



Review of Connecticut Marketing Activities: 2011-2012 Marketing Plan for Increased Savings Scenario

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Introduction

Connecticut is currently considering adoption and implementation of an increased savings scenario for the 2012 Plan that would significantly accelerate energy savings goals and benefits for Connecticut residents and businesses. Achieving the goals set forth in this plan will require:

- The expansion of current energy efficiency programs;
- The introduction of new initiatives (like the State Buildings Lead-by-Example initiative);
- A significant increase in the number of participating businesses and residents in each program and initiative; and
- A greater level of involvement by each participating business and resident in all programs and initiatives, residential and business.

For example, each residential participant in the Home Energy Solutions program should be thought of and treated as a potential promoter of and participant in other residential programs, as well as a promoter of business programs. Likewise, each business participant and its employees will need to be thought of and treated as potential promoters of and participants in other business and residential programs.

Current marketing efforts — which largely promote individual programs — will need to evolve to support this increased, more engaged participation. Indeed, energy efficiency marketing must become totally integrated so that it promotes simultaneously individual programs and the entire suite of programs, resources, and tools available to Connecticut residents and businesses. This would best be achieved by marketing everything — programs, resources, and tools — under an overarching and unifying identity/brand as the single resource offering innovative solutions and programs that create jobs for Connecticut and help all Connecticut communities, residents, and businesses save energy and money.

This overarching and unifying identity/brand would be supported and implemented by Governor Malloy's administration (including in public appearances and events); the utilities as the program administrators and also as active corporate citizens; and the marketing tools and strategies, all of which would enable and facilitate program participation and deeper involvement. The primary tools and strategies of the marketing efforts would include:

- Public appearances and public events coordinated with a social media campaign that, working together, would introduce/reinforce the overarching brand to Connecticut audiences in order to engage customers initially and drive customers to participate in the energy efficiency programs or to participate at a greater level;
- A user-friendly, engaging, and interactive website that would serve as the one-stop shop and core information and facilitation resource for customers to access and share information on energy savings opportunities and benefits, and to enroll in the programs;
- Highlights and case studies of successful projects, including Lead-by-Example initiatives for state facilities and municipal buildings, to demonstrate progress and document performance, and as examples of successful projects to motivate additional actions by consumers and businesses; and

- Marketing collateral unified by a common look and feel (i.e., brand standards for color, language, typography, language, photography, etc.) that would repeat and reinforce key messages; build excitement and enthusiasm; communicate that programs, resources, and tools are part of a collective whole; and support and encourage customers to take initial and deeper action.

Proposed Tasks

1. Develop Full Brand Including Refreshed/Revised or New Logo to Reflect the Administration's and Board's Priorities, Increase Program Participation, and Drive Greater Customer Involvement – In Support of and In Alignment with the Increased Savings Plan Scenario.

The branding of energy efficiency and the Fund should be updated and enhanced to reflect the Administration's and Board's priorities, increase program participation, and drive greater customer involvement – in support of and in alignment with the increased savings scenario. Consumer testing of the brand should be performed. Several branding options to consider include:

- Developing the current Connecticut Energy Efficiency Fund logo into a brand starting with the current logo as the foundation for this work. The current logo could be retained as is or modified. Modifications may include revising the logo to include targeted key messages in the logo for certain marketing campaigns or to reach specific market segments.
- Developing the Connecticut Energy Efficiency Fund into a brand (but developing a new logo as the foundation for this work).
- Developing a new brand that delivers a clear, consistent, and actionable message about the individual and social value of energy efficiency, and that also promotes the Connecticut Energy Efficiency Fund in some applications.
- Developing a new brand that delivers a clear, consistent, and actionable message about the individual and social value of energy efficiency and is separate from the Connecticut Energy Efficiency Fund identity.

2. Develop and Implement Key Messages, Visual Solutions, and Brand Standards (including collateral templates, color palette, etc.) to Support the Refreshed or New Brand, Increase Program Participation, and Drive Greater Customer Involvement – In Support of and In Alignment with the Increased Savings Plan Scenario.

Develop guidelines, key messages, and principles to support the brand identity, including collateral templates and standards for color, typography, language, photography, etc. so that the refreshed/new identity and brand carry over into all aspects of marketing. More or less of this work could be performed in-house by the Companies depending upon budget and resource constraints.

3. Redesign and Launch New Website in Alignment with the Refreshed or New Brand and Supported by a Social Media Campaign and Search Engine Optimization Strategy to Increase Program Participation, and Drive Greater Customer Involvement – In Support of and In Alignment with the Increased Savings Plan Scenario.

Redesign and launch a new or substantially upgraded user-friendly website, aligned with the brand identity, standards, and look and feel. This website should serve as the one-stop shop for customers to enroll in programs and get information on energy savings opportunities and benefits. It should also be tailored toward specific, distinct customer segments (e.g., detached single family homeowners vs. residential condo owners vs. multifamily renters).

The social marketing campaign, search engine optimization strategy, and the public appearances/events will drive customers to the initial step of interacting with the program, but these initial touches with customers will not result in deeper savings projects in and of themselves. An engaging, informative, and interactive website is needed to keep residents and businesses engaged and excited about doing something to increase their energy efficiency. And the

website must provide the information and make it easy and convenient for customers to take the next action steps to implement energy efficiency in their buildings and homes – including making it easy for customers to enroll in the programs on the website.

The new or substantially upgraded website should incorporate interactive content and a navigation system that meets the needs of specific, distinct customer segments. New features could include a “solution finder” tailored to unique customer groups; videos; incorporation of a sharing platform like “ShareThis”; a custom site search engine; online forms including program applications; etc. The website should also be accessible to diverse populations including non-English speakers and individuals with visual impairments. Such upgrades may necessitate the need for a new content management system or website backend.

4. Launch the New or Refreshed Full Brand to Increase Program Participation and Drive Greater Customer Involvement – In Support of and In Alignment with the Increased Savings Plan Scenario.

The refreshed or new brand should be introduced to the public through a coordinated and effective launch. There may be several aspects, components, or phases of the overall campaign (e.g.: launch of the overarching brand or refreshed brand at a public appearance/event or press conference; highlights of lead by example projects in state buildings; social media campaign; highlights or case studies of key business and residential projects; promotions at public events and public appearances; increased media buys including television, radio, outdoor advertising to support the initial excitement of the public appearances and social media campaign; etc.). Special attention should be focused on opportunities for promoting energy efficiency and the energy efficiency programs through public events and public appearances. Costs could vary

significantly depending on the nature and level of the efforts, and on how much paid advertising is purchased (see estimates below).

Note:

This proposed marketing plan is intended for and is aligned with the increased savings scenario in the 2012 Plan. It is not intended for the significantly lower level of effort and customer participation in the base scenario. The implementation of this marketing plan will be effective at increasing customer participation substantially. Therefore, it is essential to ensure that adequate program funding and program resources are available to meet the needs of customers who will be interested in participating *before* any marketing campaign is launched.

Estimated Budget

1. Develop Full Brand Including Refreshed or New Logo

Description	Communication audit; interviews of board members and key stakeholders; target audience research; initial development of key messages and visual direction; development of new logo or modification of existing logo	<u>AND</u> Expanded communication audit; expanded, stakeholder and midstream partner interviews; expanded brand development (i.e. plan for brand itself and brand launch)	<u>AND</u> minimal consumer testing of brand	<u>AND</u> expanded consumer testing of brand and any associated key messages
Range	\$40,000	\$50,000	\$65,000	\$100,000+

2. Develop and Implement Key Messages, Visual Solution, and Standards to Support Refreshed or New Brand

Description	Development of brand standards and initial messages/creative blocks/color scheme to be used on templates, etc. Includes standards to be implemented through the public appearances/events and the social marketing campaign.	<u>AND</u> Design implementation of all marketing materials (i.e. writing of copy, selection of photography, and development of look and feel for website and marketing communications). Pricing varies depending on the amount of work need to complete each item and the collateral sought. For example, the time involved to design letterhead is much different than time needed to design the look and feel for a new website or a brochure		
Range	\$25,000-\$45,000	\$40,000* - \$100,000+		

*This estimate includes design implementation costs for the following collateral: letterhead, business cards, a 8-page 8.5"x11" brochure, a 8.5"x11" fact sheet, and a PowerPoint presentation.

Printing costs are not included in this estimate.

More or less of this work could be performed in-house by the Companies depending upon budgetary constraints.

3. Redesign and Launch of New or Substantially Upgrade Current Website in Alignment with Refreshed or New Brand, Coordinated with and to Support the Public Appearances/Events, Social Marketing Campaign, Search Engine Optimization Strategy and Other Marketing Efforts

Description	Includes discovery, research, and planning; development of three high-level prototypes (homepage, landing page, and key content page); three potential graphic designs for site; site architecture, user interface, and navigation for 50-page website; production of three XHTML/CSS templates; content acquisition and build-out for 50-page website including search engine optimization; calendar module; e-newsletter; online form (up to 15 fields); Google analytics, search, and sitemap; website deployment and post-launch QA; staff training on content management system. Website to be coordinated with and to support the public appearances and public events, the social marketing campaign, and other marketing efforts.	<u>AND</u> content writing, editing and proofing; blog module; news module; customizable form builder module; social media strategy; mobile website (5 mobile webpages); password-protected extranet for board (or other groups); Google translate; accessibility compliance review and adjustments for 50-pages; permanent page URL redirects; and folder level redirect modules.	<u>AND</u> other modules, interactive features, customizable search engine; user testing of website; etc.
Range	\$50,000**	\$100,000**	\$200,000-\$400,000

**Excludes hosting fees (~\$100/month) and e-newsletter hosting fees (~\$35/month)

4. Launch of Refreshed or New Full Brand

Description	Small Public Relations Launch (several events)	<u>AND</u> Moderate number of public appearances and events, combined with social marketing campaign	<u>AND</u> ambitious number of public appearances and events (dozens of appearances by Governor Malloy, Commissioner Esty, and other key public officials), combined with social marketing campaign	<u>AND</u> major television, radio, and print strategy
Range	\$10,000-\$25,000	\$30,000 - \$60,000	\$75,000-\$200,000	\$1,000,000 to multiple millions depending primarily on the amount of paid media purchased
A major marketing and paid media strategy would be partially funded from monies in the increased program marketing budgets as part of the increased savings plan scenario. See paragraph below.				

In the Increased Savings Scenario in the 2012 Plan there is \$750,000 (electric) budgeted for the Marketing Plan and its initial implementation, as well as additional funds budgeted for program marketing (about \$5.8 million in the 2012 electric program budgets for the Increased Savings Scenario). Therefore, the initial implementation of the Marketing Plan and campaign, for Tasks 1 through 3 plus the initial launch of the refreshed/new brand in Task 4 above, would be funded by the Marketing Plan budget (\$750,000). The further implementation of the Marketing Plan and campaign during 2012 would be funded through the program marketing budgets (\$5.8 million), including for paid advertising and media after the initial launch of the refreshed/new full brand. Note for comparison that the total 2011 budget for program marketing was about \$3.2 million.

Below is an example budget for the Marketing Plan consistent with the \$750,000 funding level in the 2012 Plan for the Increased Savings Scenario.

EXAMPLE BUDGET

Task	Budget
1. Develop Full Brand Including Refreshed or New Logo, and Including Consumer Testing*	\$100,000
2. Develop and Implement Key Messages, Visual Solutions, & Brand Standards	\$125,000
3. Redesign or Launch New Website or Substantially Upgrade Current Website	\$250,000
4. Initial Launch of Refreshed or New Full Brand	\$275,000
TOTAL	\$750,000

* The majority of the funding in Task 1 would be for the development of a full brand and the consumer testing of the full brand and the associated key messages. The development of a refreshed or new logo would be a small part of the total scope of Task 1.

Proposed Timeline

Brand Development (Including Refreshed or New Logo) and Consumer Testing:
September 2011 - January 2012

Note: Connecticut would make a decision on the full brand and refreshed or new logo by December 2011.

Development of Brand Standards: November 2011 - May 2012

Redesign and Launch of New or Substantially-Upgraded Website: early-mid 2012 (depending on option selected; some features would be launched early while other features would still be under development for later launch)

Initial Launch of Full Brand Including Refreshed/New Logo: 2012 (depending on options selected and level of program funding available)

Energy Efficiency Brands, Some Example Options for Consideration

- 1) Develop the Connecticut Energy Efficiency Fund logo into a brand starting with the current logo as the foundation for this work. Co-brand with the utilities' logos when and as deemed appropriate. There are three alternatives that could be considered under this option:
 - a. Retain the logo as is, with its tag lines unchanged (see the first example below).
 - b. Revise the current logo to include the Energy Efficiency Fund as the primary tag line, with a new second tag line used consistently for all purposes (see second example below).
 - c. Vary the second tag line in the logo by using targeted messages for certain marketing campaigns or to reach specific market segments.



- 2) Develop a brand for the Connecticut Energy Efficiency Fund (but do not use the current logo as the foundation for this work); the Fund brand would be primary (rather than a new brand with an actionable message). The new brand could:
 - a. Incorporate colors and graphic elements from the current Fund logo;
 - b. Adopt a color palette and look and feel similar to the Clean Energy Fund's; or
 - c. Incorporate a look and feel that is entirely new.



- 3) Develop a new brand that delivers a clear, consistent, and actionable message about the individual and social value of energy efficiency, and that also promotes the Connecticut Energy Efficiency Fund in some applications.



- 4) Develop a new brand that delivers a clear, consistent, and actionable message about the individual and social value of energy efficiency and is separate from the Connecticut Energy Efficiency Fund identity. There are two alternatives that could be considered under this option:
- Put the two logos and brands on an equal footing (see first example below).
 - Communicate the new brand as the primary overarching brand and make it prominent, with the Fund logo less prominent and displayed underneath (see the second example below).



(The utility company logos would be less prominent than the logos above)

Note: For each of the options above, co-brand with the utilities' logos when and as deemed appropriate.