

Save on Energy Marketing Brand and 2016 Recap

Presentation to the Ministry of Energy

April 2017

Purpose

- To provide an overview of the Save on Energy conservation brand and 2016 marketing initiatives

Save on Energy Marketing

- The Save on Energy brand was introduced in 2011 and after extensive research in 2015 was revamped for the new framework in 2016.
- The following slides provide an overview of the brand that will guide all marketing efforts and creative development.

Challenges

- IESO and Ministry research showed that:
- Utility savings are not a persuasive enough reason to conserve, particularly as electricity prices continue to rise
- Customers lack understanding of the benefits of conservation both for themselves and more broadly
- Conservation feels like a sacrifice and consumers equate it with having less...in a society where consumption is a mark of success
- Environmental benefits are not clearly understood nor motivating

Inputs to Renew Save on Energy

- Brand management review and recommendations completed in 2014 by third party with input from stakeholders
- Hired new ad agency in 2015
- 25 focus groups in six cities with residential and business customers and contractors in 2015
- Research results from 2015 pilot ad campaign
- Extensive LDC outreach and feedback in 2015

Goals

Develop a Save on Energy brand that:

- is a credible, centralized resource who can lead the culture of conservation and that LDCs can use as a legitimizing stamp;
- means something outside of individual programs or rebates/coupons;
- doesn't just sell conservation, champions conservation
- articulates the value of conservation, speaks to non-energy benefits has clear meaning and paves the way for LDC's to come in with the right solution or program
- proves that that the value of using less energy is actually access to more
- has an emotional and rational appeal

Brand Marketing

- The world's strongest brands are perceived as making meaningful contributions to people's lives.

The strongest brands aim to make an emotional connection to their customers before selling them products.



Why Nike?

- To push yourself further every day.

How Nike?

- Through attire, apps, wearables, lifestyle content.



Why Johnson & Johnson?

- To be the best mom you can be.

How Johnson & Johnson?

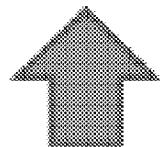
- Through baby shampoo, soap, wipes, cleaning products, online blog groups.

Tested different ways of engaging consumers on the value of conservation

THREE WAYS IN

1. **Helping energy live on.** Energy conservation helps your community remain powered, ready and thriving
2. **Energy well spent.** Energy conservation leads to a substantial returns on investment – outside utility savings
3. **Powering Progress.** Energy conservation will help all of Ontario continue to lead, innovate, and thrive

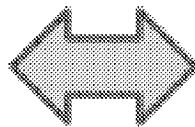
Helping Energy Live On



**stronger overall -
particularly with
women and
Business**

- "Conserve energy for generations to come"
- "Teamwork" (multiple)
- "Community"
- "Use (energy) wisely as a group"
- "Your decisions...can have a positive impact on your community"
- "You have the 'power' "
- "We have the power to help others"
- "Social responsibility"
- "Be considerate of others and the generations to come"

Energy Well Spent



**solid response;
necessary but
not sufficient for
big change**

- "Save energy for the future"
- "Wise energy choices = living better"
- "Energy efficiency is an investment"
- "Energy saving choices and products can increase the value of your home"
- "Energy efficiency leads to business success"
- "Comfort"
- "Investing in energy efficient products pays dividends (personal and financial)"

Powering Progress



**strong but polarizing;
raises more
questions
than answers**

- "Wise and effective conservation"
- "Save energy by educating and promoting new ideas"
- "The we outweighs the you, so be part of the solution"
- "Conserving energy = progress"
- "We are a team"
- "Adapt to change"
- "Innovation and technology is key"
- "We need to look at the future, work together..."

- "Quotes" from written comments on sheets, before discussion began
- Taken only from Residential and Business respondents since Contractors had much different attitudes

Research shows that Ontarians need to know why they should conserve – not just how to do it

- To motivate real action we must demonstrate how conservation can add value to what is most important in their lives
 - For example, quality of life for their family, managing their money, increasing the success of their business, and well-being of their community
- Creating a larger benefit set in addition to the savings they expect

1

Why we need Ontarians to do this will not be our core reason why they should.

- Many research participants expressed confusions as to why we even need to do this anymore – given perceived surplus (sale to other regions), moving toward cleaner energy sources, etc.
- **Because the answer is difficult to both convey and see value in, we will need to focus more on the benefits of participating vs. the reasoning behind conservation**

2

Environmental benefits are not clearly understood, nor motivating

- Many were frustrated that this is no longer the case. Predominantly in residential, but also for business in terms of how long it takes to see the ROI in utility savings
- **And even though the majority acknowledge it is as an “important environmental issue” it is not emotionally motivating enough to drive action**

3

Utility savings has been deeply ingrained as the primary personal benefit.

- Many were frustrated that this is no longer the case. Predominantly in residential, but also for business in terms of how long it takes to see the ROI in utility savings
- **This will be a difficult tie to break – it will be an ongoing process, and we must CONSISTENTLY PROVE new value.**

4

Ontarians will only be motivated via rational and emotional values they understand.

- Ontarians now expect monetary or personal value to come from being energy efficient. There was great openness to ROI values outside of bill savings if the can be proved.
- **But they also want to feel as though they belong to something. That they are contributing and part of an efficiency “community” in which they are recognized for doing their part, and can also see what others are doing.**

5

These values also have to feel immediate, in addition to longer term.

- May need to see the fruits of their labours immediately.
- **What are the ways in which we can prove effectiveness of being energy efficient – in both the rational and emotional space – as well as long-term?**

OUR GOAL: LEAD THE WHY

THE BRAND
Save on Energy = THE VALUE OF/WHY
CONSERVATION

Our Position

When we all take steps to save energy, we do more than just protect our environment and future energy supply. The energy we save today lives on to bring new life and greater prosperity to our homes, businesses, and our entire communities. Save on Energy is Ontario's official energy efficiency platform, working with local utilities to help all Ontarians uncover the great and often unexpected potential in being more energy efficient.

Such as increasing the comfort, usability, and even market value of our homes; fueling efficiency, productivity and other bottom-line successes in our business; and how the actions of each of us unite all of us into one powerful front – keeping our entire communities powered and thriving, today and tomorrow.

We are committed to showing all Ontarians that energy save can power unlimited possibility for us all

This means that Save on Energy must evolve into a brand that:

- Embodies the many relevant human benefits of conservation, including energy and non-energy benefits, in a way that has clear meaning and paves the way to solutions or programs.
- Demonstrates that Ontarians can actually get more from using less energy, or using it wisely.
- Doesn't just sell conservation, champions conservation.
- Is a credible, centralized resource that can lead the culture of conservation and that LDCs can use as a legitimizing stamp.
- Means something outside of individual programs or rebates/coupons.
- Connects both emotionally and rationally.

This will be accomplished through a set of key consumer-centric messages

Messages that demonstrate the personal, professional and community benefits of conservation and strengthen the existing messages about saving money and the environment:

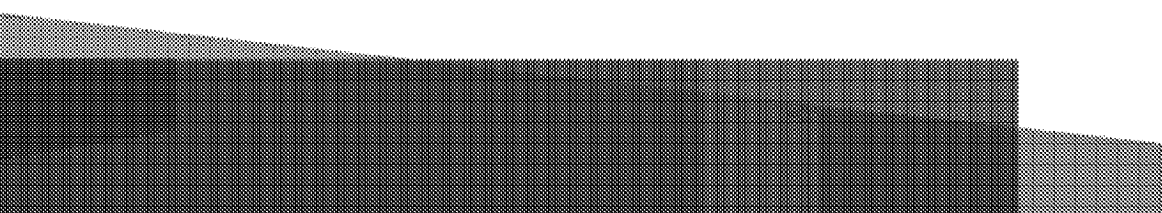
- Energy-efficiency projects, behaviour and programs save you money.
- Energy efficiency keeps our entire communities powered, healthy and thriving, today and in the future.
- The energy we save today lives on to bring new life and greater prosperity to our homes, businesses and our entire communities.
- There are impressive and even unexpected benefits for your home or business from using energy wisely.
- Programs and incentives are available to meet a wide variety of business and household needs – let us show you.

2016 Saw the Brand Logo and Look Evolve

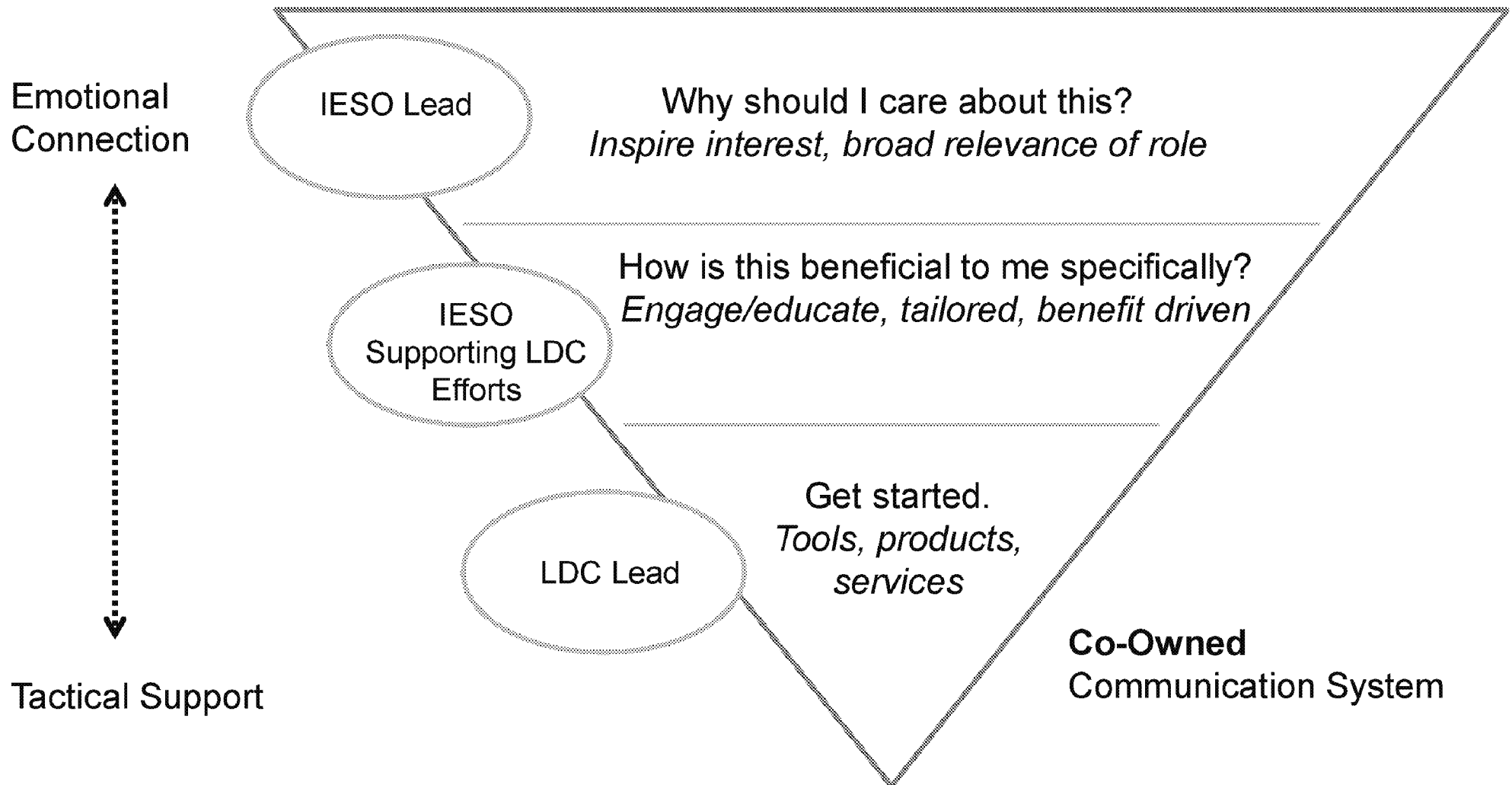
- A more human and modern approach
 - Warm, softer fonts create a more inviting and accessible feel
- Visual interest with meaning
 - ON button suggests empowerment – you can make a difference
- Tagline flows from positioning
 - Energy efficiency creates new opportunities
- Maintain efforts to open up the visual identity with fewer restrictions for LDCs

SAVE ON ENERGY

POWER WHAT'S NEXT



Marketing Approach and Roles



2016 Save on Energy Campaign Overview

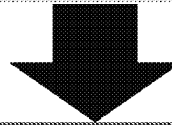
- Marketing efforts reflect more inspirational and positive messages and approach
- Breadth of marketing activity has widened considerably, incorporating grassroots outreach and content marketing
- Brand campaign has already made an impact in shifting people's perceptions and intentions about conservation programs
- LDCs engaged in marketing efforts with more consistent application of the Save on Energy brand

Communications Journey

TV and Cinema Ads – “Why should I pay attention?”

Emotional appeal to get people talking and drive awareness and engagement

Broad Audience



Website/Print/Digital/PR-Outreach: “How can I learn more?”

Educational info: how to save money, case studies, programs details, getting started

Segmented Business and Residential Audiences



Program Marketing Support: “Sign me up”

Program specific marketing provided by the LDC and supported by IESO to drive increased program participation

Highly targeted market segments – Small Business Lighting, Coupons, HVAC, Business Retrofit, Heat Pumps

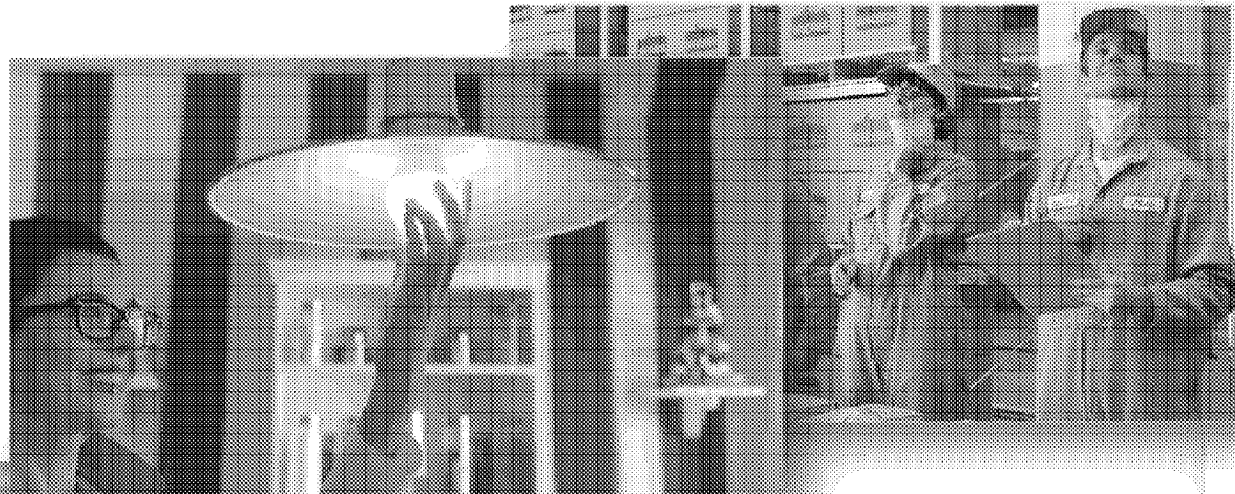
An integrated solution to best deliver Key Messages:

- Research indicated people are looking for both an emotional connection to energy efficiency along with the rational information about savings and programs.
- Appeal to customers' emotional side to catch their attention when they are not thinking about energy, and inspire them to think about it differently.
- Create a greater connection with Ontarians by evolving the conversation about programs, savings and the environment to include non-energy benefits and increase total mind space.
- This will create new opportunities to approach consumers and influence behaviours.
- Key messages will be weighted differently depending on the medium used.
- Communications activity will be 360 – first gaining their attention (brand campaign), then educating them further about programs and opportunities (education opportunities).
- Additional activity will target customers with offers, savings and programs when they are looking to save or at a decision-making stage about buying new equipment or expanding their business (retail campaigns).

360 Media Support

- TV :60's and :30's and Cinema – three flights throughout the year approx. four weeks each
- Content Hub Featuring real success stories from across Ontario (business and residential)
- Print Full page advertising in major newspapers and business publications
- Digital targeted video (cut downs of the TV can be leveraged), rich media, display ads
- Social Promoted posts, publishing, video, high impact, etc.
- Community Events Regional activations
- PR Traditional outlet pitching and sponsored content

Provincial Marketing and Support

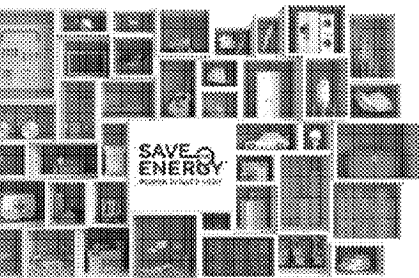


INTRODUCING ALL THE THINGS YOU NEVER THOUGHT SAVING ENERGY COULD DO.

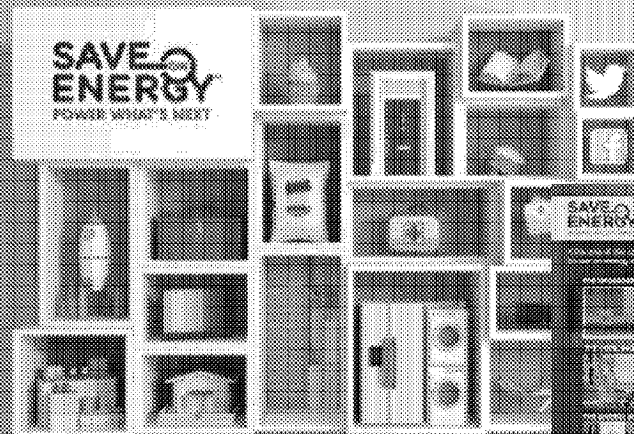
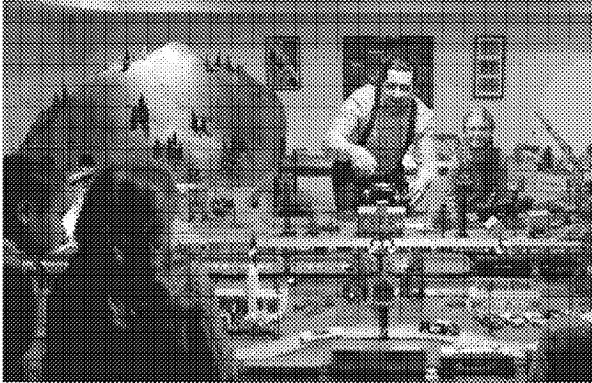
Discover how IESO's energy efficiency programs can help you save money on your energy bills while also reducing your carbon footprint. From energy audits to smart home technology, we have a variety of programs to help you save energy in your home or business.

Visit www.ieso.ca/energy and learn more.

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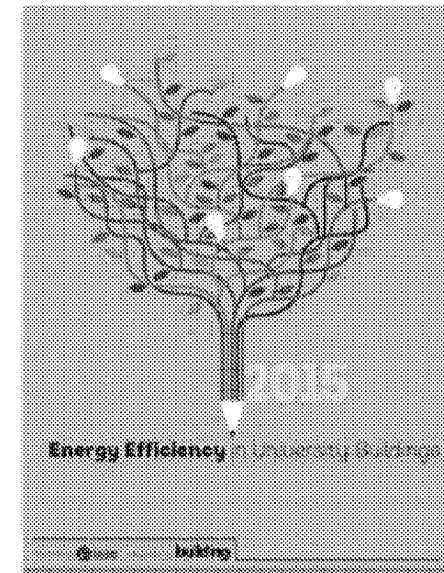
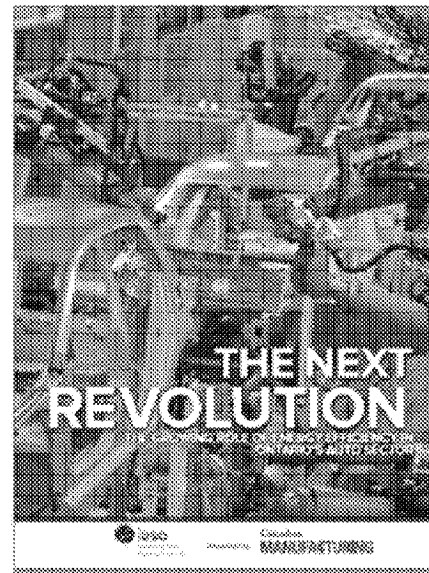
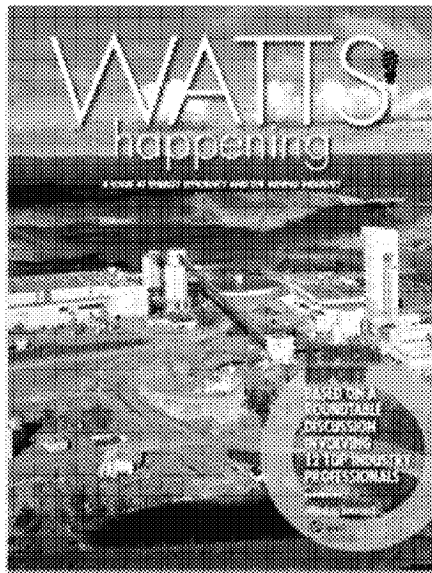


2016 Creative

- TV ads, case studies and animations can be viewed at the campaign microsite:

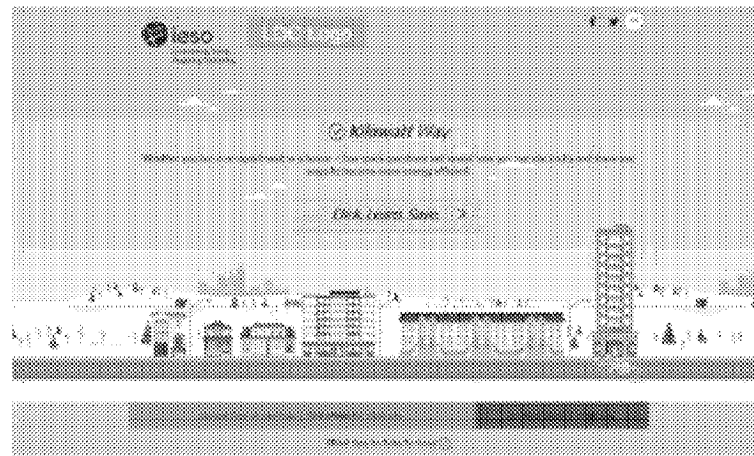
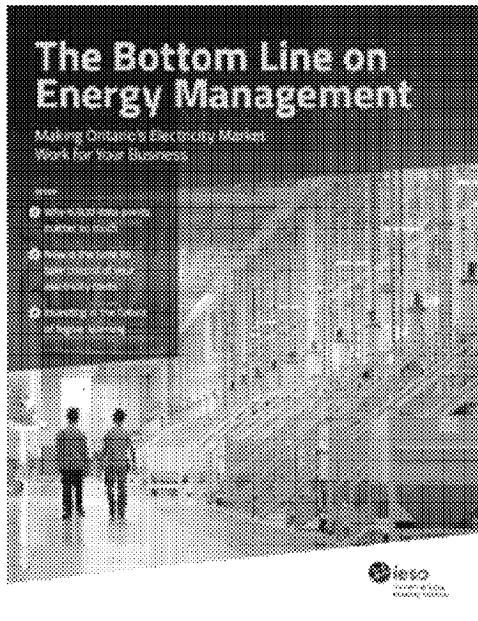
www.powerwhatsnext.ca

Trade Publication Advertorial Insert



Educational Materials

- Educational materials for both residential and business customers support general understanding of energy costs and how to manage them



LDC Support: Case Studies (Video, Print)

"It's important to me that I have an environment where my customers and employees can feel comfortable, without compromising the quality of light."

— Ms. Cheryl, Owner, Gears Bike Shop

For Ms. Cheryl, the new high-efficiency lighting at Gears Bike Shop is a game-changer. It's not just about the energy savings; it's about the comfort and quality of the environment for her customers and employees. The new lighting is bright, even, and doesn't cause any glare or flicker. It's a perfect solution for a bike shop where customers spend a lot of time looking at bikes and working on them.

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SAVE ENERGY
POWER WHAT'S NEXT

New high-efficiency lighting at Gears Bike Shop. Good for customers, good for business.

Benefits:

- 50% reduction in energy consumption for lighting
- 50% annual energy savings
- 50% reduction in greenhouse gas emissions
- Improved employee productivity
- Improved customer satisfaction
- Improved sustainability credentials

SAVE ENERGY
POWER WHAT'S NEXT

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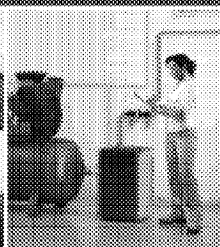
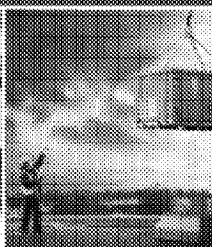
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SAVE ENERGY
POWER WHAT'S NEXT



Get PAID to Upgrade Your Business Lighting with the Retrofit Program

✓ Save Energy and Money ✓ Reduce Maintenance Costs ✓ Provide Better Light Output



Androhydro

Get more out of your energy dollar with financial incentives.
Learn more at burlingtonhydro.saveonenergy.ca



Westarrio Power Inc.



Bluewater Power Save on Energy COUPONS

Save up to \$8 on ENERGY STAR qualified LED bulbs

- 32-bit bus and 32-bit cache (e.g., C550 bus + 32-bit bus and 32-bit external memory)
- 32-bit bus is an advantage
- 32-bit bus provides an excellent quality of bus
- 32-bit bus has the standard bus and comes in a variety of styles
- 32-bit bus is more power-efficient than 64-bit bus
- 32-bit bus has much longer than 64-bit bus
- 32-bit bus also requires more wires than 64-bit bus

[illegible]

Journal of Interpersonal Violence 28(12) doi:10.1177/0886260513505291
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CREATE
 1994-1995
 1996-1997

IMPROVE YOUR BOTTOM LINE



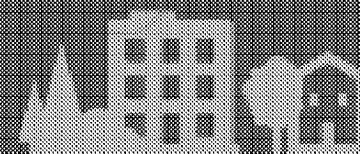
REDUCE MAINTENANCE AND OPERATING COSTS



**OPTIMIZE
YOUR
ENERGY
USE**



SUPPORT
MORE VIBRANT
COMMUNITIES



Lakefront
Utilities
Inc.



ieso

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Powering Tomorrow.

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Connecting Today.
Powering Tomorrow



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IESO-N-0018809

SAVE
ENERGY

HydroOttawa

GROW YOUR Summer SAVINGS

SAVE ENERGY. STAY COMFORTABLE.
SEE A DIFFERENCE.

GET TIPS TO START SAVING
ENERGY TODAY

> GET COUPONS TO KEEP INSIDE
THE HANDY POCKET

#GROWSAVINGS

HYDROOTTAWA.COM

DID WE SAY UPGRADES?

Check out the list of items that are eligible for the program. You may be eligible for a new Energy Star® refrigerator, freezer, window air conditioner and/or dehumidifier.

ALL HOMES ARE ELIGIBLE FOR...



LED light bulbs in the normal A-shape (image to the left) as well as pot lights and track lights.



Other items such as power bars with built-in timers. You may also be eligible for a new Energy Star® refrigerator, freezer, window air conditioner and/or dehumidifier.



IF YOU HAVE ELECTRIC WATER HEATING...



You may be eligible for water saving items such as showerheads, faucet

FOR YOUR PROTECTION

Many customers get calls from various companies who may not have their best interests in mind. Please be aware of the following:

We work with the company Greensaver. No one else. Greensaver is the provider of choice for the majority of the province.

You call us, we do not call you. You will only receive return phone calls to confirm a previously arranged appointment.

You do not have to pay anything for the program, Home Assistance Program. If anyone offers you a program where you have to pay anything, it is not this program.

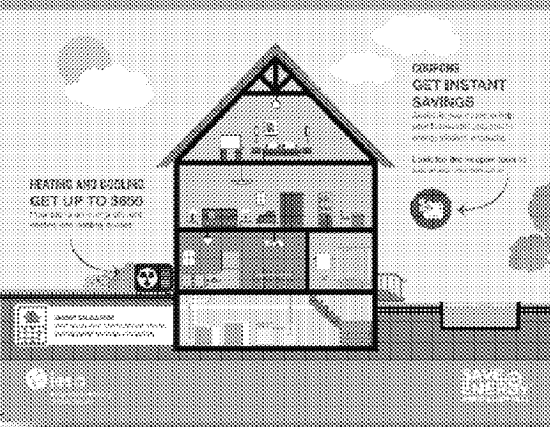
Call 1.855.591.0577
to arrange an audit



Greater Sudbury Hydro Inc
energySAVERS

PROGRAMS · SAVINGS · INCENTIVES

For more information on these programs and incentives, visit us online at www.gshydro.com



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ENERGY
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Because you're
GHS approved

You Are Eligible for a Free Energy Audit and Upgrades

Niagara
On-The-Lake
HYDRO

ieso
Connecting Today.
Powering Tomorrow.

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