



## Outreach and Education Committee / OEP

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OEP's Overview of Chapters III and IV  
of Burgess Advertising & Marketing  
Communications Plan

Presented by Mary Downes, OEP  
July 8, 2011 to the EESE Board

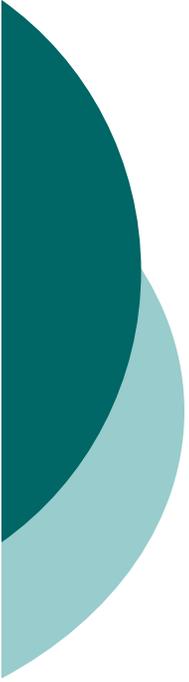


# Burgess: Residential Audience Identification

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## **Messages appeal to different segments differently based on:**

- Homeownership status
- Financial resources
- Environmental sensibility
- Interest in/comfort with technology / DIY
- Local pride/sense of connection
- Psychographics
- Gender
- Age



# Burgess: Messaging Strategies

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## **Saving money**

- Loss aversion coupled with quality assurance
- “Don’t waste money now” vs. “Save money later”

## **Normative messages**

- Everyone knows / is doing

## **Social / environmental good**



# Burgess: Messaging Strategies

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## **Appeal to early adopters**

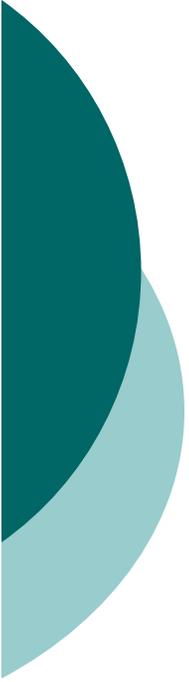
- “Cool” energy technologies
- Renewables
- Cutting edge appliances/lighting

**Patriotism / energy independence**

**Comfort**

**Health**

**Resale value**

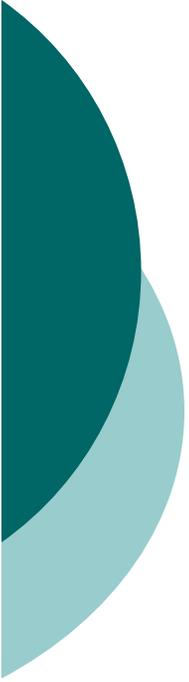


# Burgess: Message Delivery

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## **Use multiple approaches**

- Personal one-to-one contact
- Piggy back on existing communication outlets from respected sources
- Targeted mailings, email, bill stuffers
- Traditional and online paid advertising, PSAs
- Social media (Twitter, FB)



# Burgess: Message Delivery

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## **Coordinate messaging w/other groups**

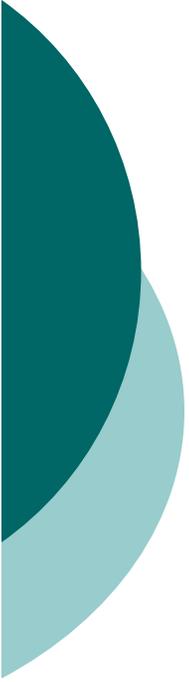
- Ideally energy saving messages across state should point to one main source for more info (i.e., website with memorable url)

## **Repetition of messages / actions**

## **Engage as well as inform**

- Avoid exaggerated claims
- Humor can be effective

## **Promotional Incentives where possible**

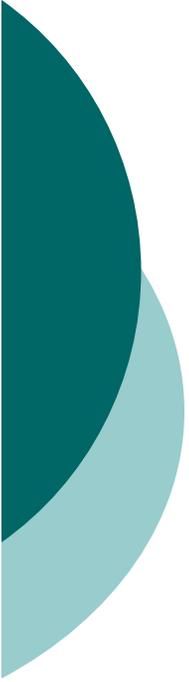


# Burgess: Message Delivery

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## **Continuous evaluation**

- See what works by measuring
- Allocate resources to what is working, improve or drop what is under-performing
- Not much evaluative info currently available

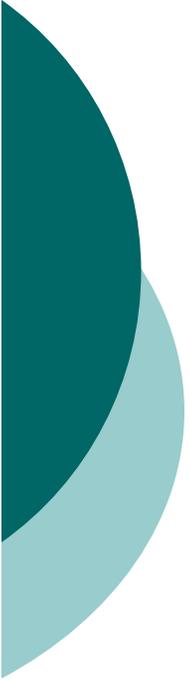


## Burgess: Spokespeople / Influencers

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### **Messengers Matter**

- Community leaders (business, civic, academics, news people)
- Civic and religious groups, etc.
- Local retailers and contractors for point-of-sale decisions
- Children (ala recycling)



# Burgess: C&I Buildings

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## **Define the audiences**

- Size
- Industry type/segment
- Building ownership

## **Messaging Strategies**

- Emphasize Cost Savings
- Case Studies
- Selective use of environmental / carbon footprint messaging



## Burgess: C&I Buildings - Messaging

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Personal visits

Identification of a 'Champion'

Networking through existing business orgs

- Rotaries
- Chambers of Commerce
- Trade associations
- Events, meetings, conferences, boards

Specialized technical messages to business  
with specialized energy uses



## Burgess: 3-Phase Communications Plan (Recommendations)

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Phase I: Conduct residential and business research

Phase II: Develop materials and a training program for stakeholders

Phase III: Develop and implement a full-scale marketing communications plan



## Burgess: 3-Phase Communications Plan (Recommendations)

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### **Phase I: Conduct residential and business research**

- Statewide telephone surveys of 800 residents and 200 diverse businesses / institutions
- Residential Focus Groups (six two-hour focus groups in Beacon Communities)

**Objective: Gain up to date understanding of perceptions and attitudes about saving energy among consumers, businesses, other stakeholders in NH**

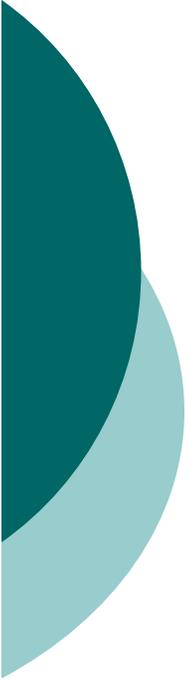


## Burgess: 3-Phase Communications Plan (Recommendations)

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### **Phase 2: Partner Marketing**

- Partner / stakeholder input interviews regarding desired marketing materials
- Identification of campaign identity and theme to enhance partner marketing efforts to a range of end-user audiences
- Web-based tool kit for stakeholders with model activities, contests, messaging, how-to on outreach and education, program identity, ads, etc.



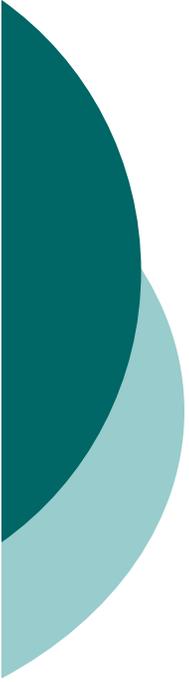
## Burgess: 3-Phase Communications Plan (Recommendations)

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### **Phase 2: Partner Marketing cont.**

- One-day Kick-off Training Seminar for Partners (two locations)
- Marketing Planning TA to partners
- Quarterly webinars for partners to stay connected

**Objective: Help partners communicate more effectively and cohesively to stimulate energy-saving behaviors.**



## Burgess: 3-Phase Communications Plan (Recommendations)

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### **Phase 3: Statewide Outreach and Education Plan**

- Statewide Energy Information Web Portal for residents and businesses
- O&E Activities at State level: integrated mass-media awareness campaign
- O&E Activities at the Local/Partner level: co-op ads for more targeted outreach by partners
- Evaluation of effectiveness