The importance of messaging:
Getting the message out in good and bad political times

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Background

• Southern California Edison
  – 14 Million Consumers
  – 180 Cities
  – 50000 Square Miles

• Diverse Customer Base
  – Seniors, Low Income, Ethnic Populations
  – Territory spans beach to dessert communities

• Rollout of Edison SmartConnect
  – Approximately 50% through installation
Meet Carl and Eddy
Carl and Eddy 1 : 16 vignettes - OVERVIEW: I GOT THE POWER EPISODE #1
The Idea

Create a series of videos or vignettes that each tell a story and each story would have Three essential parts. They would entertain, teach and prompt action.
Importance of Communication using a variety of media

• You ONLY get one chance to make a first impression:
  – SmartMeters in California have proven to have a very delicate relationship with consumers
  – Getting correct information into consumers hands is the number one issuing facing utilities
  – Information voids create speculation
  – It’s a communication game with high stakes and today’s customer won’t read large quantities of information
Customer Experience

Pre-Installation Letter & FAQ
- Customers notified that a new Edison SmartConnect meter will be installed. FAQ, Carl & Eddy buckslip, and program Info included

Door Hangers at Meter Installation
- SCE/Corix installs new meter and door hanger left confirming installation or that there was an access issue and to call Corix for an appointment

Edutainment Video Vignettes (10)
- SCE.com video channel available for program information
- English & Spanish versions

SCE.com SmartConnect Dashboard & Reports
- Learning Center launched on SCE.com/SmartConnect
- Zip Code Look-up tool for meter installation date

Bill Onserts
- How to read the new meter
- Rate & program info
- Savings tips
- Online usage report info
- Data privacy & security info
- My Account registration

Edison SmartConnect Live
- Meter cutover to operations (COTO)
- Presentment of interval data begins online @ SCE.com
- Direct marketing to inform & engage customers
- My Account registration

Targeted Direct Marketing Programs
- Targeted program enrollment offers with follow-up postcards & emails
- Energy information & tools, alert enrollments for Save Power Day Incentive (PTR) and Budget Assistant
- Outbound telemarketing

SCE.com e-mail and online merchandising
- My Account customers with COTO meters receive follow up emails
- Online banners & interstitial pages promote new programs and online tools

Promotional Media Campaigns
- Ongoing marketing outreach, including promotional campaigns supported buy media, direct mail, statement onserts, digital, etc.
- Sweepstakes & Incentives
- Budget Assistant & Save Power Day Alerts
Carl and Eddy: The Original Concepts
Making of Carl and Eddy

• Using a framework for success, our stories and characters would be:
  – Unexpected
  – Simple
  – Concrete
  – Credible
  – Emotional
Today’s Customer

Today’s Customer:

• Is technically connected with Smart Phones, Smart devices and access to the internet day and night

• Is fragmented and is increasingly difficult to reach:
  – Doesn’t visit sites on a regular basis
  – Reads e-mail sporadically
  – Sets bill pay to automatic
  – Relies on social networks for information sharing and research
  – Consumes information in bite sized pieces
Meet Carl and Eddy: DON’T FEAR THE TIERS (RESIDENTIAL PLAN EPISODE #4)
Why They Were Successful

• Used social media and city network to augment the overall campaign and the web site
• Showcased important programs
• Provided a call to action that ultimately drove consumers to SCE.com and increased participation in MyAccount
• Started a critical dialog positioning SCE as their energy advisor
Why They Were Successful

• As part of an integrated campaign and an entertaining way for consumers to digest complex information
• Critical topics are tackled in a medium that only takes a minute of a consumers busy life
• Consumers move easily between topics of choice
• Fun way to communicate KWH in a relatable and fun way
Survey Says?

• When formally tested with customers the “Don’t Fear the Tiers” vignette succeeded:
  – 83% - I WOULD RECOMMEND THIS VIDEO FOR OTHERS TO VIEW
  – 93% - I LEARNED SOMETHING NEW FROM THIS VIDEO
The Results

• Traffic to our site has increased; Time on site and Page views
• MyAccount usage and activation of site has increased
• Achieved enrollment goals for Budget Assistant and Save Power Day tools
Lessons Learned

- Communicate across a variety of media to engage customers where they live online
- Start the conversation before the meter is placed on the home
- Get customers excited about the future, entice them to participate
- Carefully consider your campaign and execute it from all channels
Thank you - Helena Paulin

VISIT US AT: WWW.YOUTUBE.COM/SCE

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Carl and Eddy 1: 16 vignettes - ENERGY EFFICIENCY STOP DROP AND SAVE EPISODE #2