

CORE MARKETING FOR 2010 – Modified May 21, 2010

Goal

The goal of this marketing plan is to identify strategies and actions that will inform applicable customer/member segments about program offerings in an effort to achieve the goals of the programs, and to educate residents and businesses about energy efficiency opportunities and practices.

The Core Management team will provide marketing for 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

Estimated Number of Customers to be completed: 509

Projected Lifetime kWh savings: 5,603,403

Marketing for the Energy Star Homes Program focuses on direct builder contact by program administrators and Home Energy Raters. Continuing marketing strategies include participating in trade shows such as the NH Home Builders & Remodelers Association Annual Home Show, 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

Estimated Number of Customers to be completed: 872

Projected Lifetime kWh savings: 7,765,123

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

Estimated Number of Customers to be completed: 14,143

Projected Lifetime kWh savings: 21,285,070

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

Estimated Number of Customers to be completed: 999

Projected Lifetime kWh savings: 24,298,030

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

Estimated Number of Customers to be completed: 334,212

Projected Lifetime kWh savings: 82,522,493

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.

Residential Total:

Estimated Number of Customers to be completed: 350,735

Projected Lifetime kWh savings: 141,474,120

Commercial, Industrial, and Municipal Programs

Large C&I Retrofit and New Equipment and Construction Programs

Estimated Number of Customers to be completed: 486

Projected Lifetime kWh savings: 327,253,204

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

Estimated Number of Customers to be completed: 576

Projected Lifetime kWh savings: 111,957,722

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.

Commercial, Industrial, and Municipal Total:

Estimated Number of Customers to be completed: 1,062

Projected Lifetime kWh savings: 439,210,926

Total for all Sectors:

Estimated Number of Customers to be completed: 351,797

Projected Lifetime kWh savings: 580,685,046

Sponsorships and Tradeshows

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 Updated May 21, 2010

	NGRID	NHEC	PSNH	Unitil	Total
<u>Residential</u>					
Energy Star Homes	\$947	\$1,053	\$15,000	\$14,000	\$31,000
- Special Events		\$853	\$5,000	\$5,000	
- Brochures and Mailing	\$947	\$200	\$2,000	\$4,000	
- Direct Mail to Builders			\$3,000	\$2,500	
- Co-Marketing w/Builders			\$5,000	\$2,500	
Home Performance w/Energy Star	\$1,529	\$1,053	\$10,000	\$15,000	\$27,582
- Special Events		\$553		\$5,000	
- Brochures and Mailing	\$1,529	\$500	\$10,000	\$10,000	
Energy Star Appliances	\$6,800	\$4,500	\$25,000	\$20,000	\$56,300
- In Store Point of Purchase Materials	\$3,000	\$2,000	\$10,000	\$7,500	
- Revise/Print Coupons	\$3,000	\$2,000	\$10,000	\$5,000	
- Partner Marketing	\$800	\$500	\$5,000	\$7,500	
Home Energy Assistance	\$1,096	\$1,053	\$0	\$19,000	\$21,149
- Special Events		\$453		\$6,500	
- Brochures and Mailing	\$1,096	\$400		\$2,500	
- Energy Savers Guides		\$200		\$7,500	
- Postcards and Mailing				\$2,500	
Energy Star Lighting	\$14,100	\$4,500	\$169,521	\$35,000	\$223,121
- Lighting Bill Insert			\$17,000	\$2,000	
- Mini-Catalogs	\$1,000	\$500	\$3,000	\$1,000	
- Revise/Print/Mail NH Saves Catalog	\$8,000	\$1,500	\$134,521	\$18,000	
- Revise/Print Coupons	\$3,100	\$1,500	\$10,000	\$4,000	
- Special Promotions / Energy Fairs	\$2,000	\$1,000	\$5,000	\$10,000	
Other	\$0	\$1,053	\$5,800	\$0	\$6,853
Subtotal Residential	\$24,472	\$13,212	\$225,321	\$103,000	\$366,005

2010 CORE Utilities Marketing Budget

Commercial, Industrial, and Municipal

	NGRID	NHEC	PSNH	Unitil	
New Equipment & Construction	\$5,059	\$1,053	\$3,000	\$12,000	\$21,112
- Special Events / Business Expos	\$3,500	\$853		\$5,000	
- Letters, Brochures and Mailing	\$1,059	\$200		\$2,000	
- Print 2010 Rebate Forms	\$500		\$3,000	\$3,000	
- Postcards and Mailing				\$2,000	
Large C&I Retrofit	\$2,698	\$1,053	\$3,000	\$12,000	\$18,751
- Special Events / Business Expos	\$2,000	\$853		\$5,000	
- Letters, Brochures and Mailing	\$398	\$200		\$2,000	
- Print 2010 Rebate Forms	\$300		\$3,000	\$3,000	
- Postcards and Mailing				\$2,000	
Small Business Energy Solutions	\$1,484	\$1,053	\$20,000	\$13,000	\$35,537
- Special Events / Business Expos		\$853	\$0	\$5,000	
- Letters, Brochures and Mailing	\$1,484	\$200	\$20,000	\$3,000	
- Print Additional Brochures				\$3,000	
- Postcards and Mailing				\$2,000	
Other	\$0	\$0	\$3,000	\$0	\$3,000
Subtotal C&I&M	\$9,241	\$3,159	\$29,000	\$37,000	\$78,400
Grand Total	\$33,713	\$16,371	\$254,321	\$140,000	\$444,405

General

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