

All-electric campaign

CAC Update April 13, 2023



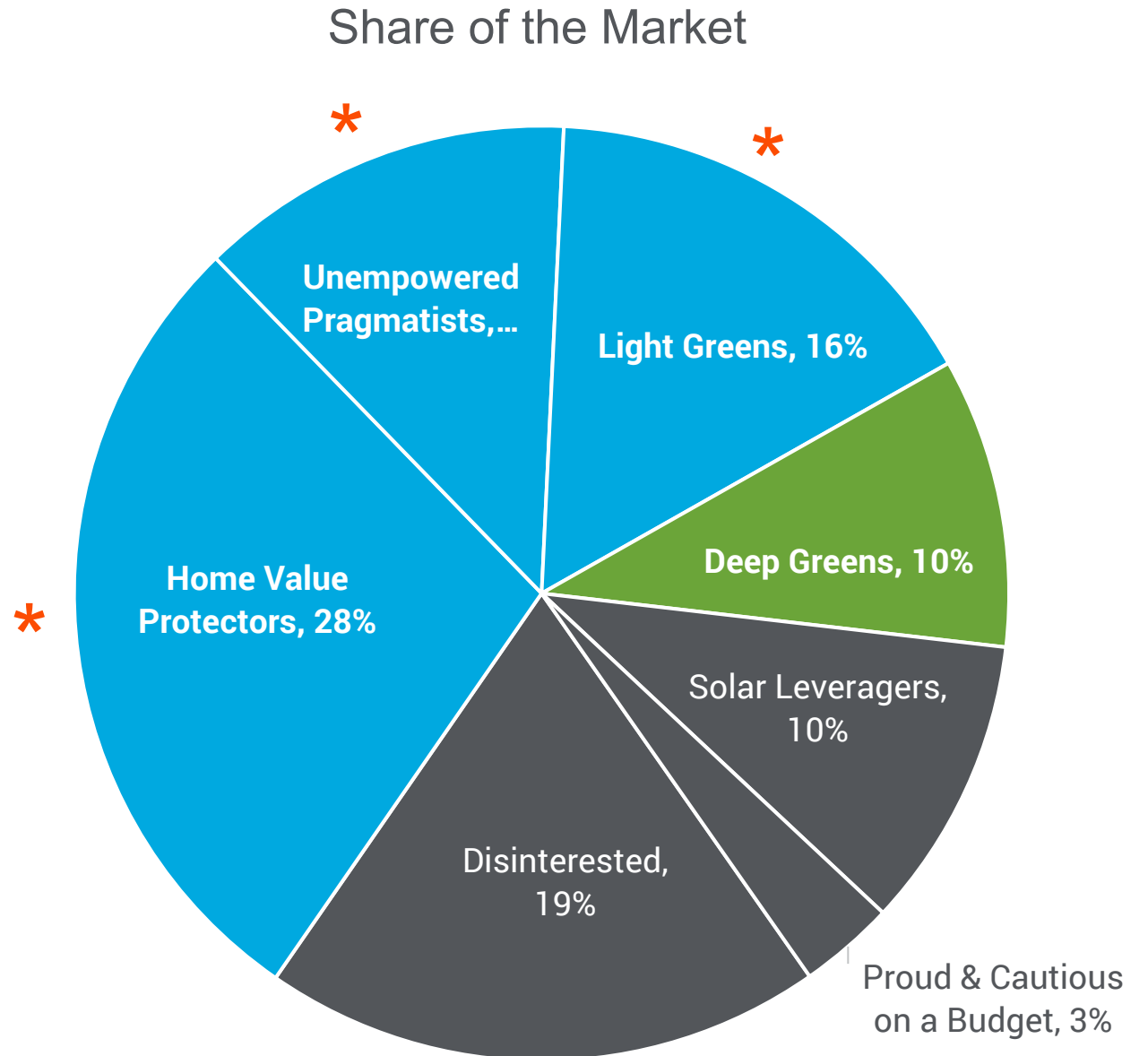
Background

- In depth interviews with 16 customers
- Quantitative study over 1,000 customers
- Message development
- Message testing on home page Dec 2022 – Jan 2023

What we learned

Respondents could be grouped based on:

- Commonality of perceived benefits
- Relative motivation



Research implications for messaging

- Health and safety benefit a top opportunity with key segments
- Cost issue must be addressed but cost savings (existing buildings) is not as straightforward as it is with EVs. Instead:
 - Messaging can address “efficiency”
 - Case studies and appliance-specific examples
- Climate friendly messaging resonates for our target segments, except for the Unempowered Pragmatists
 - BUT even that segment may be persuaded to consider climate when making appliance decisions – a “free with purchase” attribute

Value proposition examples

- Electric products, appliances and equipment are the **safe, healthy** choice for you, your **family** and the **environment**.
- Going electric is the **smart** and healthy choice for you, your family and the environment **for generations to come**.
- Going electric improves the **air quality inside your home** by **protecting** your family from gas leaks and the **hazards of combustion**.
- While **EVs reduce toxins on the road**, **electric** products, appliances and equipment **reduce harmful toxins inside your home**.
- Switching to electric products with up-to-date, energy-efficient technology is a **smart investment** that **adds long-term value to your home**.

All-electric messaging began roll-out late Summer 2022

- Email communications
- Website content
- Search ads
- Social media
- All-Electric Leader Awards

As a result, **thousands** visit our website for electrification content and programs **every month**

All-electric leaders

Here are two of our All-Electric Leader award winners

- [Outstanding Residential New Construction \(ADU\)](#)
- [Most Inspirational Residential Project](#)

Next steps

- Direct mail – starting with a small mailing this quarter
- Broadcast promotion – budget submitted for FY starting in July

1. The good life...is electric

Choosing electric vehicles, products and appliances is

- a choice to improve the environment for the greater good
- also a choice to improve your individual life by making your home safer, healthier, more modern, and more affordable

1. The good life...is electric

Sample copy:

From electric vehicles and induction cooktops to heat pumps and clothes dryers, electric products, appliances and equipment are the safe, healthy, modern, and affordable choice for you, your family, and the environment.

Stop running on fumes. Visit PenCleanEnergy.com/GoodLife to find out how Peninsula Clean Energy can help you make the switch to electric products that support the environment and improve your life.

Campaign development

A healthy climate... **is electric**

A comfortable home... **is electric**

Clean air... **is electric**

Reliable hot water... **is electric**

Fine cooking... **is electric**

The good life... is electric

Draft content

- Three variations of the headline under test
- Image is just for position – not intended as final
- Email will be formatted as a postcard and a letter

A draft advertisement for Peninsula Clean Energy. The background is a photograph of a woman in a blue shirt and jeans sitting on a grey sofa, looking up and holding a smartphone. An air conditioner is mounted on the wall above her. The text is overlaid on the image. At the top, three lines of text read: "Year-round comfort is electric", "Clean air is electric", and "Affordability is electric". Below this, the headline "The good life is electric" is displayed, with "The good life" in a large, bold, green font and "is electric" in a white font. A paragraph of text follows: "As a customer of Peninsula Clean Energy, you already have 100% clean electric energy. But is the rest of your home still burning gas? Electric products, appliances and equipment like heat pump water heaters and heat pump HVAC systems are the safe, healthy, modern, and affordable choice for you, your family and the environment." Below this is another paragraph: "Stop running on fumes. Find out how Peninsula Clean Energy can help you make the switch to electric products that support the environment and improve your life: PenCleanEnergy.com/CleanLiving." At the bottom left is the Peninsula Clean Energy logo. At the bottom right, the text "Image FPO" is visible. The bottom right corner of the image has a decorative pattern of yellow dots.



Thank you!