



# Engaging Customers in Energy Efficiency Through Non-Traditional Media


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Marketing and Customer Experience Management

# The 2012 vision

How people use energy is changing



# The 2012 vision



Where people get energy from is changing

# The 2012 vision

The network is changing

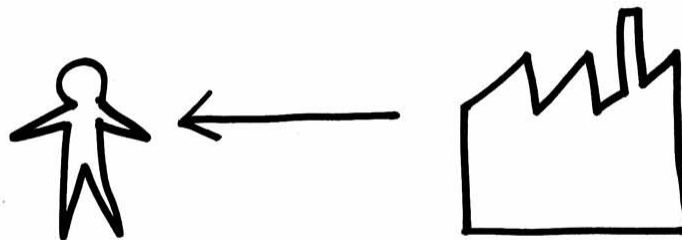


Technology alone won't make people efficient.

It's the customer behavior around  
technology that will matter

# Evolving Customers to a More Energy Efficient Lifestyle Requires a Higher Level of Customer Engagement

Starting with this



We want to work towards this



Building Engagement Requires a Mix of Traditional and Non-traditional Media

## CFL Case Study: Overview

- Marketing Campaign launched in October 2007 in partnership with ENERGY STAR
- Under the flagship nationwide campaign “Change a Light, Change the World”
- Customers making a pledge received a woven bracelet to signify their commitment to the environment
- Campaign goal: 100,000 pledges by September 30, 2008
- Campaign results: over 100,000 pledges, 1,000,000 bulbs; 403.9 million kWh; 372 million pounds of GHG





# Engaging Customers Through an Integrated Media Plan

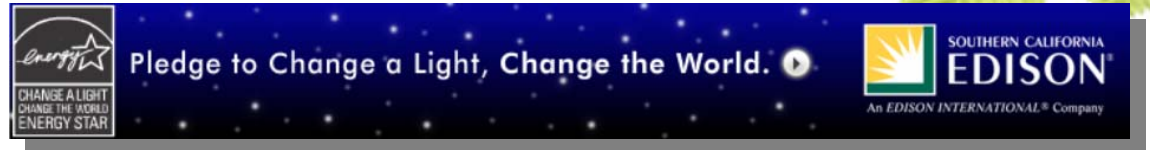
<b>TV</b>	<ul style="list-style-type: none"> <li>• 6 Languages</li> </ul>	<b>Online</b>	<ul style="list-style-type: none"> <li>• 5 Languages</li> <li>• Banner Ads</li> <li>• Text Search</li> <li>• SCE.com</li> </ul>
<b>Print</b>	<ul style="list-style-type: none"> <li>• English &amp; Spanish</li> </ul>	<b>Viral</b>	<ul style="list-style-type: none"> <li>• Video Submission</li> <li>• Blogs / Message Boards</li> <li>• Community Events</li> <li>• Live Marketing Reps</li> </ul>
<b>Outdoors</b>	<ul style="list-style-type: none"> <li>• Billboards</li> </ul>	<b>Direct Mail</b>	<ul style="list-style-type: none"> <li>• Letters to customers</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>• 6 Languages / 6 Markets</li> </ul>	<b>Ethnic PR</b>	<ul style="list-style-type: none"> <li>• 8 Ethnic markets</li> <li>• 5 Languages</li> </ul>



# Online – Campaign Overview



In language web page (Spanish, Chinese, Korean, and Vietnamese)



Web Banner Ad (English, Spanish, and Chinese)



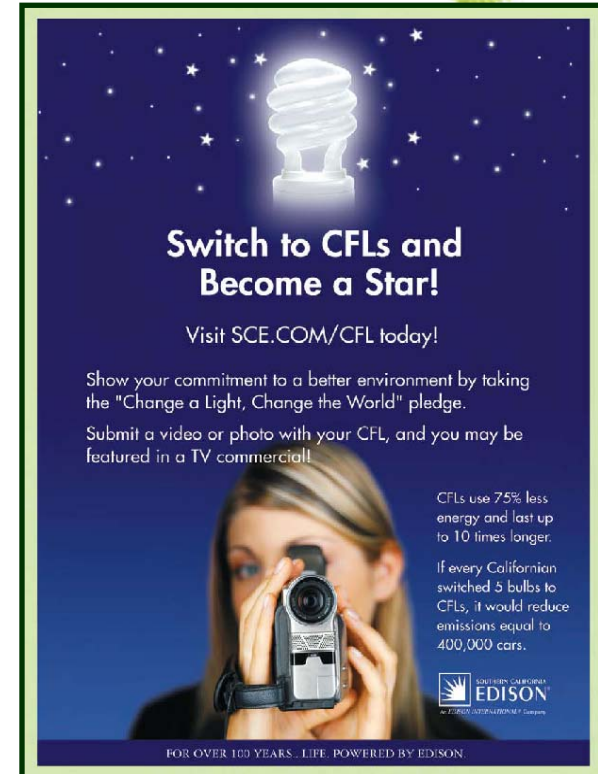
Micro site for CFL Photo and Video Submissions (English)

Display Ad on SCE Website (English)



## SCE's "Become a Star" Contest

- In addition to making the pledge to switch to CFLs, customers were asked to show how changing a light can change the world, by using CFLs
- Photo and video submissions made on-line at [sce.com/newlight](http://sce.com/newlight)
- Winning video entries featured in SCE's TV commercials in Dec 2007



**Switch to CFLs and Become a Star!**

Visit [SCE.COM/CFL](http://SCE.COM/CFL) today!

Show your commitment to a better environment by taking the "Change a Light, Change the World" pledge. Submit a video or photo with your CFL, and you may be featured in a TV commercial!

CFLs use 75% less energy and last up to 10 times longer. If every Californian switched 5 bulbs to CFLs, it would reduce emissions equal to 400,000 cars.

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