



# In Search of Sign-ups PSE's Sweepstakes Campaign



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# Puget Sound Energy - Overview



**PSE Headquarters** - Bellevue, Washington

**Service Area** - 6,000+ square miles in 11 Counties

**Electric** - Customers 1.05 million

**Natural gas** - Customers 725,000



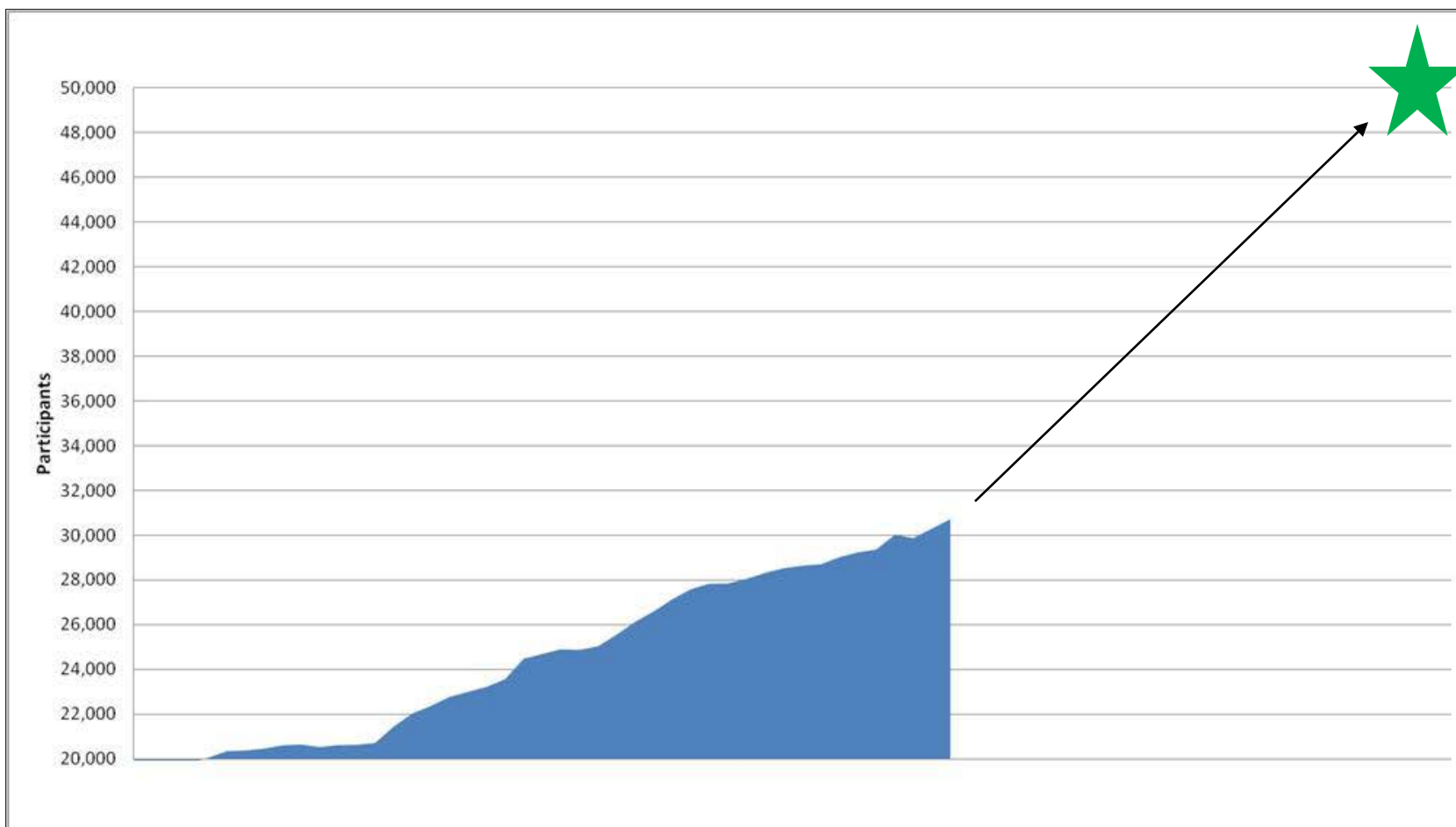
# Puget Sound Energy's Green Power Program

- Program launched in January, 2002
- Green Power sold at a premium of 1.25 cents per kWh or \$2.00 blocks.
- We currently have nearly 32,000 participants, representing over 314,000 MWh sold in 2010.
- **Goal – Achieve 5% participation by February, 2014**





# The Quest for New Customers



# Searching for Sign-Ups through Incentives...

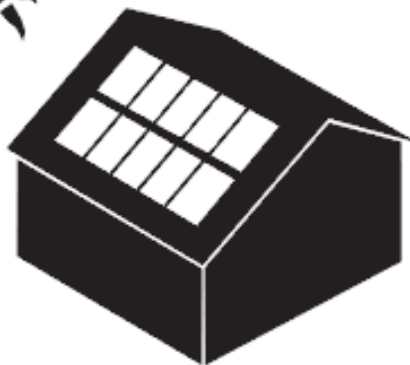
- Coffee
- Chocolate
- Water Bottles
- Coffee Mugs
- Pizza Cards
- Canvas Bags





# Time to Think **BIG**...

# WIN SOLAR PANELS FOR YOUR HOME





# Figuring out the Details

- **Grand Prize – installed photovoltaic system valued at \$9-10K**
- Contracted with Promotions.com to manage fulfillment.
- Sweepstakes Campaign ran from July 9th – October 31<sup>st</sup>.
- Subject to Federal, State and local gaming laws.
- New Customers and existing customers who upgraded to 100% were automatically Entered to win.
- Option to mail-in entry without enrollment. (See bullet 3.)
- Open to legal residents who are Puget Sound Energy electric account holders, homeowners as of 7/9/11, and 18 years and older



# Sweepstakes Promotion - Goal

- Encourage new enrollments
  - Bill Inserts
  - Direct Mail
  - Events
  - Website
  - Call Center
  - Facebook
  - Customer Service Offices



**RE-ENERGIZE WITH PSE'S SOLAR POWER SWEEPSTAKES**

Join PSE's Green Power Program and be entered to win!

When you enroll in Puget Sound Energy's Green Power Program, not only will you support independent renewable energy produced in our region, you'll also have a chance to win a solar electric system for your home valued at \$10,000. Be entered to win\* by simply enrolling or upgrading your participation to 100 percent between July 9, 2011 and October 31, 2011.

Just complete the form on the other side and mail it with your bill payment or visit [PSE.com/GreenPower](http://PSE.com/GreenPower).



**I choose green power and a chance to win solar panels for my home!**

Service Address: \_\_\_\_\_

Daytime Telephone (used to verify your information): \_\_\_\_\_


E-Mail Address (for program news only): \_\_\_\_\_

**I'd like to participate at a per month level of:**

100 percent. Green all of your monthly electricity use for only \$0.0125 cents per kilowatt-hour (KWH) - usually about \$10 to \$12 additional per month for the average customer.

Choose a dollar amount below or fill in your own increments of \$5/month. Every \$5 supports 100 KWH of renewable energy.

\$4    \$5    \$10    \$15    Other amount \$ \_\_\_\_\_



**RE-ENERGIZE WITH PSE'S SOLAR POWER SWEEPSTAKES**

Join PSE's Green Power Program and be entered in our solar sweepstakes!



# Sweepstakes Promotion - Goal

- Engage & reward existing participants
- Refresh marketing messages



# Sweepstakes Promotion - Goal

- Connect with social media followers



**facebook** Search

**PSE's Green Power Program**  
Energy/Utility · Edit Info

**GREEN POWER IS RE-ENERGIZING**

Wall PSE's Green Power Program · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...

**PSE's Green Power Program** notes that we won't let a little drizzle keep us from signing up your friends and neighbors for Green Power. Please 'like' this post and spread the word that there are only about three weeks left to be automatically enrolled in our Solar Sweepstakes.

**Solar Sweepstakes**  
[www.pse.com](http://www.pse.com)  
A brighter, cleaner future is reason enough to join. But, from July 9 through October 31, when you enroll in PSE's Green Power Program – or upgrade to 100 percent – you'll be automatically entered to win a solar panel system valued at \$10,000. PSE's voluntary Green Power Program makes it easy for y...

1,483 Impressions · 0.94% Feedback

Unlike · Comment · Share · October 7 at 1:44pm



# Results

- 2929 total enrollments can be attributed to something that directly mentions the Sweepstakes (as of 10/22/11).
- We received 99 mail-in entries, and 45 are existing Green Power customers.
- Cost is comparable with other incentives in terms of price per acquisition.
- Winner's name drawn on November 11, 2011.
- Now the fun begins.

**WIN  
SOLAR  
PANELS  
FOR YOUR HOME**

Enroll in Puget Sound Energy's Green Power Program before October 31 and be automatically entered to win a solar electric system for your home, valued at \$10,000.\*

Choose Green Power today!

[PSE.COM/SOLARSWEEPSTAKES](http://PSE.COM/SOLARSWEEPSTAKES)

\*No purchase required to win—see [PSE.com/SolarSweepstakes](http://PSE.com/SolarSweepstakes) for contest rules.



**Thank you!**

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