

The 2010 Power Pledge Campaign

April 7-August 31, 2010



RETHINK, REPLACE, REDUCE CM

A province-wide, high-profile energy conservation awareness campaign that engages Ontarians to take simple conservation actions that will have lasting financial rewards and help fight climate change

Phantom Power—The Key to Success

- Research shows Ontarians are looking for simple, high-value conservation actions—the next step after CFLs
- Phantom power is electricity that's wasted by electronic devices and appliances that use power even when they are turned off
 - Most Ontarians are not aware that many electronic devices draw energy even when they have been turned off
- NRCan estimates phantom power represents as much as 15% of a household's annual electricity use
- Power bars with timers or auto shut-offs are simple, effective ways to fight phantom power
- The Power Pledge campaign will raise awareness and motivate Ontarians to take action to reduce phantom power

Major Campaign Participants

WWF-Canada (co-sponsor with OPA)

- High-profile proponent of worldwide Earth Hour; searching for sustainable ways to lengthen impact beyond one hour
- Well-recognized brand brings added credibility and reach to campaign

Loyalty One/Air Miles (value proposition service provider)

- Launched in October 2009, Loyalty One's "My Planet" program is the broadest-reach environmental incentive scheme in the world today.
- My Planet rewards Ontarians each time they make a correct lifestyle choice, from reducing home energy consumption and taking public transit to selecting local foods and green products.
- Research supports the strength of a points based incentive to engage the public
- Targeted Air Miles marketing will drive 15 million+ impressions
- Pledgers will earn 20 Air Miles, plus 10 Air Miles for a selected charity

Local Distribution Companies, Municipalities & Chambers (community participants)

- 2009 campaign demonstrated strength of local leadership
- Over half pledges generated by Community Challenge and Challenge day

The Power Pledge—Core Concept

An on-line pledge including six simple, meaningful and measureable conservation actions, chosen to support province-wide conservation programs:

Primary Focus

- Using power bars to reduce phantom power

Additional Pledges

- Purchasing ENERGY STAR® appliances
- Home Energy Audits as a first step to home retrofits
- Refrigerator and freezer retirement
- Smarter laundry practices
- Efficient use of, and care for, home heating and cooling

Target—150,000 pledges

Campaign Target Audiences

Women: Ages 35-54

- more conscious of the importance of conservation and more active in following through with actions
- the most open to changing behaviour that positively impacts the environment, health, and the financial well being of their family
- responsible for making the day to day financial decisions for the household and control the purse strings
- actively participates in retail loyalty programs

Youth: Ages 14-17

- Average teenager spends 53 hours a week using electronic devices
- Research shows youth is ready to conserve, particularly if it is strongly tied to its environmental benefits

Broader Secondary Target:

- Advertising and promotions through WWF Canada, Loyalty One, LDCs, municipalities and communities will reach out to all Ontarians including males, other women and seniors

OPA-driven Marketing and PR Strategies

Mass Market and On-line

- Ad placements in Canadian Living, Chatelaine, Readers Digest, Style at Home and Today's Parent (these magazines rank in the top 8 in our target audience readership)
- Two-stage on-line campaign using high-traffic sites

Youth

- High-energy viral youth campaign to reside on Facebook
- Pledgers earn points for learning exercises, which can be used to win a wide variety of prizes appropriate for the age group

Local Community Challenge Campaigns

- Power Pledge marketing digital toolkit (bill inserts, DM, posters, newspaper, stickers, etc) will be provided for regional and grass roots initiatives
- Webinars and ongoing communications through the AMO newsletter to engage and stimulate participation
- Participant-specific pledge microsites enable promotion of local programs—partner extranet work area

PR

- A series of PR initiatives are being developed with our partners Loyalty One and WWF-Canada. More details to follow
- A media event toolkit will be developed for local LDC public relations initiatives

Community Challenge and Challenge Day

- Building on the success of the 2009 Challenge:
 - 83 communities, representing 56% of Ontario population
 - Strong collaboration between EDA, AMO, IESO
- A four-month grassroots campaign in support of the province-wide **Community Challenge** from April 20 (Earth Week) to August 11
- 2010 Goal: 100+ communities representing 80% of population;
- Participation category divided into three: communities <10,000, 10,001-75,000 and over 75,000; MW Reduction category remains as is
- \$10,000 “Green” prizes for Participation winners
- Winning communities announced and recognized in August at AMO annual conference

Municipal Opportunities and Support

- Build on a **high profile marketing campaign** that will be featured in consumer magazines, AirMiles® Collector communications and a strong online campaign
- Leverage Power Pledge campaign to **promote local conservation-based community events**
- Municipally-branded microsite demonstrates local conservation leadership and **measureable results**; your microsite shows your participation results
- Join other community participants—LDCs and local Chambers to create community “buzz”
- **Community Challenge support** includes event banners, scan-readable pledge forms, handouts, etc.

Process for Community Participants

- Detailed orientation and participation process webcast when pre-launch website available (March 23--TBD)
- Beginning March 23, participants can register on **powerpledge.ca** for the Power Pledge and Challenge Day campaigns:
 - Download website banner for link to Pledge microsite
 - Your logo
 - Your conservation messages and links to your site
- Update pledge microsite as necessary
- Connect with other community participants

Collateral Materials

- On-line banner to link to your Pledge microsite
- Templates for downloading
 - For driving the Pledge
 - Campaign posters
 - Rack Card
 - For Community Challenge
 - Pledge Forms
 - Power Pledge T-shirts
 - Participation Sticker
 - Roll-up Banners
 - Newspaper Advertising Template

Key Milestones

- March 23 Beta Site available for registration—2nd webcast
First wave of collateral available for download
- April 7 Power Pledge Campaign Launch with WWF & LoyaltyOne/Air Miles
- April 20 (?) During Earth Week—Community Challenge Launch with EDA, AMO, OCC, etc.
Second Community Challenge wave of collateral available
- April 22 Youth Campaign Launch
- June 15 Event Banners available
- August 11 Community Challenge Day
- August 31 Power Pledge campaign ends

Watch the AMO newsletters and powerpledge.ca for more information