

# Appliance Recycling Program Marketing

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Sharon Madigan, ComEd

## \$25 incentive for recycling working fridge, freezer or room a/c

Program goals (units):

- 11,300 Program Year 1
- 26,000 Program Year 2
- 38,500 Program Year 3

ComEd manages all program Marketing; JACO Environmental is implementation contractor



## ComEd chose to handle program marketing in-house

- Pros
  - Anticipated this would only involve dropping bill inserts as needed
  - Wanted to ensure consistency with new “*Smart Ideas for Your Home*” branding
  - Thought we could be competitive with proposed marketing costs
  - ComEd has Claritas/PRIZM license defining market segments, allowing for fairly strategic marketing
- Cons
  - Very limited internal expertise with “call to action” marketing campaigns
  - Very strong limitations to creating unique look and proposition, versus ComEd corporate branding/tone
  - Appliance Recycling is generally the *only* ComEd ad in the market outside summer months – much harder to gain customer notice in that situation

## Challenges in Marketing Energy Efficiency in Midwest

- Survey findings, ComEd customers vs. U.S.\*
  - It's important to save energy in my home
    - US: 48%      ComEd: 36%
  - Saving energy in my home helps me save money
    - US: 42%      ComEd: 34%
  - I'm very concerned about the environment
    - US: 39%      ComEd: 30%
- Our key messages about saving electricity, reducing your electric bill and recycling appear to be of limited interest to the majority of our customers

\* Abt SRBI ComEd Energy Efficiency and Demand Response Awareness, Attitude and Behavior Survey

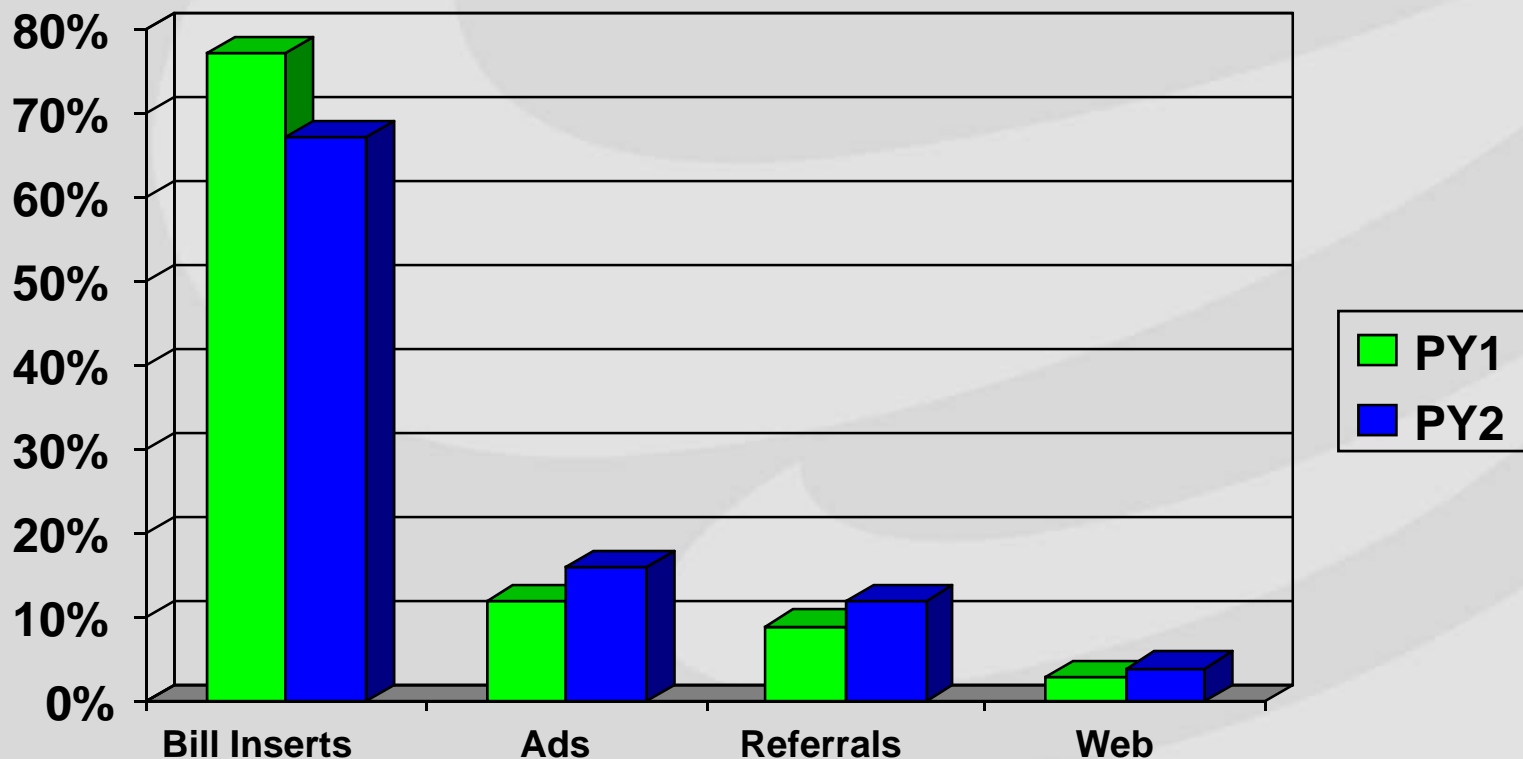
## First Program Year

- First-year incentive level set at \$25
  - Strong concern about over-subscription – 11,300 unit goal vs. 3.1M residential customers
- Program turned out to need more marketing than anticipated
  - First bill insert to 3.1M residential customers yielded only 6,000 enrollments
  - Tried newspaper advertising during winter months to boost enrollment – expensive and appeared to provide little boost
  - Finished program year at goal after dropping five bill inserts to all 3.1M customers

## Second Program Year Marketing Plan

- Goal for second program year more than doubled to 26,000 units
- Top priority - increase awareness
- Kept incentive at \$25
- Realized bill inserts alone would not achieve needed results
- Used several tactics:
  - Bill inserts
  - *Energy @ Home*, residential newsletter/bill insert
  - Targeted direct mail
  - Valpak
  - Online ads – craigslist, Google
  - Newspaper ads – smaller, regional papers
  - Inclusion in ComEd's summer corporate campaign – including tv, billboards, bus stop signs, etc.. Not call-to-action ads, but built awareness
- Achieved goal while maintaining \$25 incentive level

## Where customers heard about program



## Third Program Year Marketing Plan

- Goal increased another 40% to 38,500 units
- Continued priority – increase awareness
- Started program year (June '10) with \$25 incentive, now considering increasing to \$35 or \$50
  - Summer awareness campaign was very robust – bill inserts, Valpak, large direct mail campaign, and widely distributed radio ads (mid-May through August)

## Conclusion

- Energy companies benefit as much from Energy Efficiency Program marketing as the Programs benefit from the company brand
  - Customers trust the company brand, and they need context for your “free pick up” and “we’ll pay you for your old fridge” offer
  - Offering efficiency programs generally increases customer satisfaction with the company brand
- Utility bill inserts are by far the most effective and cost-effective channel for appliance recycling program marketing
- Advertising channels (radio, tv, newspaper) are expensive, but necessary to build the overall program awareness

**ComEd WILL PAY**  
**YOU** TO RECYCLE  
**YOUR OLD**  
**FRIDGE**  
 AND WE'LL EVEN PICK IT UP FOR  
**FREE!**

For more information, visit [ComEd.com/ApplianceRecycling](http://ComEd.com/ApplianceRecycling)  
 or call 888-806-2273 today!

--- RECYCLING YOUR  
 OLD FRIDGE WILL  
 EARN YOU **\$25!**



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New counter card for appliance stores and  
 municipal buildings (libraries, etc.)



**What's In Your  
 SECOND FRIDGE?**

Is it worth the cost to chill?

Running a second fridge is costly.  
**Getting rid of it is hassle free.**

[ComEd.com/ApplianceRecycling](http://ComEd.com/ApplianceRecycling)  
 or call 1-888-806-2273

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## Fine Art Fridge Display, Summer 2010

[http://http.earthcache.net/htc-01.media.qualitytech.com/COMP010030MOD1/ComEd/5906FineArtFridges\\_81310.wmv](http://http.earthcache.net/htc-01.media.qualitytech.com/COMP010030MOD1/ComEd/5906FineArtFridges_81310.wmv)

**Thank You!**

**Sharon Madigan**

**630.437.4638**

**[sharon.madigan@comed.com](mailto:sharon.madigan@comed.com)**