

# Guidelines for Creating Effective Marketing Materials with the EISA Messaging and Copy Library

Please use the EISA Messaging and Copy Library document as the primary reference for the messaging content of these guidelines.

## EISA’s Impact Lighting

In 2007 Congress passed legislation called the Energy Independence and Security Act, or “EISA”, with the intention to move the United States toward greater energy security, partly by increasing standards for product efficiency.

EISA establishes increased minimum energy efficiency standards for general service lamps. EISA does not ban incandescent light bulbs, but its minimum efficiency standards are high enough that the incandescent lamps most commonly used by consumers today will not meet the new requirements.

Many manufacturers of incandescent bulbs are redesigning their products to meet the new standards, but here we are focusing on effective, *significantly* more efficient alternatives currently available -- Compact Fluorescent Light bulbs and Light Emitting Diodes, most commonly referred to as CFLs and LEDs, respectively.

Although Halogens are more efficient than incandescents, we ultimately want to turn customers towards the most efficient bulbs – CFLs and LEDs – and not towards Halogens.

EISA also requires standard labeling (examples below) on all light bulbs providing key information to consumers regarding the bulb’s energy use, brightness, color, expected lifetime and other features.

These changes will require new messages for communicating with consumers about residential lighting. In 2012 BPA contracted with a marketing firm for the development of consumer-facing marketing messaging and copy. The result is the EISA Messaging and Copy Library for which these guidelines were developed.

## Why is there a need for new messaging?

An eventual outcome of the EISA legislation is that consumers may no longer be able to find the incandescent light bulbs they are accustomed to buying. Soon they will need to choose from halogen, CFL or LED alternatives – which provide the same quality of light but use less energy to do so.

And because a 40-watt incandescent has a very different brightness than a 40-watt CFL, consumers will have to relearn the relationship between brightness and watts – and start thinking in lumens.

In addition, some consumers have been dissatisfied with CFL and LED bulbs in the past, because of appearance, color or functionality. These consumers might not be aware of the improvement -- over earlier generations of these bulbs -- in the range of styles, applications, and colors.

As a result, new messaging needs to communicate how energy efficient bulbs are mature technologies that can match the quality and range of uses we’ve become accustomed to with incandescents. New messaging will help consumers smoothly transition to these new bulbs.

By effectively using the content of the EISA Messaging and Copy library you can help consumers make the right choice for bulbs and minimize dissatisfaction.

Lighting Facts Per Bulb	
Brightness	870 lumens
Estimated Yearly Energy Cost	\$1.57
Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	5.5 years
Based on 3 hrs/day	
Light Appearance	
Warm <span style="float:right">Cool</span>	
2700 K <span style="float:right">2700 K</span>	
Energy Used	13 watts
<b>Contains Mercury</b> For more on clean up and safe disposal, visit <a href="http://epa.gov/cfl">epa.gov/cfl</a> .	

Lighting Facts Per Bulb	
Brightness	820 lumens
Estimated Yearly Energy Cost	\$7.23
Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	1.4 years
Based on 3 hrs/day	
Light Appearance	
Warm <span style="float:right">Cool</span>	
2700 K <span style="float:right">2700 K</span>	
Energy Used	60 watts

To hear a video presentation of these Guidelines available [here](#).



## Purpose of the Guidelines

These Guidelines complement the [EISA Messaging and Copy Library](#), created for the BPA in March 2012. The Guidelines have been developed to support utilities and marketing professionals in successfully utilizing messaging in customer-facing marketing materials.

The EISA Messaging and Copy Library is not intended to be a source of off-the-shelf finished copy, rather it is to be flexible for different communications channels and messaging preferences.

These Guidelines are to be used as...

- High level recommendations for effectively applying the messaging to your lighting promotions in ways that inform and/or motivate action.
- Examples of [more effective](#) and [less effective](#) usage of messaging.
- A reference for quality control considerations and to foster regional message consistency.

These Guidelines are *not* to be used as...

- A set of prescriptive rules.
- Specifications for use of required messages or terminology.
- A comprehensive reference of effective or ineffective copy usage for all applications.
- A source of finished copy.

## Description of messaging pillars and copy libraries

The EISA Messaging and Copy Library consists of five messaging pillars called the Messaging Platform. Each pillar is a theme critical to consumer understanding of lighting purchase decisions in the face of changing standards, new criteria for distinguishing products, and evolving/maturing product choices.

Each pillar is comprised of discrete, but related copy segments. The Copy Library for each pillar contains copy segments of different lengths and emphasis and are the “building blocks” for constructing motivating or informative messages to adapt to specific marketing and communications needs.

### The 5 Pillars of the EISA Messaging Platform

#### Pillar 1. New Energy Standards

National efficiency standards require consumers to make purchase decisions based on lumens instead of watts.

#### Pillar 2. Reduce Energy Waste

The new standards will reduce energy use, which will save customer money, keep rates low and reduce environmental impact.

#### Pillar 3. Know Your Energy Efficient Choices

There is a variety of bulbs that use less energy than conventional bulbs and there is an efficient lighting choice for practically every application and preference.

#### Pillar 4. Right Light for Each situation

Use the new Lighting Facts label to help you choose the right efficient bulbs for your needs and preferences.

#### Pillar 5. Your Utility Is Here For You

Your utility can help navigate these new lighting choices.

# Synchronization with regional messaging theme of “waste”

All five pillars in this Messaging Platform seek to direct the purchase of energy efficiency bulbs, but the pillar focused on the theme of “Reduce Energy Waste” is primarily concerned with *motivating* the purchase rather than *facilitating* the right purchase.

The use of “reducing energy waste” as a primary motivating message is supported by consumer research conducted in the Northwest. And the Bonneville Power Administration is supporting a regional effort of this messaging in marketing energy efficiency products and services.

This effort was initiated in December 2010, when the Regional Marketing Coordinating Council -- representing 14 Northwest utilities and energy efficiency organizations -- determined that unified regional energy efficiency messaging and an associated marketing toolkit could benefit the region.

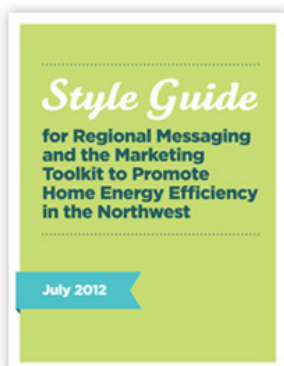
Using a common messaging theme throughout the region would create an echo chamber and amplify its potential to substantially increase the uptake of energy efficiency.

Research conducted for the RMCC toolkit provided these consumer insights:

- Residents of the Pacific Northwest hate waste.
- The word ‘waste’ conveys that this usage can be eliminated without sacrificing comfort or quality of life; cutting waste provides a sense of relief rather than sacrifice.
- ‘Waste’ is persuasive for everyone – including those who have done a lot, and think that they have done everything that they can do.

The “waste” theme brings together the motivation to act – the high dislike wasting anything – with the emotional and functional benefits of saving money and conserving resources.

You can find examples of “reducing waste” in energy efficiency messaging in the *Style Guide for Regional Messaging and the Marketing Toolkit to Promote Home Energy Efficiency in the Northwest* by clicking on the image here or visiting [www.neea.org](http://www.neea.org) and clicking on “Resource Center.”



# Considerations to evaluate for effective use of copy

As you consider how to apply messaging and copy, you will need to evaluate several impacting factors:

## Dominant purpose/desired outcome of copy

- For copy intended to motivate at the time of purchase, as in point-of-purchase (POP) materials or in-store coupons, copy should be direct and limited to the primary needs for information to direct customers' purchase decisions.
- Copy intended to inform future customer purchases, as in a website or newsletter, greater use of copy supporting or elaborating key points is justified if space allows.

## Available message space

- For limited-space applications, keep messaging simple and focused on the desired action or outcome – typically a near-term purchase decision.
- Greater space availability allows for more elaboration on identified messaging needs.

## Spreading messages over multiple channels

- Marketing pieces with limited copy space can lead the reader to other channels with space for more information, as in a utility email with link to a utility lighting FAQ website.

## Integrate into your individual communication strategy

- There is a comprehensive set of messaging and copy for each pillar, but it is not the intention that you should always use *all* messaging pillars.
- Some messaging might not fit within an individual utility's broader communication strategy.
- The messaging content was designed to be modular and can be used independently even if individual pillars are not applied.

## The information your target customers need

- Although we encourage “to reduce waste” as a motivator, many consumers may still need additional information to drive a purchase.
- Some familiar with, and convinced of, the benefits might need information to help them find the brightness and color they want.
- Those who are unfamiliar or with bad experiences might need information comparing energy use or stating the advancements of current generations.
- If you're not sure of consumers' familiarity or comfort, appeal to general audience with waste reduction, basic benefits, the high performance of current lighting and the broad range of styles and preferences.

## Focus on core message objective when there is limited space

*Too much copy in a small space may not be read. Despite the relevance of the information provided on a direct mail or point-of-sale piece, consumers will not spend time reading a lot of small print. Consumers may even be dissuaded by too much copy if it leads the consumer to believe this is a complex decision for a relatively inconsequential purchase. They may instead default to habitual purchases.*

*Sample use for limited-space messaging applications: shelf-talker, coupon, bill insert*

### Less Effective

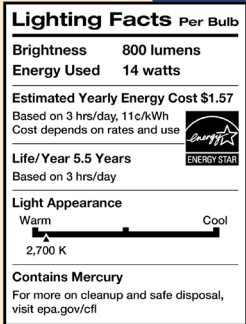
*A lot of copy filling up a small space makes it difficult for the reader to quickly scan for the most important information.*

## There's a new way to choose your energy efficient lighting

The Energy Independence and Security Act of 2007, now in effect, phases out inefficient lighting products. 100-watt incandescent bulbs are no longer manufactured, and 75- 60- and 40-watt incandescent bulbs are being phased out. Taking their place are new slightly more efficient halogen bulbs and high efficiency options like Compact Fluorescent (CFL) and light-emitting diode (LED) bulbs.

And that means a new way to shop for bulbs. We're used to selecting bulbs based on their watts, but watts measure energy use. And because efficient bulbs use *less* energy to produce the same amount of light, we need to use a measure of the light produced, called lumens. For example, a less efficient 60-watt incandescent produces the same amount of light (800 lumens) as a 15-watt efficient CFL. For easy comparison, a new "Lighting Facts" label on bulb packaging tells you the bulbs lumen output. For more information visit us at:

**YourUtility** [YourLocalUtility.com](http://YourLocalUtility.com)



### More Effective

*Concise treatment of one or two core messages is designed to quickly inform, guide or influence a purchase and provides space for a table to communicate even more key information.*

## There's a new way to choose your energy efficient lighting

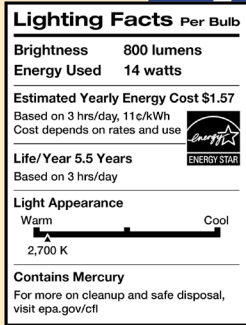
New Federal standards are making light bulbs more efficient -- using less energy to produce the same amount of light. This cuts waste and saves you money.

But that means there's a new way to choose the bulb you need. Instead of watts, now you'll be selecting your bulb based on the amount of light it produces, called "lumens", for all types of bulbs.

WATTS <small>(incandescent-equivalent)</small>	25	40	60	75	100
LUMENS <small>(brightness)</small>	275	450	800	1100	1600

Look for the "Lighting Facts" on all bulb packaging for information about its lumens, color, usable life and annual energy savings..

**YourUtility** [YourLocalUtility.com](http://YourLocalUtility.com)





## Highlight the “Call to Action”

*In addition to providing consumers with the benefits of energy efficient lighting, we need to articulate and emphasize a specific consumer “call to action,” in other words, the specific consumer action we want to trigger. An effective “call to action” is achieved by using an action verb (e.g. “buy”, “select”, “tell”), placing the action in a key spot in the content (heading, beginning, end), and/or highlighting it (font size, style, etc.).*

### **Less Effective**

*The “call to action” is not clearly articulated or is buried within supporting copy. The message remains largely informational and leaves the consumer to infer a follow-up action.*

### *Sample use for all messaging applications*

The average family spends \$200 a year to light their home. This cost can be significantly reduced by using new energy efficient LEDs or CFLs. Energy efficient bulbs use 70 to 80% less energy than incandescent bulbs. Up front, the new bulbs cost a bit more, but keep in mind that LEDs last up to 25 years, and CFLs last up to nine years, while incandescents and the new halogen alternatives last only one year.

### **More Effective**

*Example 1: the “call to action” is specifically stated (“buy energy efficient bulbs”) and is prominently placed at the beginning of the copy block.*

*Example 2: the “call to action” is also stated clearly (“replace your incandescents”) and is the final statement placed after copy detailing the benefits of efficient bulbs.*

#### **Example 1**

**Buy energy efficient bulbs that use 70 to 80% less energy.**

The average family spends \$200 a year to light their home. This cost can be significantly reduced by using new energy efficient LEDs or CFLs. Up front, the new bulbs cost a bit more than incandescent bulbs, but keep in mind that LEDs last up to 25 years, and CFLs last up to nine years, while incandescents and the new halogen alternatives last only one year.

#### **Example 2**

CFLs use 70 to 80% less energy than traditional bulbs.

The average family spends \$200 a year to light their home. This cost can be significantly reduced by using new energy efficient LEDs or CFLs. Up front, the new bulbs cost a bit more than incandescent bulbs, but keep in mind that LEDs last up to 25 years, and CFLs last up to nine years, while incandescents and the new halogen alternatives last only one year.

So replace your incandescents with high-efficiency CFLs or LEDs to save energy and trips to the bulb aisle. (text underlined for emphasis only)

## Construct a comprehensive message from more than one pillar

*Occasionally you may need to prepare copy to elaborate on a specific aspect of lighting or for a target group with prior knowledge, and maximizing the content of one or two message pillars might be appropriate. Most lighting messages used for consumer marketing purposes, however, should be designed to inform, motivate and compel action from a general audience. This will very often warrant key points from more than one pillar.*

### Ineffective

*The entire message space is dedicated to a single message theme (pillar) and does not provide enough comprehensive information to compel an informed purchase.*

### Effective

*Copy includes key points from a few message pillars, providing more information, motivation and call-to-action – and with fewer words.*

*Sample use for limited-space or long messaging applications: website, newsletter, bill insert*

#### These New Bulbs Are a Turn On

Incandescent bulbs have been around for a century, but 90% of the energy used in one of these bulbs is released as heat, not light. That simply doesn't make sense today. Thankfully, there are new, slightly more efficient Halogen bulbs and highly efficient LED and CFL bulbs that provide equally appealing light, while saving as much as 80% of the energy previously needed to light a room.

The difference between incandescent bulbs and new CFL and LED bulbs is immense. Traditional incandescent bulbs waste about 90% of their energy as heat. Halogen bulbs use 25% less energy and last twice as long as incandescent bulbs. Compact fluorescent lights (CFLs) use 75% less energy than incandescent bulbs and last up to ten times longer. Light-Emitting Diode (LED) lights use about 80% less energy than incandescent bulbs and last 15 times longer.

While Halogen bulbs are clearly a positive development and a big advance, they are far less efficient than CFLs and LEDs. To maximize your savings, replace your incandescent bulbs with CFLs and LEDs.

CFLs are now available in an enormous range of sizes, colors and shapes, and cost much less than they did five years ago. CFLs typically pay for themselves in nine months, and then start saving you money each month for years to come. An ENERGY STAR-qualified CFL uses about one-fourth the energy and lasts ten times longer than a comparable incandescent bulb that puts out the same amount of light.

#### These New Bulbs Are a Turn On

In a nationwide conservation effort, traditional incandescent bulbs are being phased out through 2014, making way for energy efficient compact fluorescent (CFL) and LED bulbs that provide high quality light using 75-80% less energy.

Although there used to be limited options for efficient lighting, there is now a wide range of sizes, shapes, applications and colors, including the warm light we expect from incandescents. Energy savings and long lifetimes make energy efficient bulbs a huge value over wasteful incandescents.

So, why wouldn't you want the longer-lasting, more-efficient light bulb? By swapping incandescents for high-efficiency bulbs, you make a positive change for your household, reducing energy waste and moving America toward energy independence.

As your energy utility, we want you to count on us to help you learn about these new products, how to buy them and what you can expect from them as far as performance and savings. Visit <http://bestlocalutility.com> for more information.

## Use copy verbatim or adapt messaging for your needs

*Copy may be appropriated verbatim from the Messaging and Copy Library or be adapted and modified for use in your program or campaign communication platform. When copy is used verbatim, it should also include enough information to compel a desired action.*

### Less effective

*Uses copy taken verbatim from the Messaging and Copy Library but does not include a program, campaign, or utility identity; an actionable context; or a call to action.*

### More Effective

*Example 1: Uses the copy verbatim from the copy library but also provides a motivating context (efficient bulbs are replacing conventional bulbs and will still meet your lighting needs).*

*Example 2: This example is representative of a utility running an efficiency program called Super Energy Saver. and adapting EISA messaging for that communication platform. It also has a clear call to action.*

### *Sample use for all messaging applications*

The Energy Independence and Security Act of 2007, now in effect, phases out inefficient lighting products. Traditional 100-watt incandescent light bulbs will be phased-out this year. Traditional incandescent 75 watt bulbs will be phased-out in 2013, followed by 60 and 40 watt bulbs in 2014.

#### *Example 1*

**Now that it is 2012, 100-watt incandescent light bulbs are no longer available, but plenty of excellent options are.**

The Energy Independence and Security Act of 2007, now in effect, phases out inefficient lighting products. 100-watt incandescent bulbs are no longer manufactured, and 75- 60- and 40-watt incandescent bulbs are being phased out. Taking their place are high efficiency options like compact fluorescent (CFL) and light-emitting diode (LED) bulbs. These bulbs

#### *Example 2*

As the Energy Independence and Security Act of 2007 goes into effect, inefficient incandescent bulbs are being phased out. 100-watt incandescent bulbs are no longer manufactured, and 75-, 60-, and 40-watt incandescent bulbs will soon follow.

Fortunately highly efficient options like compact fluorescent (CFL) and light-emitting diode (LED) bulbs are available to help you be a Super Energy Saver™.

Your utility is here to help with information on your lighting choices and rebates to help you purchase efficient lighting. Find out more at [SuperSaver.yourutility.com](http://SuperSaver.yourutility.com)



## Use graphic representations to simplify decision processes

Consumers now need to make several discrete decisions when comparing their options for an efficient light bulb purchase, including the bulb's application, style, brightness, color, and, as always, price.

To help consumers become more familiar with these new lighting options and more comfortable with lumens, we need to communicate all this new information clearly, quickly, and with minimal extra detail.

### Less Effective (no example)

Using only copy to communicate choices with many variables can overwhelm or confuse readers.

### More Effective (at right)

At right is a point-of-purchase display designed to help shoppers quickly see:

- the choice categories (bulb application, lumens required, and color options);
- the values to consider (color spectrum in Kelvins);
- and the tools to aid their decisions (the new Lighting Facts label and the program logo identifying specially-priced products).

This piece effectively uses graphics to:

- lay out the steps involved with making a decision;
- provides representations of the actual tools shoppers should look for in making a purchase;
- communicate product features with vivid imagery; and
- provide data in a format that is quickly understandable and enables comparison.

# How to choose your energy-saving bulb

## 1 Choose your bulb

These are all energy-efficient options



## 2 Think lumens, not watts

The higher the lumens, the brighter the light

<b>WATTS</b> (incandescent equivalent)	25	40	60	75	100
<b>LUMENS</b> (brightness)	275	450	800	1100	1600

## 3 Select your light's color

Light appearance ranges from warm to cool



## 4 Get the facts

The "Lighting Facts" label provides the bulb's lumens and color, and is now on every package

Lighting Facts Per Bulb	
Brightness	800 lumens
Energy Used	14 watts
Estimated Yearly Energy Cost \$1.57 <small>Based on 3 hrs/day, 11¢/kWh. Cost depends on rates and use.</small>	
Life/Year 5.5 Years <small>Based on 3 hrs/day</small>	
Light Appearance	
Warm	Cool
2,700 K	
Contains Mercury <small>For more on cleanup and safe disposal, visit epa.gov/ict.</small>	

## 5 Look for this logo

...on specially priced products



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**Your Utility**