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How Customer Data Informed PSE's ENERGY  
STAR Lighting Program

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# Consumer Lighting Focus Groups

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## Background and Purpose

Obtain a qualitative evaluation of how customers shop for ENERGY STAR light bulbs and perceptions customers have about them.

## Methodology

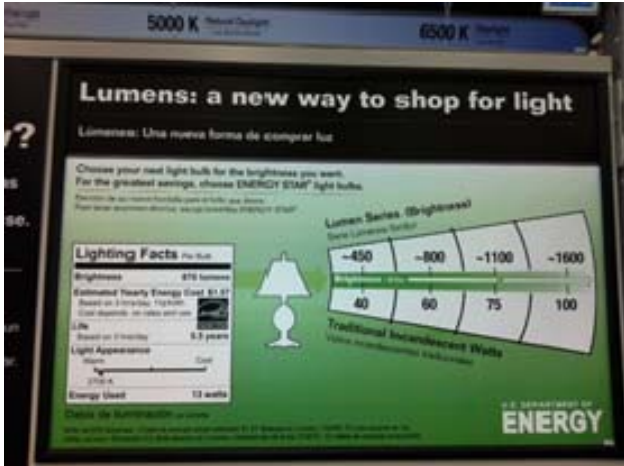
Two focus groups on May 3, 2012. Each session had 10 participants and each continued for 90 minutes in length. Discussion spanned many topics:

- Motivations for buying
- Types of bulb last purchased
- Familiarity with bulb technologies
- Terminology of lighting
- Evaluation of packaging and displays
- Reviews of point of purchase communications
- Outreach materials designed to inform choice of ENERGY STAR lighting products



# Consumer Lighting Focus Groups

## Evaluation of Retail Lighting Displays



# Consumer Lighting Focus Groups

## Evaluation of Lighting Facts

Cree LEC Lighting

**lighting facts**<sup>CM</sup>  
A Program of the U.S. DOE

<b>Light Output (Lumens)</b>	<b>575</b>
<b>Watts</b>	<b>10.5</b>
<b>Lumens per Watt (Efficacy)</b>	<b>55</b>

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<b>Color Accuracy</b> <small>Color Rendering Index (CRI)</small>	<b>92</b>
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**Light Color**  
Correlated Color Temperature (CCT)

2700K    3000K    4500K    6500K

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All results are according to IESNA LM-79-2003: approved Method for the Electrical and Photometric Testing of Solid-State Lighting. The U.S. Department of Energy (DOE) verifies product test data and results.

Visit [www.lightingfacts.com](http://www.lightingfacts.com) for the Label Reference Guide.

Registration Number: KBHF-K2L3K5  
Model Number: CM-575L  
Type: Recessed downlight

**Lighting Facts** Per Bulb

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**Brightness** **870 lumens**

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**Estimated Yearly Energy Cost \$1.57**  
Based on 3 hrs/day, 11c/kWh  
Cost depends on rates and use

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**Life**  
Based on 3 hrs/day **5.5 years**

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**Light Appearance**

Warm Cool

2700K

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**Energy Used** **13 watts**



# Consumer Lighting Focus Groups

## Evaluation of PSE Lighting Information

**LIGHTING CHOICES ARE RE-ENERGIZING**

Check out this step-by-step guide to make your home more energy efficient by replacing old incandescent light bulbs with energy-efficient lighting options.

**STEP 1: How much light?** → **STEP 2: What kind of light?** → **STEP 3: How much light?** → **STEP 4: What kind of light?**

**PUGET SOUND ENERGY**

**CHOOSE YOUR BULB**

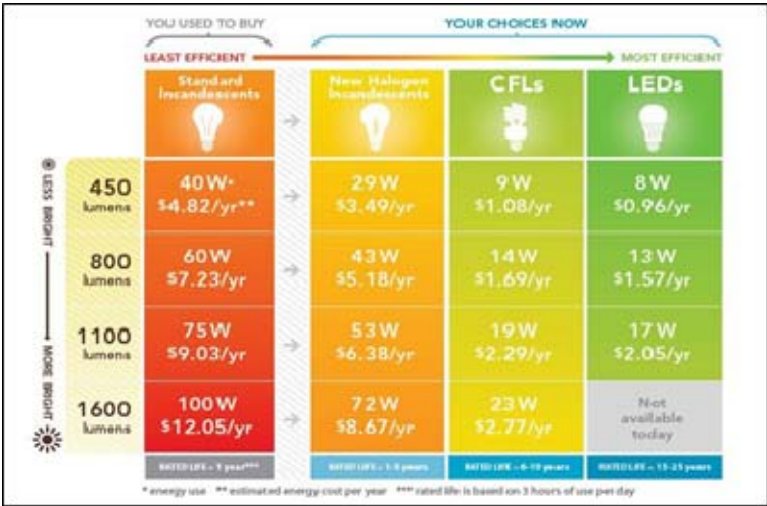
Least Efficient → Most Efficient

Info Books

Kilowatt Operating Cost

Optimal Cost

**PSE ACTION CENTER**



# Consumer Lighting Focus Groups

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## Conclusions and Recommendations

1. Consumers do not seek out lighting information prior to leaving their homes.
2. Limited understanding of advanced lighting terminology.
3. Provide a PSE endorsement.
4. A PSE rebate poster is effective if it includes certain items.
5. Instant Discount with Puget Sound Energy ahead of all others.
6. Don't use overly complicated matrixes.



# Perceptive Research Services (PRS)

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Engaged in November 2012 as an expert in retail store signage to conduct an assessment of PSE's signage.

Utility signage/merchandising that will simplify the shopping experience and effectively:

- Be seen and used by consumers.
- Show that the incentives are provided by the consumer's utility.
- Encourage consumers to purchase CFL and LED light bulbs.

Utilities struggle with retail stores taking down their in-store signage for multiple reasons including:

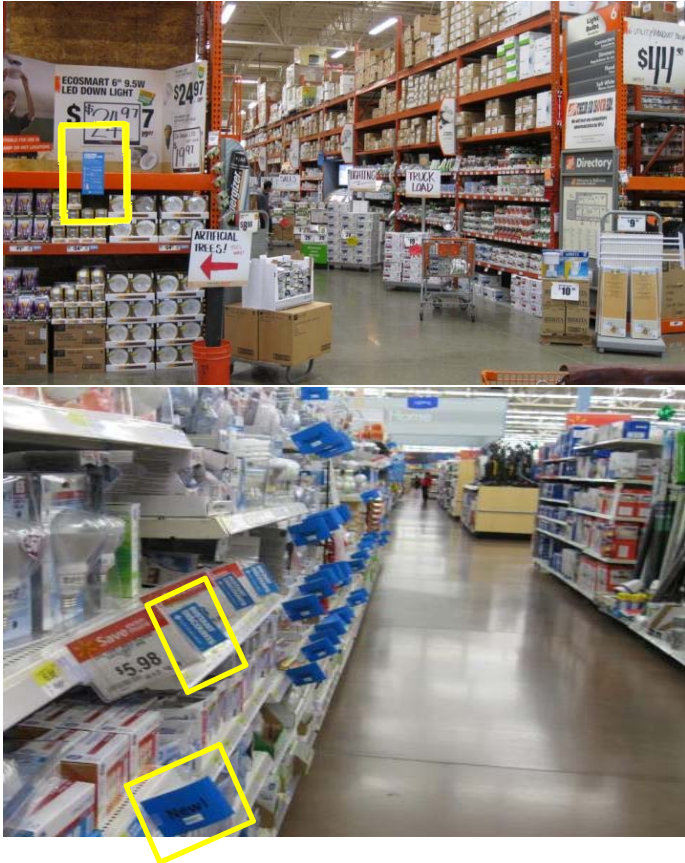
- Sizing that creates a messy appearance or blocks display of the product.
- Material type in which the signage gets beat up and causes a messy appearance or cannot be easily removed and re-applied when the store re-merchandises the shelf.
- Increase the longevity of utility signage/merchandising in the retail environment.



# Visibility – Signage in Store by PRS

## Visibility Potential

- Saturation and graphic treatment of the blue color used in PSE’s POS may be recessive within the context of the retail environment
- The relative size of signage to the physical space at retail diminish distinction
- Placement
  - Instant Saving endorser stickers are placed well and their repetition may build prominence and drive awareness. Educational POS tends to feel too far away in some instances to aid the shopper.
- Common shapes used in the category are easily “tuned out” by shoppers at retail—an effect of perceptual blindness





# Signage in Store by PRS

## Communication Simplification

- Educational signage attempts to communicate too much and overwhelm the shopper.
- Call to action claims are largely absent:
- Why now?
- What benefits are relevant to make the change?



## Branding Prominence

- Visual branding lacks a position of prominence in POS signage.
- Competing retailer tags seem to take ownership of the PSE discounts at the retail shelf.
- Purchase receipts also tend not to reflect the discount as coming from PSE.

# Initiative Background & Objectives

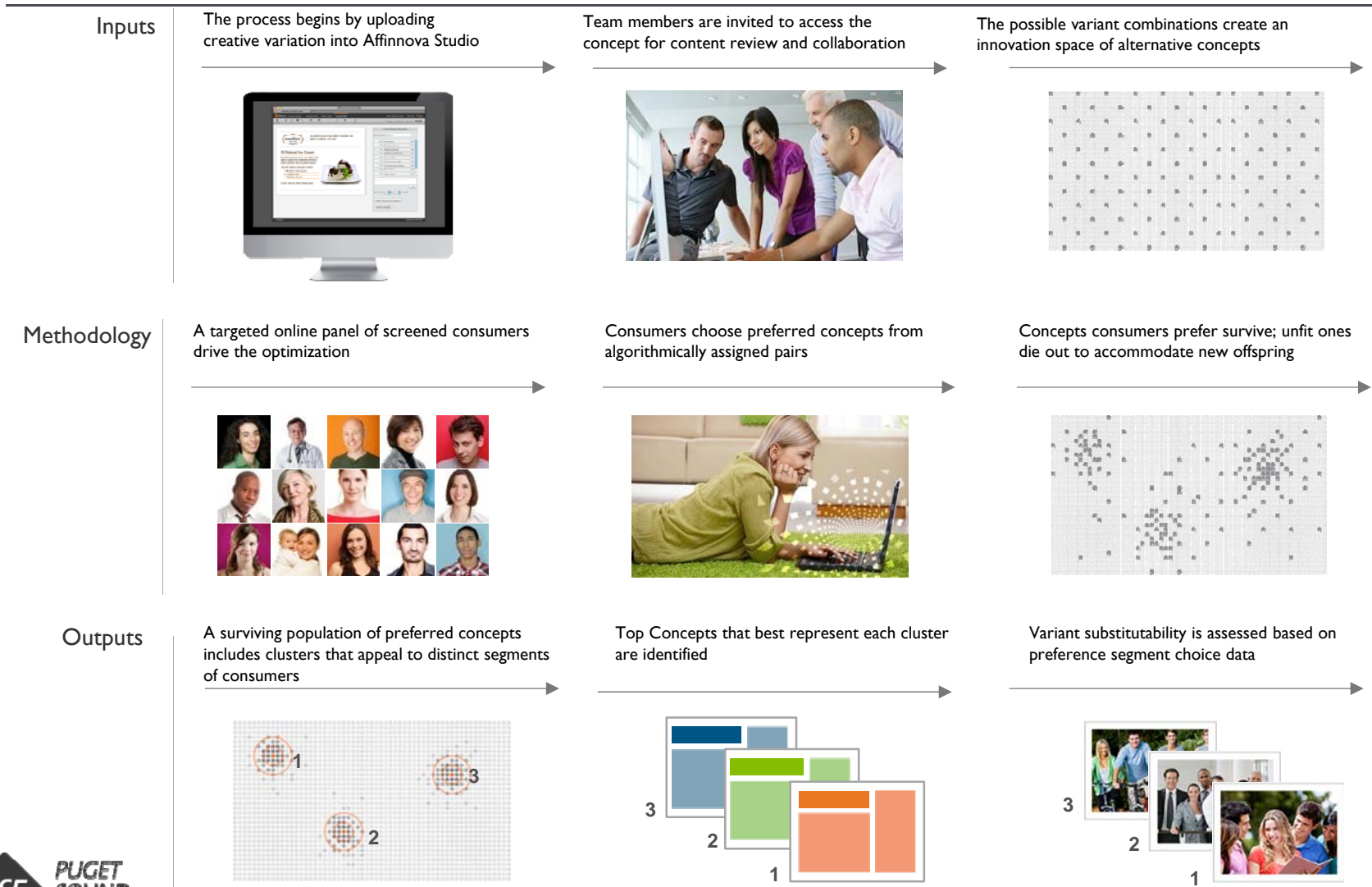
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In May 2015, PSE was ready for quantitative data and hired Affinova to use their proprietary optimizer and benchmarking software.

PSE's desired objectives:

1. Have customers buy the energy efficient product over the non-energy efficient. This could be light bulbs, washers, dryers, refrigerators, shower heads etc. The study should identify those factors important to consumers in making that choice.
2. PSE wants the customer to understand that the offer comes from PSE and not from the retailer. The optimal messaging will clarify the source of the offer to the consumer.

# Part 1 Optimizer Overview



# Part 2 Benchmarking Overview



# Concept Layout (Theme 1)

- Dynamically rendered from the content file (4 themes, 5 elements on average, 10 variants on average)
- Total of 162 concepts were explored
- Consumers were asked to choose which concept MORE CLEARLY COMMUNICATES that Puget Sound Energy is responsible for providing the rebate and is MORE APPEALING?
  - In stage 2 (measurement), consumers were asked which concept makes the rebate offer MORE ATTRACTIVE and makes you MORE LIKELY TO PURCHASE the product offered in the rebate?



# Concept Layout (Theme 2)

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**Image Background (2)** →

← **Headline (2)**

← **Offer (3)**

← **Box Color (2)**

**Benefit (2)** →





# Concept Layout (Theme 3)

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Image Background (2) →



← Offer (3)

Benefit (2) →

← Box Color (1)



# Concept Layout (Theme 4)

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Copy – Subheadline (3) →

Bring home the best glow

Pick up PSE discounts on top quality light bulbs

2 for the price of 1

pse.com/lighting

 PUGET SOUND ENERGY

← Box Color (2)



# Measured Concepts (Top Concepts)

TC 1 (theme 2)

Advertisement for PSE Instant Discounts. The background is a bright blue sky with a sunburst effect. The text reads: "INSTANT DISCOUNTS THAT SHINE FROM PSE - LED 4-pack was \$20, now \$8". At the bottom, it says "DISCOUNTS FROM PSE PUGET SOUND ENERGY".

TC 2 (theme 1)

Advertisement for PSE Energy Efficiency. The background is a blue sky with a wind turbine. The text reads: "Energy efficiency is easy thanks to PSE." Below this, there is a teal box with a white circle containing a dollar sign. To the right of the circle, it says "LED 4-pack was \$20, now \$8 with PSE rebate". At the bottom, it says "Rebates from PSE PUGET SOUND ENERGY".



# Measured Concepts (Top Concepts)

TC 3 (theme 3)

LED 4-PACK  
WAS \$20,  
NOW ONLY \$8  
WITH PSE REBATE

[PSE.COM/MYREBATES](http://PSE.COM/MYREBATES)

REBATES FROM  
**PSE** PUGET SOUND ENERGY

This advertisement features a solid orange background with white text. The main headline reads 'LED 4-PACK WAS \$20, NOW ONLY \$8 WITH PSE REBATE'. Below the headline is the website 'PSE.COM/MYREBATES'. At the bottom, there is a blue horizontal bar containing the text 'REBATES FROM PSE PUGET SOUND ENERGY' with the PSE logo.

TC 4 (theme 1)

Energy efficiency is easy thanks to PSE.

**\$**

LED 4-pack was \$20, now \$8 with PSE rebate

Rebates from **PSE** PUGET SOUND ENERGY



This advertisement features a photograph of a man and a young boy smiling together. The text 'Energy efficiency is easy thanks to PSE.' is overlaid on the right side of the image. Below the photo is a teal section containing a white circle with a black dollar sign '\$' on the left, and the text 'LED 4-pack was \$20, now \$8 with PSE rebate' on the right. At the bottom is a dark grey bar with the text 'Rebates from PSE PUGET SOUND ENERGY' and the PSE logo.



# Concept Breakdown (TC 1)



337 clicks, 77% likes, 23% dislikes.

ZONE		% of all CLICKS 	% of all consumers DISLIKING / LIKING 	
A	Offer	44%	4%	80%
B	Headline	30%	21%	43%
-	Benefit *		-	-
D	Image	21%	17%	29%
E	Logo	4%	6%	4%
-	Icon *		-	-
	Unassigned	0%	0%	1%



**Image:** I like the background photo - clean air, clean water; The concept of solar energy depicted here.

**Offer:** Clear info about current cost and what you are saving.

**Headline:** You get rebate at the counter; Instant is a lot better than rebates.



# Key Findings

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## LANGUAGE

- Clear and simple information about how much the consumer is saving optimizes well.
- Consumers prefer “Instant” over “Rebate” in the messaging. They indicated “Rebate” alone means too much work involved.
- Consumers voiced confusion over how to redeem their savings – consumers preferred specific language, particularly when the offer is framed as an “Instant discount.”
- Consumers commented positively on the “LED 4-pack was \$20, now \$8” offer for light bulbs because the savings were clearly defined by reflecting the original price and the final price.

DESIGN - Harmonious designs with minimal fine print and limited graphic elements optimized best.

## IMAGERY

- Imagery can be effective to draw in the consumer.
- Consumers commented on the cozy feeling of the lifestyle images but some did not see the fit with light bulbs or energy efficiency.
- Comments about the windmill image had a similar tone. Some liked it (37%) as it reinforces the energy efficient connection, others did not see the connection to light bulbs (19%.)
- The light bulb icon did not optimize and the use of the dollar sign icon had mixed opinions.
- Using icons in the existing signage was confusing to consumers.

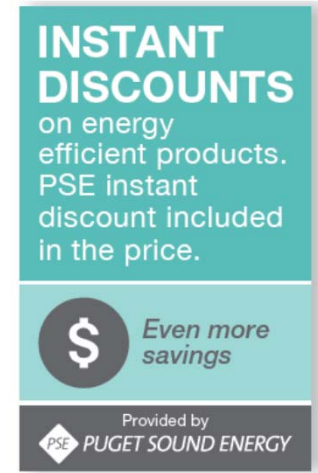


# GENERAL PRACTICES

## SIMPLE & CLEAN



Size: 3.5" Diam. Sticker



Size: 1.5" x 2" Vertical



Size: 1.75" Diam. Sticker



Size: 2" x 1.125" Horizontal



# AISLE + SHELF VIOLATOR



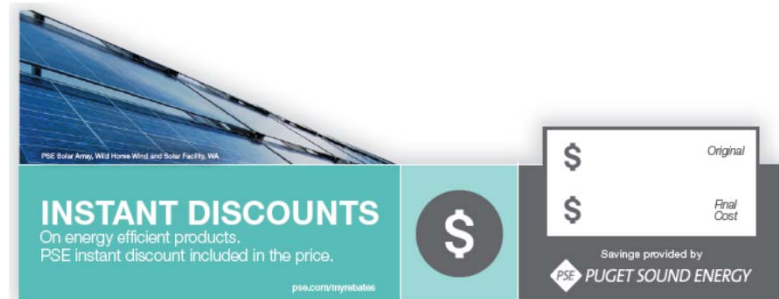
Size: 3" x 5" & 5" x 7"  
Aisle Violator



Size: 3" x 5" & 5" x 7"  
Aisle Violator



Size: 3.5" x 11"  
Shelf Violator



Size: 3.5" x 10.5"  
Shelf Violator

