



How to Market When LED Purchasers are From Mars

ENERGY STAR Products Partner Meeting

October 29, 2014



Western Massachusetts
Electric
A Northeast Utilities Company



Unitil



In-Store Survey Method



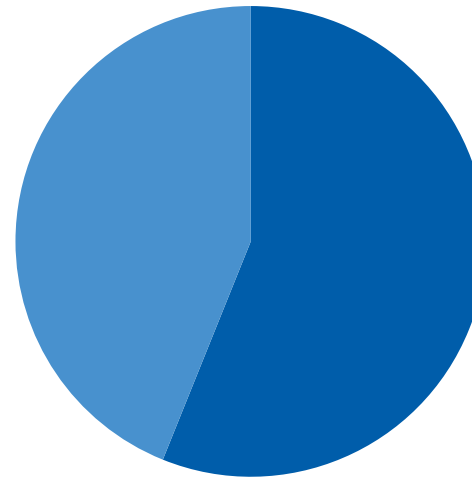


Light Bulb Purchases are mostly planned (but not necessarily the type)

Light bulb



No, 44%



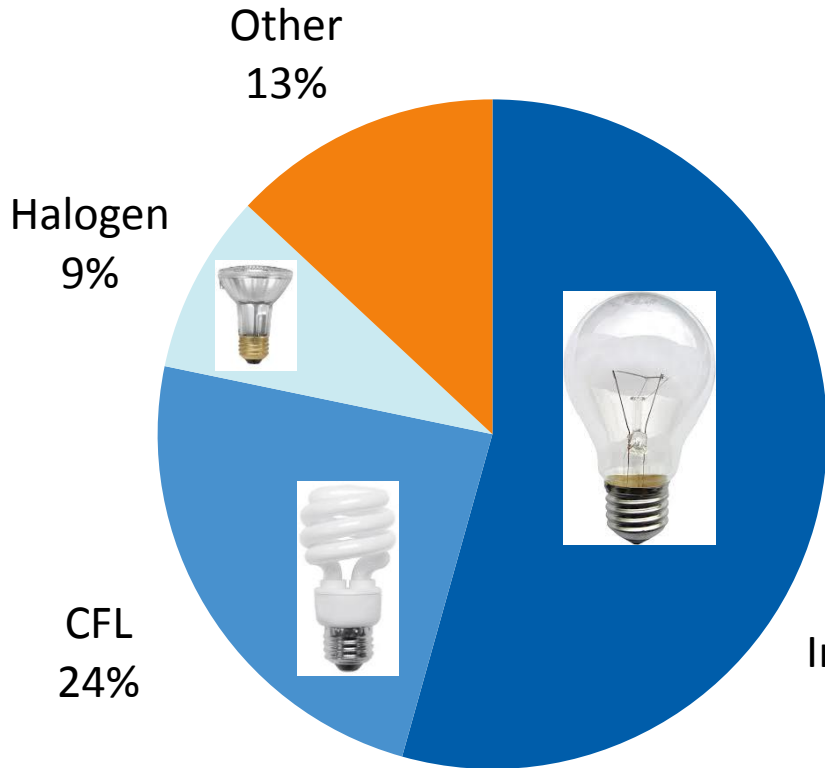
Yes, 56%



Q2: Plans to Purchase a Light Bulb Prior to Arriving at Store (n=45)



Bulb Type Replacement

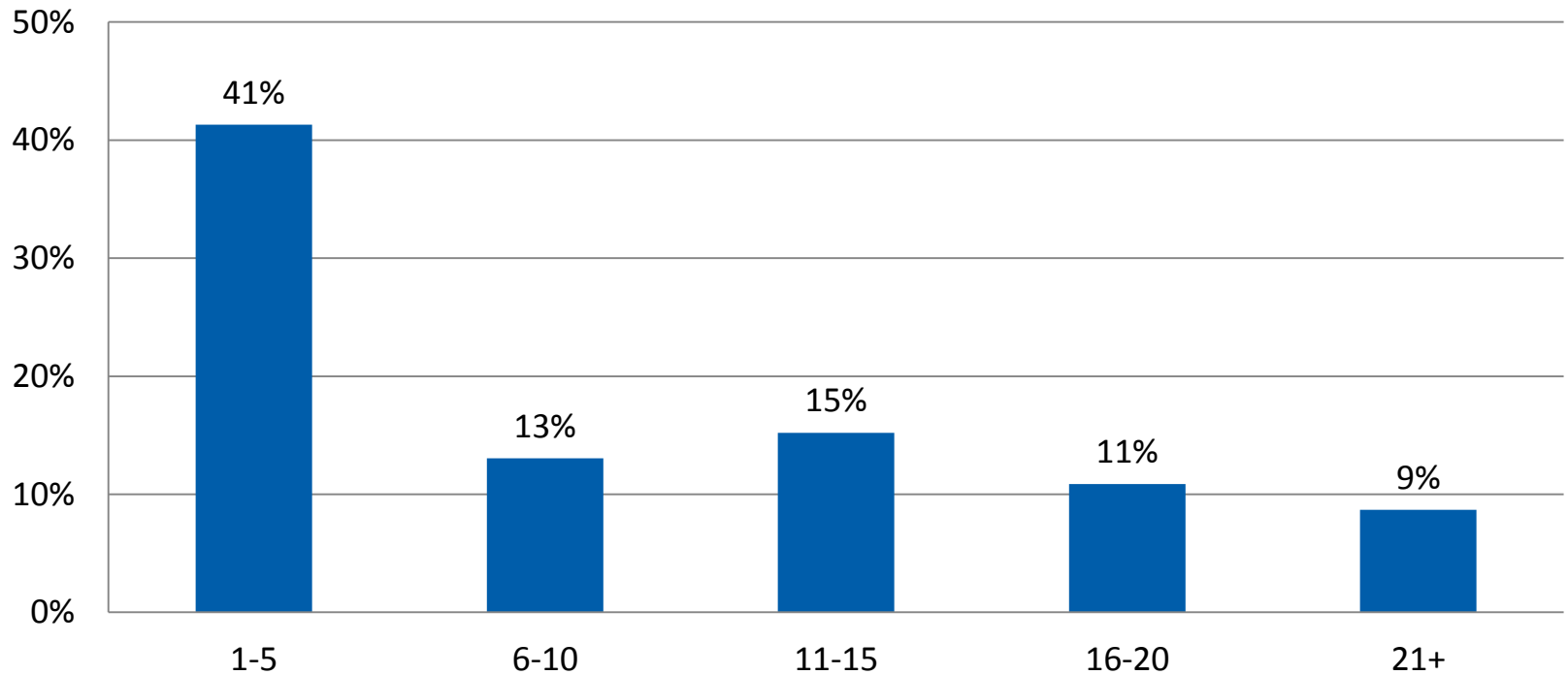


Incandescent
54%

Q4. Bulb Being Replaced by LED
(n=41; multiple responses accepted)



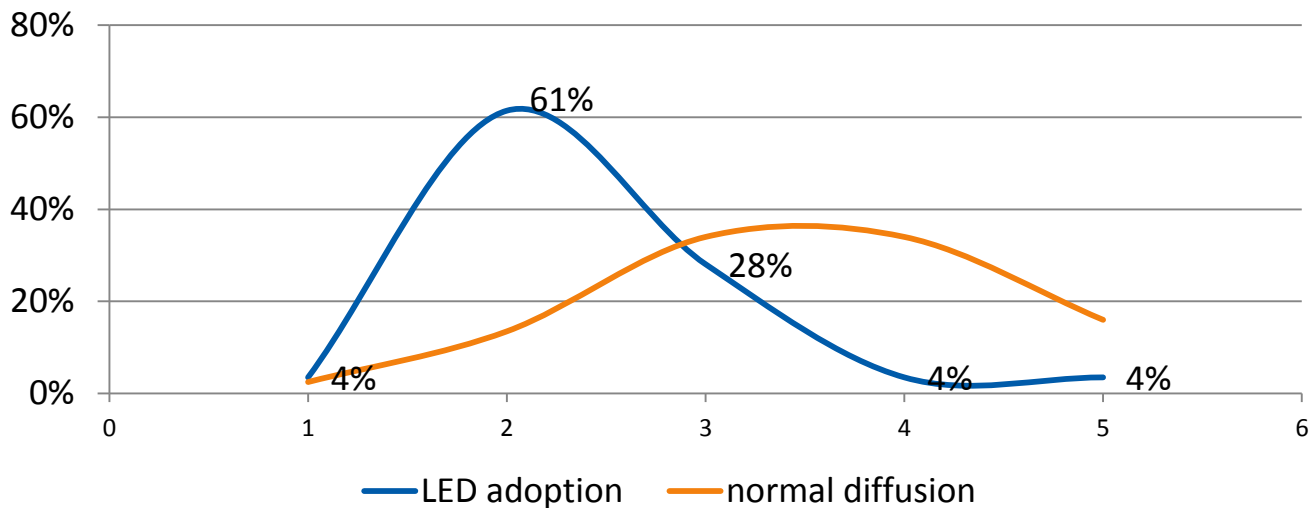
LED Purchase Volume



Q5. Number of LED Bulbs Purchased in Last 12 Months
(n=41)



Approach to New Technologies



- 1) Innovator: pay premium to try newest gadgets
- 2) Early Adopters: selective but ahead of the curve
- 3) Early Majority: wait for bugs to be worked out
- 4) Late Majority: adopt technology to avoid falling behind
- 5) Laggards: resist change, prefer tried and true

Q6. Which of the following statements comes closest to how you feel about new technology? (n=57; multiple responses accepted)



Barrier to Purchase

- Our home is already energy efficient (89%)
- Home comfort is a top priority (65%)
- *“We have already done as much as possible to save energy in our home”* (43%)





Conclusions



In-store displays can convert



Target early adopters



One is never enough



Implications for Outreach

- Message LED attributes to counter barriers
- Cool factor
- Multi-pack appeal
- We're not done yet
(even if we have made some efficiency upgrades)





Creative With LED Attributes

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LED bulbs instantly
achieve full brightness.



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Early Adopter Creative



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**YOUR
THERMOSTAT**



**YOUR
BULB**

ELEGANTLY EFFICIENT LEDs

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Future Research

- How rapidly is LED penetration increasing?
- What is in the other sockets within LED purchasers' homes?
- What kind of socket shifting is occurring?
- What are reasons for replacing CFLs with LEDs?
- What end-use types are not yet converted to energy-efficient bulbs and why?
- When to shift messaging beyond Early Adopters?





Thank You

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