

SRP PowerWise™



November 3, 2005

Overview

- Program
 - An energy information program to ensure customers get the most value for their money by educating them on the benefits of energy efficiency.
- Purpose
 - Create a comprehensive program that heightens customer awareness of energy-efficiency benefits and offers energy management advice and solutions to our customers.
- Customer Benefits
 - Save money, time, and energy.

Objectives

- To elevate energy efficiency in customer and consumer behavior through education and increased awareness.
- To promote SRP as a resource for energy-efficiency information.
- To influence customers' purchasing decisions on products that will increase energy-efficiency.
- To help customers identify energy-efficient products.
- To increase customers' awareness and understanding of ENERGY STAR®.
- To leverage SRP's connection with ENERGY STAR.
- To provide advice on using products more energy efficiently.
- To entice customers to take energy-efficient actions.

Approach

- Strategies
 - Leverage strength of SRP brand.
 - Enhance awareness and understanding of ENERGY STAR.
 - Communicate energy efficiency in ways that educate and promote long-term behavioral change.
- Elements
 - Energy-saving tips and advice to lower, control, or understand energy usage.
 - Product identification to ease selection.
 - Retail signage to attract attention, ease identification, and encourage action.
 - Manufacturer and retailer incentives to attract attention and encourage action.

Topics

- Appliances
 - Products: Dishwashers, Washers, Refrigerators and Freezers
 - Advice: How to maximize the energy efficiency of all home appliances
 - Tip: Avoid placing a refrigerator in a garage
- Cooling
 - Products: Ceiling Fans, Programmable Thermostats, HVAC, shade screens, pool chemicals, HVAC filters, etc.
 - Advice: How to minimize heat gain
 - Tip: Shade “sun struck” windows
- Lighting
 - Products: ENERGY STAR–qualified CFLs and Fixtures
 - Advice: Consider the 2 price tags
 - Tip: Replace high-use lights with ENERGY STAR-qualified CFLs

Tactics

- **Manufacturer and Retailer Partnerships**
 - TCP, Maytag, Sylvania, Proctor & Gamble, etc.
 - Ace Hardware, Tru-Value, Best Buy, Home Depot, Lowe's, 60+ independent retailers – with more to come!
- **Communications and Promotions**
 - Manufacturer rebates & special offers
 - Monthly bill inserts, newsletters, paid media
 - Quarterly magazines, targeted direct mail, web
 - Retail events, extended site visits & retailer-based promotions
 - SRP PowerWise & ENERGY STAR training for retail sales associates

Metrics

- Awareness
 - Primary research
- Interest
 - # customers/event, # coupons redeemed, etc.
- Trial
 - Energy-efficient product sales
- Adoption
 - kWh impact