



Background

- According to the U.S. Energy Information Administration, the average residential monthly bill in Wisconsin in 2009 was \$81.71 (avg. monthly consumption of 710 kilowatt-hours)
- Focus on Energy, Wisconsin's statewide program for energy efficiency and renewable energy, works with eligible residents and businesses to install cost-effective energy efficiency and renewable energy products.
- Wisconsin Energy Conservation Corporation administered the Focus on Energy program at the time of this marketing effort.

Objectives

- Achieve direct energy savings (i.e. kilowatt, kilowatt-hour, etc) while increasing interest in energy efficiency and renewable energy for both residential and commercial customers
- Maximize awareness for multiple residential and commercial programs by combining marketing and promotional efforts targeted to specific audiences during various time periods

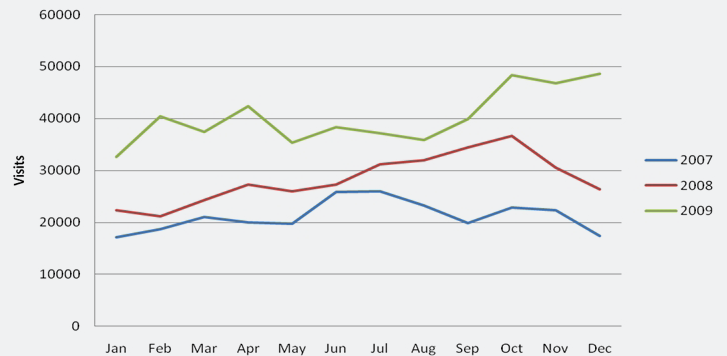
Solution

- Capitalize on Radio's ability to reach both residential and commercial targets
 - Individual programs were specifically targeted by audience and/or promotion enabling Focus on Energy to obtain further reach
 - Match Radio format to specific customer targets connecting with them at "the right time and in the right place"
 - Print, online, social media and direct mail helped to support the Radio campaign
- Campaign components included billboards and sponsorships, energy efficiency tips, myth buster contest, "Ask the Expert" interviews and more
- "Live Read" Radio Tips
 - Focus on Energy developed tips that varied in length and by season
 - :15 Phantom Load Tip: "Here's another valuable green tip from Focus on Energy: some electronics draw power even when turned off. Reduce energy costs by using a power strip and switching off when items aren't in use. For more Focus on Energy green tips, visit focusonenergy.com."

Results

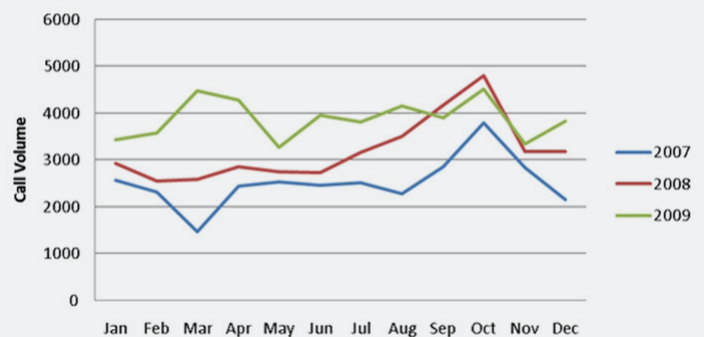
- The program saw a 75% increase in Focus on Energy's name recognition between 2008 and 2009.
- Focus on Energy program goals were exceeded by over 100%
- Focus on Energy website experienced a surge in visitor activity during the Radio advertising campaign. These were the highest numbers since the beginning of the program.

**Focus on Energy Website Visits
2007-2009**



- The program experienced a steady increase in call volume throughout the campaign year. Although historically call volume had fluctuated, the new combined campaign numbers show an overall increase compared to prior years.

**Focus on Energy Call Volumes
2007 - 2009**



For additional information and the full whitepaper click here:

www.weccusa.org/assets/pdfs/whitepapers/integratedcommunications0311.pdf

