The Power of Partnerships
Increasing Program Effectiveness Through Collaborative Marketing
About PECI

• PECI is an energy efficiency solutions company

• Private nonprofit with offices in:
  – Portland, OR
  – San Francisco, CA
  – Santa Ana, CA
EE-Specific Engagement Challenges

• High fragmentation and complexity of messaging
• Energy Efficiency ≠ sexy
• Need behavior change, not just a product purchase
• Limited utility marketing funds and expertise
If you want to create change, you need to get the system working in the same direction.
~ Peter Senge

Boundaries need not be seen as separateness, but rather opportunities to form relationships, exchange information, and grow.
~ Margaret Wheatley
Partnership Challenges

• Fear of decreasing competitive advantage
• Time to manage logistics, communications, and decision making
• Differences in culture, processes, language, and perception of power
• Discord due to varying partnership contributions
• Tension between autonomy vs. need for group approval
• Perception that progress is moving slower than it should be
Partnership Benefits

• Broadens a company’s marketing reach
• Brings relevance and purpose to co-branding initiatives
• Utilizes experts and their contributions for group benefit
• Uncovers hidden opportunities and latent synergies
• Allows for decreased individual costs
• Builds trust, enabling collaborative innovation
Energy Efficiency Marketing Ecosystem
The Power of Partnership in Engaging for Behavior Change

Illustration based on “The Gort Cloud,” by Richard Seireeni
Types of Marketing Partnerships

• A marketing tactic
• A communications platform
• An energy efficiency program
• A certification program
• Energy efficiency itself
Marketing Tactic Partnership

- Home and Garden Show in SLC, UT
- Cross-functional EE partnership
- Centralized energy efficiency hub
- 2010
  - ENERGYSTAR Exhibit House
  - Shared benefit of coupons and staffing
- 2011
  - Aligned bill inserts to incentivize attendance
  - Bingo game co-promotion
  - Redeemed coupons increased by 573%
  - Attendance increased by 20%
Marketing Program Partnership

- Clothes washer incentive program
- Began in 2007
- 33 electric and water utilities
- Shared administration, marketing and outreach
- Established, trusted network for future synergy and innovation
Traits of Successful Partnerships

- Commitment to the partnership
- A collective vision
- A shared code of conduct
- Consistency in operations
- Clarity of roles . . . and acceptance of changing roles
- Knowledge made available to all
- ROI measured and communicated
- A “learning” partnership
References


