



SmartPower

Let's Get Energy Smart.

Finding Your Niche *One Size Doesn't Fit All*

National Renewable Energy Marketing
Conference

October 28, 2008



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Let's Get Energy Smart.

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%

- *The amount of American people who actually do purchase clean, renewable energy!*

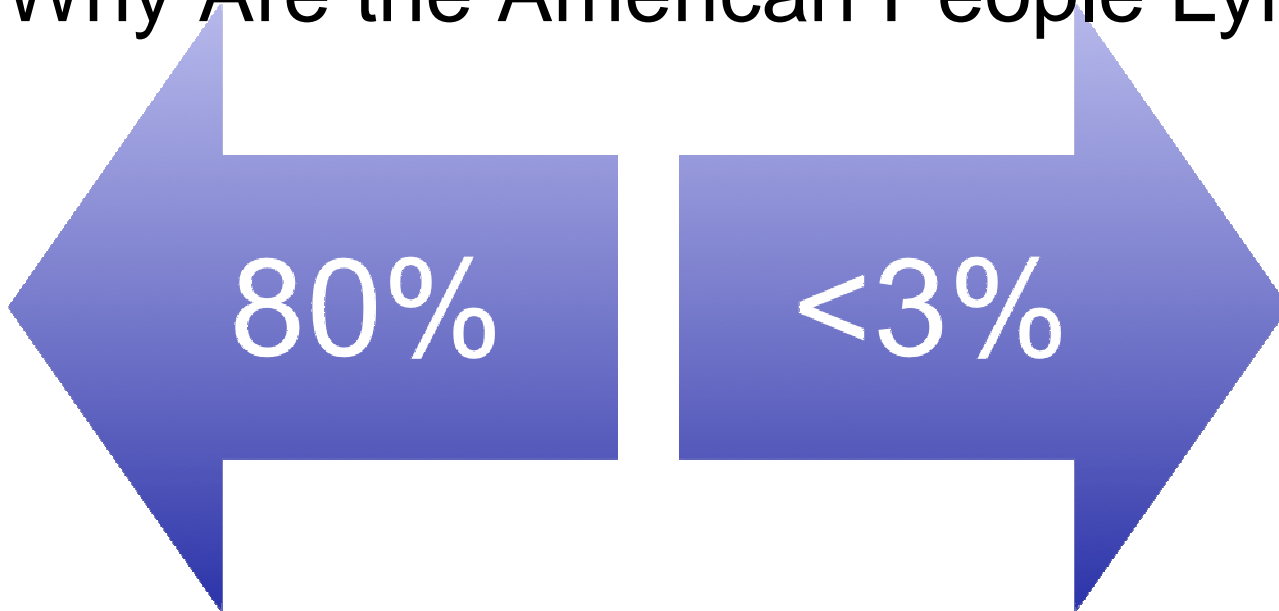


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The SmartPower Approach

- So Why Are the American People Lying?





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Finding Our Niche

- ✓ For 30 years clean energy has been sold as an environmental product;
- ✓ It was assumed that this “niche” would create enough demand to bring it to the mainstream;
- ✓ But it hasn't worked –focusing on environmentalists as a “niche” has limited growth



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Finding Our Niche

- ✓ Using cutting edge marketing techniques to identify new niches that have a bigger impact
- ✓ Instead of “broadcasting” a message, we “narrowcast”
- ✓ new media can reach our targeted audience with a better message



YAHOO!
Shine





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Marketing to Women

- ✓ Our research shows female heads of households are a key target for clean energy and energy efficiency;
- ✓ We partner with Yahoo Shine – the “Cosmo” of the web to speak directly to them;
- ✓ www.shine.yahoo.com

YAHOO!
Shine



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Marketing to Teenagers

- ✓ Our research shows that teenagers and young adults are the biggest wasters of energy
- ✓ Talking peer-to-peer is the only way to change their behavior
- ✓ Through Facebook, MySpace, ThinkMTV, You Tube, Twitter, etc. we are able to connect;

twitter

facebook

think

MTV



You Tube



CLEAN ENERGY. LET'S MAKE MORE.



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EnergySmart You Tube Contest

- ✓ Let kids provide their own content;
- ✓ \$10,000 Cash Prize incentive;
- ✓ Partner with campus environmental groups, film students, etc.





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Marketing to Opinion Makers

- ✓ Get our message to opinion leaders and opinion makers;
- ✓ Internet sites such as Huffington Post give us the audience and exposure we need;
- ✓ A “feeder” to other mainstream media;





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Summary

- ✓ Niche marketing is inexpensive and vital to getting your message out;
- ✓ More effective to moving the market than general “broadcasting” – especially when we are talking about clean energy and energy efficiency.
- ✓ WHAT'S YOUR NICHE?



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