



The Lone Star State vs. The Big Apple

Consumer Perceptions of Renewable Energy and the Power of Choice

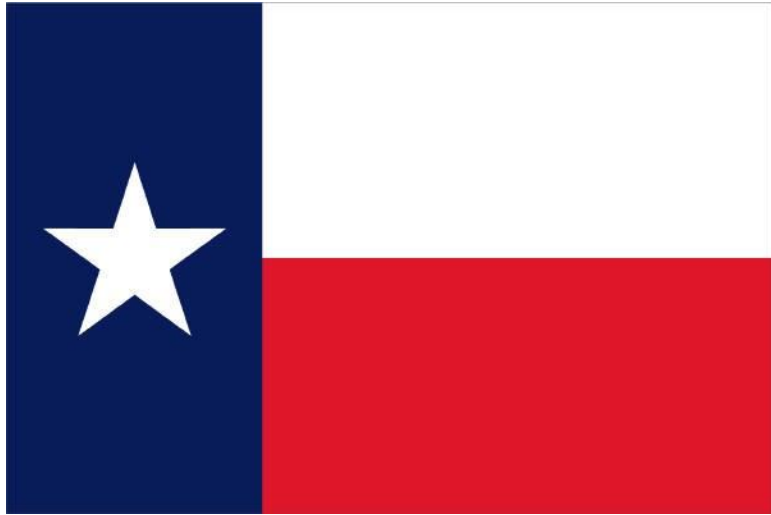
Rachel Fagan
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Who is Green Mountain?

- Founded in 1997 in Vermont
 - Mission: Use the power of consumer choice to change the way power is made
- Provides cleaner electricity in Texas, New York, New Jersey, and Oregon
- Largest market is in Texas
 - First in Texas to sell pollution-free electricity
 - Only Texas provider dedicated to cleaner energy
- Offices in Austin (HQ), Plano, Houston, McAllen, Portland, and New York City

Texas: The Lone Star State





Overview: Green Mountain in TX

- Entered Texas when state was first opened to competition in 2001
- Primary markets:
 - DFW, Houston, Rio Grande Valley, Corpus Christi
- Launched Hispanic marketing efforts in 2007
 - Spanish speakers now account for about 10% of customer base
- Pollution Freesm electricity is lead product
 - First provider to offer 100% renewable product option

Quiz:

How many 100% renewable products are now offered by various providers?

Stiff Competition



- Texas is a highly competitive market
- Consumers are extremely knowledgeable about rates and competitive offers
 - Growing understanding of value of “green” products
 - But electricity primarily still perceived as a commodity



Marketing Efforts in TX

LIMITED TIME OFFER
EXCLUSIVE
WEB OFFER

Choose Pollution FreeSM electricity today and receive a **\$200 gift card!**




\$200 Gift Card available for online new customers enrollments only. Additional terms and conditions apply. See order confirmation page for details.



100% Pollution FreeSM Electricity

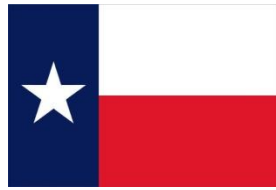
- 100% Renewable Energy
- Same Reliability
- Easy Switch Process

You don't have to pay more for *Pollution Free* electricity!



Green Mountain Energy
The Power of Change™



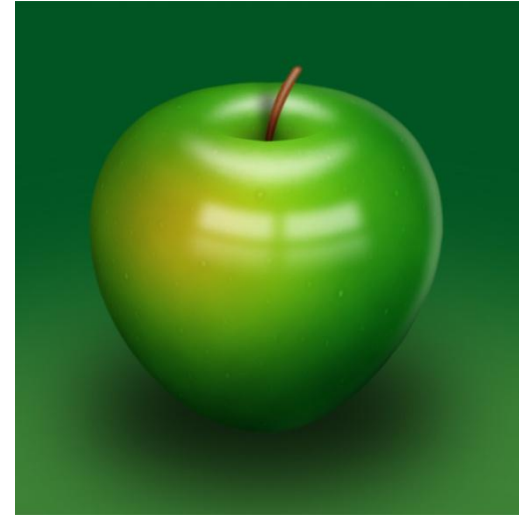


A Snapshot

	Texas
Knowledge about “Choice”	High
Competitive awareness	High
Interest in green power	Good within target segment, though most want green for cheapest possible price
Primary sales channels	Face-to-face, Web, Inside Sales, Apartment Community Program



NYC: The Big Apple





Overview: Green Mountain in NYC

- Entered Con Ed territory in August 2009



- Began with Web and Inside Sales channels only; began adding Direct Sales team in Q1 2010
- Six key neighborhoods identified for initial launch
- Pollution Freesm electricity is lead product
 - 100% renewable (NY wind and water sources)





Marketing Efforts in NYC

IT'S EASY TO HELP MAKE A DIFFERENCE FOR THE ENVIRONMENT



Con Ed customers can choose cleaner energy with Green Mountain Energy Company. [SIGN UP TODAY](#)



HEY CON ED CUSTOMERS – YOU CAN CHOOSE A NEW ELECTRICITY SUPPLIER!

Con Edison customers can sign up with any electric service company (ESCO) of their choice. So if you can choose your electricity supplier, why not choose Pollution FreeSM electricity from Green Mountain Energy Company?

Pollution Free Electricity

- ▶ 100% Renewable, made from New York wind and water sources
- ▶ Competitive Prices
- ▶ Easy Sign Up Process
- ▶ Same Reliability



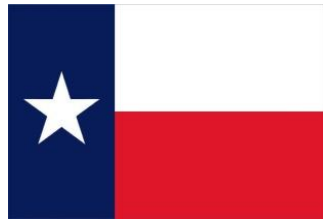
 **Green Mountain Energy**
www.greenmountain.com

Scan code with your smart phone for more information about Green Mountain's products



Year 1 Learnings

- New Yorkers do not realize they have a choice!
 - Must educate FIRST, sell clean energy NEXT
- Response channels will not work until:
 - NYC residents are more educated about the switch process AND
 - Certain level of brand awareness is achieved
- Direct sales channel impacted by weather challenges/seasonality
 - Need to expand to more indoor venues
- Speak quickly – make the pitch in a “NY minute”
- Once “choice” and product is explained, New Yorkers are highly receptive to green energy!



VS



	Texas	NYC
Knowledge about "Choice"	High	Very Low
Competitive awareness	High	Very Low
Interest in green power	Good within target segment, though now want green for cheap	High
Primary sales channels	Face-to-face, Web, Inside Sales, Apartment Community Program	Face-to-face, need to create brand awareness before "response" channels will work



In Summary

- Know thy audience!
 - Tailor accordingly
- Be nimble and ready to adapt sales tactics, messaging, new learnings, etc
- Both markets present their own, separate opportunities and challenges
 - Is no “one size fits all” strategy
- And finally....



In Summary

- NYC sales agents need warmer uniforms!





Thank You

Rachel Fagan
Sr. Manager, Marketing
Green Mountain Energy Company
rachel.fagan@greenmountain.com
512.691.6147

