

Green is Mainstream.
What does that mean for the building industry?

EEBA • September 27, 2016

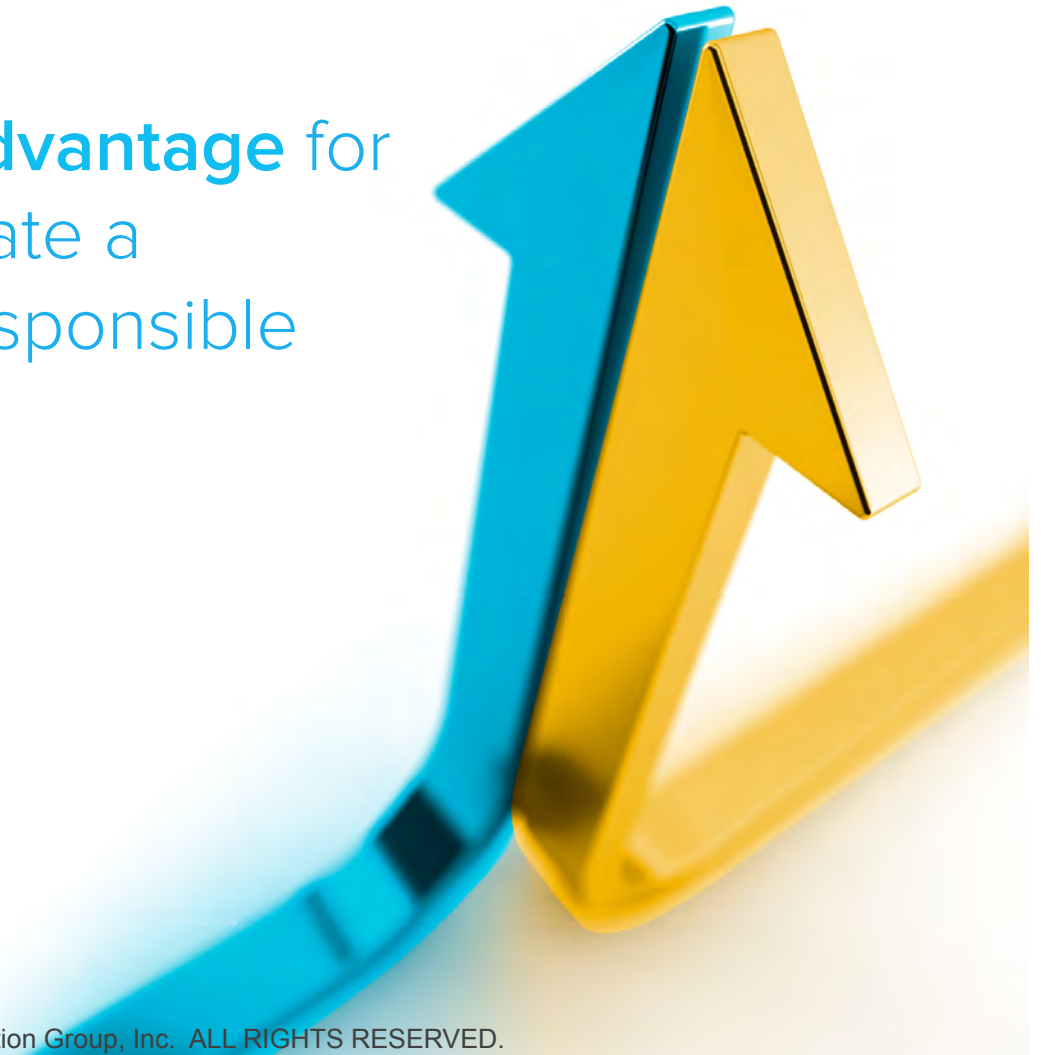
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Contact Shelton Group, the nation's leading marketing
communications agency exclusively focused in the energy
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Thank you!

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Gain a sustainable advantage

We create **a market advantage** for organizations who create a sustainable, energy-responsible future.



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Green is mainstream

64%

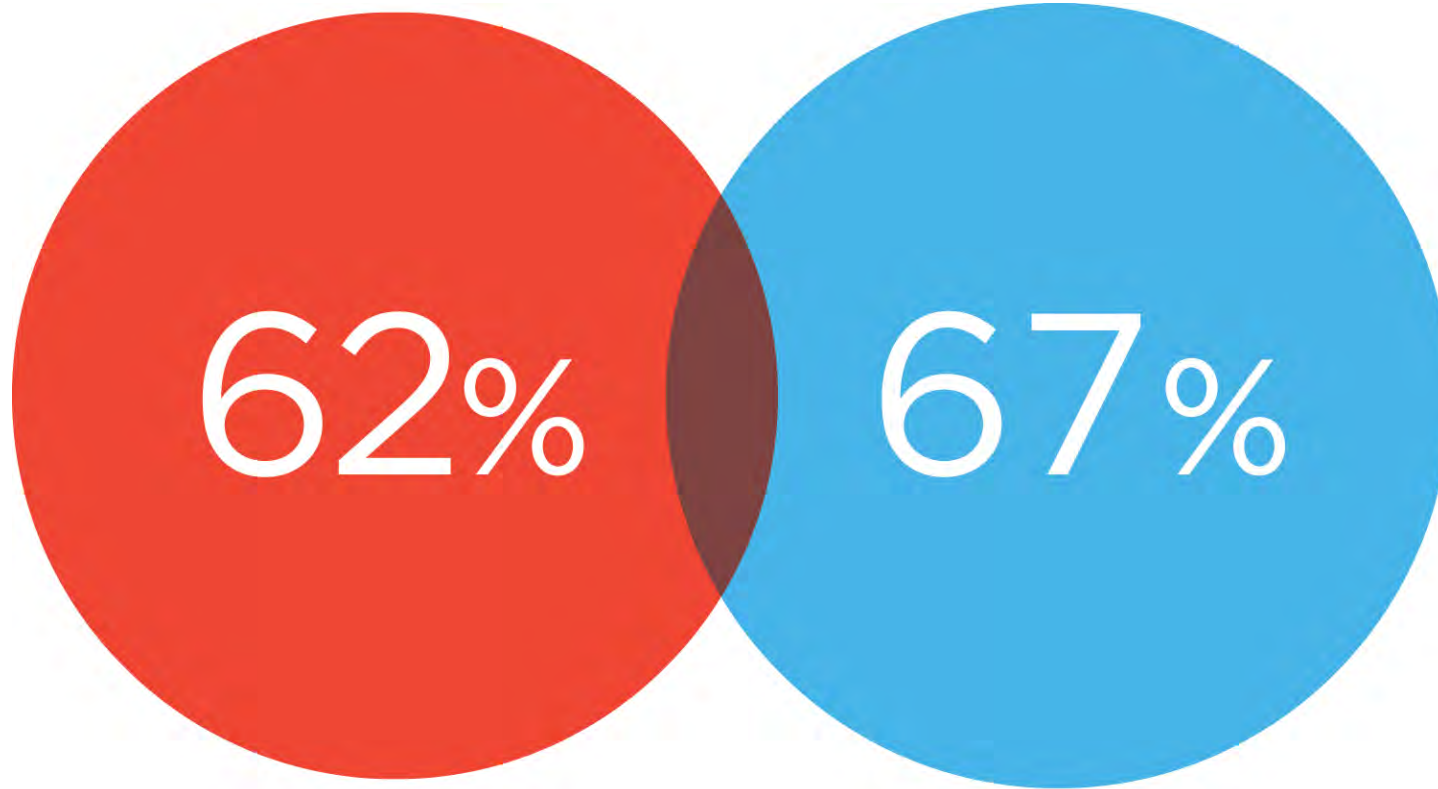
believe in climate change

n=2,282

73%

believe in God

n=2,282



republicans democrats



90%

of respondents think the average person should be taking concrete steps to reduce his/her environmental impact



n=2,282

Q1 – Do you think the average person should be taking concrete steps to reduce his or her environmental impact?

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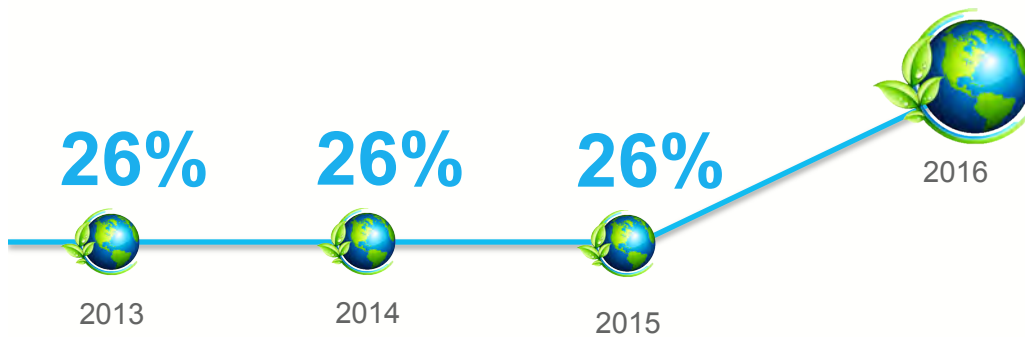
76%

feel at least moderately responsible to change
daily purchase habits and practices to positively
impact the environment

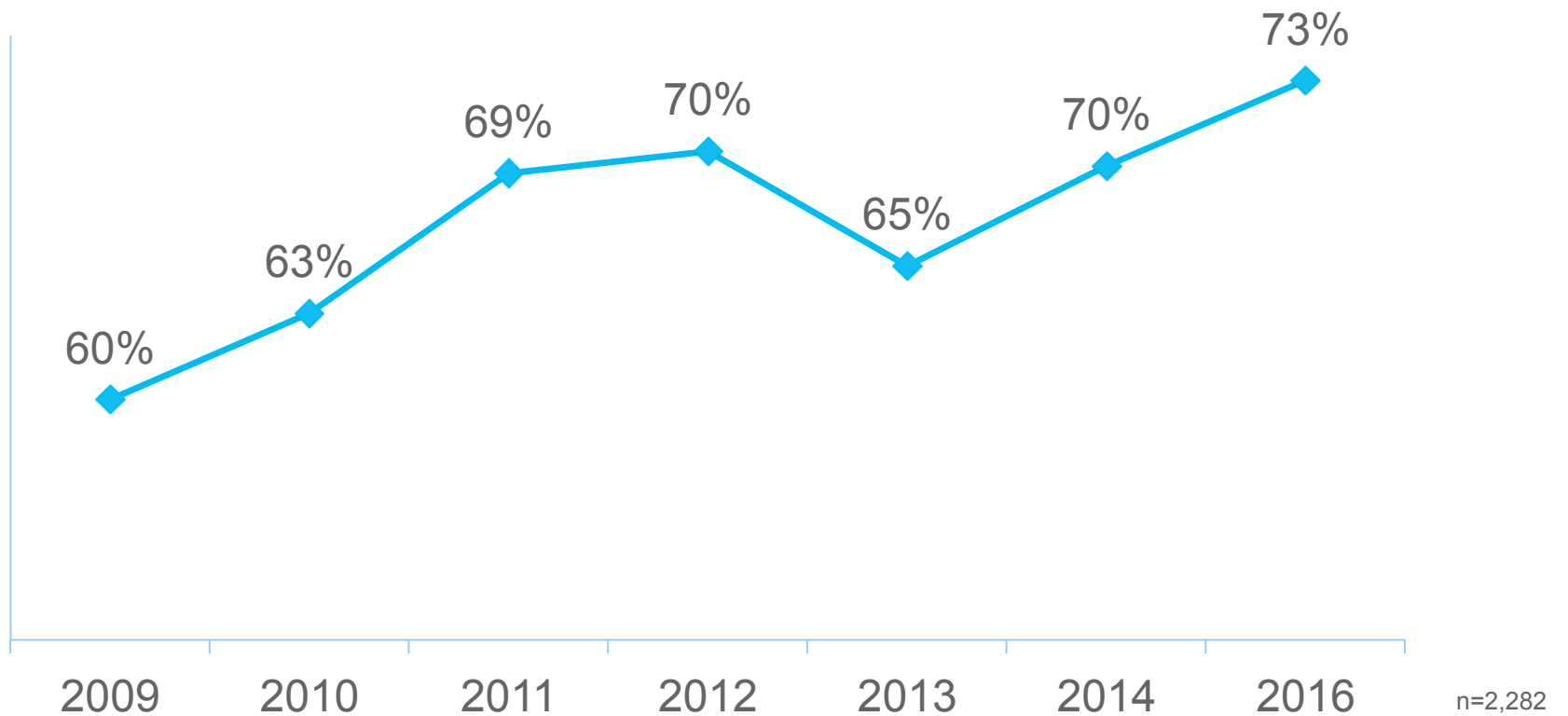
(up from 71% in 2015)

45%

say buying/using eco-friendly products is an important part of their personal image



Almost three-quarters said they're searching for greener products (the highest % in 8 years).



Q6 – Are you searching for greener (more energy-efficient, natural, sustainable, etc.) products these days?

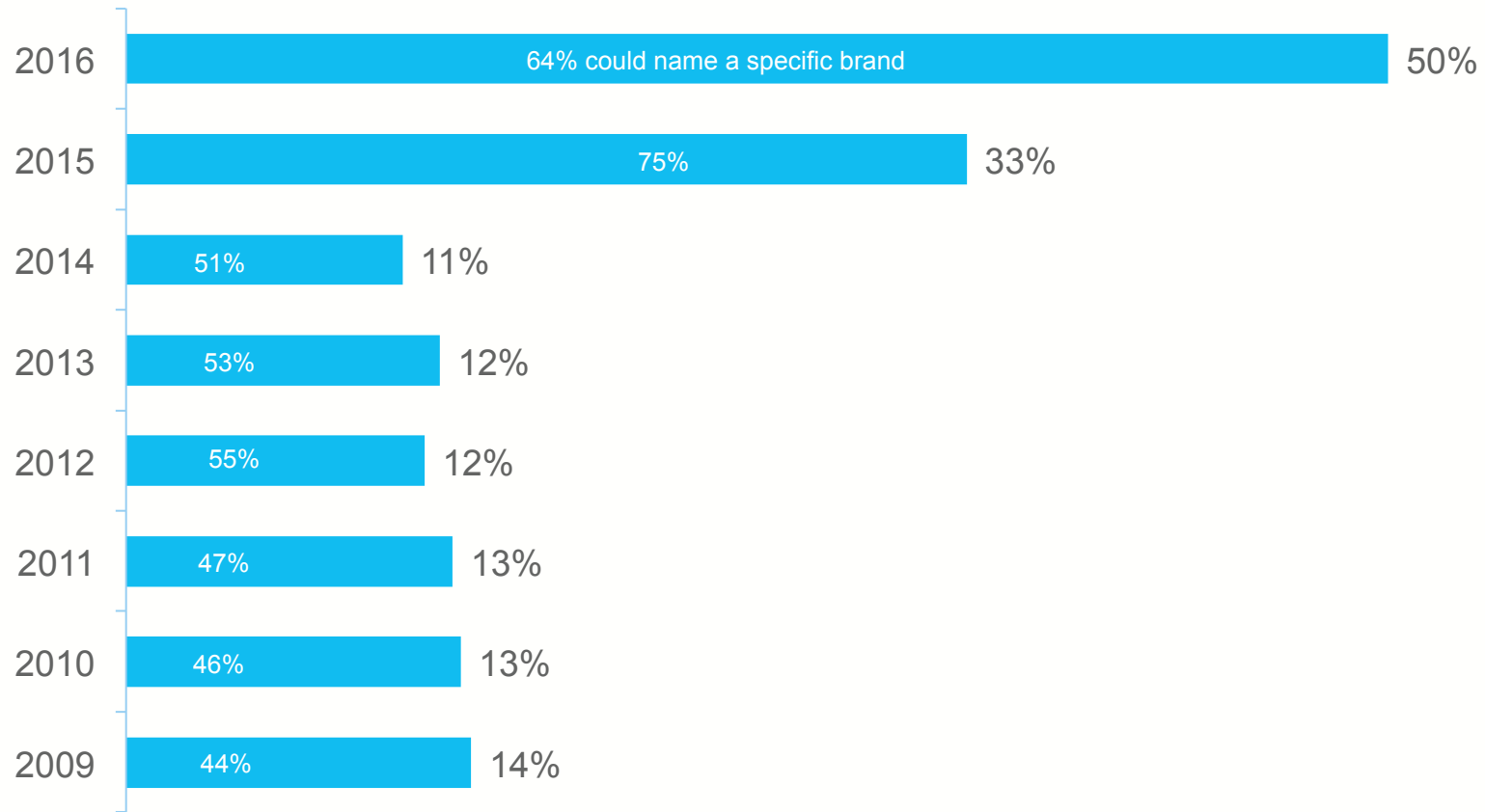
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74%

Say a company's environmental reputation
impacts their purchase decisions

Significantly more people say they've actually changed their purchasing behavior based on a manufacturer/s environmental record.



Percent chosen or stopped purchasing a product

n=2,282

Q16 - Have you ever chosen one product over another or stopped purchasing a product based on the environmental record of its manufacturer?

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2015

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70%

Say energy conservation is important-very important in the way it impacts their daily purchases and activities.

Source: Energy Pulse 2015

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81%

Of people who expect to buy a new home in the next two years
say **higher energy efficiency would cause them
to choose** one new home over another.

40%

Of people who expect to buy a new home in the next two years
say **they're very likely to pay more for a high-**
performance home, built to standards higher than
ENERGY STAR®.

Source: Energy Pulse 2014

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1-5

Of 36 possible features in a new home, the top 5 most wanted features save energy and water

Why?

66%

are at least somewhat
concerned about indoor air quality.

84%

think energy-efficient homes
are healthier homes.

Source: Energy Pulse 2014

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42%

admit they regularly choose their comfort over the environment (and comfort is the real benefit they're seeking in more efficient, greener homes).

Yet...



“We are all wonderful
people in the future”

Dan Ariely

45%

Admit they've done nothing to improve the efficiency of their homes

Likelihood of doing every single EE
home improvement we track is in a
3-4 year flatline

60%

Of us acknowledge we waste water

**less
than**

1/3

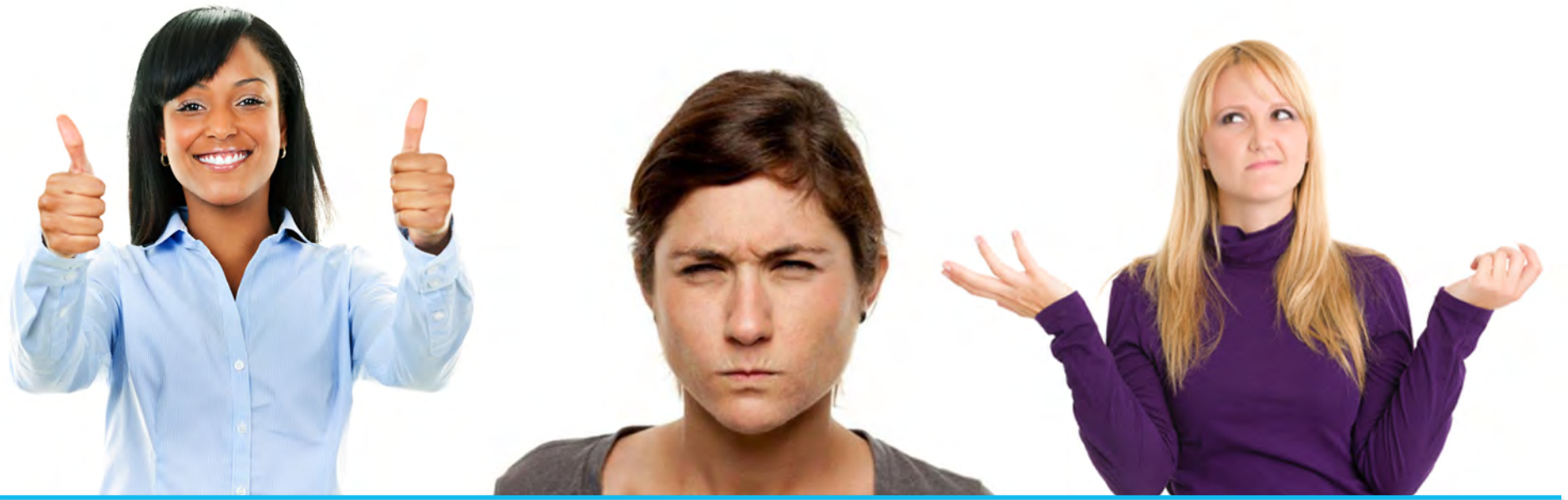
1%

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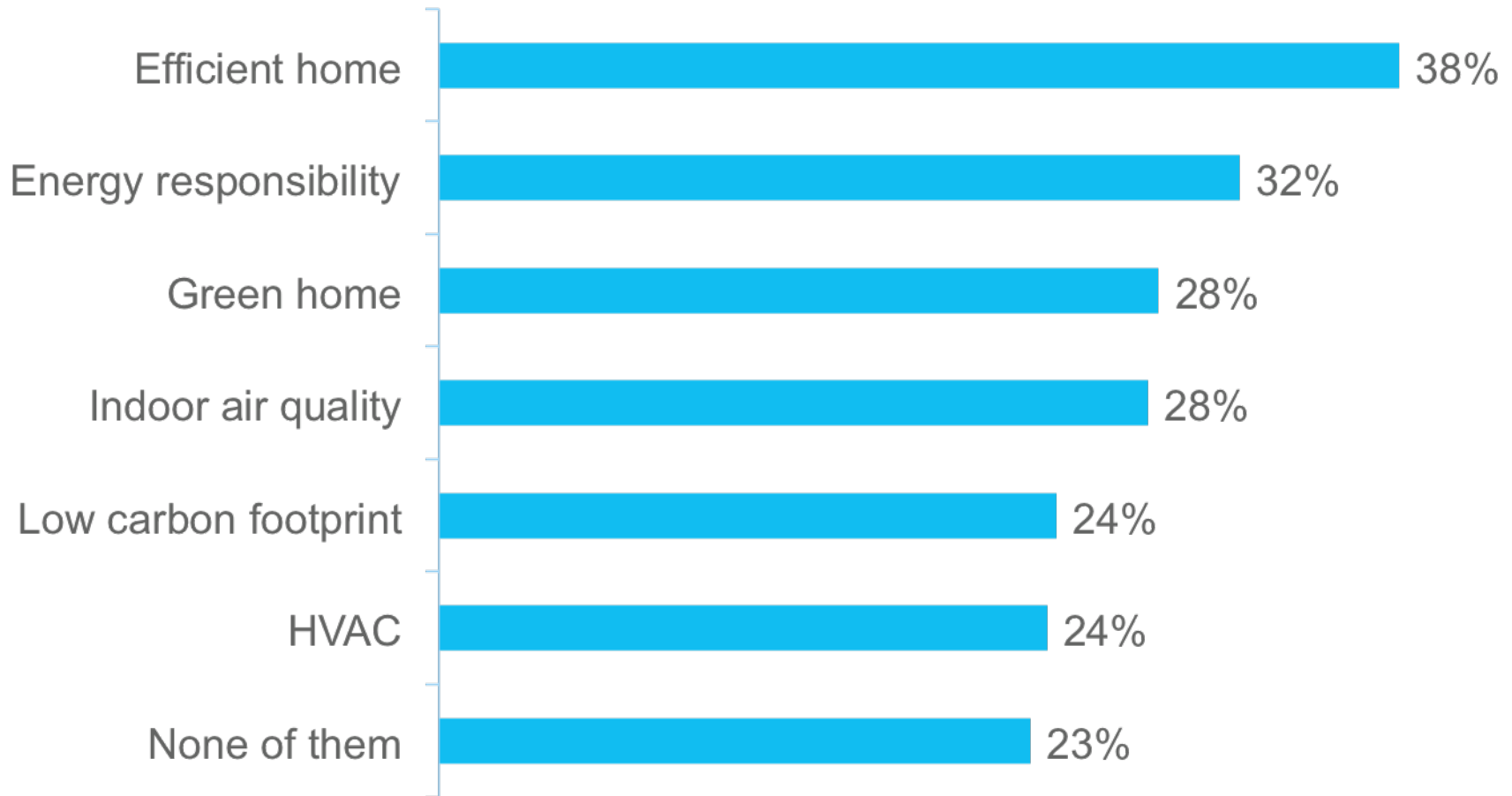
Why?

We have three big perception challenges:



They don't know what the
heck we're talking about
most of the time

Terms or phrases you know you could confidently and correctly explain to a friend

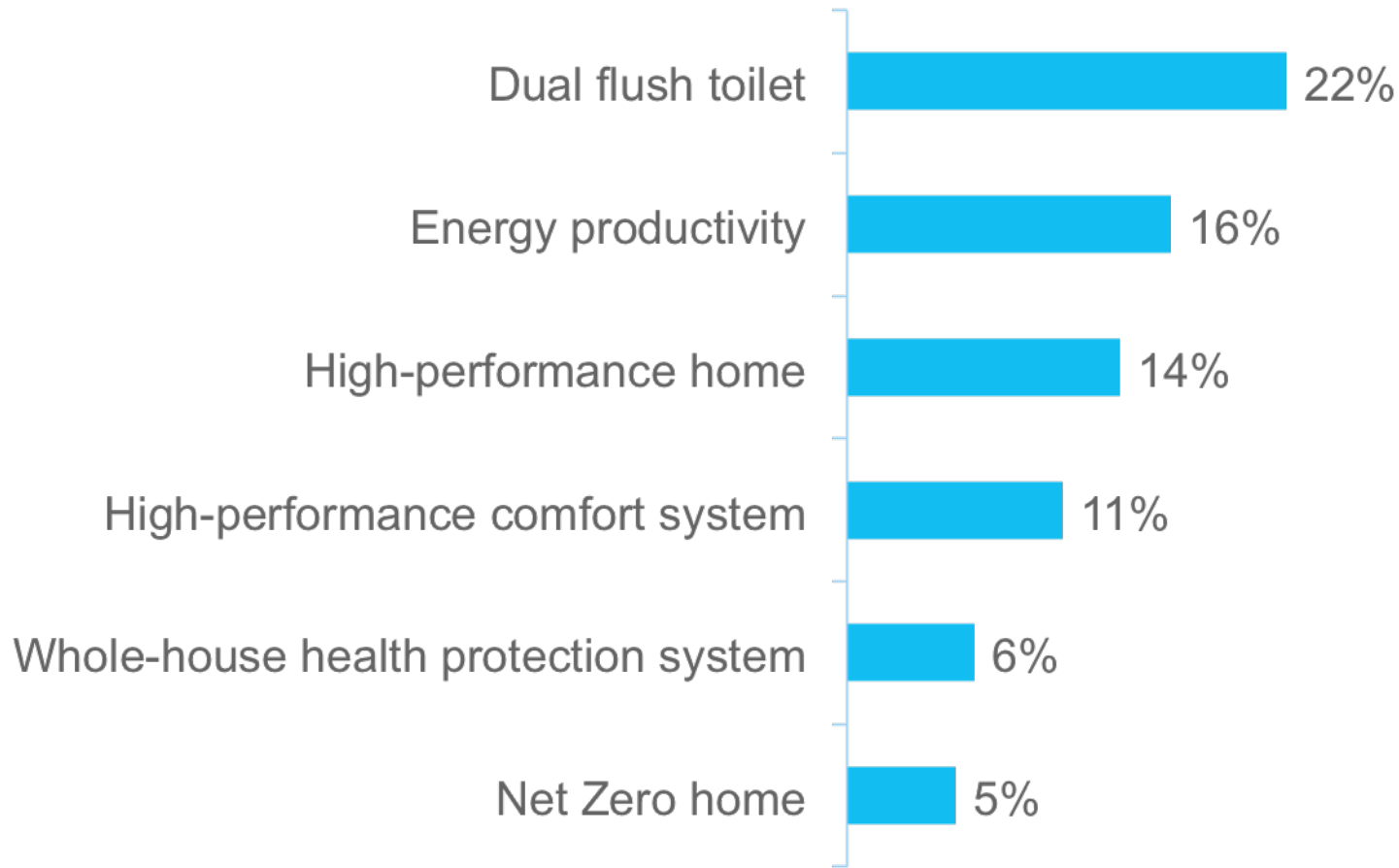


N=2,009

Source: Energy Pulse 2014

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N=2,009

Source: Energy Pulse 2014

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When we say “energy efficiency” 36% think we mean “install solar panels.”

A few other well-intentioned terms most consumers don't understand:

- “Low VOC”
 - Less than one-quarter understand it/find it desirable
- “Low Carbon Footprint”
 - Less than half find it desirable
 - It's a turn-off to Seniors
- **“Net Zero”**
 - **Not currently understood or desired**
 - **95% can't explain it**
 - **76% label it “less than desirable”**
 - **Only 26% rank it as “good for my health”**
 - **However, once explained, consumers would use the word “smart” to describe a Net Zero Energy Home**



Attic Insulation Saves You **MONEY**

How Window Treatments Save Money on Utility Bills

Windows can be responsible for over 25% of heating and cooling bills.**

Category	Percentage
Heating	29%
Cooling	17%
Water Heating	14%
Appliances	13%
Lighting	14%
Other	11%
Electronics	4%

Heat is transferred by

- Radiation (energy movement)
- Conduction (through solids)
- Convection (air movement)
- Infiltration (through gaps)



LET'S LAY DOWN SOME SAVINGS.

15 GREEN HOME PRODUCTS that can save you money and energy

\$\$\$



We keep trying to “educate” the market

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“We are feeling machines that think, not thinking machines that sometimes feel.”

- Alex Batchelor



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So what can we do?



Connect them to the real, underlying benefits of energy efficiency that they actually care about

They want better homes

Better homes =
beautiful AND
comfortable

Focus your marketing efforts
on who's most likely
to buy and reach them
where they are

Building an effective campaign

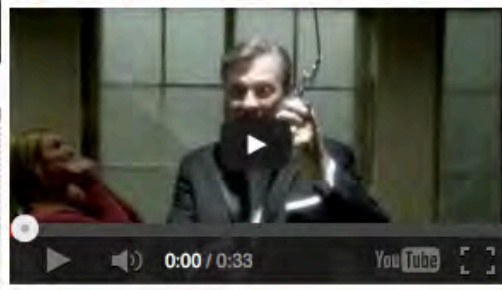
- Be super clear about who your target audience actually is
 - Profile past buyers, not future/likely buyers
- Be where they're searching
 - Contextual targeting
 - Behavioral targeting
 - Retargeting
- Use messaging that hits their care-about's
 - Comfort, control, health, peace of mind and/or resale value
- Leverage their desires
 - Remember that aesthetics trump efficiency/sustainability
- Learn from results
 - Do A/B testing; ditch what's not working
- Make it easy for them to act

Tap into “human truths,” or
situations we’ve all
experienced

AVOID ENERGY DRAMA



DO IT RIGHT VS. DO IT YOURSELF



- Home
- Savings Tips
- About
- Contact Us



WHAT'S YOUR ENERGY DRAMA?



"MY HOME IS ALWAYS TOO HOT OR TOO COLD!"

Let's get comfortable, shall we? >



"ENERGY UPGRADES COST TOO MUCH!"

Have we got some affordable ideas for you. >



"WHERE DO I EVEN BEGIN?"

Good question. Here are some good answers. >

ENERGY SAVINGS TIP

Power to the strip

You can save up to \$100 a year just by plugging your electronic devices into a power strip and turning off the strip when you're not using them.

See more tips >

WITH SUPPORT FROM



And use social norming
approaches

Takeaways

Takeaways

- Green is mainstream
 - They want to know they're buying from the good guys and be seen as a good guy themselves
- People want better homes
 - They're not looking to buy energy efficiency. They're looking to buy peace of mind, a sense of control, cozy movie nights, feeling like a rock star.
- They don't understand what we're saying most of the time
 - Technical descriptions and savings claims don't emotionally hook people. They reassure people.
 - We must appeal to the heart first, the head second.
- To communicate effectively:
 - Target the right folks where they are.
 - Ground your story in common human experiences, and use social norming to your advantage.
 - Talk in human terms, promising a benefit THEY care about.
 - Help people be greener; tell them your sustainability story

One more thing...

Make sustainability the standard

Get to Net Zero...and then to Net Positive

Discussion

Thank You!

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