

CORE MARKETING PLAN FOR 2010 – January 28, 2010

The Core Management team will market the energy efficiency programs in a similar manner as in the past with a few additions. Information about the programs will continue to be provided on the individual utility websites and the NH Saves website.

Marketing funds are used on an as needed basis for each program. Programs that become subscribed early in the year will direct remaining funds into rebates and services as appropriate.

Residential Programs

Energy Star Homes Program

Marketing for the Energy Star Homes Program focuses on direct builder contact by program administrators and Home Energy Raters. Continuing marketing and outreach strategies include participating in trade shows such as the NH Home Builders & Remodelers Association Annual Home Show (Mar 5-7), outreach to realtor groups and HVAC contractors, presenting at home builder and home buyer seminars, promoting energy code training, and directing customers/members and builders to NHSaves and utility web sites. If appropriate and funds are available, utilities may also co-market Energy Star developments with builders.

Home Performance with Energy Star Program

Marketing for the NH Home Performance with Energy Star Program will focus on direct mail to eligible and interested customers/members as identified by the NHSaves.com Home Heating Index, referrals from customer service and 211NH.org, and referrals from existing customer participants. Program brochures will also be handed out at special events (e.g., home shows) and mailed out upon request. Home Energy Auditors will also market the program as necessary to meet participation goals, and the utilities may include articles in their bill inserts. While ramping this program up in 2009, some new marketing approaches were tested that may also be used in the future, including Twitter and Facebook messages about the program, collaboration with Clean Air/Cool Planet for an article in their newsletter, promotion in senior citizen seminars/newsletters, working directly with towns, interviews on radio shows, and working with realtor groups.

Energy Star Appliances Program

Marketing for the Energy Star Appliances Program will be conducted by the utilities' circuit rider who will train sales staff on selling features of the Energy Star models, will update point-of-purchase materials and rebate forms at stores. Utilities may also include articles in newsletters and bill inserts and/or co-market with retailers on special promotions.

Home Energy Assistance Program

The program will be promoted in a number of ways, including direct mail, call center and website promotion, and/or distribution of brochures at CAA or other social service agencies. Direct mailing of the program brochure will be used if CAA direct referrals are not adequate to meet program goals. Other marketing mediums will be investigated as needed. Utilities will work with the EAP program and CAAs to market the programs as efficiently as possible. The Energy Savers Booklet will also be given to program participants. Lastly, the CAP Energy Conference may include sponsorships by some of the utilities.

Energy Star Lighting Program

Marketing for the Energy Star Lighting Program will include the NHSaves catalog, which will be handed out at events, available at utility offices, and mailed upon request or via targeted mailings. Additionally, marketing will be provided by the utilities' circuit rider who will train sales staff on selling features of Energy Star lighting products, and will update point-of-purchase materials and rebate forms at stores. Utilities may also include articles in newsletters and bill inserts and/or co-market with retailers on special promotions. A mini-catalogue may be created for use in 2010.

Large C&I Retrofit and New Equipment and Construction Programs

The utilities will market the program through a number of strategies including one-on-one marketing by utility representatives, vendors, energy service providers, seminars and training sessions, and may use direct marketing in the case of specific market transformation initiatives. Marketing materials developed may include case studies.

Small Business Energy Solutions

In addition to the marketing being done by the other C&I Programs (above), marketing for this program will focus on direct mail to customers/members and referrals from customer service.

Sponsorships and Tradeshow

The utilities will sponsor several energy efficiency and related events that take place in NH. The energy efficiency programs will be promoted at tradeshow and related events, which may include the NHSEA Home Energy Conference, Home Shows, BIA Energy Seminar, etc.

2010 CORE Utilities Marketing Budget				
	NGRID	NHEC	PSNH	Unitil
Residential				
Energy Star Homes	\$947	\$5,355	\$15,000	\$18,918
- Special Events		\$3,000	\$5,000	\$5,000
- Brochures and Mailing	\$947	\$2,355	\$2,000	\$4,000
- Direct Mail to Builders			\$3,000	\$5,000
- Co-Marketing w/Builders			\$5,000	\$5,000
Home Performance w/Energy Star	\$1,529	\$5,355	\$10,000	\$16,464
- Special Events		\$2,000		\$6,464
- Brochures and Mailing	\$1,529	\$3,355	\$10,000	\$10,000
Energy Star Appliances	\$6,800	\$13,355	\$25,000	\$30,710
- In Store Point of Purchase Materials	\$3,000	\$6,000	\$10,000	\$10,000
- Revise/Print Coupons	\$3,000	\$6,000	\$10,000	\$10,000
- Partner Marketing	\$800	\$1,355	\$5,000	\$10,000
Home Energy Assistance	\$1,096	\$5,355	\$30,000	\$27,134
- Special Events		\$2,000	\$5,000	\$12,000
- Brochures and Mailing	\$1,096	\$2,355	\$10,000	\$7,000
- Energy Savers Guides		\$1,000	\$15,000	\$8,000
- Postcards and Mailing				\$6,000
Energy Star Lighting	\$14,100	\$10,355	\$245,000	\$43,142
- Lighting Bill Insert			\$17,000	\$2,000
- Mini-Catalogs	\$1,000	\$1,000	\$3,000	\$1,000
- Revise/Print/Mail NH Saves Catalog	\$8,000	\$3,000	\$210,000	\$18,000
- Revise/Print Coupons	\$3,100	\$2,000	\$10,000	\$4,000
- Special Promotions / Energy Fairs	\$2,000	\$2,000	\$5,000	\$18,142
Other	\$0	\$5,355	\$5,800	\$0
Subtotal Residential	\$24,471	\$45,130	\$330,800	\$136,367

2010 CORE Utilities Marketing Budget				
	NGRID	NHEC	PSNH	Unitil
<u>Commercial, Industrial, and Municipal</u>				
New Equipment & Construction	\$5,059	\$5,355	\$3,000	\$24,090
- Special Events / Business Expos	\$3,500	\$3,000		\$7,000
- Letters, Brochures and Mailing	\$1,059	\$2,355		\$2,000
- Print 2010 Rebate Forms	\$500	\$500	\$3,000	\$3,000
- Postcards and Mailing				\$2,000
- Shift remaining to rebates				\$10,090
Large C&I Retrofit	\$2,698	\$5,355	\$3,000	\$28,692
- Special Events / Business Expos	\$2,000	\$3,000		\$4,000
- Letters, Brochures and Mailing	\$398	\$2,355		\$2,000
- Print 2010 Rebate Forms	\$300	\$500	\$3,000	\$3,000
- Postcards and Mailing				\$2,000
- Shift remaining to rebates				\$17,692
Small Business Energy Solutions	\$1,484	\$5,355	\$28,000	\$26,030
- Special Events / Business Expos		\$3,000	\$1,000	\$2,000
- Letters, Brochures and Mailing	\$1,484	\$2,355	\$27,000	\$3,000
- Print Additional Brochures		\$500		\$3,000
- Postcards and Mailing				\$2,000
- Shift remaining to rebates				\$16,030
Other	\$0	\$0	\$3,000	\$0
Subtotal C&I&M	\$9,241	\$16,065	\$37,000	\$78,812
Grand Total	\$33,712	\$61,195	\$367,800	\$215,179
<u>General</u>				
Common Expenses				
- Telephone VRU (800)	\$500 to \$1,500			
- NHSaves.com web site upgrade	\$1,500 to \$20,000			
- Print Advertising (as needed)				
- Utility Websites Updates				