



Home Energy Score

# Designing Custom Messages for Specific Markets

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Home Energy Score

- Identify your strengths
- Identify your allies
- Identify your market's pride and pressure points
- Use strengths/allies to target pride/pressure points
- Shotgun until you hit multiple targets
- Follow the future



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## Identify your strengths:

- Staff - technical skills
  - marketing/sales experience
  - relationships
  - volunteers/interns/AmeriCorps
  - leadership
- Reputation
- Financing/incentives
- Marketing budget





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## Identify your allies:

- Utility
- Contractors and developers
- Neighborhood leaders
- Local/regional government
- State government
- Environmental/social justice groups
- Trade and business groups
- Product manufacturers
- Realtors
- Banks/mortgage brokers
- Philanthropics





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## Identify your market's pride and pressure points:

- Pride points – who/what inspires civic pride, media coverage, investment, and participation
  - Sports teams
  - TV or radio personalities
  - Musicians
  - Academics/schools
  - Adversity/common enemy
  - Celebrations/local traditions
- Pressure points – what motivates homeowners and business owners to act
  - Comfort
  - Quality contractors
  - Neighborhood meetings
  - Trusted neighbors
  - Incentives



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## Use strengths/allies to target pride/pressure points:

- Ex: Respected civic leader participates/lets us use home for open house in her neighborhood and her case study in printed marketing materials
- Ex: Mayor and well-liked actor in TV commercial
- Ex: New Orleans Hornets basketball team offers mascot, cheerleaders, and free tickets for marketing
- Ex: City Council member champions televised presentation of program and marketing videos





**Home Energy Score**

## Good for you and good for New Orleans

- Make your home cooler in the summer, and warmer in the winter!
- Reduce your utility use by up to 30%
- Get a home energy evaluation starting at only \$35
- Save thousands of dollars on your total project cost through local, state and federal incentives
- Access to exclusive low interest loans at Fidelity Homestead Savings Bank
- Reduce your family's impact on the environment

"We'd been considering home efficiency improvements for a while before calling NOLA Wise. Once we signed up, we were amazed to learn how much energy we could save." –Jamie & Todd



## Sign up now to save energy

504-523-WISE (9473)  
nolawise@globalgreen.org  
www.nolawise.org

**Come Visit Us at:**  
841 Carondelet Street  
New Orleans, LA 70130



CITY OF NEW ORLEANS



**nola wise**

Worthwhile Investments  
Save Energy



**NOLA Wise is a partnership of  
public agencies and nonprofit  
organizations committed to helping  
homeowners save energy**

We're  
**NOLA Wise,**  
are you?



– Bob & Brenda


**nola wise**

Worthwhile Investments  
Save Energy

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**NOLA Wise** is a public/private partnership of the City of New Orleans with Global Green USA, the U.S. Department of Energy, Southeast Energy Efficiency Alliance and Fidelity Homestead Savings Bank.

- Get a home energy evaluation starting at \$50 (a \$200 value) for a limited time only
- Save on your total project cost through local, state and federal incentives
- Access exclusive low interest loans at Fidelity Homestead Savings Bank

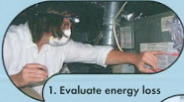




**Cut utility use  
by up to 30%**

**504-523-WISE (9473)**  
[www.nolawise.org](http://www.nolawise.org)





**We will make your home more comfortable and energy efficient.**

-  1. Evaluate energy loss
-  2. Recommend energy improvements
-  3. Help with financing and incentives
-  4. Identify and monitor expert contractors
-  5. Enjoy your home year-round, while saving money and energy!

**Call Now! 504-523-WISE (9473)**  
[www.nolawise.org](http://www.nolawise.org)





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## Shotgun until you hit multiple targets:

- List your available marketing avenues in order of preference
- Create a spreadsheet of targets/timeline
- Commit to set number of targets each week
  - Community
  - Business
  - Government
  - Pride point contact



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## Follow the future:

- Identify best potential funding sources
- Adapt marketing plan to target those source's priority buildings/stakeholders
- Ensure high quality marketing of those successes



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