

COLD FACTS. HOT IDEAS.  
BPA APPLIANCE EFFICIENCY PROMOTION CAMPAIGN

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INTRODUCTION

The Bonneville Power Administration (BPA) began implementing its regionwide "Cold facts. Hot ideas." campaign in February 1986. The campaign promotes energy efficiency to consumers who are planning to buy new major appliances. The campaign goal is to increase the "market share" of energy-efficient models in the Pacific Northwest. Phase I of the campaign (general consumer awareness) ran from February to June 1986. Phase II (targeting refrigerators and freezers) runs from July to October 1986.

The purpose of this summary and presentation at the 1986 ACEEE Summer Study is to describe the design, implementation, and evaluation of the "Cold facts. Hot ideas." campaign. The authors will demonstrate the large role market research has played in the design of the campaign.

MARKET RESEARCH

Four different types of market research were conducted prior to developing the campaign design (Gard, 1985):

1. Analysis of previous promotional efforts by other entities.
2. Interviews with appliance retailers, appliance manufacturers, and energy efficiency experts (total of 48 interviews).
3. Assessment of consumer awareness, attitudes, and behaviors.
4. Consumer focus groups.

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Brian Gard William Lesh, Inc., Report on Market Research and Recommendations: Bonneville Power Administration Regionwide Promotion of Energy-Efficient Appliances, Prepared for Bonneville Power Administration (Contract # DE-AC79-85BP17529), November 4, 1985.

The authors have concluded from the market research that a properly designed promotion campaign can be nearly as successful as a rebate program. The necessary condition for success appears to be the clear identification of the most energy-efficient models at the point-of-purchase (in appliance retail stores). This is what is being attempted in Phase II of the "Cold facts. Hot ideas." campaign.

The authors have also concluded from the market research that consumers:

1. do not generally behave in an economically-rational manner when purchasing new major appliances.
2. are generally unaware of the wide range of energy efficiencies in new appliances.
3. are often willing to pay more for energy-efficient models, as long as they can get the other features they want.
4. have difficulty understanding and using the EnergyGuide labels.
5. will respond more to advertising messages that emphasize "preventing the loss of money" than "saving money."

#### CAMPAIGN DESIGN

The campaign has two phases in 1986:

1. Phase I - The objectives of this phase are to increase consumer awareness of the range of energy efficiencies in new appliances and to get appliance retailer participation (needed for Phase II).
2. Phase II - The objective of this phase is to make it easier for consumers to find/identify the most energy-efficient refrigerators and freezers. BPA plans to accomplish this by providing "award stickers" to retailers to affix to display models which meet BPA's energy efficiency qualification levels. BPA also plans to distribute to consumers a brochure that lists the models which qualify for the award sticker.

## ADVERTISING AND PUBLIC RELATIONS

The following advertisements and materials have been produced for Phase I of the campaign and will be presented at the ACEEE Summer Study:

1. Two television and two newspaper ads.
2. One appliance dealer trade journal ad.
3. Retail store poster and window sticker.
4. Flyer that explains how to use EnergyGuide Labels.
5. Utility bill-stuffer.

The advertisements and materials for Phase II of the campaign are currently being designed. These will be included in the authors' presentation at the ACEEE Summer Study, along with a description of public relations activities for both phases of the campaign.

## EVALUATION

Control groups are being used to evaluate the success of the campaign (Medford, OR and Boise, ID). A telephone survey of 1500 households in the region (with 500 from the control groups) was conducted prior to the start of the campaign. The survey will be repeated after Phase I of the campaign is over (July 1986). Results of the "pre" and "post" surveys for Phase I of the campaign will be included in the authors' presentation at the ACEEE Summer Study.

## FUTURE YEARS

BPA plans to implement the "Cold facts. Hot ideas." campaign for at least the next three years. The level of expenditures in these years will depend on the results of annual campaign evaluations.