



Marketing Kit

All of us at IAMU are excited to partner with you to promote 2 DEGREES 2 SAVE™, the peak energy reduction program featuring Honeywell UtilityPro thermostats.

This marketing kit provides examples of of the marketing materials designed to successfully promote and launch 2 DEGREES 2 SAVE™ in your community. And this kit steps you through recommended timing and implementation of the marketing campaign so it's simple and easy for you.

Step 1: Postcard distribution

Purpose: The postcards are designed as a teaser to create awareness and excitement about **2 DEGREES 2 SAVE™** without digging into the details of the program yet.

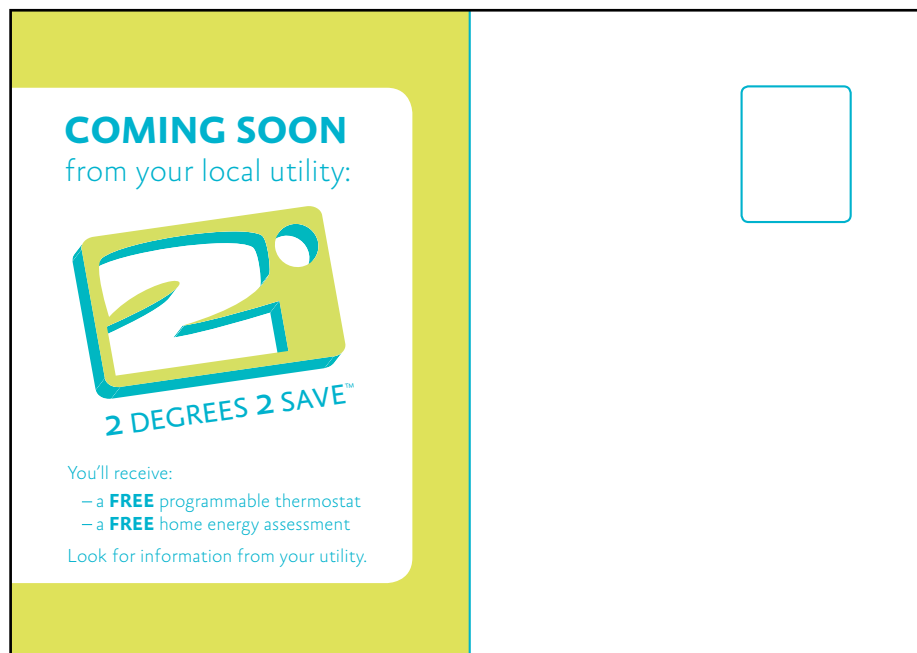
Actions:

- 1) You will receive a pre-printed set of postcards based on your market size.
- 2) Address and mail postcards to each business and home that is served by your utility.

Timing: 6 weeks prior to start of installation



front



back

Step 2: Poster distribution

Purpose: The posters are designed as another teaser—an opportunity to create more awareness and excitement about **2 DEGREES 2 SAVE™** without going fully into the details of the program.

Actions:

- 1) You will receive a small set of posters based on your market size.
- 2) Stamp or write in your utility's name and contact information in the blank space on the bottom left of each poster.
- 3) Display a poster in an area of your office where customers are most likely to see it.
- 4) Contact community centers, the post office, local retailers such as grocery stores, and other local venues and inquire if they will display a poster in a high-visibility area.

Timing: 6 weeks prior to start of installation



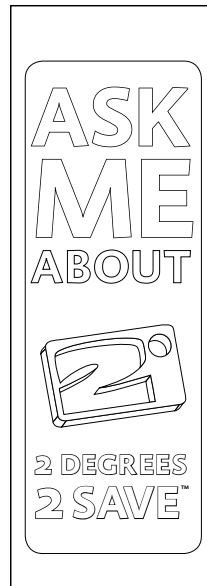
Step 3: School material distribution

Purpose: Kids can be our best advocates for programs like **2 DEGREES 2 SAVE™**. By engaging the kids in our community and fostering their excitement, they are likely to help “market” the program to their families.

Actions:

- 1) If school is in session when you are preparing to roll out **2 DEGREES 2 SAVE™** in your community, contact the school principals at the grade schools and middle schools.
- 2) Briefly explain **2 DEGREES 2 SAVE™**.
- 3) Ask if you can bring enough coloring sheets, stickers, temporary tattoos, and bookmarks for each elementary school student and enough bookmarks for each middle school student. Confirm the number of students in each school.
- 4) Mention that you also have a set of brief Talking Points for teachers, so when they distribute the coloring sheets and bookmarks, they can also tell the students about the program.
- 5) Print enough coloring sheets and bookmarks for each student. Cut apart the bookmarks.
- 6) Print enough Teacher Talking Points for each teacher.
- 7) Deliver the materials to the schools.

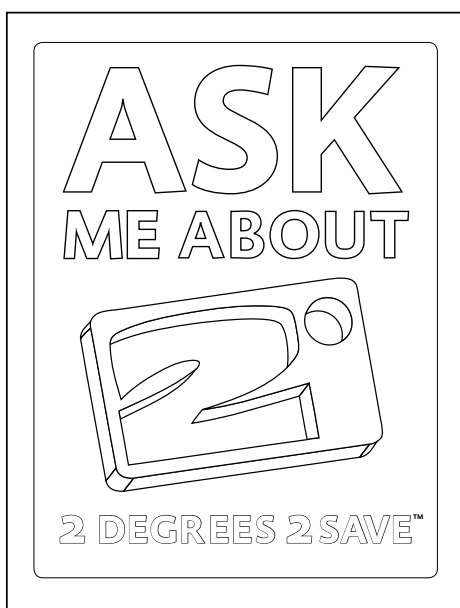
Timing: 1 month prior to installation if school is in session



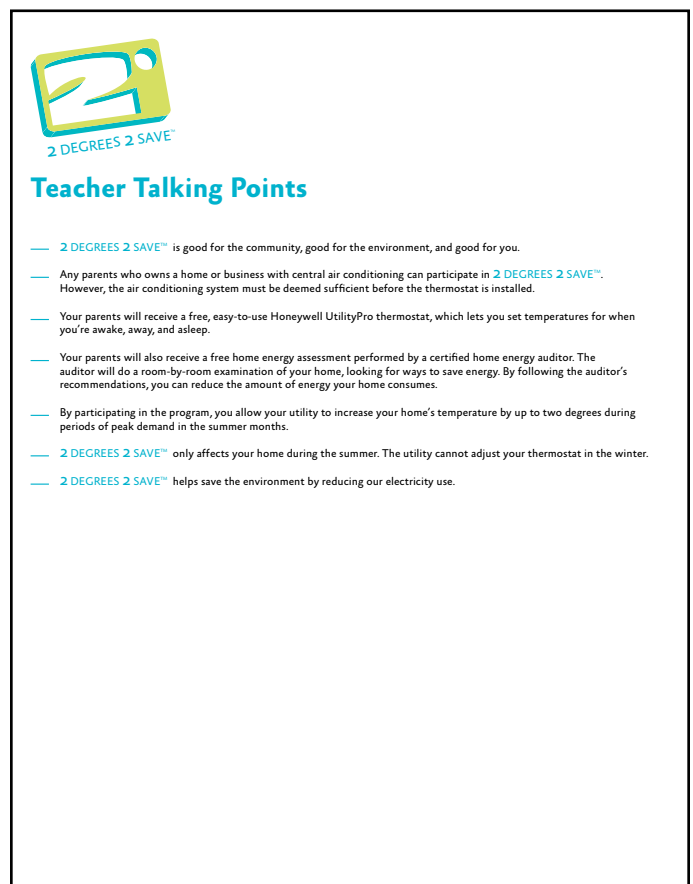
bookmark



sticker/temporary tattoo



coloring page



teacher talking points

Step 4: Bill stuffer distribution

Purpose: Provide more detailed information about the program and create awareness that customers will soon be receiving a phone call to schedule installation of the **2 DEGREES 2 SAVE™** thermostat and completion of a home energy assessment.

Actions:

The bill stuffer is designed to be customized with your utility's information in the bottom right corner.

- a) In the Word document type in your utility's name and contact information in the white area at the bottom right.
- b) Then have the bill stuffer printed—either using the black/white version if it's more convenient to print on your office printer or the color version if it's more convenient to take the document to your print vendor. Print as many copies as you have customers.
- c) Include a copy of the bill stuffer with each monthly statement you issue this month.

Timing: 1 month prior to installation

Did you know ...

You can **SAVE** up to **15%** on your energy bill with a **PROGRAMMABLE THERMOSTAT.**

And we'll give you one for **FREE.**

A local representative will call soon to set up a time to install your **FREE** programmable thermostat and perform a **FREE** home energy assessment.

The **2 DEGREES 2 SAVE™** program utilizes the **Honeywell UtilityPro thermostat**, which allows us to increase your home's temperature 2 degrees during peak use. This reduces peak electricity use in two ways:

1. Air conditioners don't have to work as hard during the few hottest hours of the summer's peak-use days.
2. During peak-use time, the air conditioners of all participants are cycled so that fewer of them are on at the same time.

The cost of producing electricity depends on when it is being used. During periods of moderate demand, utilities rely on the most efficient generators with the lowest cost fuel. However, on hot, muggy weekdays, when wind turbines are not moving and air conditioners are working hard, utilities must use all available generation and transmission resources. The cost of energy at this time can be 10 times higher than moderate demand hours. **2 DEGREES 2 SAVE™** helps us reduce our peak electricity you use at no loss of comfort to you.



Good for the community,
good for the environment,
good for you.

If you have any questions, feel free to give us a call.

Step 5: Newspaper and/or newsletter promotion

Purpose: Provide another reminder that **2 DEGREES 2 SAVE™** is coming soon.

Actions:

Contact your local newspaper to place the **2 DEGREES 2 SAVE™** ad in the next edition of the paper. There are two basic ad sizes. Each can be resized slightly by the newspaper to fit its specs. Send the file electronically to the newspaper for placement.

If your community has a newsletter or other similar communication vehicle, contact the person who handles ad placements to include the **2 DEGREES 2 SAVE™** ad in the next edition. There are two basic ad sizes. Each can be resized slightly to fit their specs. Send the file electronically for placement.

Timing: 3 weeks prior to start of installation




COMING SOON
from your local utility:

You'll receive:

- a **FREE** programmable thermostat
- a **FREE** home energy assessment

Look for information from your utility.



COMING SOON
from your local utility:

You'll receive:

- a **FREE** programmable thermostat
- a **FREE** home energy assessment

Look for information from your utility.

Step 6: Media promotion

Purpose: Promote **2 DEGREES 2 SAVE™** and create awareness that it's coming soon.

Actions:

- 1) Contact local radio stations to arrange for promotion of **2 DEGREES 2 SAVE™**. Inform the station manager that you have a set of Talking Points so that the radio personality can inform listeners about **2 DEGREES 2 SAVE™**.
- 2) Send the Radio Talking Points electronically to the station manager and radio personality.
- 3) Email the talking points to other local news outlets as a press release. Include your contact information in case journalists have additional questions.

Timing: 3 weeks prior to start of installation



Media Talking Points

- We are excited about a new energy efficiency program, **2 DEGREES 2 SAVE™**, sponsored by <utility name>.
- Any homeowner or business owner with central air conditioning can participate in **2 DEGREES 2 SAVE™**. However, your air conditioning system must be deemed sufficient before the thermostat is installed.
- **2 DEGREES 2 SAVE™** is good for the community, good for the environment, and good for you.
- You will receive a free, easy-to-use Honeywell UtilityPro thermostat, and the utility will install it for you at no charge. By sliding your finger across the touch screen display, you can set the temperature you want when you wake up, leave, return, and go to bed.
- You will receive a free home energy assessment, which helps you identify ways to reduce your home's energy use.
- Participating customers agree to allow the temperature in their home or business to be raised by up to two degrees from where they set it to reduce demand for electricity during periods of peak use in summer months.
- You should not notice a loss of comfort. It's only 2 degrees after all.
- This is a cooling program only. **2 DEGREES 2 SAVE™** will not affect your home's heating system.
- The thermostats reduce peak electricity use in two ways. First, by allowing the temperature to rise two degrees, air conditioners don't have to work as hard during the few hottest hours of the summer's peak-use days. Second, when they are running, the air conditioners of all participants are cycled, so that fewer of them are on at the same moment. The cost of producing electricity depends on when it is being used. During periods of moderate demand utilities rely on the most efficient generators with the lowest cost fuel. However, on hot, muggy weekdays, when wind turbines are not moving and air conditioners are working hard, utilities must use all available generation and transmission resources. The cost of energy at this time can be 10 times higher or more. When your utility saves, you save.
- Your municipal utility is community-owned and not-for-profit, so cutting power supply costs keeps rates lower than they would otherwise have to be. That's good not only for participants—it's also good for the community. Dollars that would otherwise go to coal or gas companies or railroads and gas pipeline operators stay in the pockets of consumers. Some will be spent at local businesses.
- Generators used to produce electricity during peak periods are the least efficient. Avoiding their use means fewer pollutants going into the atmosphere. Without peak load reduction, the utility or the power supply market would have to add generating capacity to supply new peak demand, plus a reserve margin of 13 or 15 percent. Building new power plants is expensive and uses lots of resources.

Step 7: Q&A review

Purpose: Prepare your staff to answer questions about 2 DEGREES 2 SAVE™.

Actions:

Print out and review with all staff members the Q&A document. Make sure everyone has a clear understanding of the program and how it works.

Timing: 2 weeks prior to start of installation



Frequently Asked Questions

Who can participate in this program?

Any home or business owner with central air conditioning. The air conditioning system must be deemed sufficient before the thermostat is installed.

What thermostat am I getting?

You will receive a free, easy-to-use Honeywell UtilityPro thermostat. By sliding your finger across the touch screen display, you can set the temperature you want when you wake up, leave, return, and go to bed. The thermostat is also capable of displaying messages, such as notices of weather conditions, school closings, and other community events.

How does this program work?

Participating customers agree to allow the temperature in their home or business to be raised by up to two degrees from where they set it to reduce demand for electricity during periods of peak use in summer months.

How is this program good for the community?

The municipal utility is community-owned and not-for-profit, so cutting power supply costs keeps rates lower than they would otherwise have to be. That's good not only for participants—it's also good for the community. Dollars that would otherwise go to coal or gas companies or railroads and gas pipeline operators stay in the pockets of consumers. Some of those dollars will be spent at local businesses.

How is this program good for me?

First, a good programmable thermostat can reduce typical electricity and gas bill by 5 to 15 percent per year. That is a huge savings. Second, the Honeywell UtilityPro thermostat is easy to use and program.

Will I notice a loss of comfort?

No, you should not notice any loss of comfort. The utility will only adjust the temperature of your home by two degrees from where you set it. In some cases, the temperature could be lowered by up to two degrees just before the peak event. This "pre-cooling" provides an even greater decrease in peak demand.

Does this program affect the temperature of my home in the wintertime?

No, this is a cooling program only. The utility cannot adjust the thermostat when the heat is running.

What is a home energy assessment?

As a participant in 2 DEGREES 2 SAVE™, you will receive a free home energy assessment performed by a certified home energy auditor. The auditor will do a room-by-room examination of your home and an analysis of past utility bills, looking for ways to save energy. Many auditors use blowers and infrared cameras to identify air leaks and other efficiency issues. If you follow the recommendations that result from your audit, you may save up to 40 percent on your energy bills in the coming year.

How does this program reduce peak electricity use?

The thermostats reduce peak electricity use in two ways. First, by allowing the temperature to adjust two degrees, air conditioners don't have to work as hard during the few hottest hours of the summer's peak use days. Second, when they are running, the air conditioners of all participants are cycled, so that fewer of them are on at the same moment. The cost of producing electricity depends on when it is being used. During periods of moderate demand utilities rely on the most efficient generators with the lowest cost fuel. However, on hot, muggy weekdays, when wind turbines are not moving and air conditioners are working hard, utilities must use all available generation and transmission resources. The cost of energy on the power grid can be 10 times higher or more during peak use hours. When your utility saves, you save.

How is this program good for the environment?

Generators used to produce electricity during peak periods are the least efficient. Avoiding their use means fewer pollutants going into the atmosphere. Without peak load reduction, the utility or the power supply market would have to add generating capacity to supply new peak demand, plus a reserve margin of 13 or 15 percent. Building new power plants is expensive and uses lots of resources.

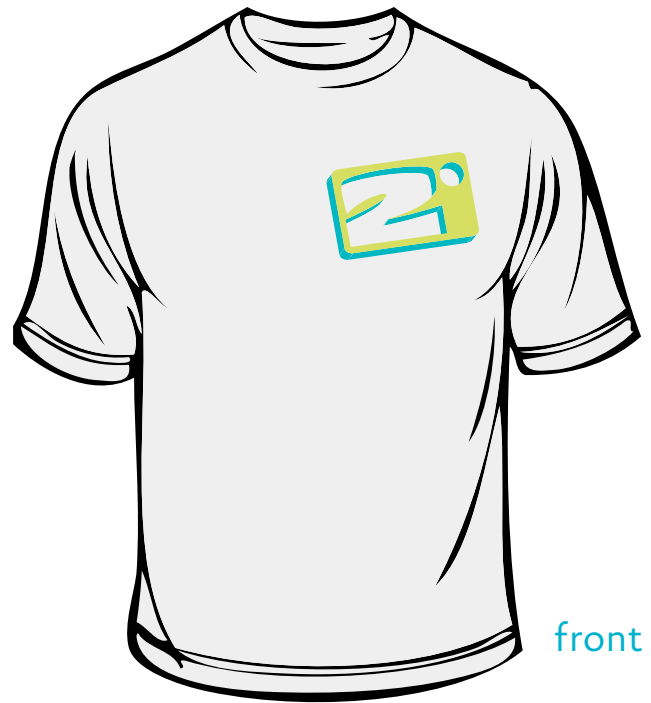
Step 8: T-shirt distribution

Purpose: Identify each of your community's 2 DEGREES 2 SAVE™ installers as official members of the program.

Actions:

- 1) Distribute a 2 DEGREES 2 SAVE™ official t-shirt to each installer who will be working in your community.
- 2) Instruct them to wear the t-shirts whenever they are installing the thermostats and conducting the home energy assessments.

Timing: at installer training event or 2 weeks prior to start of installation



Step 9: Home kit preparation

Purpose: Provide consumers who participate in the program a set of useful materials related to **2 DEGREES 2 SAVE™**.

Actions:

- 1) You will receive a pre-printed set of kit materials based on your market size.
- 2) Assemble a kit for each customer in your market. Place "12 Ways to Save" tip sheet and calendar in the **2 DEGREES 2 SAVE™** folder.
- 3) Place any manufacturer's instructions about the thermostat into the pocket folder.
- 4) Place the pocket folder in tote bag.
- 5) Instruct each installer to present the filled **2 DEGREES 2 SAVE™** tote bag to each customer at the time of installation.



tote bag

Timing: 2 weeks prior to start of installation

12 MORE WAYS 2 SAVE

- 1. Turn on the ceiling fan.** Set it to spin counterclockwise in the summer and clockwise in the winter.
- 2. Switch to CFLs,** which use approximately 75 percent less energy and last up to 10 times longer than standard incandescent bulbs.
- 3. Remove dryer lint.** Improve your dryer performance and minimize the risk of fire by cleaning your lint filter after every load—you can save \$34 a year on energy costs.
- 4. Wrap your water heater.** Install an insulation blanket—fiberglass batting attached to a heavy plastic sheet. It can save you up to 9 percent on water heating costs.
- 5. Invest in a reusable furnace filter** and forget replacing your filter every month. You'll maximize output, keep air in tip-top shape, and save money.
- 6. Plan ahead and thaw foods in the fridge.** You'll decrease cook time by 30 percent.
- 7. Keep the oven door shut.** When you open it to peek at tasty treats, the oven temperature drops 25 to 50 degrees. Use the oven light to check on food instead.
- 8. Hang clothes on a clothesline.** Line drying clothes can cut about \$25 off your monthly energy bill.
- 9. Plug electronics into a "smart" power strip.** The strip will automatically cut off power to gizmos when they're not in using.
- 10. Switch to nonelectric appliances when possible.** Try a windup alarm clock, a hand beater, and a hand-cranked ice cream maker.
- 11. Schedule an air-conditioner tune-up.** Ask your service technician to measure airflow, inspect the motor and belts, clear the drain, and check the refrigerant level.
- 12. Fill your freezer for maximum efficiency.** If you don't have enough food, place stacks of newspaper, bags of shipping peanuts, or plastic bags full of water at the back to eat up space.

12 Ways to Save (front)

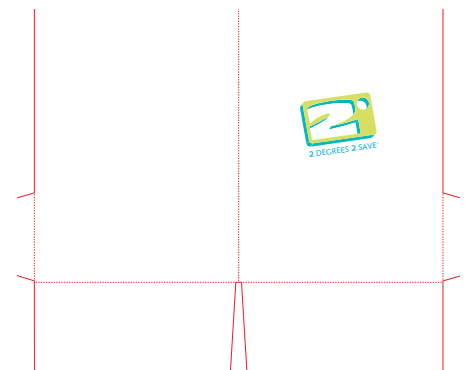
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2011

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12 Ways to Save (back)



pocket folder