

*Smart Ideas for Your Home*SM

Marketing Strategy & Tactics

SAG Meeting

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Launched in 2008, the *Smart Ideas* portfolio of energy efficiency incentives was designed to reduce electricity consumption, save customers money and protect the environment.

Program Objectives:

- Achieve legislatively mandated kW and kWh targets (C&I and Residential)

	PY1	PY2	PY3
MWh Target (net)	148,842	312,339	458,919
Achieved (net)	163,717	TBD	TBD

- Increase awareness of and participation in the *Smart Ideas* program
- Promote a fundamental understanding of energy efficiency
- Empower and encourage customers to take control of their energy usage through energy efficiency education

- **Key Learnings**

- The significant increase in PY2 targets from PY1 levels required a commensurate significant increase in Marketing spend
- Consumers not attributing their energy efficient behaviors or purchase decisions to *Smart Ideas* negatively impacted some program evaluations
 - Strategic decision to make Awareness part of our Educational plan and expand beyond just K-12
- Practical advice and resources to help consumers reduce energy use must be readily available and constantly promoted

- Leverage internal resources to conserve available funding
- Educate customers about energy efficiency in order to drive awareness of Smart Ideas and achieve its component goals
- Employ highly targetable communications channels to reach best prospects in key customer segments
- Utilize Web/alternative media to reach un-penetrated or lightly penetrated customer segments, and to foster word-of-mouth advertising
- Leverage every customer interaction as an opportunity to deliver relevant information and to obtain customer preferences, contact information and permission (ie: for texting, e-mails)

General energy and energy efficiency information, tools, tips and online resources and information on *Smart Ideas for Your Home* incentives

- Channels PY3
 - Energy Efficiency Tour
 - Direct Mail and PURLs
 - Online library of videos
 - Marketing collateral
 - *Energy@Home* articles
 - ENERGY STAR Change the World Pledge / Giveaway
- K-12
 - NEED Workshops
 - Lights for Learning
 - Educational Materials
 - Energy Efficiency Take-Home Kits



\$25 cash incentives are available to customers who turn in their old, working second refrigerators and freezers. Each fridge is recycled in an environmentally responsible way.

Marketing Tactics	Number	Cost/Acqstion
Newspaper Ads	18	\$47.65
Bill Inserts/Energy @ Home Articles	16	\$11.50
Truck Wraps	9	\$95.40
Direct Mail	4	\$52.50
ValPak, Clipper	8	\$50.55

PY3 Channels: Radio, Direct mail, Bill inserts, Valpak inserts, *Energy@Home* articles, Doorhangers, Google Adwords, Craigslist

PY 3 Targets: 38,432 units



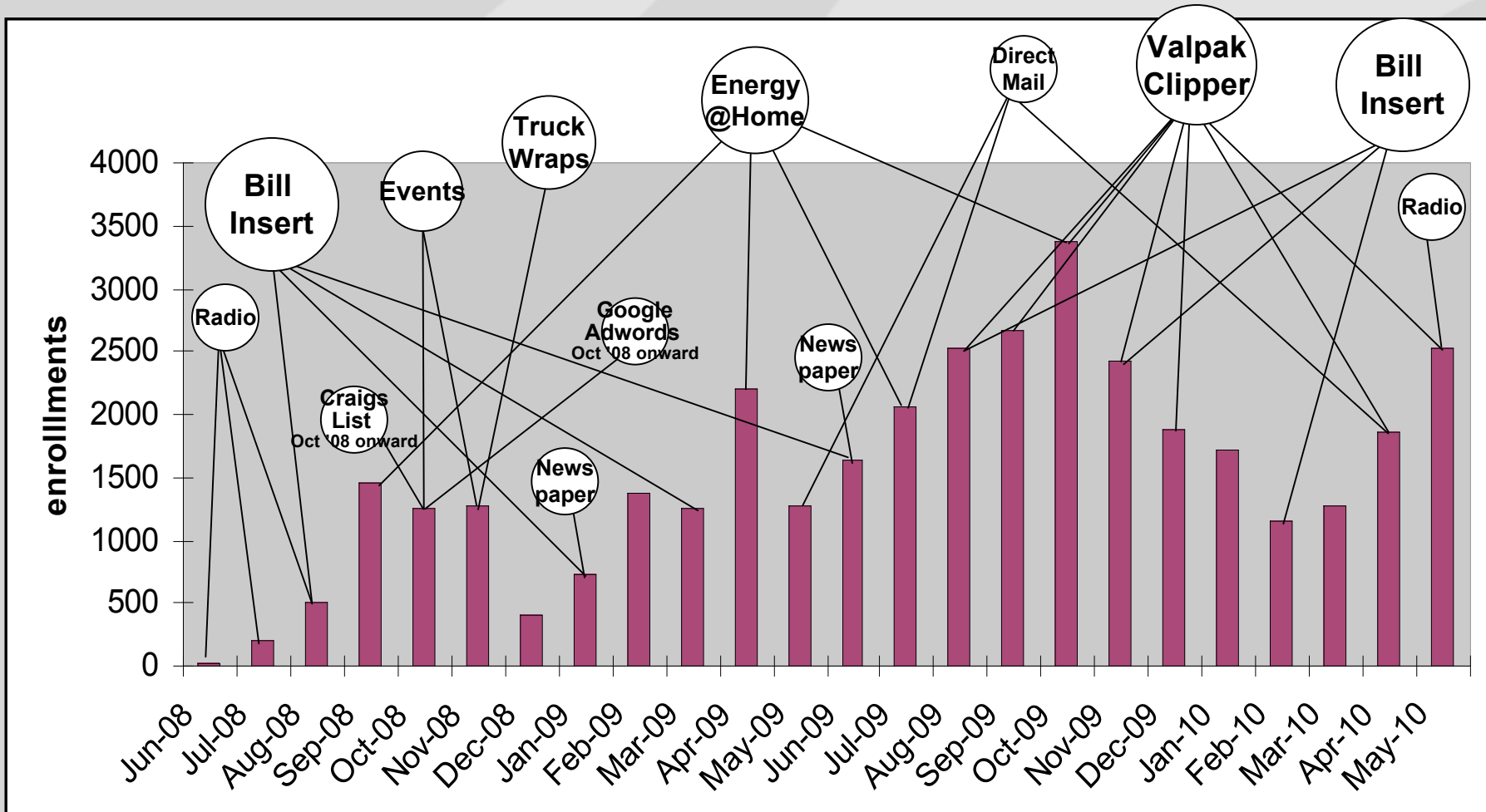
What's In Your SECOND FRIDGE?

Is it worth the cost to chill?

Running a second fridge is costly.
Getting rid of it is hassle free.

ComEd.com/ApplianceRecycling
 or call 1-888-806-2273





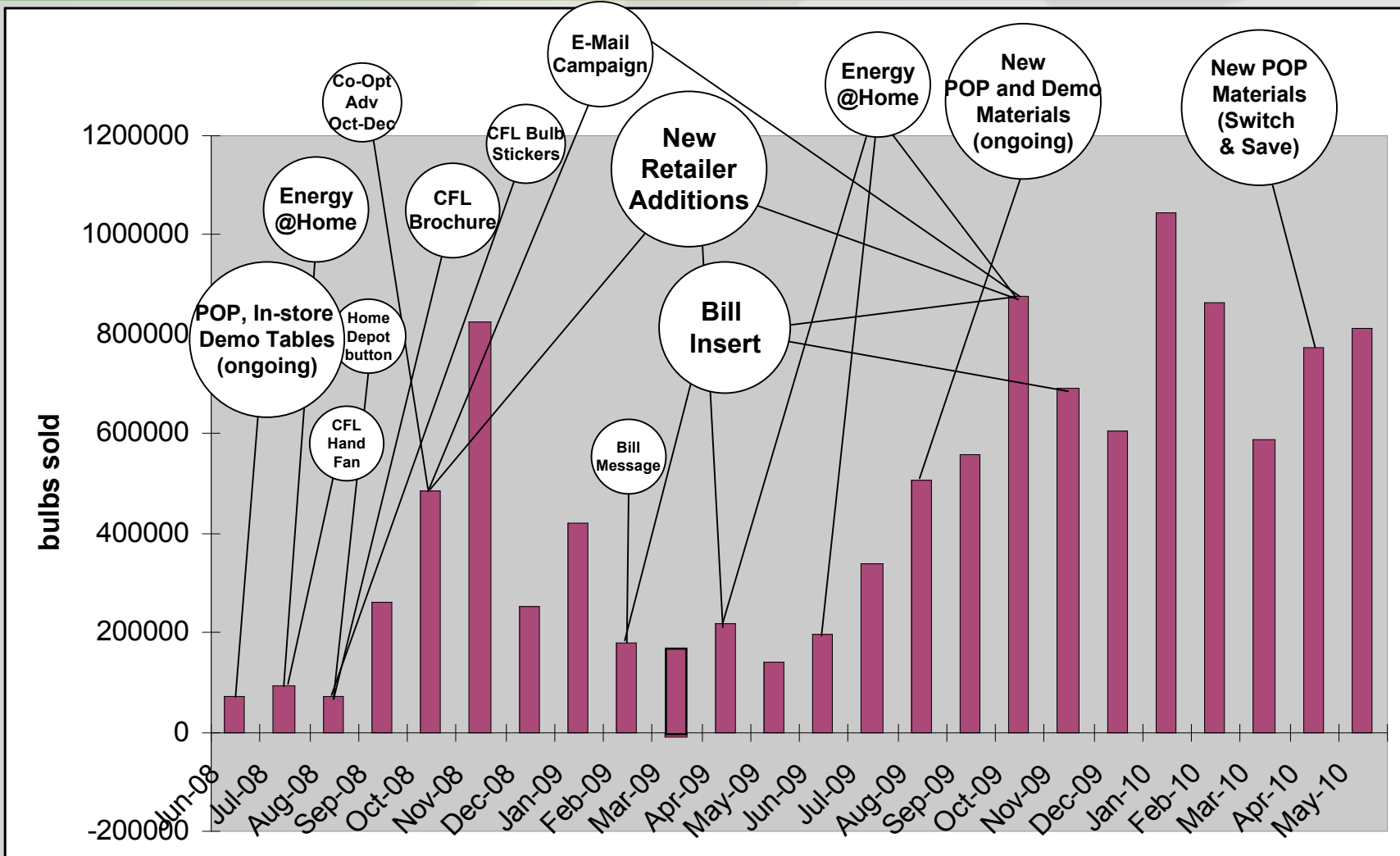
Instant off-the-shelf discounts on a variety of ENERGY STAR qualified compact fluorescent light (CFL) bulbs and fixtures at various retail chains around ComEd service territory including: ACE Hardware, The Home Depot, Jewel-Osco and others.

Marketing Tactics	Number
Bill Inserts	3
Energy@Home	4
Retail demonstrations	382
Retail POP (Point-of-Purchase)	660
Direct Mail	1

PY3 Channels: Bill inserts, Energy@Home articles, In-store lighting table demos, Retail POP

PY3 Targets: 9.25 million bulbs, 90,000 light fixtures





All-Electric Multi-Family Upgrade

Installed energy efficiency upgrades in residential multi-family direct install (formally all-electric Energy Efficiency Upgrade). Technicians also perform an energy assessment of common areas in the building, identifying further opportunities to cut energy consumption and save money. Nicor-serviced buildings eligible for first time via pilot program.

Marketing Tactics	Number	Cost/Acquisition
Energy @ Work Articles	1	n/a

Channels PY3: Outbound telemarketing
In-building posters, tenant materials

PY3 Targets:
3,300 all-electric multifamily units
30,000 gas/electric multifamily units

Acquisitions are driven in large part by the implementation contractor's outreach efforts, and to a much smaller extent, by eligible customer inquiries.

SAVE ENERGY & MONEY.

Nicor Gas and ComEd are proud to partner up to bring you savings.

Our Energy Efficiency Technicians will be in your building on _____ between the hours of _____ & _____

FREE energy saving measures to be installed:
FREE water-saving massage showerheads
FREE faucet aerators for your kitchen and bathroom sinks (The kitchen aerator swivels and has a shower spray option)
FREE compact fluorescent light (CFL) bulbs to replace your incandescent light bulbs

The upgrade will only take about 15 minutes. No appointment necessary.

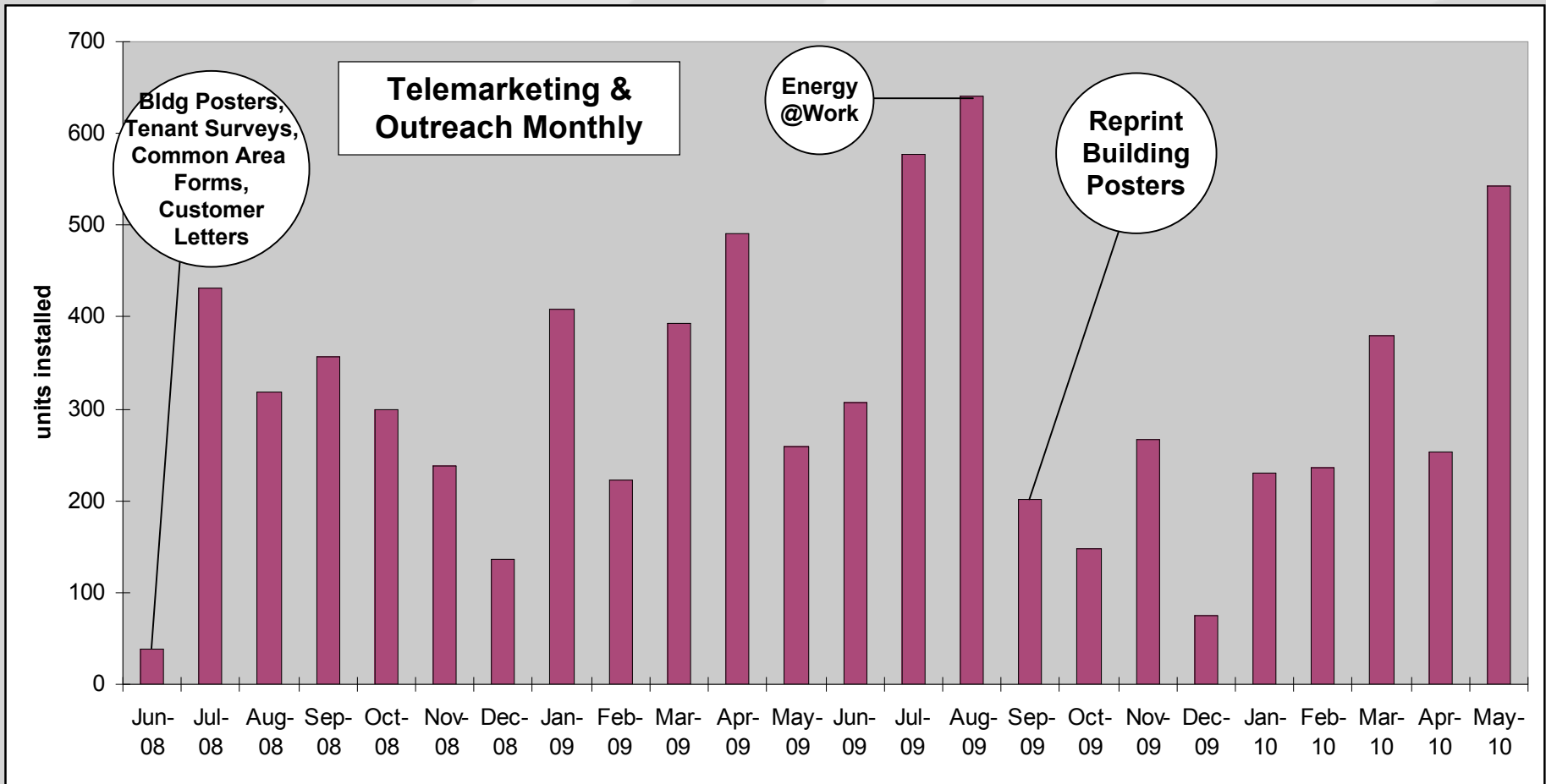
After installation, you'll receive a written summary of your new energy-efficient items and an estimate of anticipated energy savings.

nicor
Energy Efficiency Program

ComEd
smart ideas

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All-Electric Multi-Family Upgrade



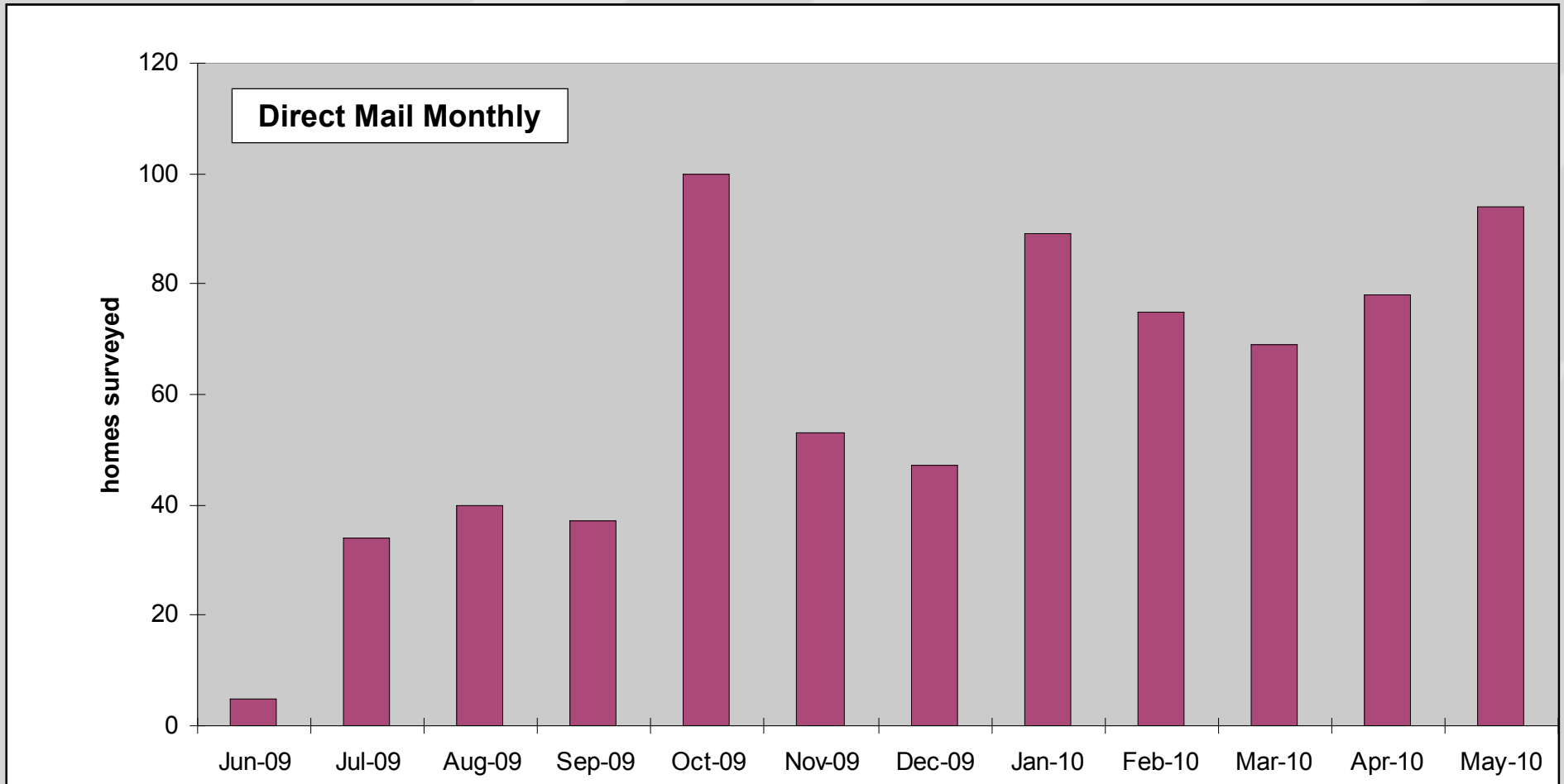
Installation of \$300 worth of energy efficiency products and services in all-electric homes plus a home energy use analysis conducted by trained technicians for a \$25 co-pay.

Marketing Tactics	Number	Cost/Acqsition
Direct mail	12	\$38.02
Outbound telemarketing	1	tbd

PY3 Channels: Direct mail, Outbound telemarketing (monthly)

PY Targets: 1,300 all-electric single family homes

All-Electric Home Performance Tune Up



Note: AEHPTU started PY2. Direct mail occurs monthly


Central Air Conditioning Efficiency Services

Training and access to advanced diagnostic equipment to independent participating HVAC contractors in order to help them perform more effective residential central air conditioning tune-ups and new installations.

Marketing Tactics	Number	Cost/Acqstion
Energy @ Home Articles	2	\$33-\$99
Direct Mail Acquisition	1	\$87
ComEd Bill Inserts	4	\$45
Newspaper	1	\$446
Radio	1	\$313
Google Ad-words (Paid Search Advertising)	4	\$50


PY 3 Channels: Bill inserts, Valpak inserts, *Energy@Home* articles, Google Ad-words, Craigslist, Direct mail to CACC participants

PY 3 Targets: 15,300 MWh (net)



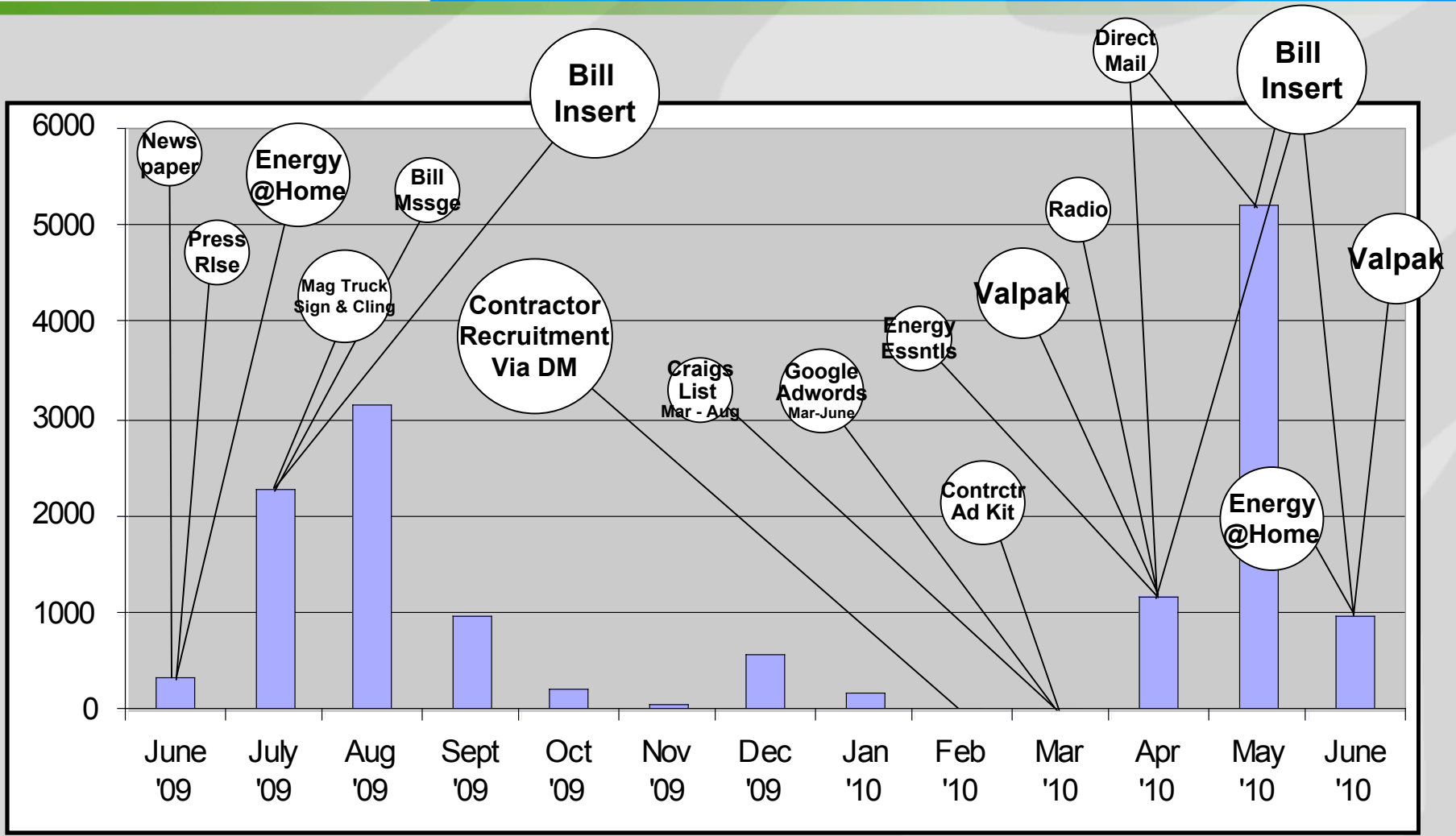
Central Air Conditioning Efficiency Services

**Conserving Energy,
Saving Money,
Helping the Environment**





Central Air Conditioning Efficiency Services



Note: CACES started PY2

ComEd provides bill credits to customers who allow ComEd to turn on and off the home's central AC compressor, reducing electricity demand during the peak demand hours of the summer's hottest days. Customers who sign up can choose from a 50% or 100% option, which increases the incentive amount, as well as the amount of time the AC unit may be cycled off.

Marketing Tactics	Number	Cost/Acqsition
Energy @ Home Articles	4	\$120
Direct Mail Acquisition	3	\$70
ComEd Bill Inserts	4	\$120-\$160

PY3 Channels: Radio, Bill inserts, Valpak inserts, *Energy@Home* articles, Direct mail

Targets: 6,896 new participants

Join Smart IdeasSM Central Air Conditioning Cycling
...and the more than 60,000 ComEd customers who save on their summer electric bills.

ComEd invites you to join Smart IdeasSM Central Air Conditioning Cycling, an innovative and popular option that helps homeowners save on their summer electric bills, while helping us manage our resources more efficiently. Additionally, your participation can help reduce emissions of harmful pollutants including carbon dioxide, sulfur dioxide and nitrogen oxides.

Here's How It Works:

- When you enroll in Smart IdeasSM Central Air Conditioning Cycling:
- During the summer months, you will receive a credit of \$5 or \$10 on each ComEd bill, depending on the participation option you choose.
 - ComEd will install a control switch that allows us to cycle your air conditioner compressor off and on. Only the compressor is affected, the fan on your unit will stay on and continue to circulate the already-cooled air in your home. You receive your bill credits whether we cycle or not.

Choose the option that's right for you.

50% Option:

Time:
Weekdays, 11 a.m. to 8 p.m.

Unit cycles off:
Maximum of 15 minutes every half hour over no more than a six hour period.

You receive:
A \$5 per month credit on your June through September ComEd bills — for a total of \$20 of summer savings.

100% Option

If someone in your household is home most of the day or has a medical condition, this option is not recommended.

Time:
Weekdays, 11 a.m. to 8 p.m.

Unit cycles off:
A maximum of one continuous 3-hour period.

You receive:
A \$10 per month credit on your June through September ComEd bills — for a total of \$40 of summer savings.

Note: A 100% customer could be cycled on our 50% Option cycling schedule at ComEd's discretion.



click here, not in help pad.



There Are Three Ways To Join!

1. On the Web:
Visit ComEd.com/ACycling
2. Over the phone:
Call 888-806-2273
3. Through the mail:
Complete and return this postage-paid card

Please enroll me in Smart Ideas Central Air Conditioning Cycling



Please select one option. If left unchecked, you will automatically be enrolled in the 50% Option.

- 100% Option 50% Option
- You have my permission to install a switch on or near my central air conditioning unit (I understand I do not have to be present for installation.)

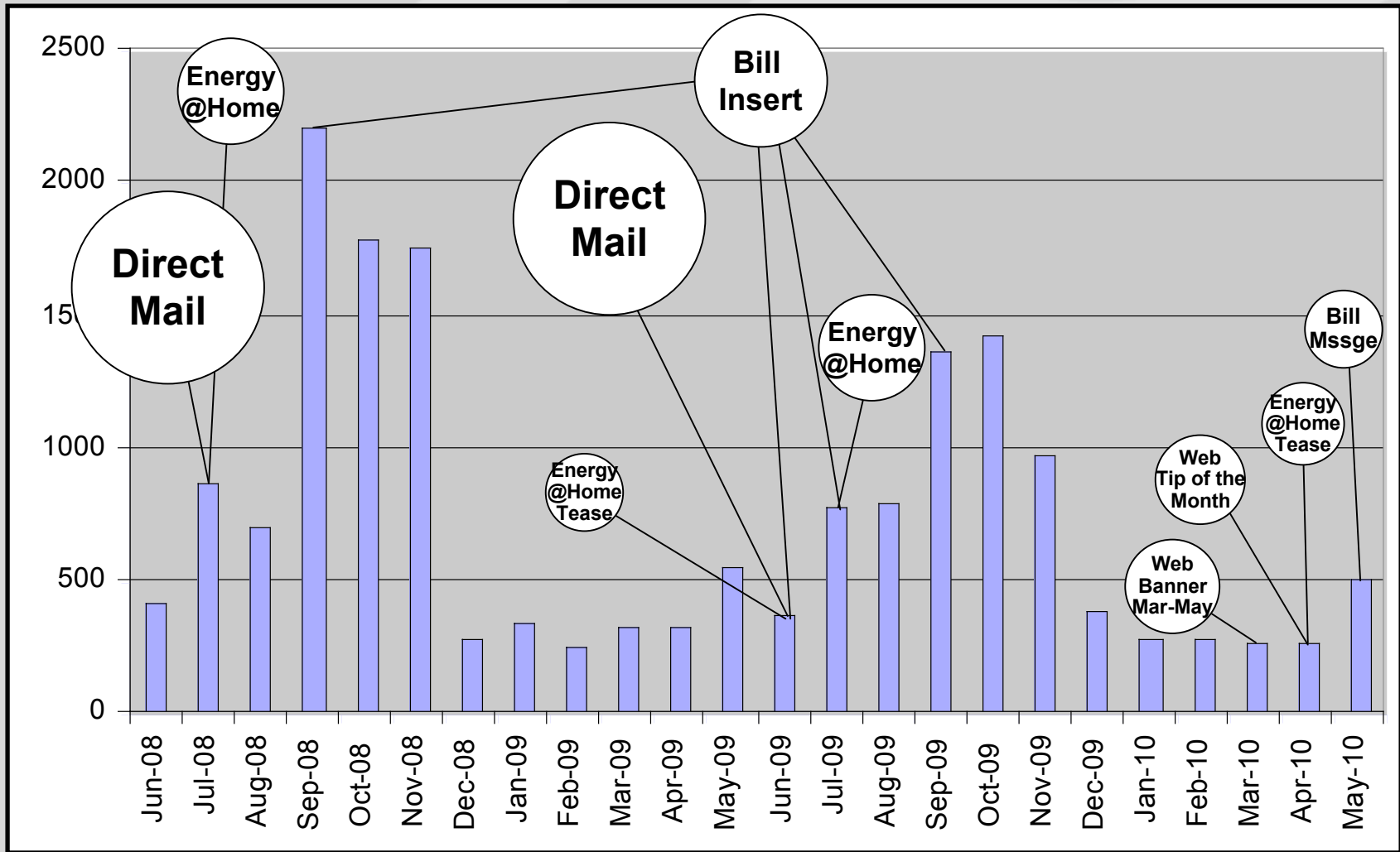
Name: _____

Address: _____ City: _____ State: _____ Zip: _____

ComEd Account #: _____
(Your account number can be found on your monthly ComEd bill.)

Signature: _____

REMOISTEN UP



Business (Prescriptive & Custom)

ComEd provides cash incentives to Commercial & Industrial customers who implement energy efficiency measures in their facility. PY1 delivered savings of 62 GWh (net); PY2 is expected to deliver 161 GWh (net). Waitlist occurred early in both program years.

Marketing Tactics	Number
Trade Ally Workshops	7
Green Ribbon Fairs	6
Trade Ally newsletter, SIFYB newsletter	24
Trade Ally Webinars/training	14
Energy @ Work Articles	20
Applications, fact sheets & Case Studies	33
Web	ongoing

PY3 Channels: Energy Efficiency Expo, Trade Allies, Outreach (KEMA & Account Managers, Trade Shows, *Energy@Work* articles, Direct mail, Print

Targets: 266 GWh (net)