

In me, on me, around me:

Messages that motivate efficient energy choices

ACEEE Health Conference • November 5, 2018

We create a market advantage for organizations that create a sustainable, energy-responsible future.



The company we keep

Shelton^{Grp}



We start here...

energypulse™

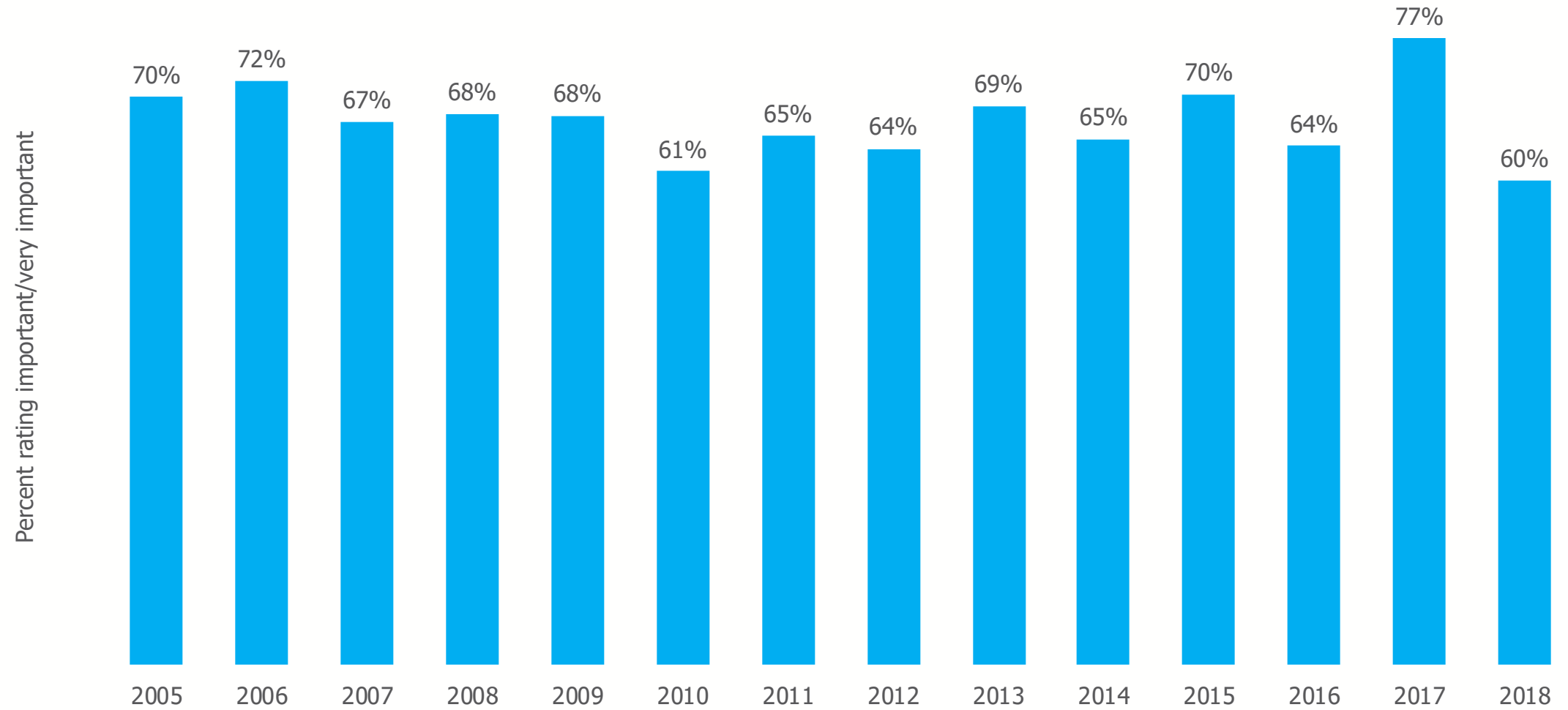
ecopulse™

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..and we
end with
campaigns
that build
brands,
shift
perceptions
and drive
sales



Let's start with the fundamental challenges of engaging Americans in energy efficiency



89%

of people who expect to buy a new home in the next two years say
higher energy efficiency would cause them to choose one
new home over another

However...

46%

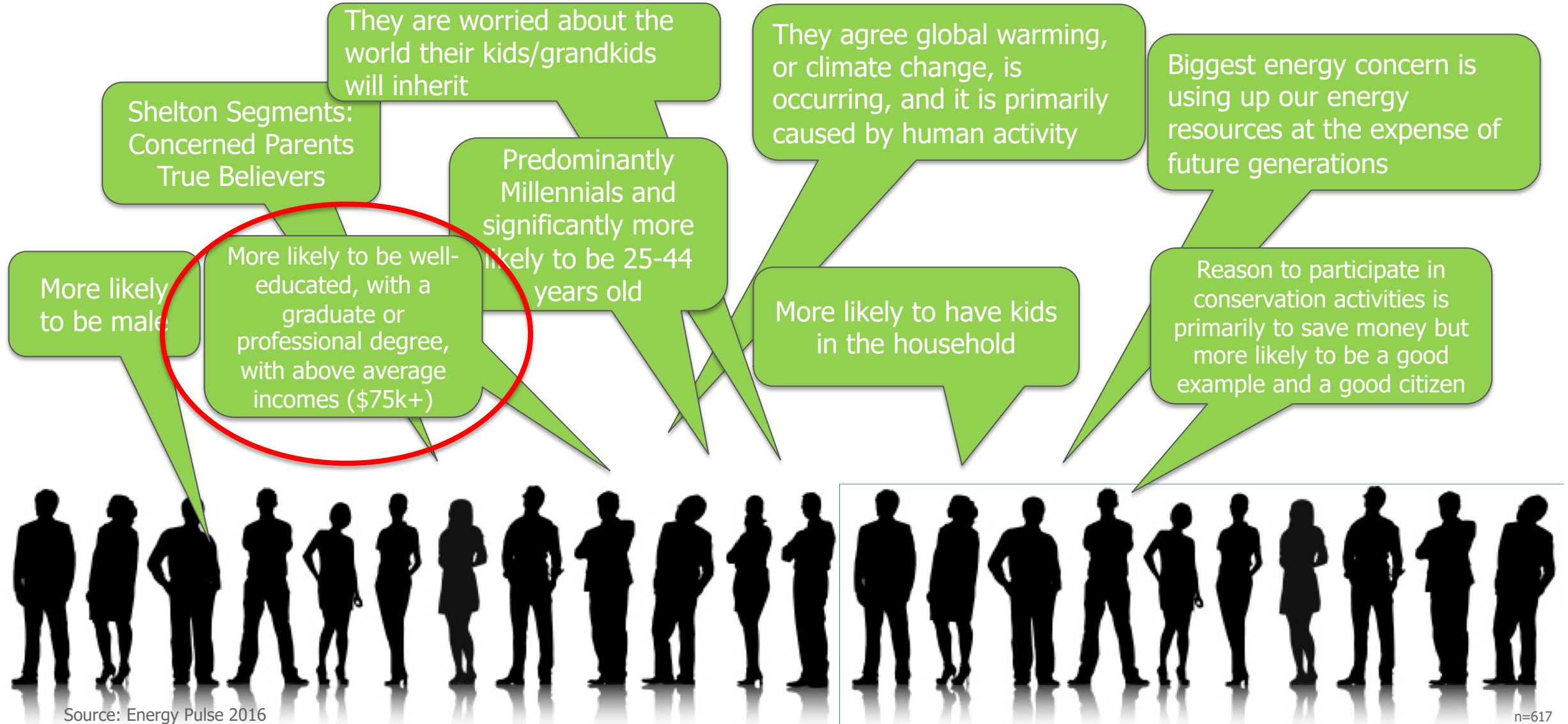
Admit they've done nothing to improve the efficiency
of their homes

So why is that?



**And when you look at who's
participating in rebate programs,
it's a little concerning**

Utility EE rebate recipients



Tying EE to health could drive actual engagement – and engagement with middle to lower income consumers

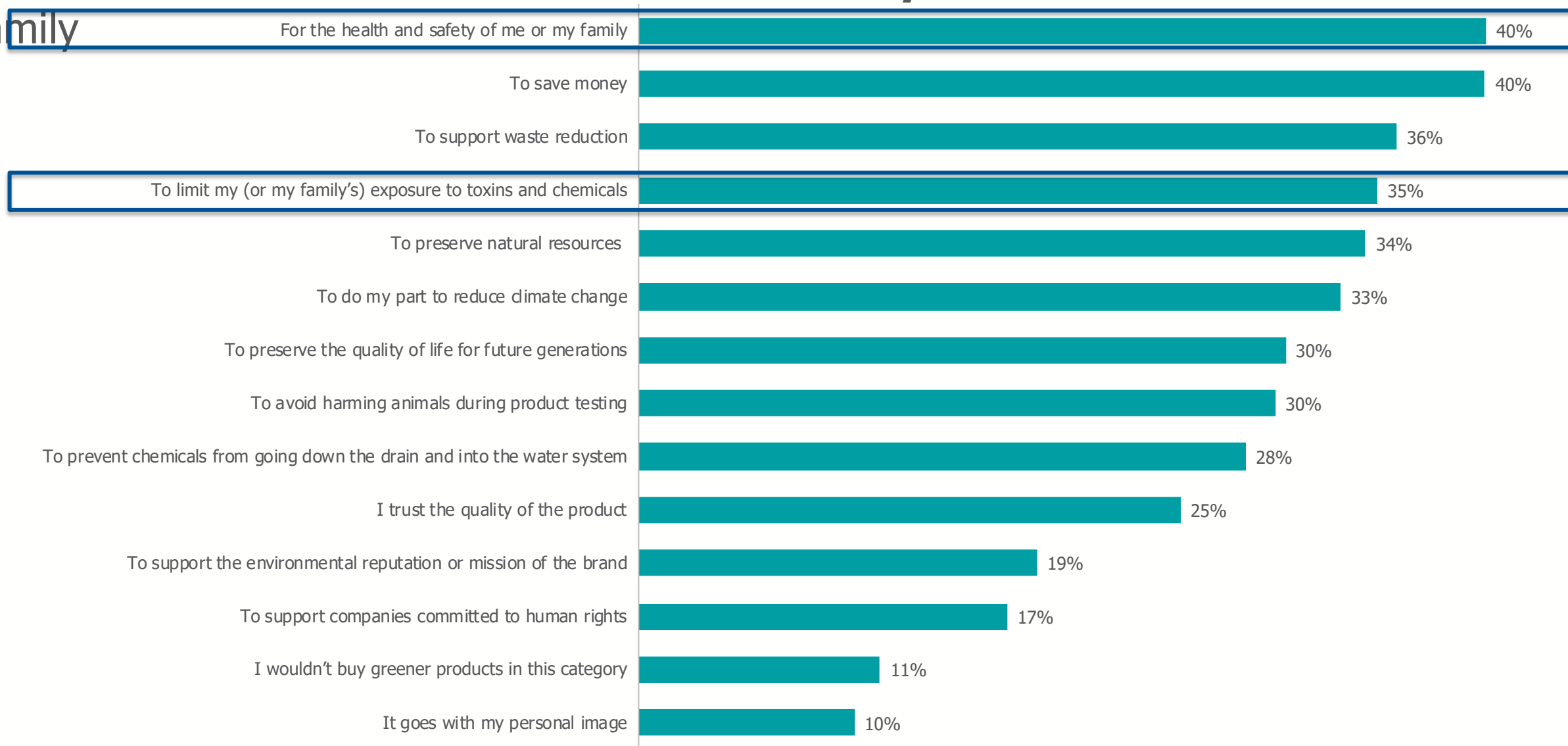
Top 2

“making my home healthier/safer” is one of the top 2 responses for priorities on “spending money on my home”

n=2,281

energypulse™
2016

The number one reason consumers **choose green products or materials** for the home or work is for the **health and safety** of themselves or their family



68%

believe their **house** has a
moderate to strong **impact on their
health**

65%

are at least somewhat
concerned about **indoor air quality**

80%

think **energy-efficient homes**
are healthier homes

Why?

There is a growing concern among consumers about how the products they encounter will impact their overall health



*"I use [The Honest Company's organic all-purpose balm] in place of Vaseline. It has no petroleum and is totally organic...Products containing petroleum jelly can **contaminate the body, interfere with estrogen levels, and may contain carcinogenic substances.**"*



*"I tend to buy things from Burt's Bees because of their natural ingredients... Most of their **products are natural, which I love for my body.**"*

But it isn't just their own personal health they're concerned about—it's the health of their family and overall home, as well

*"When my kids were little, [the Honest Company] had a baby body care line, and it was **ridiculously expensive**. **But I didn't care**. I think like most parents I tend to **spend a lot more money on the kids' stuff** than I would myself because you **want it to be all organic** and you **don't want it to have dyes**."*

*"[I looked for more natural-based products] when **my kids** were babies and **mouthed on everything**."*

The desire to have a healthy home is driving a new consciousness of the products that produce fumes, like cleaners and paints



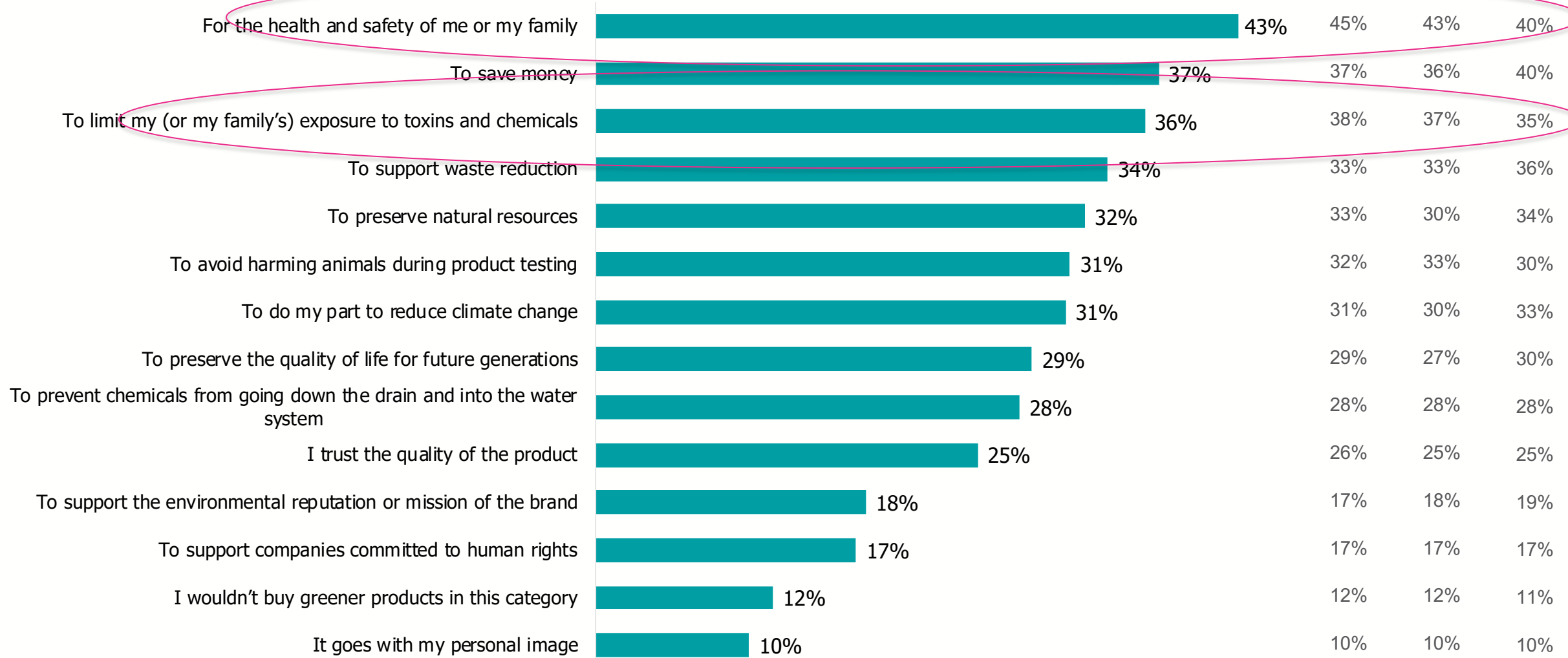
We thought that Americans
would *care more* about
products they eat (**In Me**)
or touch (**On Me**) than
products in their
environment (**Around Me**)



1. Thinking about products you eat or drink, which of the following are reasons why you would choose a greener product option?
2. Thinking about products that come in contact with your body, but you do not consume, which of the following are reasons why you would choose a greener product option?
3. Thinking about products or materials for your home or work (e.g., furniture, windows, flooring, insulation, paint, etc.), which of the following are reasons why you would choose a greener product option?

The drivers for In Me, On Me, and Around Me are surprisingly similar

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Source: Eco Pulse 2018

n=2,012

And the intensity of the specific health drivers that influence purchase decisions are similar too, whether the product is In Me, On Me or Around Me



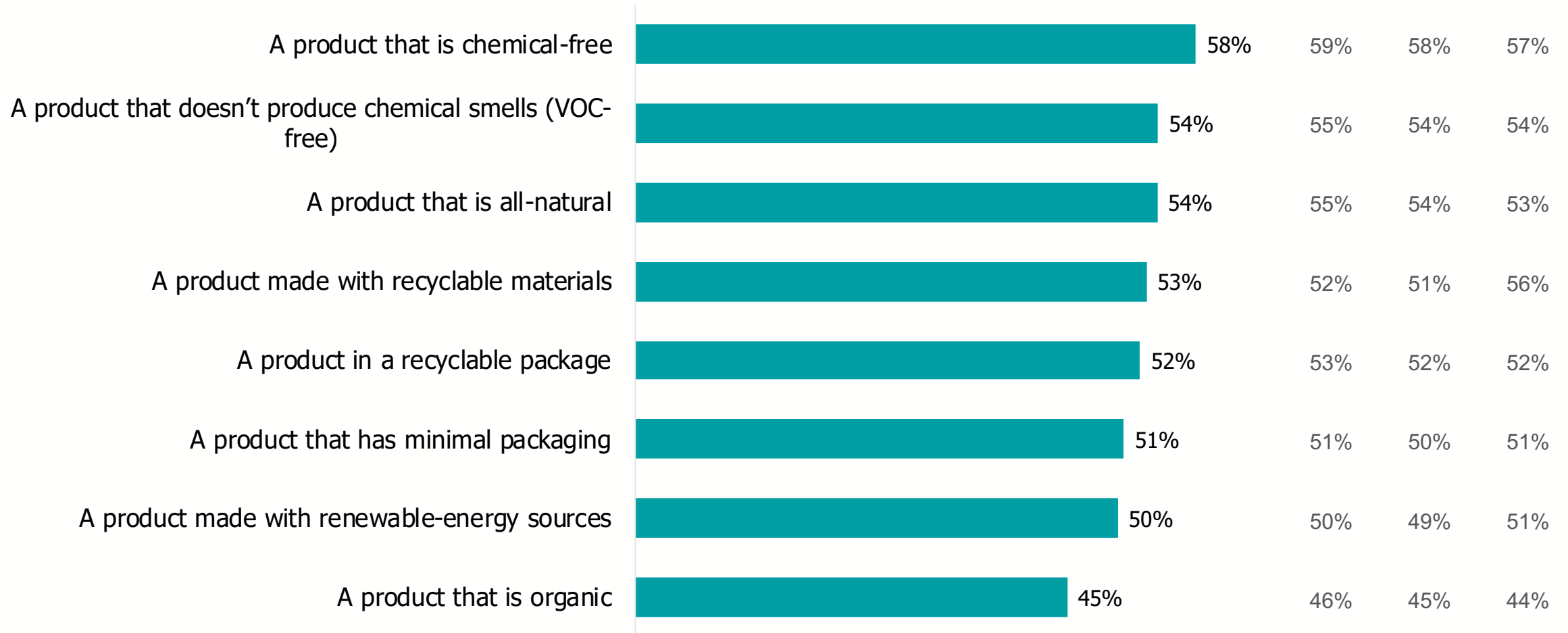
In



On



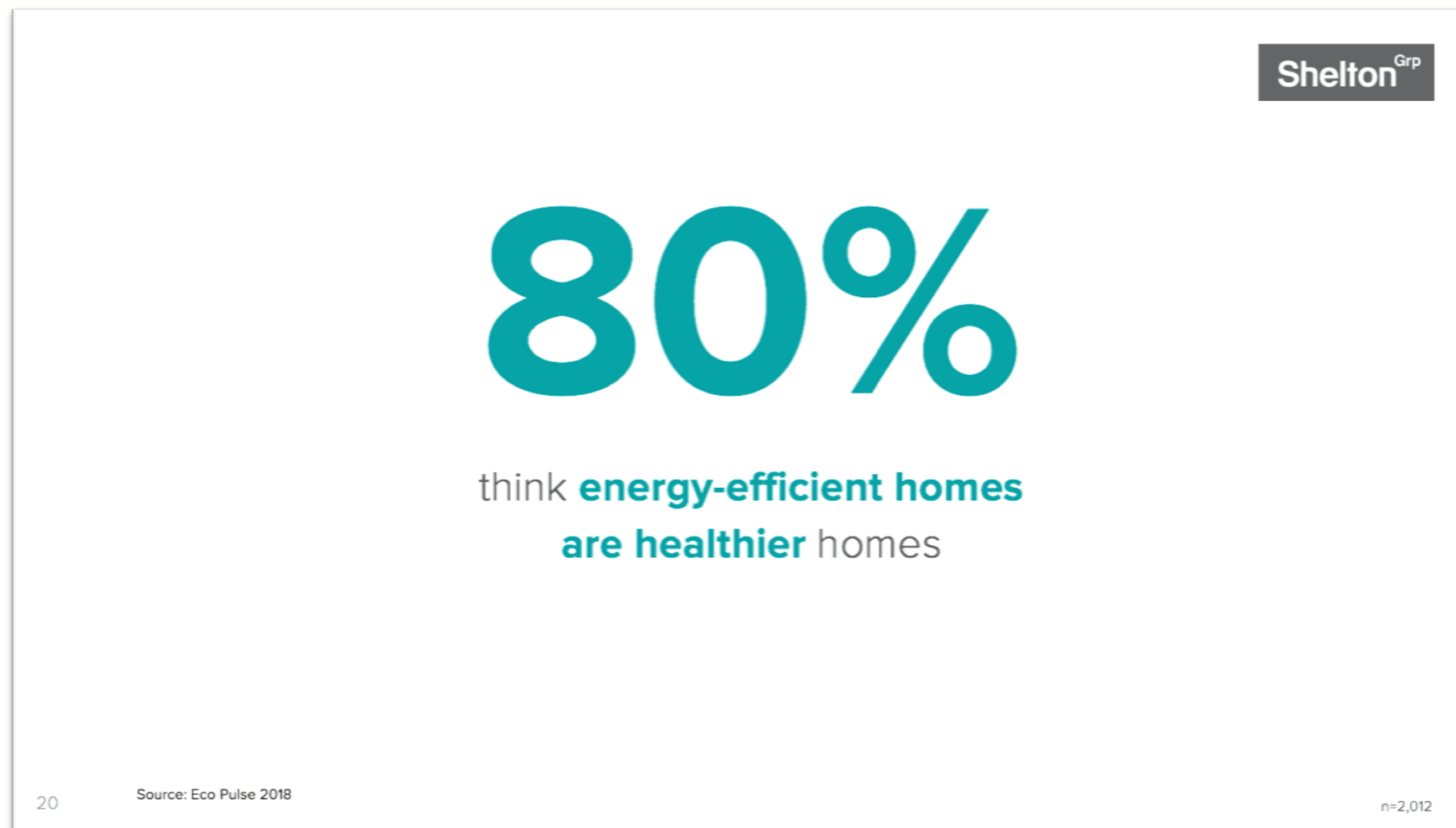
Around



**The trick, then, is connecting
health to energy efficiency via
your messaging**

**We do see that there are some
generational nuances...**

Remember, we can leverage this:



Try this shift

- From
 - Want to save money? Air seal and insulate your house!
- To:
 - Air sealing and insulating your house lets you and your family breathe easier – you'll keep out air pollution and even pests!

And test “health” as one one of a few messaging pathways, driving folks to content that reflects back what they care about

3 pathways: Control/quality; comfort; health/peace of mind

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There's more to insulation than you think.

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comfortable
to protect



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Insulation



When "good enough" isn't good enough, choose **CertainTeed Insulation**.

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Remodeling? Your insulation matters.

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Insulation

Takeaway

Americans think energy efficiency isn't necessary and/or doesn't save money.

Americans are concerned about their health and their family's health and it's a key driver for greener product purchases – including home products.

Position EE as a key way to make one's home healthier, and give Americans prescriptive steps to take to make it happen.

That gets us right to Patrick...