



# SmartPower

Let's Get Energy Smart.

## Media & Perceptions

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## Background on SmartPower

- ✓ SmartPower is a non-profit marketing organization dedicated to promoting *clean, renewable energy and energy efficiency*.
- ✓ We are the “Got Milk” organization for clean energy and energy efficiency.
- ✓ We use consumer market research in order to create campaigns and messages for clean energy and energy efficiency.
- ✓ Ultimately we seek to create large scale and small scale clean energy installations and a generation of energy savers!



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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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## The Four Barriers....Perception Over Reality

*Our 7 years of consumer research has shown us that there are Four Barriers the consumer faces when they think of clean energy:*

- 1. Reliability:** “I don’t think it actually works!”
- 2. Availability:** “I don’t know where to buy it.”
- 3. Cost:** “Buying into the ‘lifestyle’ is too expensive!”
- 4. Inertia:** “It’s easier to do nothing.”



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## What Do We Mean By Media Perceptions?

### Clinton's 'Smart Power' Slogan Is Just Plain Dumb, Branding Experts Say

Marketing professionals say Hillary Clinton's catchphrase to sum up her foreign policy is unclear and ripe for misinterpretation.

FOXNews.comThursday, January 22, 2009

“YOU DECIDE!”





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## What Do We Mean By Media Perceptions?

smart power: the key to obama's grand strategy...





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...Or To Address Media Perceptions More  
Directly

## The Washington Post

*Saturday, September 12, 2009*

*For Coast Guard and CNN, an Exercise in  
Embarrassment*



*CNN Jumps the Gun on Coast Guard Story*



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## First: What is the Media?

*Literally  
thousands*

*of types of  
media*



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## The Media Food Chain

We Have “**Traditional Media**”

- The New York Times
- Washington Post
- CNN
- ABC News
- NBC News
- CBS News
- Dwindling Number of daily newspapers

**The New York Times**

**The Washington Post**



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## The Media Food Chain

### We Have “New Media”

- Blogs
- Websites
- Social Networking Sites
- Non-profit media/journalism
- Expanding Cable/Direct TV
- Satellite Radio
- On-line News Aggregators (Huffington, Drudge, etc.)
- ...and on and on



facebook



SIRIUS  
SATELLITE RADIO





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## The Media Food Chain

We Have “Niche Media”

- Fox News
- MSNBC
- Daily Show
- Magazines
- ...and on and on





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## How to Breakthrough?

The Question becomes how do we break through?

And how do we change perceptions?



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## The Media Food Chain

***Start*** with  
the New  
Media

***Expand*** your  
reach  
through  
Niche Media

***Establish***  
yourself  
through the  
traditional  
media



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climate culture™

live smarter





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## Step 1: On-line

treehugger A Discovery Company

Go on, Don't be Shy...Comment on a Post!  Google Custom Search

Advertise | About | Tips | TV | Radio | RSS | Newsletters | Archives | The TreeHugger Book

1. GET INFORMED	2. INTERACT	3. TAKE ACTION
TreeHugger (all)	Forums	How to Go Green
Cars + Transportation	Comment Central	Green Buying Guides
Science + Technology	Games	Green Holidays
Slideshows	Pop Quizzes	Job Board
Design + Architecture	Food + Health	
Culture + Celebrity	Business + Politics	
Travel + Nature	Fashion + Beauty	
Newsletters	Green Basics	

treehugger > home

Recommended  treehugger (ALL)

Planet Green Sponsor  
Green Inaugural Ball  
Wyclef Jean headlining  
17 event

All Natural Recipes  
Cook Delicious, Natural  
at Home

TH Deal\$  
Exclusive Offers for  
TreeHugger Readers

TreeHugger Forum  
Check out TreeHugger  
Discussion Forums

### Replace my old, inefficient window AC unit

zip code:

I will replace my old window AC unit with a new high-efficiency unit. I use my AC for  hours per day,  months of the year. My old window AC unit has an energy efficiency ration (EER) of  and a cooling capacity of  BTUs.

Your CO<sub>2</sub> reduction: **110** lbs/yr

Total Savings **\$21**

If your old window AC unit is puttering out, make sure to buy a new, highly-efficient model. Air conditioning technology has significantly improved in recent years and so you can save a lot of money and energy by buying a new, high-efficiency model. It is one investment you won't regret!

Commit to this on Climate Culture! ▶

How to Green Your Furniture  
How to Green Your Work  
How to Green Your Water  
How to Green Your Lighting  
How to Green Your Electricity  
How To Green Your

# facebook

## Your Carbon Footprint

Pounds CO<sub>2</sub>/yr: **24,329**

Better than: **91% of friends**

Reduced: **20.71%**

### Latest activities

Andy Frank committed to save 68 lbs of CO<sub>2</sub> with Drink less coffee



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## Step 2: Move into the Niche Media...

The logo for Men's Journal, featuring the words "Men's" and "Journal" in a bold, red, serif font, with "Journal" being significantly larger than "Men's".

**“Play a Game, Save the Earth”**

Jenny Sherman

“Trying to go green can quickly begin to feel like another chore you don't have time for, especially since it's not clear what would make the greatest difference. That's the rationale behind [climateculture.com](http://climateculture.com), which incorporates the best elements of carbon calculators, eco-product reviews, and community forums to make reducing your environmental impact fun.... Climate Culture takes it to the next level.”



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## Step 3: Arrive In The Glow of The Mainstream Media

### **“Green Social Network Startups Tap Competition to Fight Climate Change”**

Katie Fehrenbacher

**The New York Times**

“In association with its virtual game site, Climate Culture recently launched the contest America’s Greenest Campus, whereby college students sign up and pledge ways to reduce carbon emissions. Climate Culture is working with the Department of Energy and SmartPower, as well as universities including Stanford, Harvard, Penn and Yale, for the contest. The college with the most participants and the largest carbon-emissions reduction wins cash prizes.”



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## The Final Word

### ***Create Your Own Media Perceptions:***

- Use on-line media to position your organization and products;
- Use niche media to create a sense of momentum
- Use the national (old) media to impress your funders and customers!



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## Let's Get Energy Smart!

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