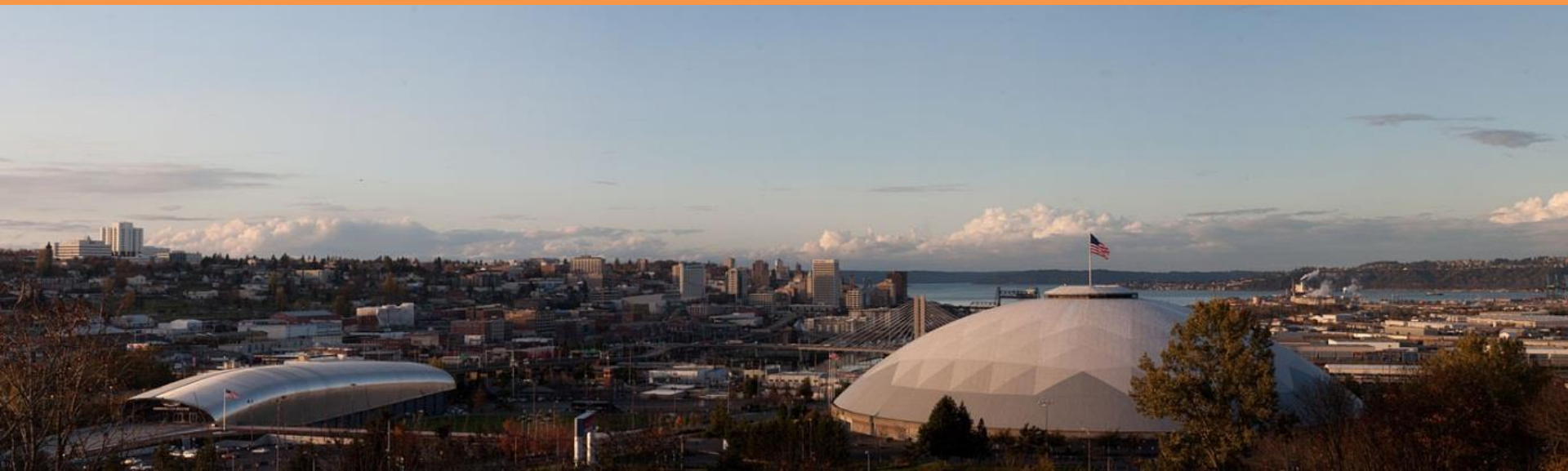




THE POWER OF **REGIONAL** COLLABORATION

The Puget Sound Showroom Program





PROGRAM PARTNERS



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WE ARE NOT ISLANDS

We share media markets.

We share trade allies.

We share service area boundaries (11!).





THE VILLAIN

Puget Sound utilities faced many market barriers, including product availability, the Washington State energy code and varying utility programs.



SEEING THE LIGHT

Could we band together to avoid market confusion, create buzz and share information, experience and data?

YES, BUT...



TAKE 1 – DARK DAYS

Our initial program faced limitations with...

Showroom model

Lighting products

Customer base



THE REDESIGN

The program needed to be redesigned from the customer and trade ally perspectives.

Answer the key question –

“what’s in it for me?”

– and you can build a simpler, more successful program.



KEEPING IT...

Attractive – and consistent – incentives.

Showroom partners capture data.

No mail in rebate or extra paperwork.

No confusing product list. If the fixture is
ENERGY STAR®, it qualifies!





ON THE BACK END

A separate but equal partnership allowed each utility to have control and a voice.

A shared program contractor, CLEARResult, managed training and reporting for all trade allies.



THE HAPPY ENDING

We changed the market.

Sales increased five fold, 37,676 to 189,294.

Number of partners grew from a few to 28.

7 of top 10 builders installed ENERGY STAR fixtures in 100% of their homes.



LESSONS LEARNED

KISS.

Keep your customers in mind.

Work together.

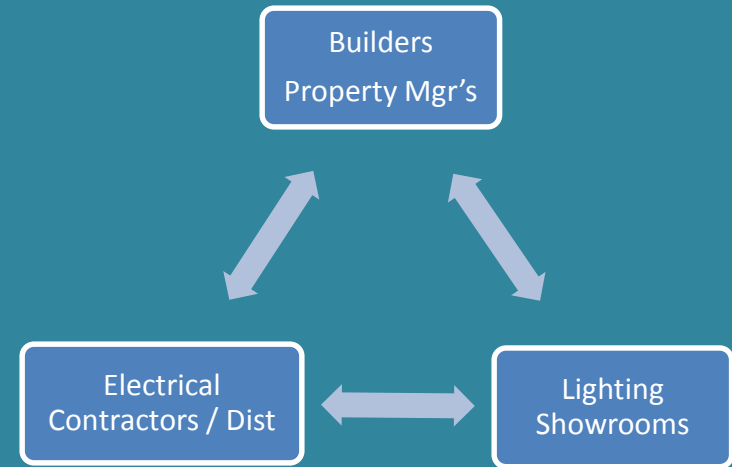
DESIGN / IMPLEMENTATION

- Collaborative Framework for Utility Sponsors
- ENERGY STAR Criteria and Advanced Lighting Package
- Incentive and Program Requirement Consistency
- Markdown at POS Crucial
- Combine Single Family and Multifamily Measures (New Construction + Retrofit MF 'In unit')



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IMPLEMENTATION STRATEGY

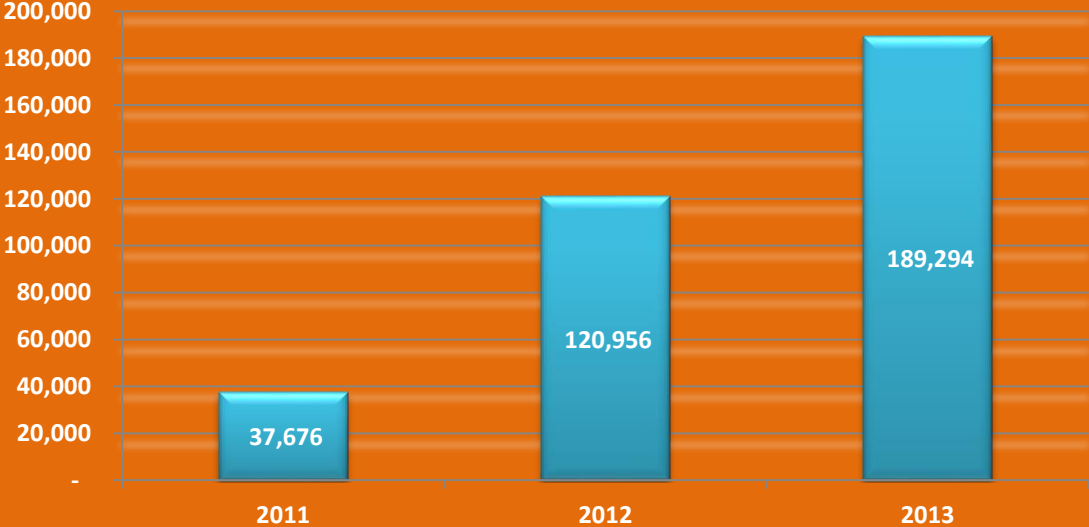


- Understand / Leverage Lighting Supply Chain
- Field Account Managers
- Relationships with Key Market Actors
- Partner Training, Support, Coordination
- Showrooms / Dist Submit Data



IMPLEMENTATION SUCCESS

Total ENERGY STAR® Fixtures Installed*



*Total fixtures TPU, Sno PUD and PSE combined
Includes MF and SF new construction & retrofit

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THANK YOU



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