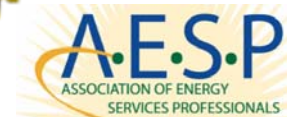


Marching Orders

- In addition to program design,
- discuss marketing strategies,
- customer feedback,
- and research findings (“familiar” programs)
 - indicating the degree to which these models are operating as intended,
 - where some of the challenges exist, and
 - what outcomes have been achieved.

Current Work

- Regulatory Defense of Marketing: Testing Smart Grid/Behavioral Recruit/Response (Duke, PEPCO, SCE)
- Target marketing / Personal Energy Reports
- Impact from Feedback (EPRI/Cadmus/Duke Energy) and City-Wide Social Marketing (Envision Charlotte)
- Northwest Energy Efficiency Alliance: Behavioral Programs Review (Summit Blue)
- Marketing & Social Marketing Training for Utilities (AESP)
- Advisor on California's Engage 360 & PG&E's mandatory dynamic rate for small commercial customers
- Advisory Board, UN Environment Partner www.OneChange.org, www.doyouviv.com Village Energy, Berkeley Clean Tech Institute

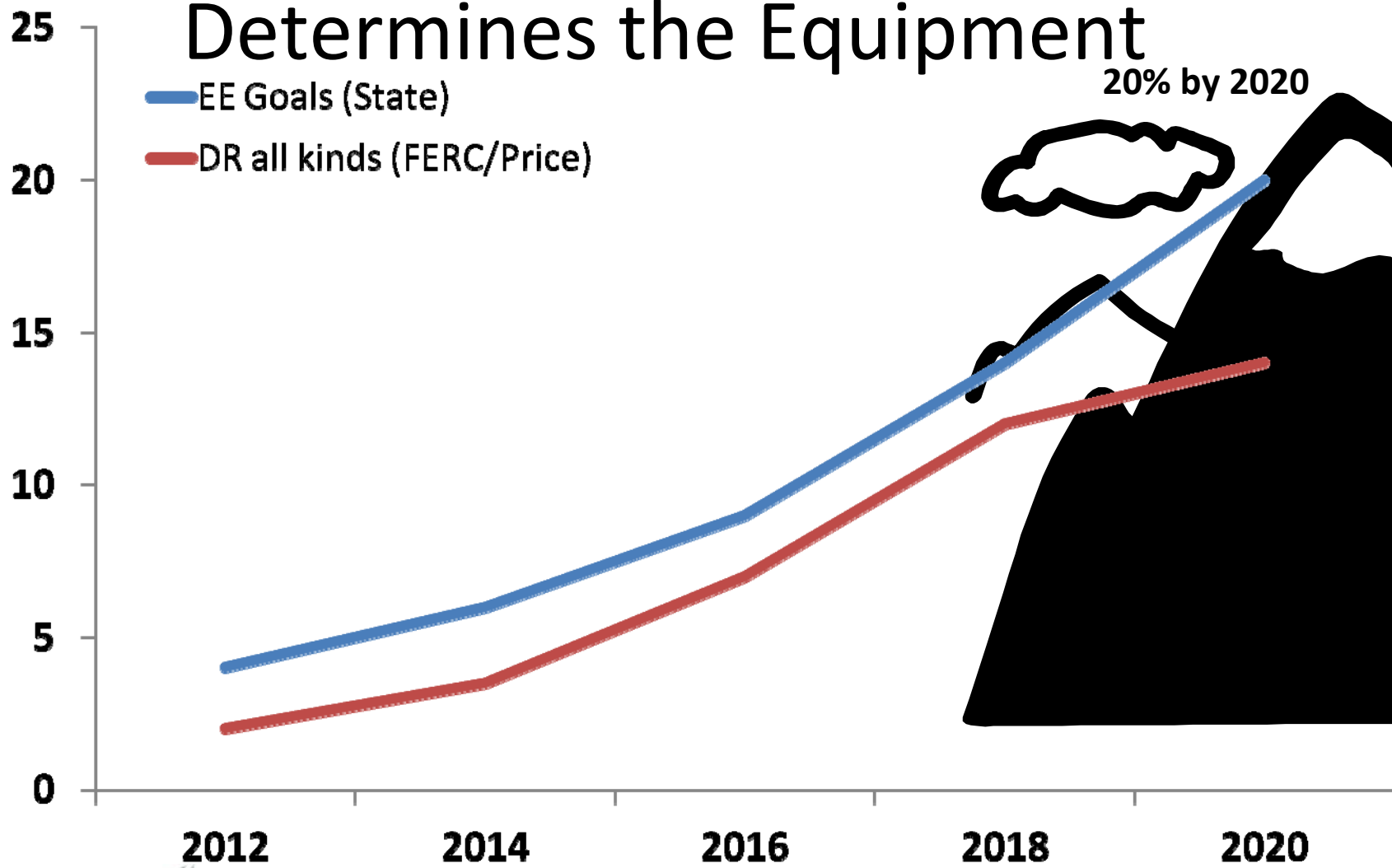


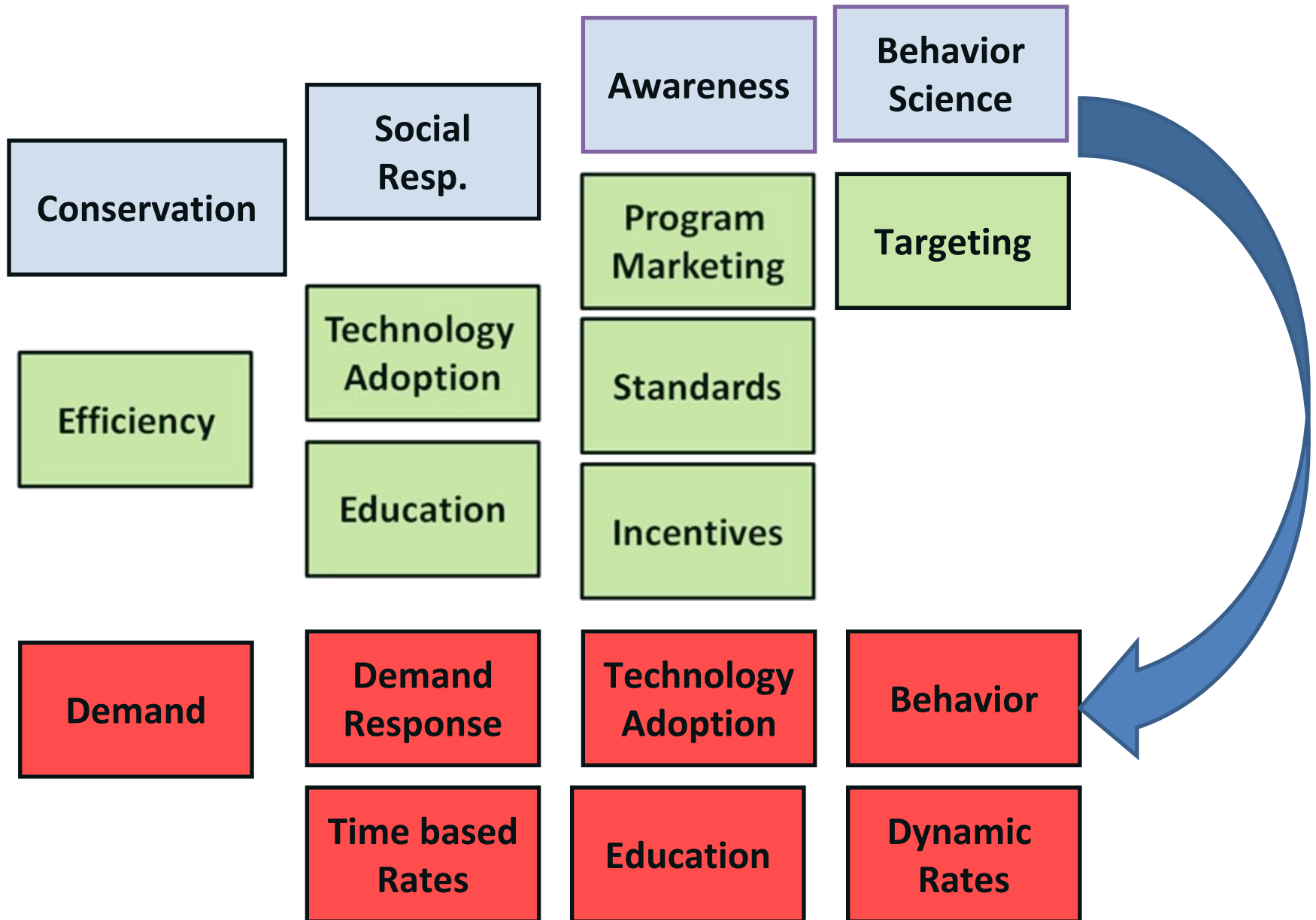
DRAFTFCB



The Route –

Determines the Equipment





00001 *****AUTO**5-DIGIT 45014 T1 P1



Account Number

HOW AM I DOING?

HOME EFFICIENCY SCORE

Based on latest 12 months using a scale of 0-100. Lower scores are better.



Watch this space to find your previous score in next quarter's report!
Based on what we know about your home, this score is a realistic goal.

HOW DO I COMPARE TO SIMILAR HOMES IN MY AREA?



Good start. Let's see if you can take it to the next level. Consider trying one of the tips below.

What is this?
We've sent you this report to help you compare your home's electricity cost to that of similar homes and find out ways to use energy more wisely.
Working together, we can build a sustainable energy future. Conserving energy is not only good for the environment and your pocketbook, but helps Duke Energy control costs.
If you do not wish to receive this report in the future, just let us know by using the contact information below.

- 1. Optimize main order
- 2. Install incandescent bulbs
- 3. Show reduce with a

QUESTIONS?
888-873-3853
M-F 8AM-5PM
OR
SaveEnergy@duke-energy.com

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DUKE ENERGY CORPORATION
EY173 / 133 East Fourth Street
Cincinnati, OH 45202
Billing Address
Mail Code / P.O. Box
City, State Zip
000-000-000
000-000-000 fax

<Customer Name>
<Address Line 1>
<Address Line 2>
<City>, <State> <Zip>

Dear <Customer>:
From time to time, Duke Energy analyzes the energy usage of its customers for research purposes. This note is just to inform you, your home has been randomly selected to be included in our sample group. No action is required on your part. You will not notice any changes. We will simply be tracking your usage for the next few months, relative to the energy usage of similar houses in the area. Your energy usage data is kept completely confidential, and this will not affect your bill, your comfort or convenience in any way.

Thanks,
Monica Redman
Monica Redman

If you do not want your home energy usage to be included in our analysis, please email market.research@duke-energy.com

Feedback Research

- EPRI Evaluation of Feedback
- Research medium's causal basis

--Hawthorne Letter

Research on impacts

–Self – reported actions versus revealed

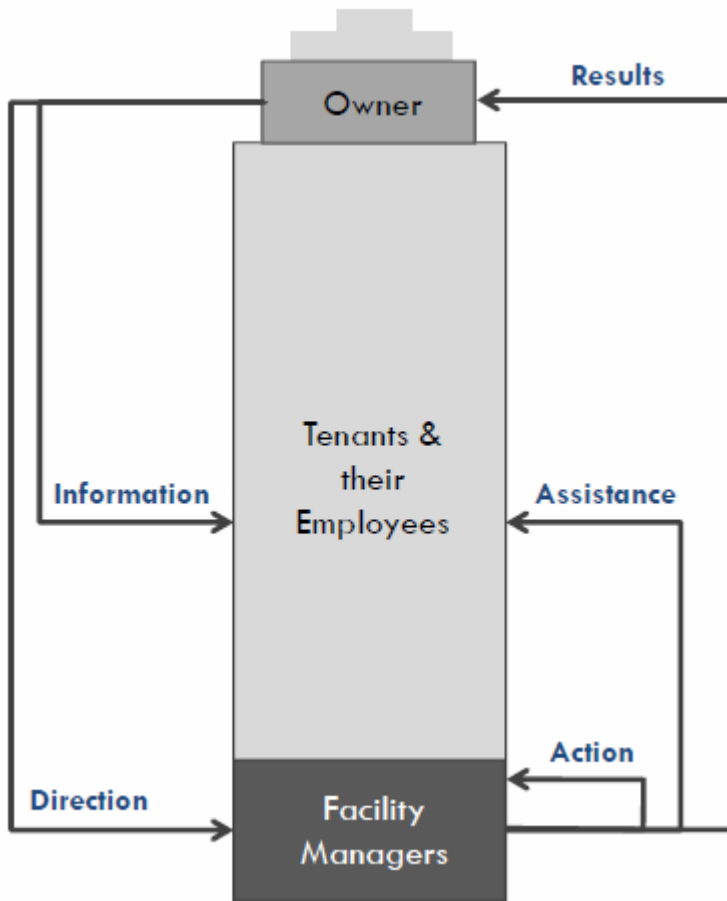
Distribution of Impacts

–UCLA Econometric Research
–Risks in Distribution?

From Ossege, Ozog, Thompson, AESP 2010

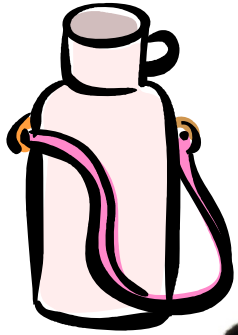


Commercial Pilot Approved



- Provide “customers” near real-time information on their energy consumption
- Part of the expected learning from the pilot will be which information, provided to which stakeholders, is most effective in creating energy savings
- Displays, engagement education

Plan for a successful ascent



1. **Run a portfolio like a grocery store** Manage for Yield and Margin. NOT participants

2. **Customers are not equal (or stationary)** Target Marketing: Always vary offers to learn.

3. **Steal Second More** Use one program to hook the next but beware diminishing returns

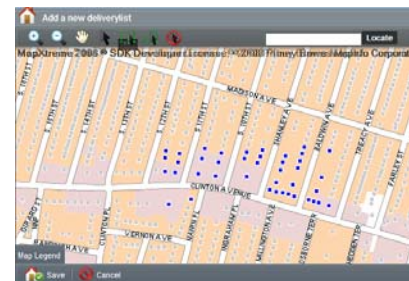
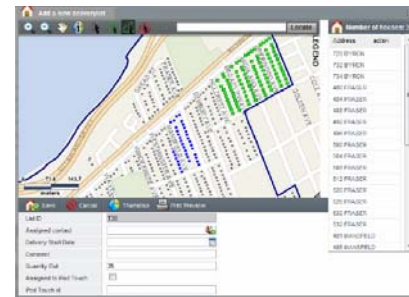
4. **More pictures fewer graphs** Low risk strategies should not have same burden of proof (widget vs. mkt)

5. **Plan for Stormy Weather** Conduct more “defensive” opportunistic research.





Simple actions matter.



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