

# **NYS Clean Heat**

## **Statewide Consumer Awareness and Education**

**March 2021**



**NYS Clean Heat**

# Marketing Working Group - Overview

## Members

- **NYSERDA representatives from marketing and clean heating & cooling, all six investor-owned utilities have at least one participating member, and KSV (NYSERDA's marketing agency of record)**

## Purpose

- **To guide the *development, roll out, and performance reporting* of an integrated statewide consumer awareness, education and marketing program**
- **To create an avenue for NYSERDA and utility collaboration to ensure that all heat pump marketing efforts are optimized and coordinated**

# Goals

## NYS Clean Heat

**3.6 Tbtu of  
energy savings  
by 2025**

**~130,000  
heat pump  
installations**

**~ 1 Million  
Leads**



## Marketing

**To build consumer demand and consideration for and market confidence in heat pumps and complementary energy efficiency measures.**

**To increase the awareness and installation of electric heating and cooling equipment throughout the State of New York.**

**To reduce customer acquisition costs for installations of heat pumps to be on parity with traditional HVAC installations.**

# Marketing Strategy & Audience Identification



**NYS Clean Heat**

# NYS Clean Heat Marketing Strategies

**A statewide consumer education and awareness campaign will be launched to spur heat pump awareness and adoption. This will support electric utility marketing efforts targeting their customer base with specific offers and opportunities.**

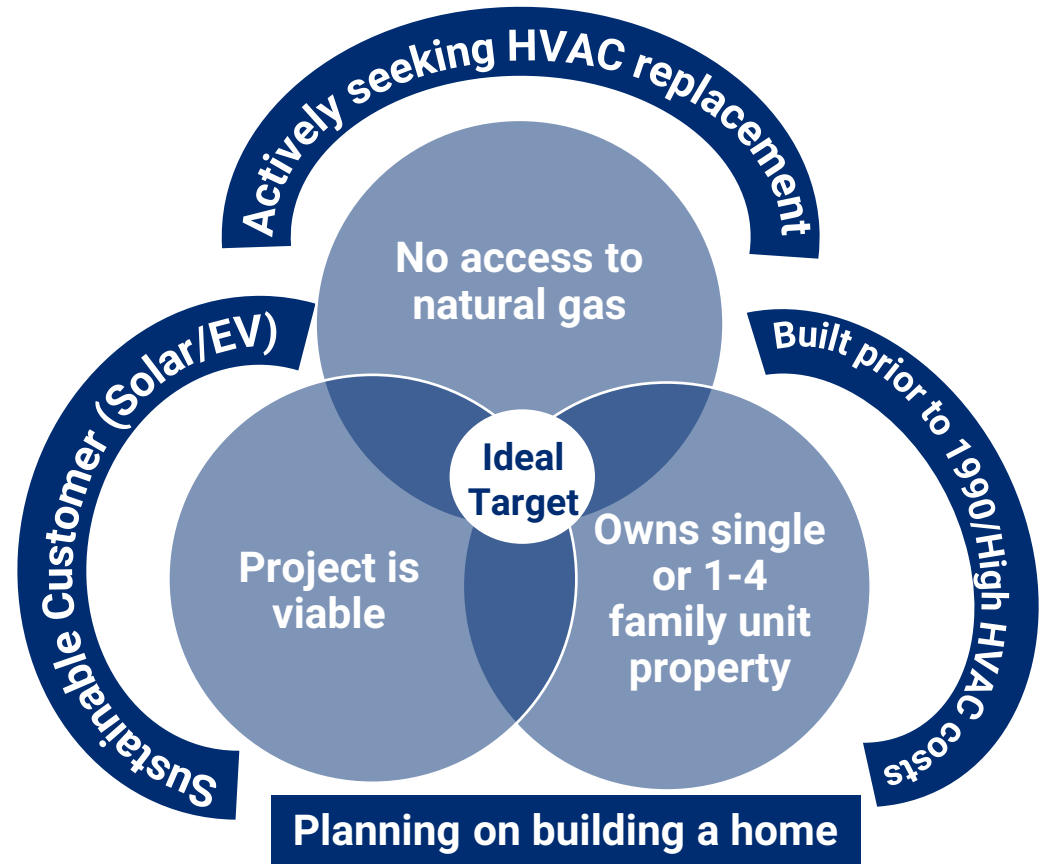


**Coordinated with NYSERDA's CHC Community Campaigns and Co-op Advertising (Mfgs, Distributors, Installers)**



# NYS Clean Heat Audience Identification

Leverage available data to hyper-target consumers with a combination of ideal home typologies\* and higher propensity to adopt clean heating and cooling technologies. Prioritize campaign efforts to these audiences.



\*Target set will not be required to meet all identified criteria. For example, any consumer in the State who is actively seeking an HVAC upgrade will be targeted regardless of how many other criteria they meet.

# Messaging and Channel Ownership

## NYS Clean Heat

Utilize awareness and education messaging and channels, particularly those where statewide scale will help reduce overall costs or may reach customers from more than one utility:

- TV and Digital Video
- Terrestrial and Streaming Radio
- Native Advertising and Sponsored Content
- Research and Education Focused Digital Marketing (social, google banners, paid search)

## Utility Marketing

Continue to own offer-based and participation related messaging, particularly in channels where the utility has a direct line to their customers:

- Owned Email/CRM
- Direct Mail
- Owned/Paid Social
- Offer-Focused Digital Marketing
- Events

## CHC Communities, MFGs, Distributors, and Installers

Utilize awareness and education messaging and channels at a local level, key in on local support and benefits of membership. Channels may include:

- Social media
- Direct Mail
- Local Publications – Print and/or Digital
- Local TV/Radio
- Out of Home – Billboards, Storefronts, etc.
- Hosted Events and Webinars

# Media Channels

# Statewide Digital Campaign

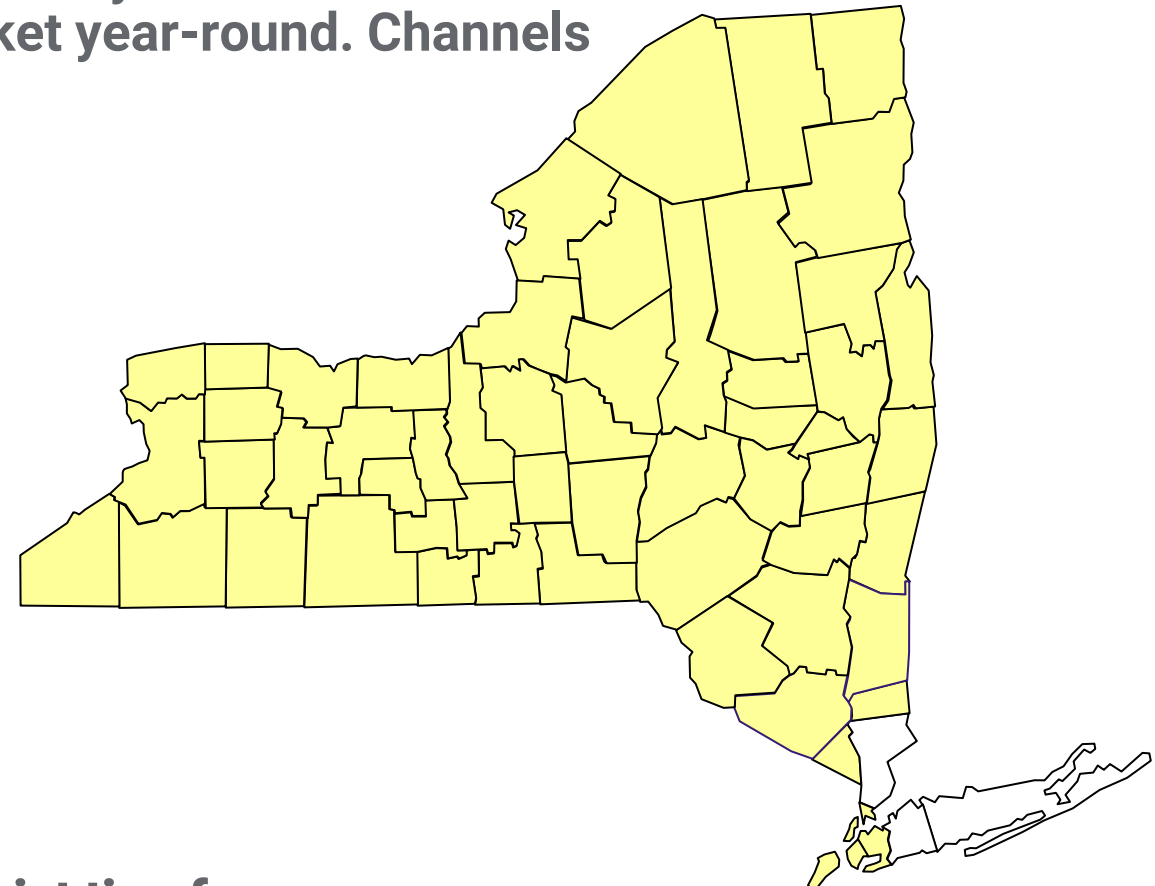
**First Sprint Mid-April through Mid-June (10 weeks)**

**Second Sprint Early September through Late November (12 weeks)**

The campaign will use a variety of data sources to target any home that meets our targeting criteria. Most channels will be in market year-round. Channels may include:

- > **Addressable TV**
- > **Advanced TV\***
- > **Digital Banners\***
- > **Digital Video/YouTube\***
- > **Streaming Radio**
- > **Native Advertising/Sponsored Content\***
- > **Email**
- > **Social Media\***
- > **Paid Search\***

**\* Indicates channel planned to run even during off-sprint timeframes**



# Broadcast and Out-of-Home Geographies

**First Sprint Mid-April through Mid-June (10 weeks)**

**Second Sprint Early September through Late November (12 weeks)**

In addition to reaching all target homeowners with digital channels, NYS Clean Heat will focus higher-cost channels in regions with a high concentration of our target audience. Channels may include:

**All identified regions:**

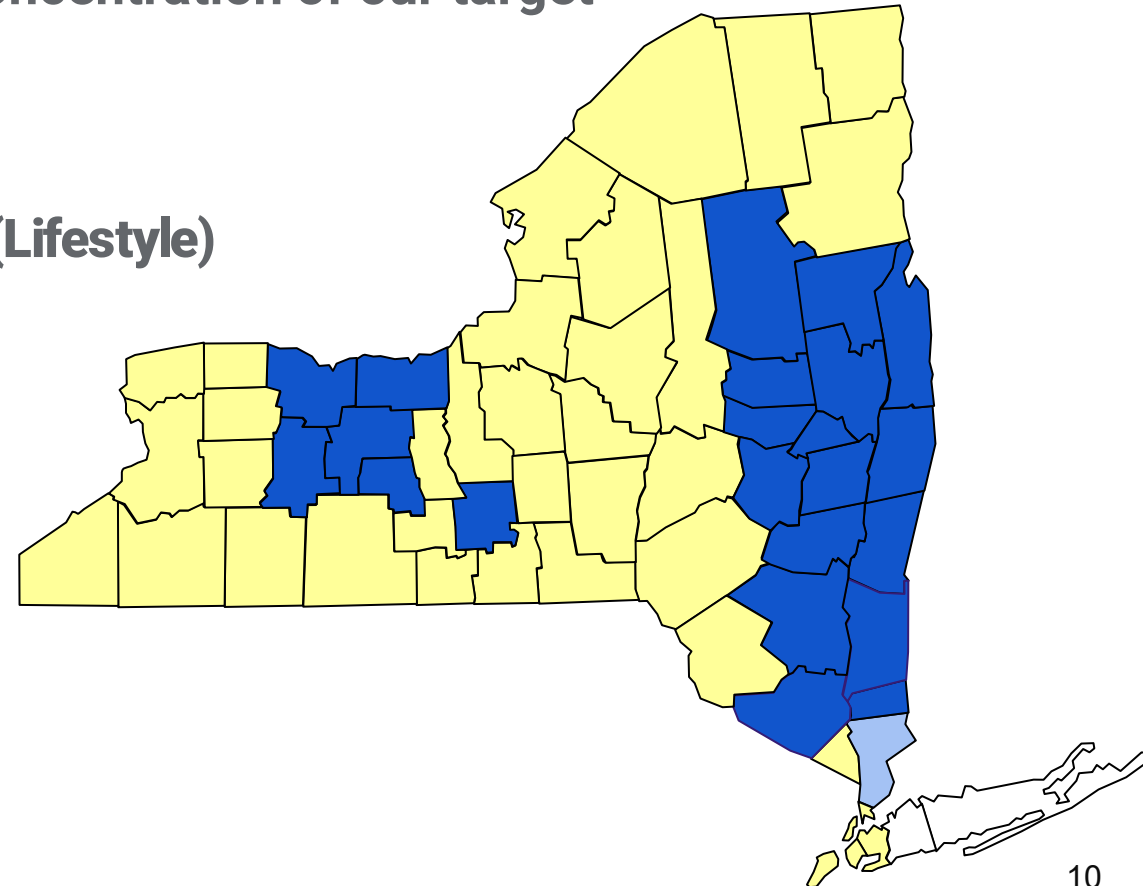
- > **Cable TV – AM News, Prime Time, Weekend Daytime (Lifestyle)**
- > **Terrestrial Radio – :30 second spots (6 weeks)**

**Albany region:**

- > **Local News/Broadcast TV – Albany (4 weeks)**  
**Access**

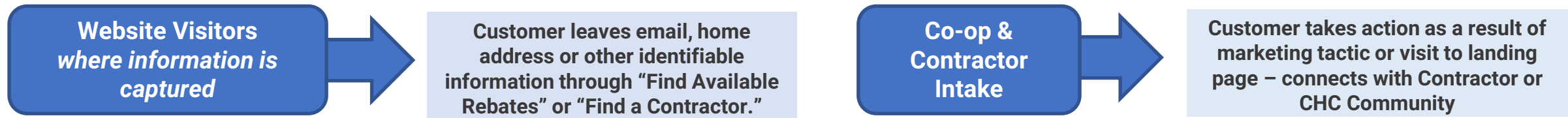
**Future:**

- > **Out of Home (back half of 2021)**



# Lead Definition & Tracking

Leads coming from the statewide awareness campaign, will take two forms:



Expected volume of leads will be high.

> In Westchester County this Fall there were approximately 100 leads per week generated through the website.

Collectively, we are responsible for documenting our impact through every stage of the decision-making process

- > For larger purchases and home improvement projects, the customer's decision-making process can take anywhere from a few months to a few years
- > We will use the data we collect to connect exposure to the awareness campaign and installations; this will require data sharing across all entities
- > Potential data sources for reporting include:
  - NYS Clean Heat website
  - Google trends
  - Utility websites and program
  - NYS Clean Heat contractor websites and co-op reporting
  - Implementation vendor
  - Clean Heating and Cooling Communities

# Creative Samples

# Creative Samples

**WARMER.**

**COOLER.**

**EASIER.**

**SMARTER.**

Get a cold-climate heat pump and never worry about fuel deliveries again.


[Learn More](#)

 **NEW YORK**  
STATE OF OPPORTUNITY | **NYS Clean Heat**

*Digital Ads*

**GOODBYE,  
FOSSIL FUELS.  
HELLO,  
CLEANER  
COMFORT.**

Get a **Heat Pump** for Clean Comfort

 **NEW YORK**  
STATE OF OPPORTUNITY | **NYS Clean Heat**

Heat pumps are a **WARMER, COOLER, HEALTHIER, CLEANER** and **better** way to heat and cool your home.

**Using oil, propane, or electric baseboard to keep your home comfortable?**  
Heat pumps are the better, more efficient option.


**Heat Pump Features:**

- **Warmer.** Heat pumps provide warmth more efficiently than conventional oil, propane, or electric resistance heating systems.
- **Cooler.** Heat pumps offer two-in-one convenience by also cooling your home when summer temperatures climb.
- **Comfier and cozier.** Heat pumps provide quiet, even heating and cooling throughout your home and offer zoned climate control.
- **Easier.** Heat pumps require minimal maintenance and eliminate the need for fuel deliveries.
- **Cleaner, healthier, and safer.** There is no combustion of fossil fuels, fuel storage, or carbon monoxide emissions associated with heat pumps.

.....


New York State is partnering with your electric utility to make heat pumps more affordable. With rebates, incentives, and low-interest financing options, it's never been easier to improve your home.

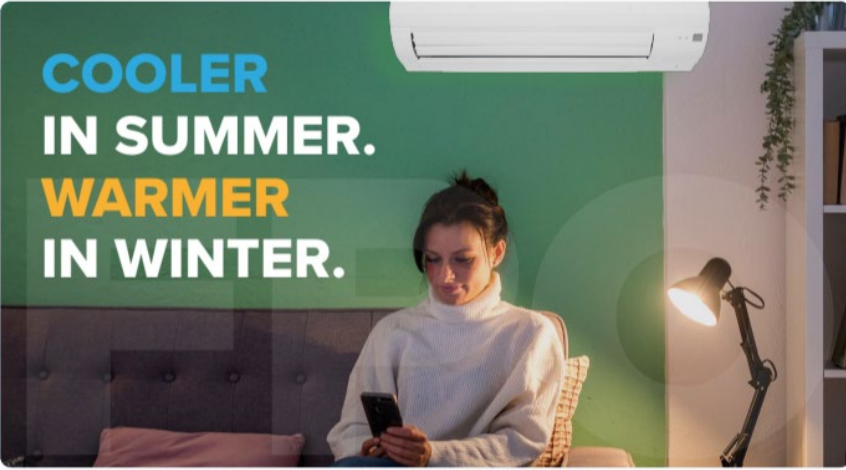
[Find Savings](#)

 **NEW YORK**  
STATE OF OPPORTUNITY | **NYS Clean Heat**

*Email*

# Creative Samples

 **NYSERDA**  
@NYSERDA · Government Organization




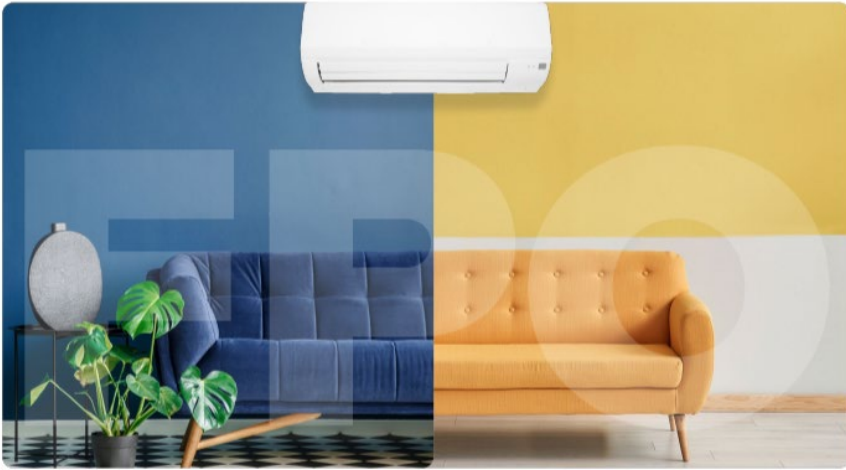
**COOLER  
IN SUMMER.  
WARMER  
IN WINTER.**

**Two-in-One System. Year-Round Comfort.**

Cold-climate heat pumps deliver a one-two punch of coziness and convenience: one system that keeps you warmer in winter, cooler in summer, and comfier all year round.

[LEARN MORE](#)

 **NYSERDA**  
@NYSERDA · Government Organization

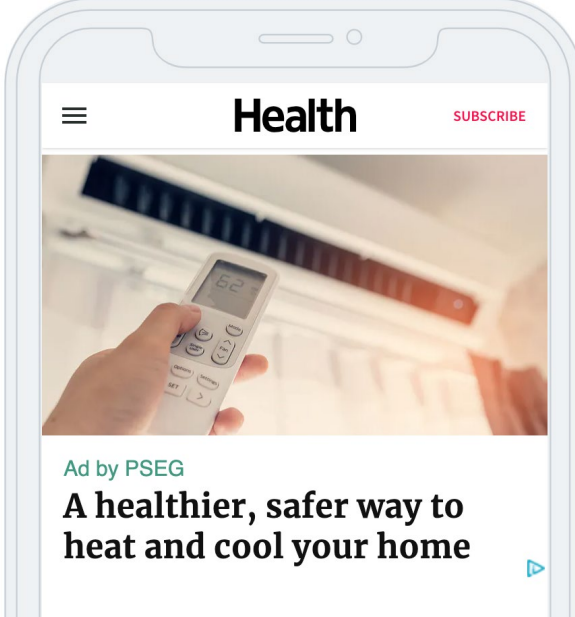


**Take Control of Your Comfort**

A heat pump with zoned climate control lets you keep different areas of the house at different temperatures. Learn how replacing your old furnace or boiler with a cold-climate heat pump makes for a comfier and happier home.

[LEARN MORE](#)

*Social Media*



**Health** [SUBSCRIBE](#)

Ad by PSEG

**A healthier, safer way to heat and cool your home**

*Sponsored Content/Native Ads*

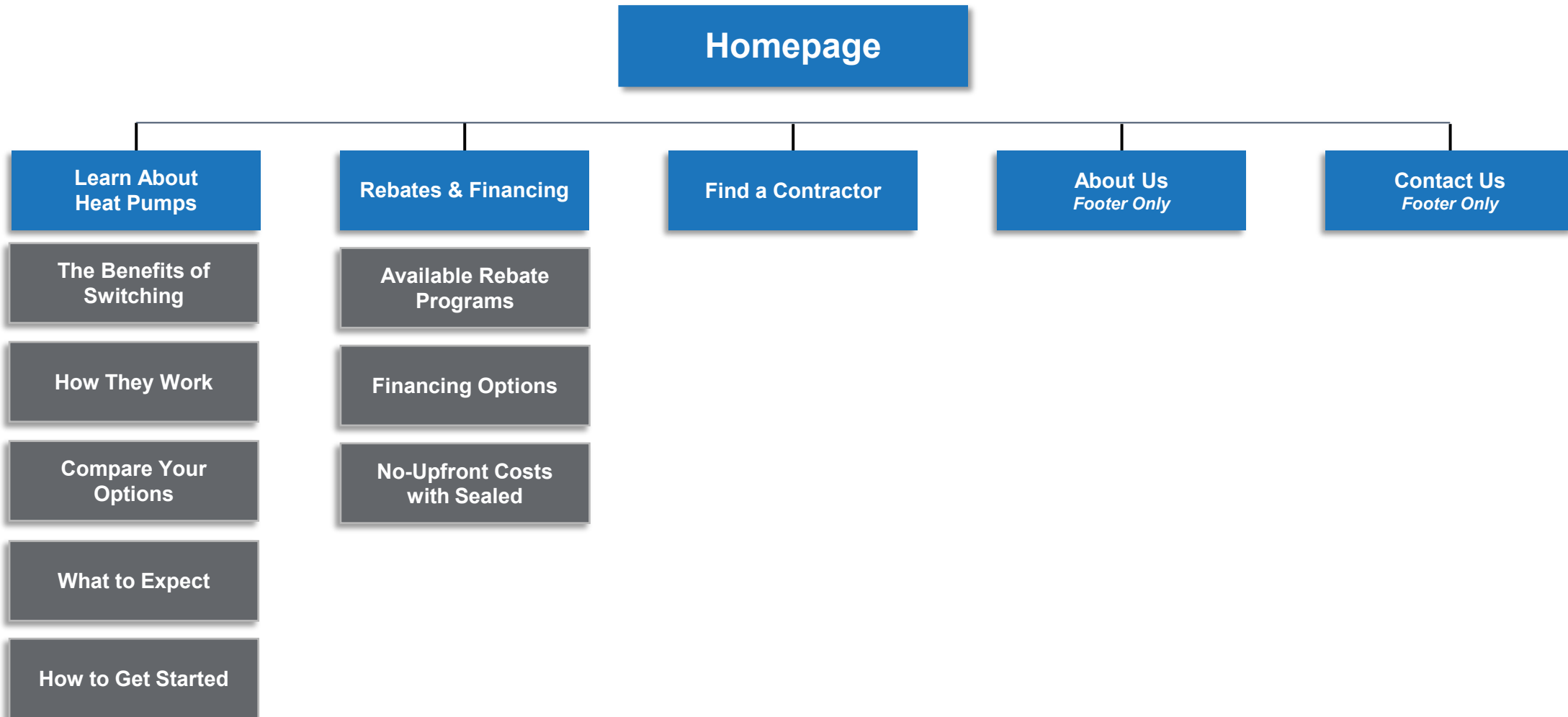
**New Broadcast spots  
are in development**

# Landing Environment [cleanheat.ny.gov](https://cleanheat.ny.gov)



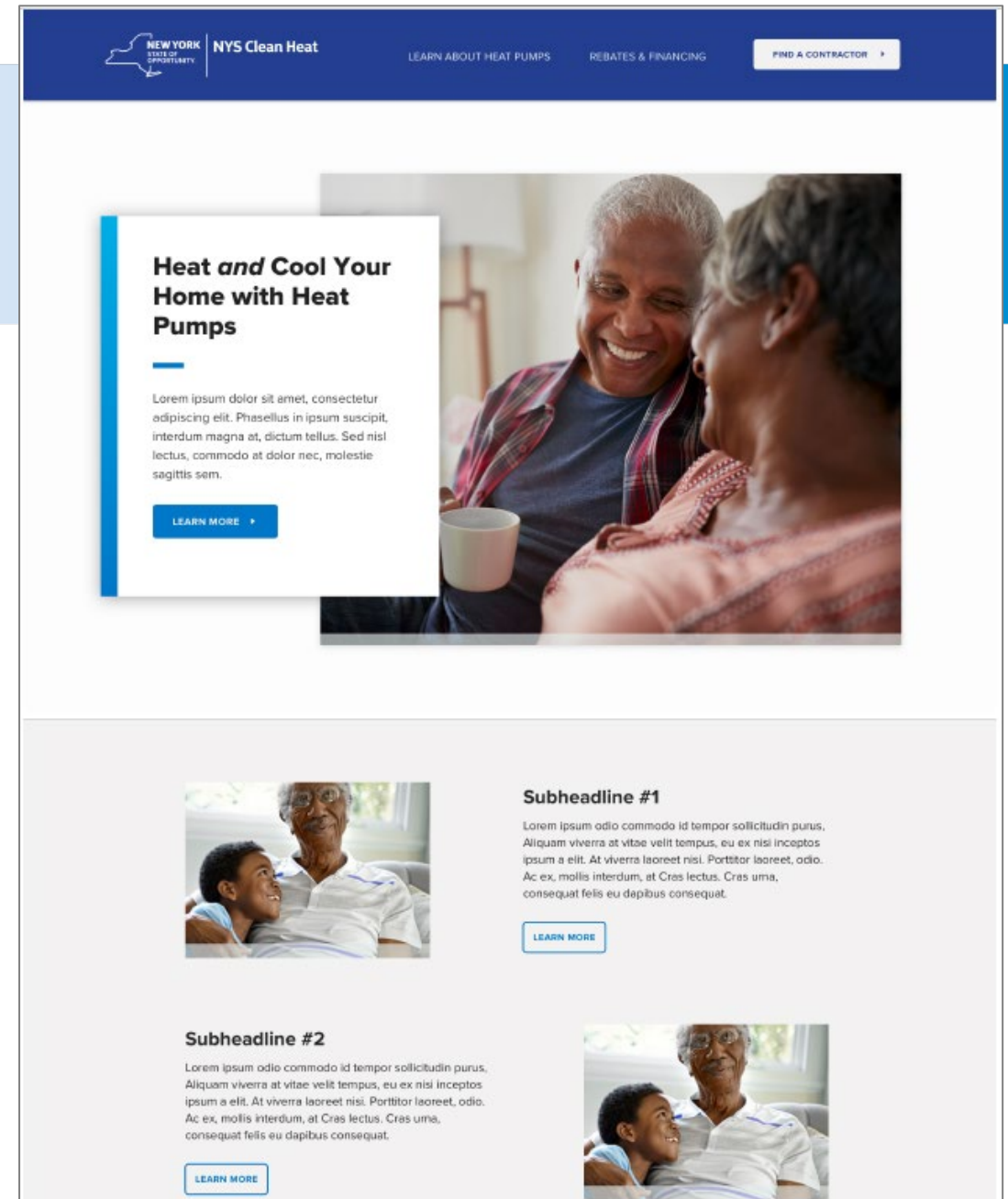
**NYS Clean Heat**

# Navigation



# Homepage









- > Homepage will include hero image with singular call-to-action (CTA) that will encourage consumers to learn more about heat pumps
- > A scrolling design will allow for short descriptions and links to additional site content (i.e. The Benefits of Switching, Comparing Your Options, Savings Calculator, etc.)
- > Full width logo lockup of all utility logos that link to utility homepages.
- > Footer inclusive of links to utility homepages



# Compare Your Options

## Heat Pump Planner User Experience

- > User will be asked to select their home-type (i.e. two-story with ductwork, single-story without ductwork) and if they are looking for whole-house or just zone heating & cooling
- > Based on their input they'll be presented with a high-level comparison of two-to-three potential options (i.e. mini-splits, central ASHP). Comparisons will include pros and cons and relevant information about each option.
- > Users will be able to either email themselves the options or dig deeper into a specific option via an interactive diagram that includes benefits, financial information, and questions to ask their contractor

	MODEL S	MODEL 3
	 196.0"	 184.8"
PERFORMANCE	 as quick as 2.3 sec 0-60 mph <small>(P100D Ludicrous as measured by Motor Trend)</small>	 5.6 sec 0-60 mph
RANGE	 249 - 335 Miles Range (EPA)	 215+ Miles Range
SUPERCHARGING	 Free Unlimited Supercharging <small>(for life of ownership, with referral)</small>	 Pay Per Use Supercharging

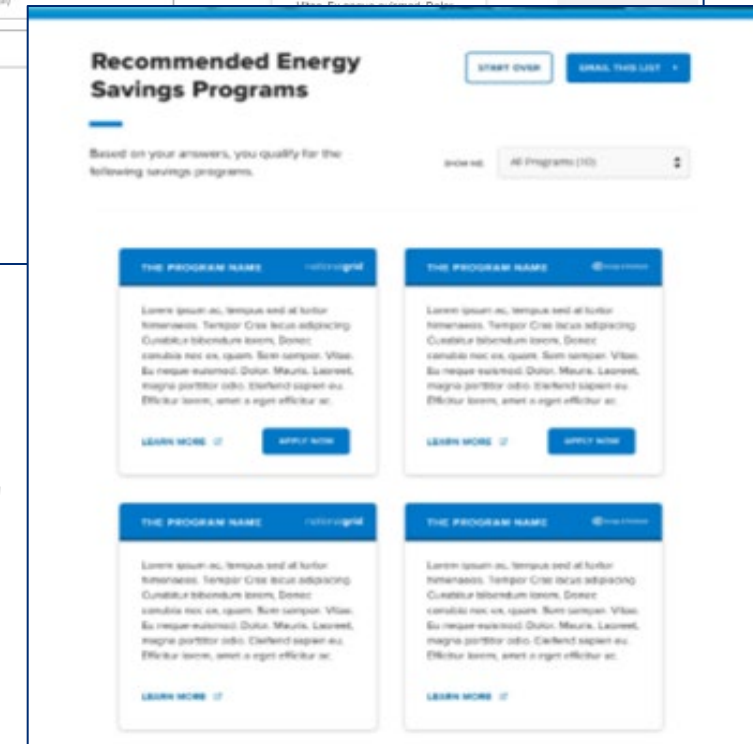
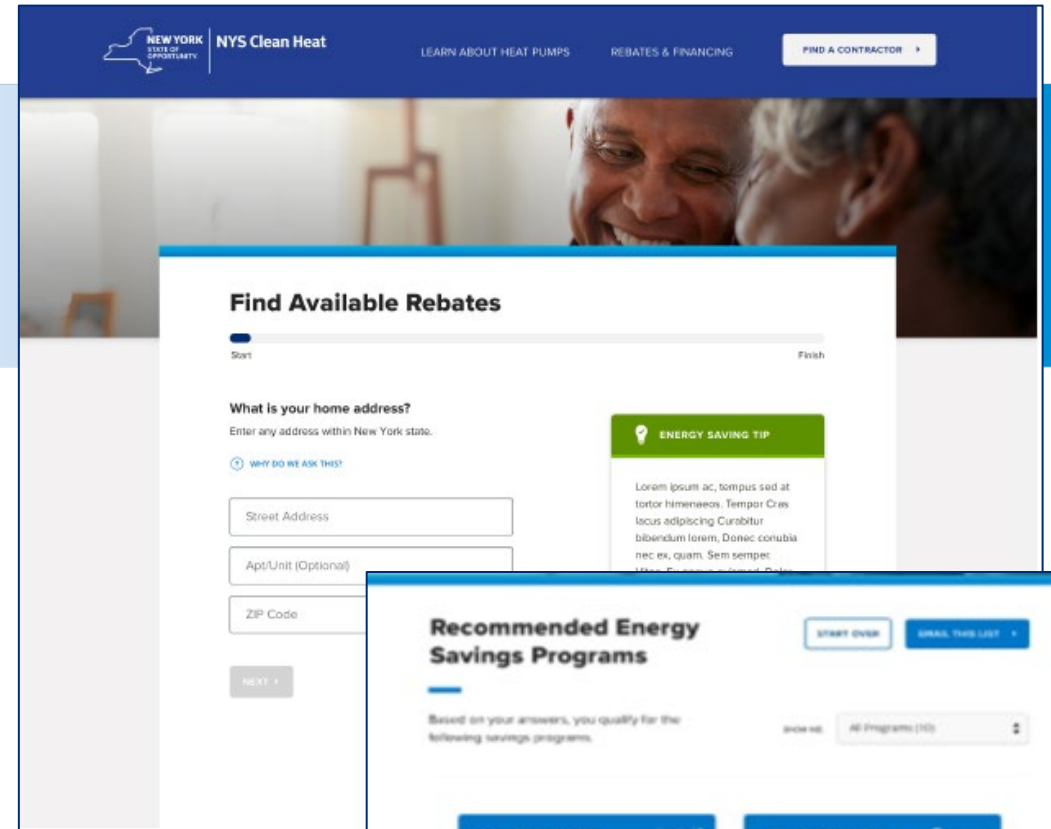
# Available Rebates

User answers a few simple questions to pair them with the appropriate utility and/or NYSERDA programs:

- > Address
- > Home Type (single-family, condo)
- > Home Age
- > Recent Insulation (Y/N)

Based on user inputs a list of available options will be presented:

- > Clean Heating and Cooling Community - Connect
- > Utility Programs (ASHP, GSHP, HPWH) – Learn More/Find Contractor
- > NYSERDA Programs (Comfort Home, EmPower, Assisted Home Performance) – Learn More/Find Contractor



# Find a Contractor

- > User will be asked to provide their address (required)
- > User may also select the type(s) of contractor they are looking for (optional)

Based on their input they'll be delivered a list of qualified contractors that service their area.

- > Users will have the option of having the list emailed to them
- > List can be filtered by type of service, contractor name, locations
- > If the user resides in a CH&C community campaign, the campaign will show up as the first search result
- > Contractor display order will be randomized
- > All links and click-to-call taps will be tracked

The screenshot displays the 'NYS Clean Heat' website interface. At the top, there is a navigation bar with the New York State logo, the text 'NYS Clean Heat', and links for 'LEARN ABOUT HEAT PUMPS', 'REBATES & FINANCING', and 'FIND A CONTRACTOR'. Below the navigation bar is a hero image of a smiling man. The main content area is titled 'Contractor Results' and includes buttons for 'START OVER' and 'EMAIL THIS LIST'. A message states 'Here's a list of contractors near you.' Below this, there are filters for 'CONTRACTOR TYPE' (set to 'All') and 'FILTER BY CONTRACTOR NAME' (with a search input). The search results show two contractor cards for 'SMITH CONTRACTING CO, LLC' by Jonathan Smith, located 3.5 miles away. Each card lists 'SERVICES PROVIDED: Central Air Heat Pump' and contact information: 'ADDRESS: 7327 North Brooklyn, OH', 'PHONE: 1-800-858-3858', 'EMAIL: jon@smithcontracting.com', and 'WEBSITE: smithcontracting.com'. An 'EMAIL THIS LIST' modal is open, titled 'Send Savings Options by Email', with a sub-header 'Email this page ipsum tempus set dolor.' and a form for 'Email Address' and 'Include a Personal Message (optional)'. The modal has 'CANCEL' and 'SEND EMAIL' buttons.

# NYSERDA Cooperative Advertising

March 2021



NYS Clean Heat

# What is the Cooperative Advertising and Training Program?

Cost-sharing incentives to support advertising, special promotions, events, or training for eligible clean energy technologies:

- > **cold-climate air source heat pumps**
- > **ground source heat pumps**
- > **energy efficiency (i.e. air sealing and insulation)**
- > **high-efficiency low-emission wood heating systems**

# What Incentives are Available?

NYSERDA may reimburse up to **50 percent** of the cost of approved advertising, promotion or training activities for applications submitted **through December 31, 2022** or until funding runs out.

Participant Type	Annual Max. Cap for Advertising	Annual Max. Cap for Training	Annual Max. Cap Total
Heat Pump and high-efficiency low-emissions wood heating system manufacturers, or a brand-agnostic manufacturer collaborative led by an industry association	\$200,000	\$50,000	\$250,000
Heat Pump and high-efficiency low-emissions wood heating system distributors	\$100,000	\$50,000	\$150,000
Heat pump installers, high-efficiency, low-emissions wood heating system installers, residential efficiency contractors, clean heating and cooling campaigns, and pay for performance contractors	\$100,000	N/A	\$100,000

# Co-op Advertising

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## *Requirements*

**NYSERDA's program and marketing teams review all applications to evaluate cost-effectiveness, lead generation potential, reach/impact, messaging, and overall quality of the design and content.**

**Technology:** focused on clean heating and cooling technologies eligible through the NYS Clean Heat program or energy efficiency measures

**Geography:** funded activities must occur within the SBC service territory

**Messaging:** at least one technology benefit information message (energy savings, cost savings, healthy/safety, environmental, comfort, convenience, etc.)

**Reporting:** Participants will be required to provide the number of leads the advertising generated, and the number of projects as a result of those leads.

- Initial information will be collected in the payment request form and again at three months post-marketing run dates.

# Become a NYS Clean Heat Participating Contractor

March 2021



NYS Clean Heat

**[SaveEnergy.ny.gov/NYScleanheat](https://SaveEnergy.ny.gov/NYScleanheat)**



**NYS Clean Heat**



# Become a NYS Clean Heat Program Participating Contractor

Modern, healthy, efficient, and eco-friendly heat pumps draw heat from the air or earth to provide clean heating and cooling year-round. By participating in the NYS Clean Heat program, you can help customers take advantage of the latest technology by offering deep discounts and low-interest financing on ground source (geothermal), air source, and heat pump water heaters.

[ENROLL NOW](#)



# Become a Participating Contractor



**Contractor Application  
and Energy Company  
Participation Agreement(s)**



**NYSERDA Participation Agreement**



**Submit Incentive Applications  
Offer GJGNY Financing  
Cooperative Advertising  
Participation  
Website Inclusion**

# Website Links

New Statewide Campaign Website – *coming soon*  
[cleanheat.ny.gov](http://cleanheat.ny.gov)

Program Opportunity Notice (PON) 4482  
Cooperative Advertising and Training for Clean Energy Partners  
[https://portal.nyserda.ny.gov/CORE\\_Solicitation\\_Detail\\_Page?SolicitationId=a0rt0000011YFNMAA4](https://portal.nyserda.ny.gov/CORE_Solicitation_Detail_Page?SolicitationId=a0rt0000011YFNMAA4)

Become a NYS Clean Heat Participating Contractor  
[SaveEnergy.ny.gov/NYScleanheat](http://SaveEnergy.ny.gov/NYScleanheat)