

Shelton^{Grp}

Gain a sustainable advantage

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



We start here...

energypulse™

ecopulse™

b2bpulse™

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..and we end with campaigns that engage the market and shift perceptions



COMING TO A SHOWER NEAR YOU
RIP TO THE DRIP
WASTINGWATERISWEIRD.COM



Ameren MISSOURI

WHAT'S EVERYONE SMILING ABOUT?

amenMissouri.com

Ameren MISSOURI

IT'S YOUR TURN TO SMILE!

Get rebates for all your home's efficiency needs.

com/rebates

SUSTAINABILITY MEANS DOING BUSINESS the RIGHT WAY

The STRONG, SILENT TYPE

AVOID ENERGY DRAMA

IT'S TIME TO BREAK YOUR FLUORESCENT SHACKLES.

CertainTeed
SANT GUARANTIA

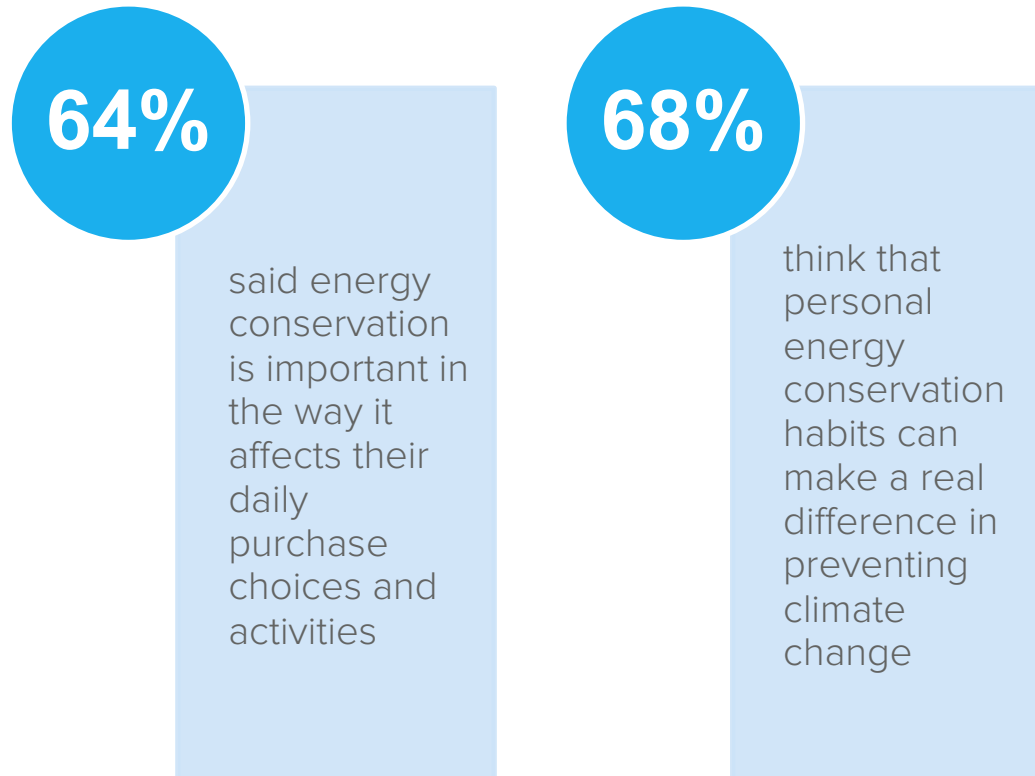
CREE
LED Lighting

STOP sacrificing aesthetic quality for energy efficiency. LED lighting is here, clear and beautiful! Delivering light more effectively than fluorescent technology, Cree LED lighting produces the high-quality, beautiful light you expect, provides the long life you want and eliminates toxic mercury. Lighting for homes, offices and life.

Stand up for your environment and join the revolution! Visit Cree at Lightfair booth #1463 and at creeledlighting.com.

Opportunities and challenges

They say energy conservation is important:



n=2,281

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Yet...

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45%

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

The average number of green activities has gradually increased.

2014: 11

2015: 11.5

2016: 13

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Yet...

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The average number of energy-efficient home improvements is actually declining.

2013: 3.4

2014: 3.3

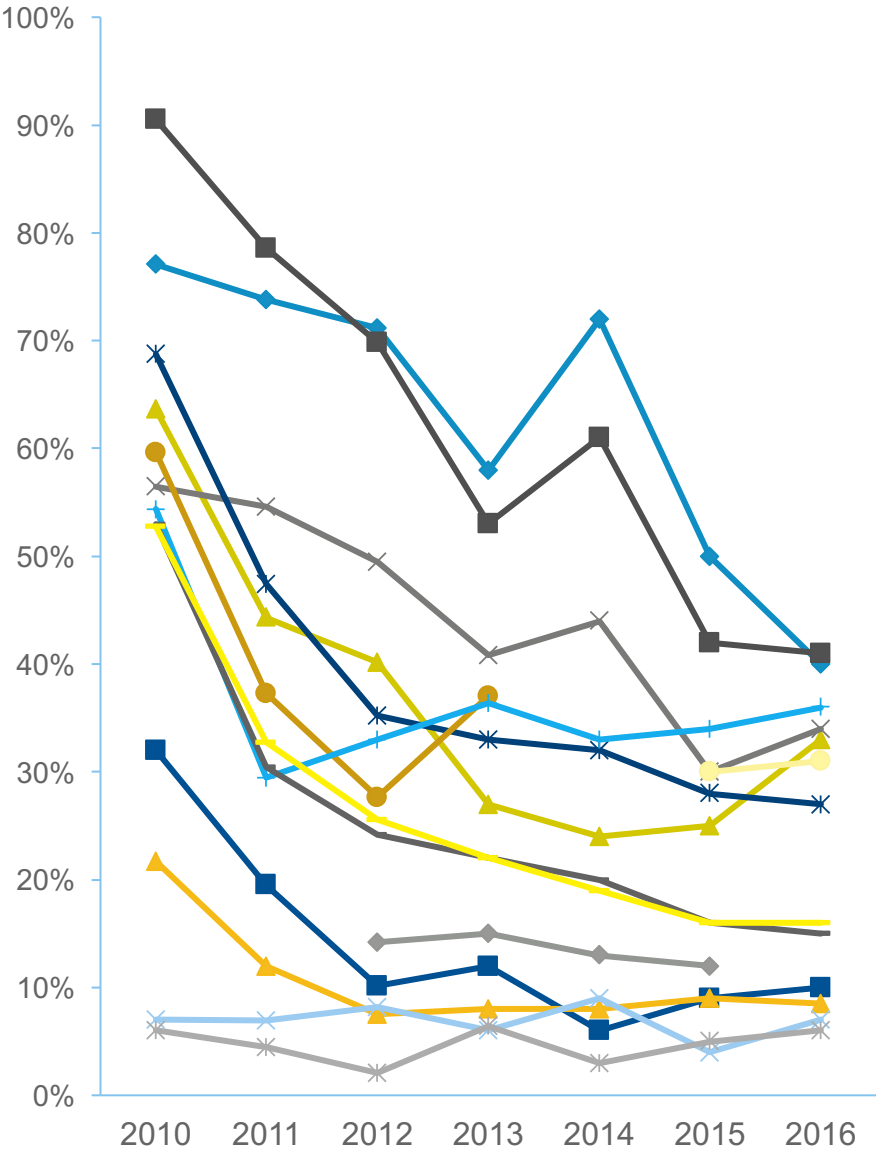
2015: 3.0

2016: 2.9

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Trends for almost all activities are on the decline.



- ◆ Replace most incandescent bulbs with energy-efficient compact fluorescent or LED light bulbs
- Change habits at home to save energy: raise/lower thermostat settings, wash clothes in cold water, etc.
- ▲ Purchase a high-efficiency/ENERGY STAR® qualified appliance (net)
- × Unplug chargers, small appliances and electronics when not in use
- * Add caulking or weatherstripping
- Install a programmable thermostat
- + Install a high-efficiency heating or cooling system
- Install extra insulation (attic 2016)
- ▲ Install high-efficiency/ENERGY STAR® qualified windows
- ◆ Add duct sealing/duct insulation
- Install a high-efficiency or tankless water heater
- ▲ Have a professional home energy inspector evaluate your home
- + Purchase a certified energy-efficient or green home built to LEED, NAHB, or ENERGY STAR® standards
- × Add a home energy monitoring device or display
- Purchased ENERGY STAR® qualified electronics

Why?

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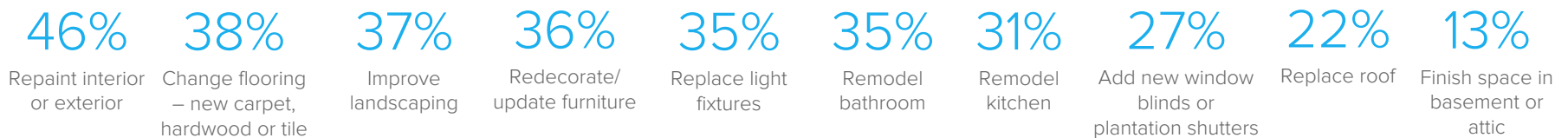
The Reality

1. Most people much prefer to spend money on aesthetics.
2. Homes are meeting perceived expectations.
3. We've lied to them: many don't save money.
4. Even if they care about the environment, they are not prioritizing their homes.



1. Preference for aesthetics

88% have completed at least one aesthetic improvement.



n=2,281

Q9 – Please choose any updates you’ve made to your home in recent years or plan to do in the coming year.

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Homeowners think that spending money on aesthetics has a more positive impact on home value.

2. They don't think they have a problem

47%

think their homes are already efficient – they don't realize
that they have a problem

n=2,281

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30%

think their homes are already comfortable enough

n=2,281

Q21 – What are the top reasons you haven't made more energy-efficiency home improvements? Choose your top 2 or 3 reasons.

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Yet, we see that homes
are not energy efficient and not comfortable
when we ask about specific attributes.

86% (net) acknowledged at least one indicator of lack of comfort when asked specific questions.

- I wish my home had **more natural light**.
- During the summer, the **windows in my home let in more heat** than I'd like.
- I wish I had **more control** over my home's temperature.
- I wish my home were **better insulated against outside noise**.
- The **windows** in my home give off a harsh **glare** in the afternoon.
- I sometimes have difficulty reading or doing tasks because of **inadequate lighting** in my home.
- **Cold drafts** are a problem in my home in the winter.
- The **air** inside my home is **too humid** in the summer.
- I sometimes experience **nasal allergy** symptoms while I'm inside my home.

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Q15 – Thinking about your current home, how much do you agree or disagree with the following statements?

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3. Challenges with the “save money” promise

61%

say saving money is among their top 3 reasons for doing energy-efficient improvements

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Q22 – Please rank your top three reasons to participate in energy conservation activities or buy an energy-efficient product/make home improvements?

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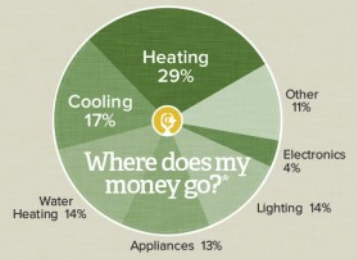
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spend less money every month
FOR LIFE

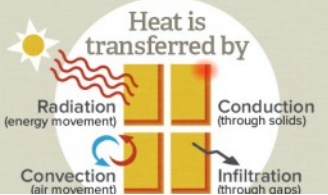


Attic Insulation Saves You **MONEY**



How Window Treatments Save Money on Utility Bills

Windows can be responsible for over 25% of heating and cooling bills.**



LET'S LAY DOWN SOME SAVINGS.

15 GREEN HOME PRODUCTS that can save you money and energy



4. Disconnect with their environmental concerns

The people most concerned about the environment – the people most actively engaged in green products and behaviors – don't know that their homes have the greatest environmental impact.

6%

Only 6% of us think that the number one man-made cause of climate change is the energy we use in our homes

What does this mean?

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We have three big EE marketing challenges:



84%

say they know only a little or nothing about what to do to improve home energy efficiency

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Q17 – How knowledgeable do you feel about energy efficiency improvements? Do you know what to do to make a home more efficient?

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Stop trying to “educate” the market

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“We are feeling machines that think, not thinking machines that sometimes feel.”

- Alex Batchelor

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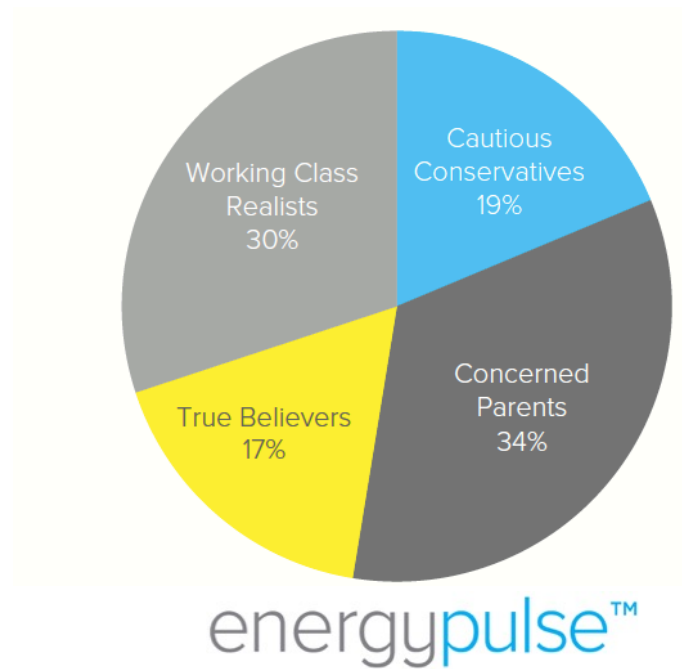


Connect them to the real, underlying benefits of energy efficiency that they actually care about

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Use segmentation to align the right message with the right customer at the right time



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Tap into “human truths,” or
situations we’ve all
experienced

<http://sheltongrp.com/project/avoid-energy-drama-mi/>

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Use social norming approaches

<http://sheltongrp.com/project/wasting-water-weird/>

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Takeaways

- We've got a value proposition problem
 - People think they don't need EE and/or it doesn't work and/or it's not worth it
- They don't understand what we're saying most of the time
 - Technical descriptions and savings claims don't emotionally hook people. They reassure people.
- To communicate effectively:
 - Segment your audience!
 - Appeal to the heart first, the head second.
 - Speak to what they want: peace of mind, a sense of control, cozy movie nights, feeling like a good person
 - Ground your story in common human experiences, and use social norming to your advantage.

Thank You!

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