Shoot for a CFL in Every Socket

2010 APS CFL Fall Campaign
Goal

• Develop a campaign to jump start lagging CFL sales and help APS meet a very aggressive goal of selling more than 3 million CFLs in 2010.
Background

- Past campaigns focused on changing out the top 3-5 most used light bulbs.
- FACT – There are about 40 light sockets in the average home, and the APS CFL program currently offers discounts on regular and specialty CFL bulbs that fit nearly every light fixture.
Educational Opportunity

- Customers had become familiar with the signature twisty CFL bulbs, but were unaware the technology had advanced to include various shapes, colors and new technologies (dimmer, three-way, can lighting).
Objective

- Develop a multi-media campaign to educate customers about the number of sockets in an average home and inspire the purchase of specialty and multi-pack CFL bulbs from participating retailers.
- Look for opportunities to cross-promote our other energy-efficiency programs.
Strategy

- Leverage our celebrity spokesperson, two-time MVP NBA Phoenix Suns player, Steve Nash, for a multi-media traditional market and social media campaign.
- Through our sponsorship with the Phoenix Suns, develop a sweepstakes for a Suns VIP Experience including Suns tickets, merchandise, locker room tour and a chance to meet Steve Nash in person.
Shoot for a CFL in Every Socket

• October – November launch
• Traditional media campaign in both English (65% of budget) and Spanish (35%)
  – TV
  – Radio
  – Print
Traditional Media

Shoot for a CFL in Every Socket

Coloque un Foco CFL en Cada Lámpara

Buy One CFL, Get One FREE*

Compre un Foco CFL, ¡y Obtenga Otro GRATIS!

Saturday, October 9
10 am to 2 pm
The Home Depot
1639 N Dynasty St, Phoenix

The average home has about 40 sockets, and each compact fluorescent light bulb (CFL) you install can save you up to $80 during its lifetime! There's a CFL for almost every socket, and discounts from APS will help you save even more. Visit aps.com/nash13 to learn more.

*Receive one free 100-watt equal-watt bulb CFL for every $100 purchased, while supplies last. Limit 10 free bulbs per customer.

*Includes a chance to meet Steve Nash, receive four tickets to a Suns game, dinner in the Hub, and gift cards

This program is exclusive to APS customers and approved by the Arizona Corporation Commission.

Coloque un Foco CFL en Cada Lámpara
Web Content/Online Tools

• Web content – aps.com/mycfl
  –-Launched a dynamic, online interactive CFL calculator with a room-by-room view of places to use CFLs. Customers can enter the number of each light fixture they have in their home, see the approximate savings associated with switching to a CFL and print out a shopping list complete with a picture of the recommended CFL for each fixture

• Phoenix Suns Web Site

• Banner Ads on various media partner sites
Social Media and Community Outreach

- Social Media including Twitter and YouTube
- 8 Retail BOGO Events
- 21 Community Events
  - Education corner with displays showing various styles and colors of CFLs
  - Laptop to experience the CFL calculator
  - Energy IQ Quiz to cross-promote our other energy-efficiency programs
  - Chance to enter sweepstakes for a Suns VIP Experience
  - Opportunity to take their photo with a life-size cut-out of Steve Nash
Social Media
Shoot for a CFL in Every Socket

APS has partnered with local retailers to offer money-saving CFL discounts!

The average home has about 40 sockets, and each compact fluorescent light bulb (CFL) you install can save you up to $40 during its lifetime! From twists to globes to reflectors, there’s a CFL for almost every socket, and discounts from APS will help you save even more.

See the reverse side for a list of participating retailers, or visit aps.com/nash13 to learn more.

Join APS on our final “Get in the Game” tour stop!

Sunday, January 13 from 1-2 pm
The House of Hatten
1100 E. Highland Ave.
Phoenix, AZ

Did you know APS is working hard to help our state energy and climate? Join us for information, fun and prizes!
- Spin the CFL, Get One FREE!
- Enter to win a Suns V.I.P. Experience™
- Live Band with Smidg and friends
- Win a Suns basket
- Win a Suns jersey
- Win a Suns experience and more!

Visit aps.com/nash13 to learn more.

Retail/Community Events

Win a Suns V.I.P. Experience!
And other great Sports Experience Packages!
Results

• Received more than 4,000
• Web traffic increased by 30%
• More than 80,000 people attended one of our educational events
• Sold more than 750,000 CFL bulbs – a 55% increase over October-November 2009
• Exceeded 2010 goal with 3.1 million sales