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Let's Get Energy Smart.

The Solar Top Ten!

How Consumer Insights Build Stronger Solar Markets

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About SmartPower

- Non-profit marketing organization dedicated to promoting clean, renewable energy and energy efficiency.
- We've been called the "Mad Men" for clean energy and energy efficiency.
- Consumer research to create marketing campaigns and messages.



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The SmartPower Approach

84%

Percentage of the American people who say they will purchase clean energy



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The SmartPower Approach

< 3%

Percentage of the American people who *actually* purchase clean, renewable energy



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Huge Gap Between Intention and Action

So Why Are the American People Lying?

84%

<3%



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Four Main Barriers

Our research tells there are 4 barriers the consumer faces:

1. **Reliability:** “I’m not sure it works!”
2. **Availability:** “Where and how do I buy it?”
3. **Cost:** “It’s just too expensive!”
4. **Inertia:** “It’s easier to do nothing.”



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Understanding the Barriers

- What are the emotional, physical and systemic barriers that prevent people from purchasing clean energy?
- Introducing our Solar Top Ten List!





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#1: There Are Regional Differences in Customer Motivation

	Arizona	Oregon
<u>Environmental</u>		
Global Warming	3%	13%
Reducing Fossil Fuels	15%	12%
Good for Environment	<u>17%</u>	<u>36%</u>
Total Environmental	35%	61%
<u>Financial</u>		
Saving money	17%	12%
Energy costs over time	<u>31%</u>	<u>13%</u>
Total Financial	48%	25%

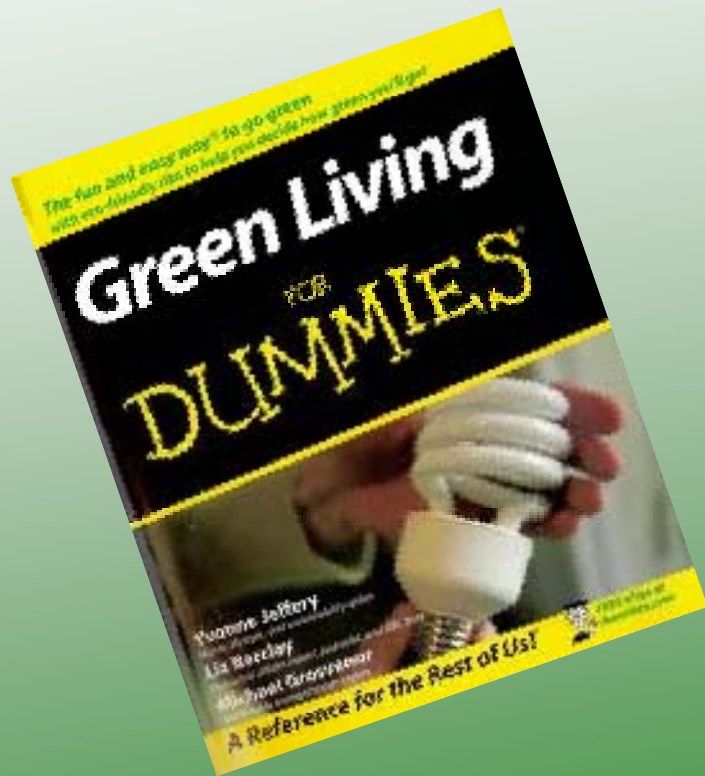




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#2: Buying Solar Means Buying into a Lifestyle



- Buying Solar often times means Also buying into a lifestyle – and Perhaps a lifestyle you're not Comfortable with;
- Really – any consumer product Should fit into ***your*** lifestyle – not The other way around!



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#3: Customer Confusion About Solar is Significant

- There is no “trusted brand”
- What happens on cloudy days?
- Is my house 100% solar?
- How does billing work?
- What is net metering?
- “It feels like a full-time job”





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#4: Lack of Clear Experts & Brands Where is the Nike of Solar?

Consumers need an independent guide: Most prospective customers don't really know where to start the process.

Who is to be trusted? Most don't know whether to trust installers or how billing/tracking works. They have many questions about the process.

Customers – even educated customers – need someone to walk them the last mile from awareness to installation!

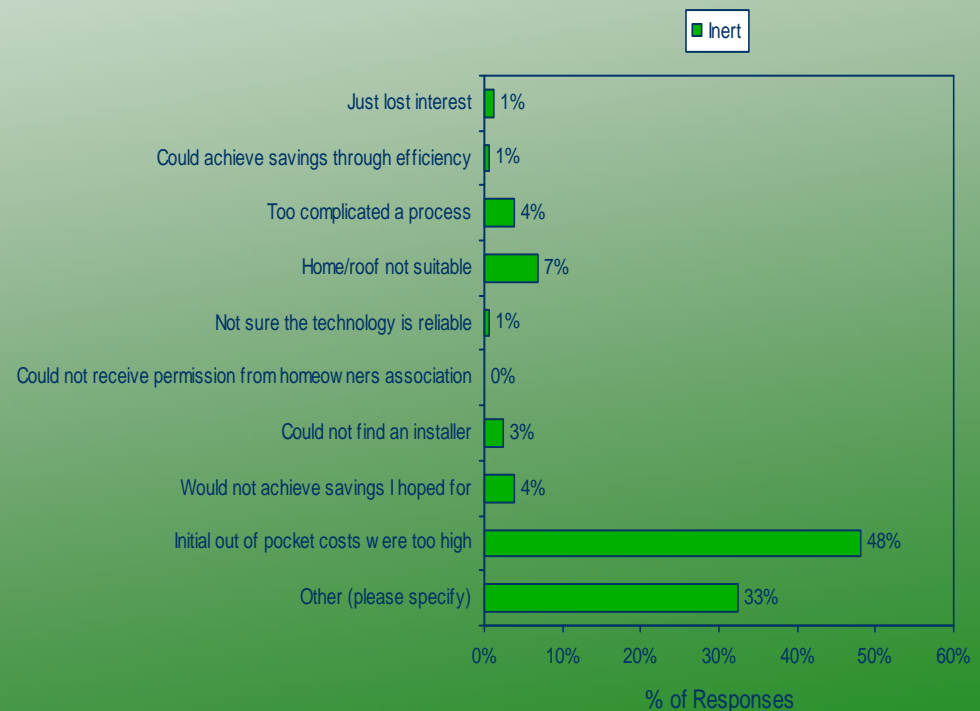


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#5: Upfront Costs are a Huge Barrier

- ✓ Most customers did not use financing
- ✓ New financial options are addressing this barrier
- ✓ Do consumers know about them?

#1 Reason for Not Installing? by Segment

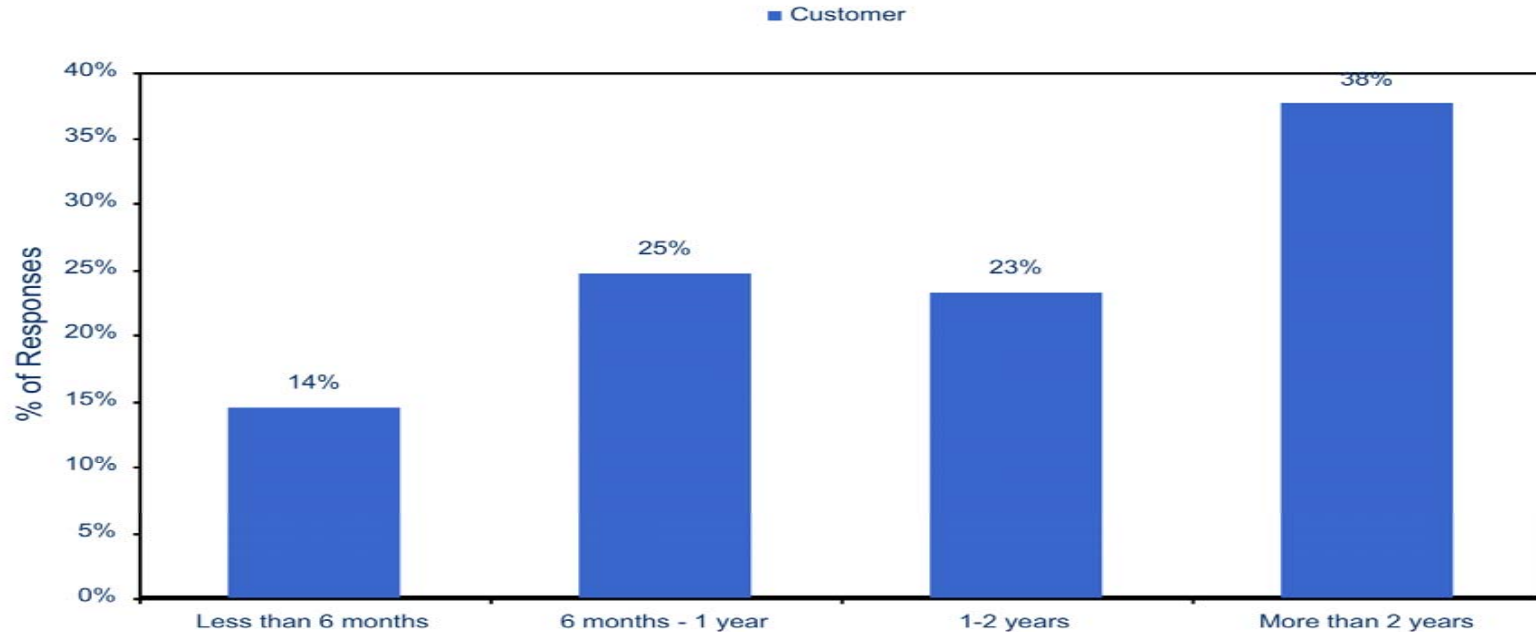




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#6: Buying Solar Is a Long Decision Making Process

How long before you installed? by Segment





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#7: Simply Thinking About Solar *is* an Action for some consumers

Simply attending a solar seminar constituted a valid action in their minds even though hadn't yet installed solar.



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#8. What's the Value Proposition?

5 positioning statements tested with 12 focus groups

- ✓ Solar is good for the **environment**
- ✓ Solar is a good **investment**
- ✓ Solar is good for **health** of future generations
- ✓ Solar makes energy **sense**
- ✓ Solar contributes to **energy independence**



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HINT.....

No one picked
"Good for the Environment"





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“Solar Makes Energy Sense”

#1



“Solar Is a Good Investment”

#2



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#9: Compelling Imagery – Emotional Connections





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#10: The Challenges

Your solar marketing plan must address these barriers

1. The Emotional barriers that prevent the consumer from buying Solar!
2. The Physical barriers that slow the process
3. The Systemic barriers that hinder the marketplace



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