energize New Hampshire
NH Connects
Granite State Trust
NH Saves*

Top 5 Theme Lines:

The place to start for energy savings
Where energy savings begin
Where energy savings for New Hampshire begin
Bringing New Hampshire's energy resources together
Energy Solutions for New Hampshire*

**Currently used by the utilities for its energy efficiency program*

Additional Ideas for Testing



Two additional names that came from Committee members, but were not received in time for inclusion in the Survey Monkey poll that will be tested among consumers are:

En-novation

Energy Innovation

Your statewide resource for solutions for smart energy use

New Hampshire's Energy Future

Let's get a jump on it!

Research Plans



Focus Groups in Our 3 Test Markets:

- Nashua
- Berlin
- Plymouth

Based on the results, we will:

- Design a logo on the winning (or top two) name and theme
- Re-test the final version(s) via an on-line research platform

Step 2 – Strategic Communications Plan



With the name and theme in place, it's time to turn our attention to the strategic communications plan.

Our plan outline follows a logical process:

1. Objectives
2. Strategies
3. Target Audiences (Partner Organizations and External Groups)
4. Tactics (by Audience)
5. Evaluation Mechanisms

Objectives



Within our overall objectives, we think it makes sense to set specific milestones that are measurable:

- To reach participation level of XX% among partner organizations
- To increase participation in existing energy programs by XX%

Strategies



1. Develop an **overarching theme** that works on multiple levels
2. Develop **messaging around multiple triggers** for the various audiences that motivates people toward energy efficiency behaviors
3. Create a **two-tiered approach to encourage adoption of energy efficiency practices** by keeping the Partners “front & center” so they are empowered to affect change one-on-one at the local level and by driving consumers directly to the Partners
4. Establish a “**Quality Seal of Approval**” Partner Program

Target Audiences



Primary Target Audiences:

- Residential
- Commercial and Industrial
- Communities and Institutions
- Energy Providers

In the pilot towns of Berlin, Nashua and Plymouth

Secondary Target Audiences:

- Partner Organizations

Tactics – Partner Organizations



1. Develop a **Partner Tool Kit** that includes marketing and PR assets to tie the partner organizations to the umbrella campaign.
2. Host a **day-long training workshop** with all Partners who plan to operate under the “quality seal of approval” program to describe how the program works, outline goals and help them plan how to make it a part of their organization.
3. Create an **intranet via the online portal** for Partners to gain access to advertising and PR templates, share successes via an online forum and query other Partners for ideas and advice.
4. Distribute a **monthly e-newsletter** update on campaign progress and tips for enhancing their campaign activities.

Tactics – External Audiences



1. Develop an **Online Portal** to unify the collective efforts of the Partners and to provide web users a leaping-off point for energy savings advice and opportunities.
 - Will provide a one-stop shop for all energy efficiency programs statewide that drives traffic to Partner sites
 - Will be structured to allow the various audiences to easily find the energy efficiency programs that are right for them (businesses vs. consumer vs. institution, etc.)

Tactics – External Audiences



2. **Media Advertising** will be used to introduce the campaign, increase awareness and drive portal traffic.

Activities will vary by test market but may include:

- Television
- Radio
- Print
- Online
- Cinema
- Transit
- Outdoor
- Facebook

Tactics – External Audiences



3. Public Relations activities to build awareness and engage partners.

Activities may include:

- Media launch to introduce Campaign and online portal
- Special Events – Annual energy efficiency awards to recognize Partners, traveling energy efficiency show for Partners to participate in to engage the general public
- Media Relations (success stories, energy saving tips weekly cartoon series and home energy savings television show)
- Mascot for Partners' use at events, parades, fairs and festivals
- Ideas for activities/events for Partner toolkit

Tactics – External Audiences



4. Social Media will help extend the general awareness campaign and engage partners on an ongoing basis via:

- Facebook
- LinkedIn
- Twitter
- YouTube

Evaluation Mechanisms



The overall success of the campaign will be seen in a number of ways:

- Awareness levels of the campaign name and logo will grow;
- Use of the partner seal by a majority of program partners in multiple ways;
- Recognition of the value of adopting energy efficient habits and investing in energy efficient products and services will increase;

Evaluation Mechanisms



More informal quantitative methods include:

- Advertising placement – the number of people reached by advertising;
- Story Placement – the number of people reached by articles placed in newspapers, magazines, on television and online;
- Portal Website Hits – the number of page views and click-throughs on the web site;
- Social Media engagement – the number of friends, followers and views, etc.;
- Materials use – the extent to which partners use the materials provided.

Next Steps



1. RFP is issued based on this broad outline of activities
1. Activities continue in development according to the following schedule:

Week of May 30th	Moderator's Guide finalized for Focus Groups
Week of June 6th	Focus Group Testing of Names/Taglines
Week of June 13th	Logo Development/Topline Focus Group Findings
Week of June 20th	Logo Testing (online)
Week of June 27th	Final Communications Plan Delivered



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Questions?

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Thank You!