

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

Segmentation Research

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

Segmentation Research

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

Creative Platform

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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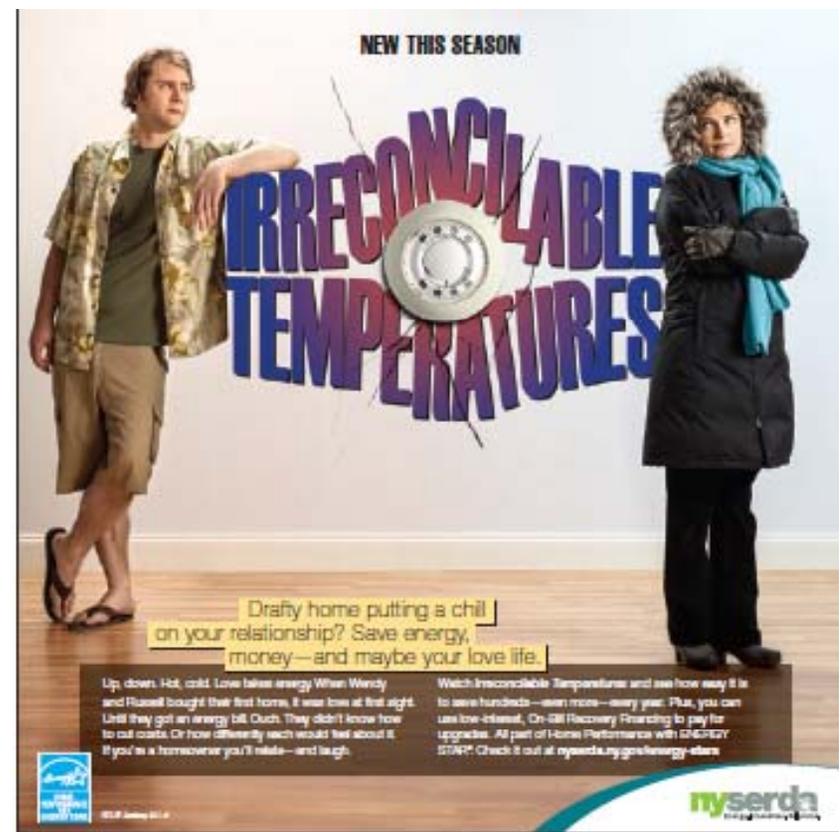
Print Advertising

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

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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

Irreconcilable Temperatures Campaign

Step 2: Watch the webisodes

The screenshot shows the myserda website interface. At the top, there is a navigation bar with "New York State" and "State Agencies" on the left, and a search bar on the right. The main banner features a man in a Hawaiian shirt and a woman in a winter coat, with the text "IRRECONCILABLE TEMPERATURES" in large, colorful letters. The myserda logo is on the right, along with the text "Save your love life! Plus hundreds of dollars—even more—on energy every year." and a "SEEK ENERGY SAVINGS WITH ENERGY STAR" logo. Below the banner is a navigation menu with links: Home, Real Homeowners, Get Started, Find a Contractor, Financing Options, and All the Steps.

Watch Recent Episodes

Irreconcilable Temperatures: Episode 1 [Share](#) [More info](#)

The video player shows a man in a green shirt sitting at a table, looking at a birdcage. A play button is overlaid on the video.

Expert help gets you going, and low-cost financing makes it affordable

A more comfortable, energy-efficient home is within reach. Start with a comprehensive home energy assessment (free for most New Yorkers!), and then you and your qualified contractor can make a plan to cut your energy waste, and your energy bills. We'll even help you find the contractor.

You can also take advantage of low-interest loans + one convenient payment on your utility bill, where your energy savings pay for most of the work.

[Get Started](#)

Irreconcilable Temperatures Campaign

Step 2: Watch the webisodes

Week 1



Hot. Cold. Love
Takes Energy.

Week 3



Put the upgrades
on our bill.

Week 7



Irreconcilable
reflections.



Wait, it gets better.

Week 5



The whole house.

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Step 3: Engage with Program Content

Get Started

Get Started

REGENERATE DOWNLOAD RECAPTURE RECAPTURE

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

YES, add me to your mailing list

Subscribe to Updates

Irreconcilable Temperatures Campaign

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

Ongoing Email Nurturing Campaign

Contractor / CBO Engagement

NYSERDA Process Engagement

Irreconcilable Temperatures Campaign

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.nyserdagreenyny.org/>