

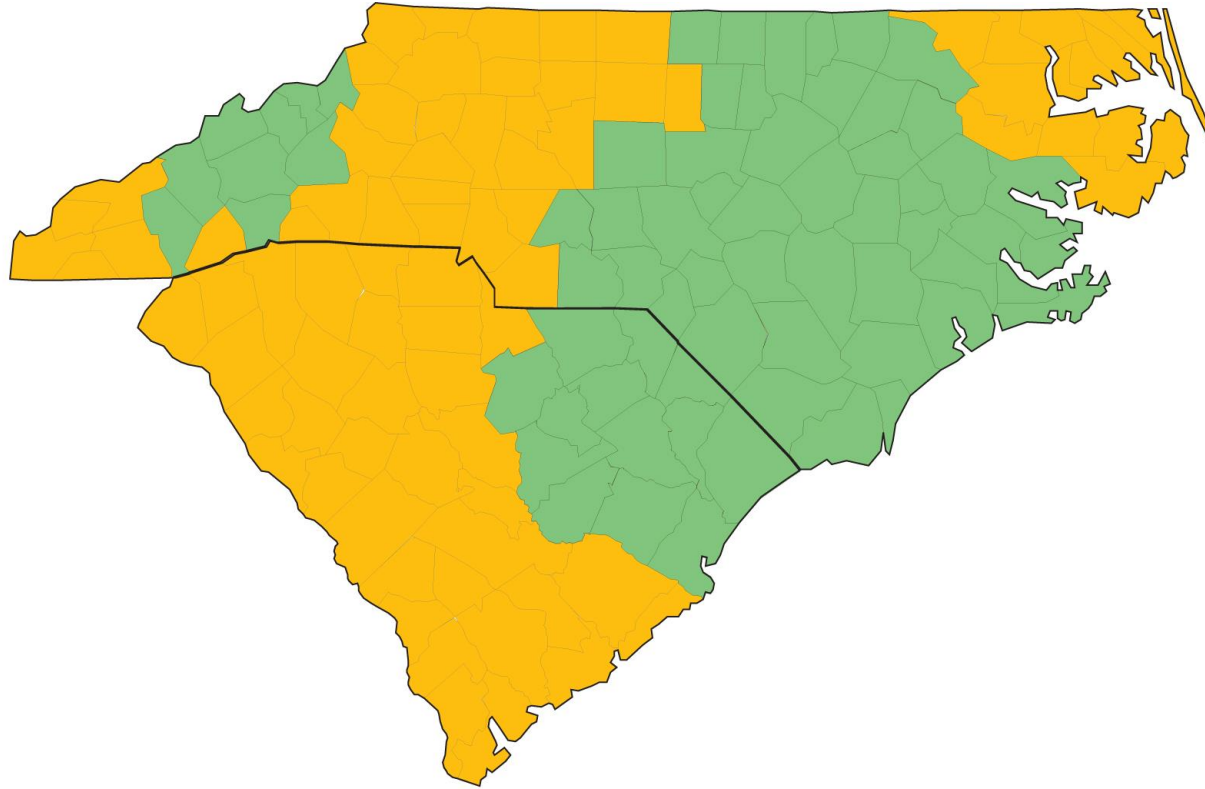


Communicating the Benefits of ENERGY STAR Lighting

How Duke Energy Progress Found Huge Success

- Market Background
- Program Synopsis
- Drivers of Success
- Fall 2013 Community-Based Social Marketing LED
Reflector Pilot Events

Duke Energy Progress Territory (in green)



Market Situation

- 2010
 - No previous lighting programs
 - Consumer knowledge and understanding of new lighting technology is low
 - Consumers have hesitation about functionality
 - Electricity rates are low

Program Background

- Upstream Buy Down program model
 - Implementation vendor solicits RFPs from manufacturers/retailers for program participation to buy down the cost of the bulbs
 - Price cut is offered to consumers at point of purchase – no coupon or additional effort
 - All incentivized lighting products are ENERGY STAR Qualified

Program Background cont.

- Program awareness built through
 - In store Point of Purchase Materials
 - Consumer outreach (bill inserts, newspaper, radio, social media)
 - Publicized events at retailers
 - Community events
 - Retailer and manufacturer special promotions

POP Examples



SAVE NOW

Get **special discounts** on long-lasting CFLs, LEDs and lighting fixtures.

Today's energy-efficient lights offer **more options and more savings.**



SAVE NOW

Special discounts on energy-saving lights



POP Examples



Strong Performance

- 2010
 - 3,518,163 CFLs
 - 76,552 Net MWh
- 2011
 - 3,004,030 CFLs
 - 73,461 Net MWh
- 2012
 - 3,152,588 CFLs
 - 93,782 Net MWh (began capturing non-res savings)
- 2013
 - 5,115,565 Total Measures
 - 163,285 Net MWh
- 2014 YTD
 - 4,001,537 Total Measures
 - 158,769 Net MWh

Power of Relationships

- Retailers and Manufacturers
 - Corporate and field level
 - Personal ties means commitment to program
 - Will ensure product is well stocked and available
 - Use of correct POP materials at correct time
 - Support at retail events
- ENERGY STAR

- More than marketing
- Overcome consumer's fears
- Demonstrate technology to improve decision
- www.duke-energy.com/lightdiscounts
- No education = poor choices = poor experience
 - ENERGY STAR is key

Fall 2013 Community-Based Social Marketing LED Reflector Pilot Events

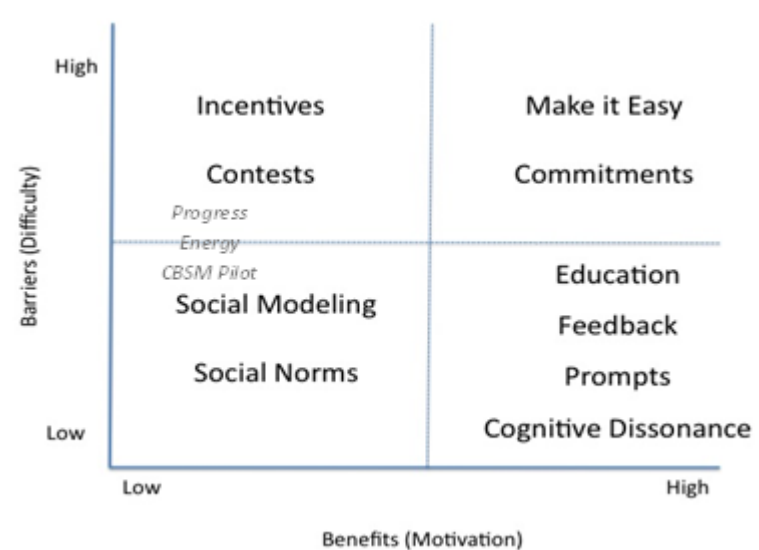
- Selected by ENERGY STAR
- Community-Based Social Marketing (CBSM) – a process that involves:
 - Behavior selection
 - Identifying barriers and benefits
 - Innovative tools of change
 - Pilot testing
 - Evaluation
- Project goal/objective - Increase sales of Energy Star certified LED reflector bulbs/fixtures; reduce energy consumption across the DEP footprint
- Desired behavior change - ***Try one ENERGY STAR certified reflector/recessed can bulb and then replace the rest of the room.***

■ Barriers

- Price/High Initial Cost
- Lack of Knowledge
- Not a priority

■ Benefits

- Energy and cost savings
- Longevity and aesthetics of the bulb
- Discount



Pledge Card

Take the pledge

I pledge to change one
light in my home today
to an ENERGY STAR®
long-lasting LED reflector.

www.duke-energy.com/lightdiscounts

Name _____

Address _____

City, State, ZIP _____

Phone _____

Email _____

Signature _____

**Fill out this pledge card, spin the wheel
and win a free prize!**

The information you provide above will be used only for the purposes of this promotion. By signing above, you agree to be contacted for a follow-up survey, after which your information will be discarded.



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Marketing Efforts

Bill Insert

LED reflectors last longer than most decorating styles.

ENERGY STAR® LED reflectors: Up to 22 years of energy savings.

Imagine going decades without changing your light bulbs. It's possible – with ENERGY STAR certified LED reflectors. Just one trip up the stepladder, and you're set for years and years of energy savings.

- Perfect for hard-to-reach fixtures – recessed cans, fans, outdoor lights and motion detectors
- May be dimmable – see packaging for details
- Contain no mercury
- Available in a variety of attractive color tones from "warm" to "cool"

Duke Energy Progress makes it easy to invest in these smart lights, with **special discount pricing at local stores.**

Find a participating store near you at duke-energy.com/lightdiscounts

DUKE ENERGY PROGRESS

Email

LED reflectors last longer than most decorating styles.

ENERGY STAR® LED reflectors: Up to 22 years of energy savings.

Imagine going decades without changing your light bulbs. It's possible with ENERGY STAR certified LED reflectors.

Find discounted LEDs

- Perfect for hard-to-reach fixtures
- May be dimmable
- Contain no mercury
- Available in a variety of color tones

Duke Energy Progress makes it easy to switch to LEDs with special discount pricing in local stores. [Find a participating store near you.](http://Find a participating store near you)

DUKE ENERGY PROGRESS

Web hero banner

LED reflectors last longer than most decorating styles.

[Learn more](#) Find special discount pricing at local stores.

Marketing Efforts

Direct Mail

ENERGY STAR® LEDs last for up to 22 years.

But our 50% off sale won't.

LED reflector savings event. ONE DAY ONLY.
Saturday, Oct. 5 | 9 a.m. - 4 p.m. | The Home Depot, Walnut St., Cary

Join us and start saving!

- Choose ENERGY STAR® certified LEDs for long-lasting performance and savings.
- Save 50% on LED reflector cardstock.
- Philips LED Indoor downlight cardstock | \$24.97 New \$14.99
- CREE® LED Indoor downlight cardstock | \$24.97 New \$14.99
- Expert assistance to help with your selections.
- Spin the wheel for special prizes and giveaways.

www.duke-energy.com/lightbulbs

Table Top Signage

ENERGY STAR® LEDs last for up to 22 years.

But our 50% off sale won't.

LED reflector savings event. TODAY ONLY.

Join us and start saving!

- Save 50% on ENERGY STAR certified LED reflectors
- Expert assistance to help with your selections
- Spin the wheel for special prizes and giveaways

www.duke-energy.com/lightbulbs

HD In-Store Signage

50% off ENERGY STAR® certified LED reflectors

Special prizes and giveaways Today Only

Meet us in the lighting aisle.
Join Energy Programs to save with your selections.

www.duke-energy.com

HD Event Entry Door Signage

Take the pledge

I pledge to change one light in my home today to an ENERGY STAR® long-lasting LED reflector.

www.duke-energy.com/lightbulbs

Name _____
Address _____
City, State, ZIP _____
Phone _____
E-mail _____
Signature _____

Fill out this pledge card, spin the wheel and win a free prize!

The information you provide above will be used only for the purposes of this promotion. An original receipt, not subject to be considered for a lifetime warranty, after which your information will be discarded.

Newspaper Sticky Note

ENERGY STAR® LEDs last for up to 22 years.

But our 50% off sale won't.

LED reflector savings event. ONE DAY ONLY.
Saturday, Oct. 5 | 9 a.m. - 4 p.m. | The Home Depot | Stockton Rd., Raleigh





Results

