

S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G

ERCOT
Power to Save
Campaign Update

July 17, 2012



Campaign Elements

- **Research**
- **Branding & Messaging**
- **TV & Radio PSAs**
- **Microsite & Website**
- **Earned Media**
- **Outreach**

Research



Online Survey

- Purpose: to understand current awareness, understanding and attitudes toward power usage.

Methodology

- N=1,009 [908 English language and 101 Spanish-language (SL) respondents] in Texas deregulated markets
- Among adults 25+ who personally control thermostat and pay electric bills in their home.

Research



Preliminary Topline Findings

- Most have a good understanding of peak use and peak times.
- Most are willing to decrease usage, **particularly in order to save money.**
- Most willing to consider raising AC a few degrees



Branding & Messaging

Overall Brand

- Power to Save

Key Messages

- Reduce use between 3-7 pm
- Reducing use will save money (up to 20%)
- You can reduce use, save money and stay comfortable
- Little changes are easy and can add up to big savings



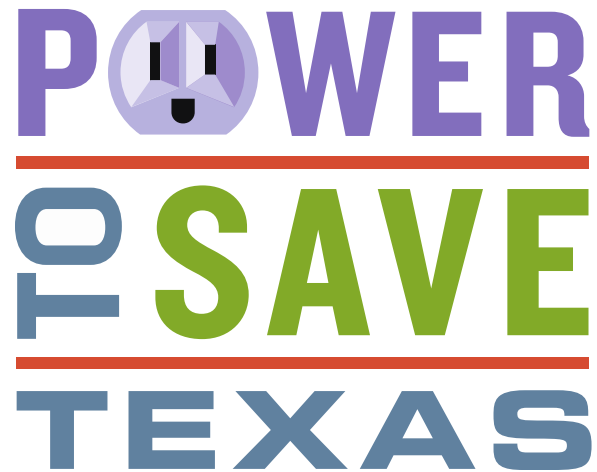
Key Calls-to-Action

- Raise your AC 1-2 degrees
- Close your blinds
- Turn your electric water heat down 10 degrees
- Wait until after 7 pm to run dishwashers, washers/dryers

Branding & Messaging



Campaign Logo



TV & Radio Concepts



- one 30-second TV spot in both English and Spanish
- one 60-second radio spots in both English and Spanish