Home Performance with ENERGY STAR®
Irreconcilable Temperatures Campaign
Marketing Objectives

Generate leads among New York State homeowners for the Home Performance with ENERGY STAR comprehensive home energy assessment.

Encourage energy upgrades to cut overall energy use among New Yorkers.
Creative Strategy

Entertain to educate and motivate, and encourage viral sharing of the message.

Appeal to audiences most likely to move forward, based on segmentation research: Comfort Creatures, Controllers, and Difference-Makers.
Segmentation Research

Difference Makers

15% of respondents; 45% likely to move forward

Outcomes:

• Help to reduce America’s dependence on oil imports
• Reduce my overall impact on the environment
• Reduce the amount of energy wasted in my home
Controllers

15% of respondents; 45% likely to move forward

Outcomes:

• Lower my energy costs now and for the future
• Reduce the amount of energy wasted in my home
• Get immediate savings on my energy bills
• Take control of my energy consumption
Comfort Creatures

11% of respondents; 41% likely to move forward

Outcomes

• Make the temperature of my home more comfortable
• Lower my energy costs now and for the future
• Get immediate savings on my energy bills
One couple’s journey to energy stardom through Home Performance with ENERGY STAR. Wendy (a comfort creature) and Russell (a controller) are 30-something New Yorkers who’ve just bought their first home, a fixer-upper in need of some love and energy improvements. Everything is wonderful until the first energy bill arrives. Our other characters include Jerry and Jason, the participating Home Performance Contractors, and Olivia, the neighbor (a difference-maker).
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How the campaign will unfold from the consumer’s perspective

Step 1: awareness/exposure

Step 2: watch the webisodes

Step 3: engage with program content

Step 4: make energy upgrades and/or be “lead nurtured” until they do
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Step 1: awareness / exposure

Print Ads

Online Banner Ads

Email Blast

Pay-per-click “search” Ads

News stories

Direct Mail

Influencers – contractors, CBOs, NYSERDA site, etc.

“Friends” – sharing via social media
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Print Advertising

Sunday newspapers in select markets:
Albany, Binghamton, Elmira, Ithaca, Long Island, New York City, Plattsburgh,
Poughkeepsie, Rochester, Staten Island, Syracuse,
Utica/Rome, Watertown and Westchester

Local Lifestyle publications throughout NYS

National Lifestyle Magazines throughout NYS such as
Ladies Home Journal and Better Homes & Gardens
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Online Banners

Lifestyle, Home and News websites via Ad networks across NYS

Animated “gif” ads

Rich media ads, including teaser video
Direct Mail

Two oversized postcard mailings week of November 5th and December 5th

Purchased lists of homeowners with incomes of over $50k in key areas in NYS

Washington County, Tompkins County, Saratoga County, Dutchess County, Herkimer County, Albany County, Monroe County, Kings County
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Email blasts and Pay-Per-Click

**Email Blast:**
Placed into the regular cadence of the Lead Nurturing Campaign now in Development

**Pay-per-click search ads:**
Placed into our regular Home Performance ad rotation, additional keywords in case someone wants to “return” to Irreconcilable Temperatures
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Step 2: Watch the webisodes
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Step 2: Watch the webisodes

- **Week 1**: Hot. Cold. Love Takes Energy.
- **Week 2**: Wait, it gets better.
- **Week 3**: Put the upgrades on our bill.
- **Week 5**: The whole house.
- **Week 7**: Irreconcilable reflections.
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Step 3: Engage with Program Content

Get Started

Case Studies

Find a Contractor

Domestic Bliss (the Blog)

Free Comfort at Home (lead gen)

Learn All the Steps

1 2 3

Learn about Financing

Subscribe to Updates

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Step 4: make energy upgrades and/or be “lead nurtured” until they do

Ongoing Email Nurturing Campaign

Contractor / CBO Engagement

NYSERDA Process Engagement
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Metrics

• Over 167k page views of campaign website since launch

• Almost 3,000 views of the videos

• New York, Albany, Buffalo, Rochester and Syracuse top 5 geographic regions

• Top Pages Visited: Home page, Case Studies, Getting Started, Financing Options and All the Steps
Webisodes

Let’s watch the webisodes

For those of you on the phone, please go to:

http://stars.nyserdagreeeney.org/