

Utility Program Design

How to think about marketing

October 29, 2008

PRESENTED TO

National Renewable Energy
Marketing Conference

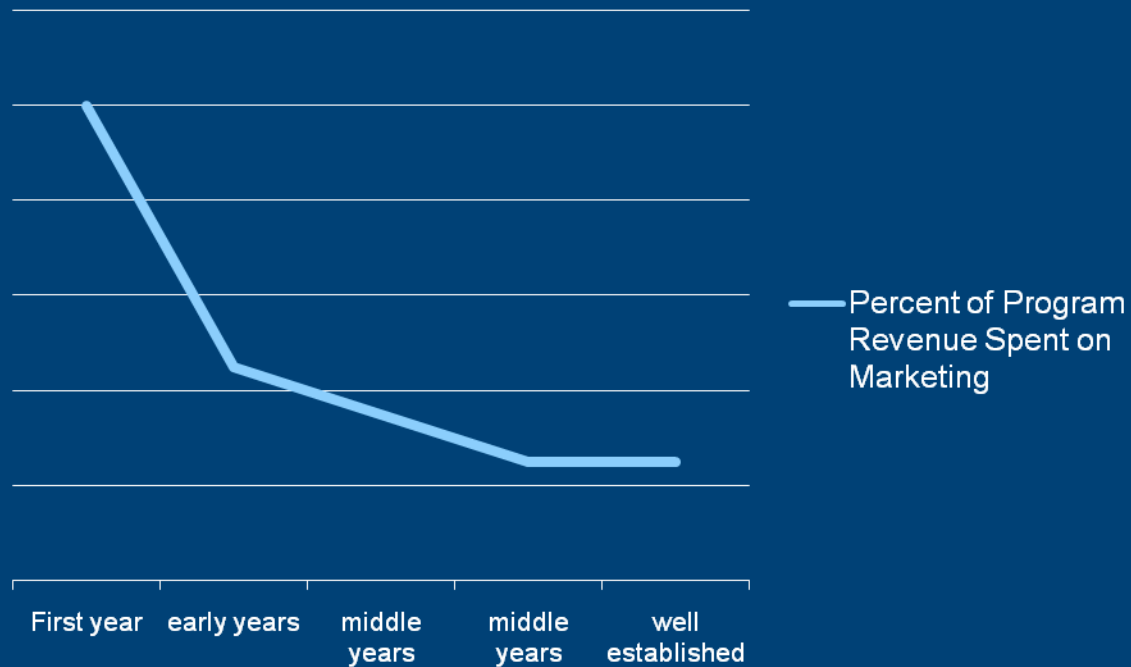
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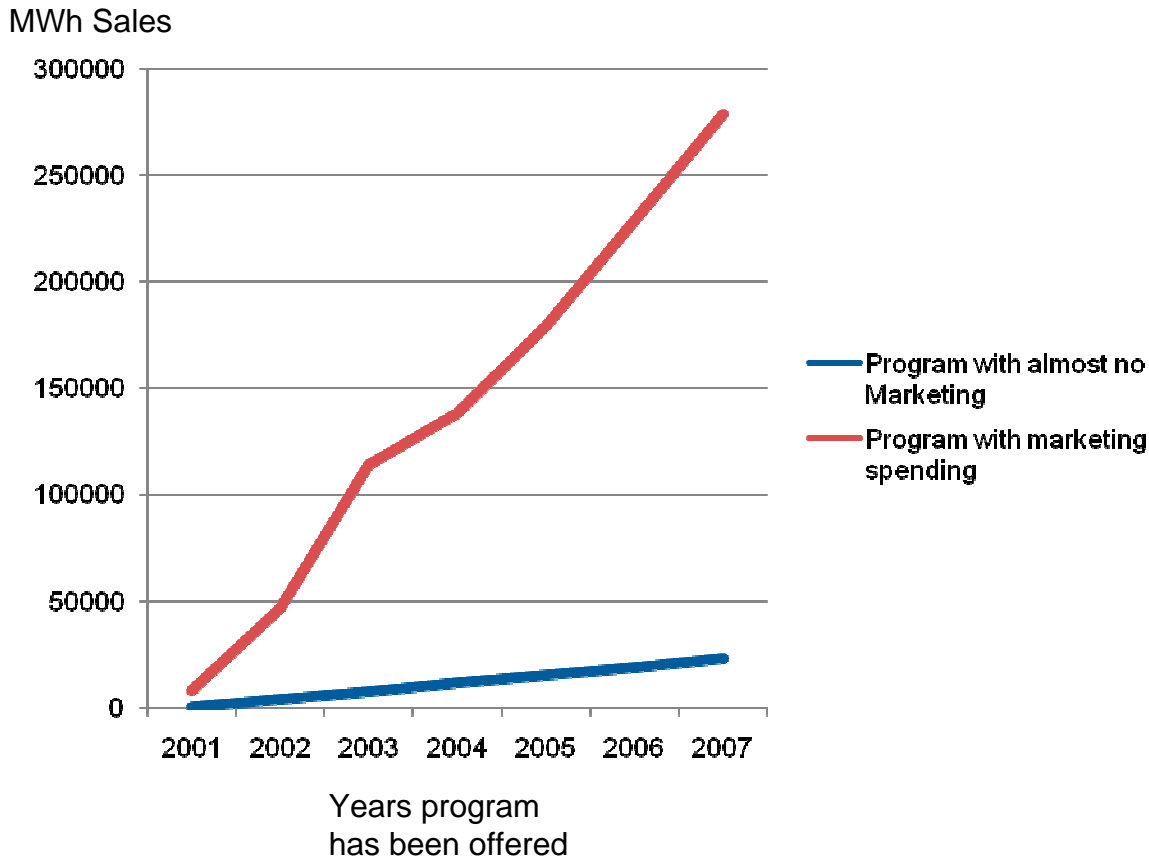
Why percent of program revenue doesn't work

A Life-cycle look at percent of program revenue spent on marketing



How to think about marketing

Example of how investing in marketing grows demand for renewables (in MWh sales overtime)



Another example:

\$1.00 invested in marketing today creates demand of 240 kwh a year.

(key assumptions: average customer usage=800 kwh per month; average customer acquisition cost = \$40.00 per customer.)

Conclusion

- Being a good steward of customer contributions is important—measure effectiveness in MWh growth driven by program reinvestment
- Each program should create a program mission statement and measure success against achieving that mission
 - Example: Allow customers to increase demand for renewable energy by enrolling in this voluntary renewable energy option.



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