



# 2011 Colorado Customer Behavior Change

**Chris Dierker**

**Market Manager**

**September 26, 2011**

# Program Summary

- ▶ **CO Residential Customer Behavior Change**
- ▶ **CO Business Customer Behavior Change**
- ▶ **MN Consumer Education**
- ▶ **MN Business Education**
- ▶ **NM Consumer Education**

# Primary Tools

- ▶ **Event Marketing**
- ▶ **Advertising**
- ▶ **Website**
- ▶ **Grassroots Initiatives**

# Primary Tools Event Marketing

## ► Community Based Marketing Events



# Primary Tools Advertising

## ► Manifesto Evolution Ad Campaign

A FURNACE WITH A  
:~: DIRTY FILTER :~:  
IS LIKE AN ATHLETE  
TRYING TO BREATHE  
THROUGH A BELGIAN WAFFLE.

# Primary Tools Website

## ▶ ResponsiblebyNature.com

The screenshot displays the Xcel Energy website interface. At the top left is the Xcel Energy logo with the tagline "RESPONSIBLE BY NATURE™". To the right is a "REBATE FINDER" section with a "CHOOSE STATE" dropdown menu, a "60" button, and a "SEARCH" button with another "60" button. Below this is a navigation bar with links: "SAVE ENERGY AND MONEY", "ENERGY SMART", "STAY SAFE", and "STRICTLY BUSINESS".

The main content area features a large banner with the text: "MAKING YOUR ENERGY BILL <sup>SHRINK</sup> ALLOWS YOUR SELF-ESTEEM TO GROW." Below the banner is a "LEARN MORE »" button. Underneath the banner are three promotional boxes:

- THE EASY WAY TO PAY. NOW JUST A CLICK AWAY.** With Xcel PayOnline, you can pay your bill online without leaving the comfort of your home. [SIGN UP TODAY »](#)
- LET A BUSINESS ENERGY SPECIALIST SHOW YOU THE LIGHT FOR FREE.** [LEARN MORE »](#)
- BUNDLE YOUR HOME. IN A PRETTY, PINK BLANKET.** Earn insulation rebates today. [LEARN MORE »](#)

Below the promotional boxes are two sections:

- + RBN EMAIL UPDATES:** Sign up to receive the latest and greatest energy saving tips!  [60 »](#)
- + COLORADO EVENTS:**
  - RBN Event 001 12.9.2009:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Learn More »](#)
  - RBN Event 002 12.10.2009:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Learn More »](#)
  - RBN Event 003 12.16.2009:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Learn More »](#)

# Colorado Customer Behavior Change - Goals

## ▶ Residential Participant Goals

- ▶ Electric – 34,000

- ▶ Gas – 34,000

- ▶ Total – 68,000

## ▶ Business Participant Goals

- ▶ Electric – 1,385

- ▶ Gas - 593

- ▶ Total – 1,978

# Colorado Customer Behavior Change – Event Marketing

## ▶ January

- ▶ **National Western Stock Show**

## ▶ February

- ▶ **Colorado Home & Garden Show**

## ▶ March

- ▶ **Pueblo Home & Garden Show**

## ▶ April

- ▶ **City of Denver Earth Day**



# Colorado Customer Behavior Change – Community Marketing

## ▶ April (Business)

- ▶ **CORE Sustainable Opportunities Summit**

- ▶ **Doors Open Denver**

## ▶ June

- ▶ **TEVA Mountain Games**

## ▶ July

- ▶ **Greeley Stampede**

## ▶ August

- ▶ **Western Welcome Week**

# Colorado Customer Behavior Change - Advertising

## ▶ Radio

- ▶ January – December

## ▶ Print

- ▶ February – April
- ▶ June
- ▶ August – September
- ▶ November – December

## ▶ Interactive

- ▶ January - December

# Colorado Customer Behavior Change – Other Opportunities

- ▶ **Groundwork Denver Neighborhood Sweeps**
- ▶ **Trade Events**
- ▶ **Watt Meters at Public Libraries**
- ▶ **House Parties**
- ▶ **Energy Efficiency Workshops**
- ▶ **Smart Energy Employees**

# Colorado Customer Behavior Change – Results

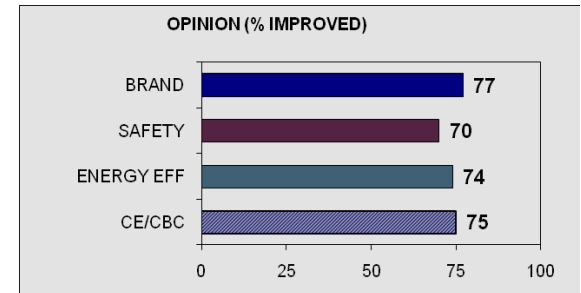
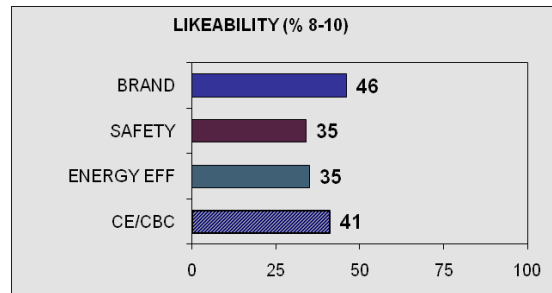
- ▶ **Survey of program participants showed**
  - ▶ **90% aware of how they use energy in their homes**
  - ▶ **85% acknowledge that conservation helps the environment**
  - ▶ **80% indicate saving energy is important compared to other household concerns**
  - ▶ **77% have taken action**
  - ▶ **73% aware of energy saving tips**
  - ▶ **54% aware of Xcel Energy rebate programs**

# Colorado Customer Behavior Change – Results

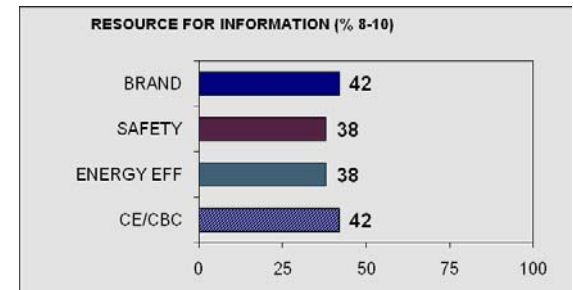
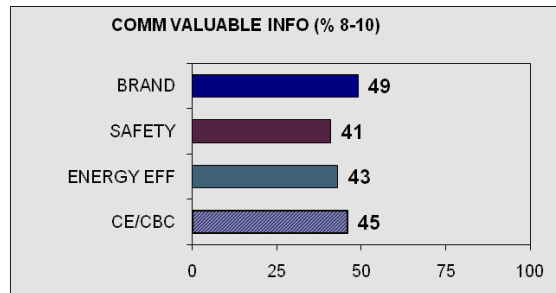
- ▶ **15% of customers that interacted with Xcel Energy at CBC events are participating in at least one program**
  - **475 sign-ups in 2010**
  - **118 sign-ups YTD 2011**
- ▶ **150K 2010 participants (220% of goal)**

# Program Advertising Second in Effectiveness only to Brand

## Advertising Tracking Results



## Total Residential 2010



Questions?



**Xcel Energy**<sup>®</sup>  
RESPONSIBLE BY NATURE<sup>™</sup>