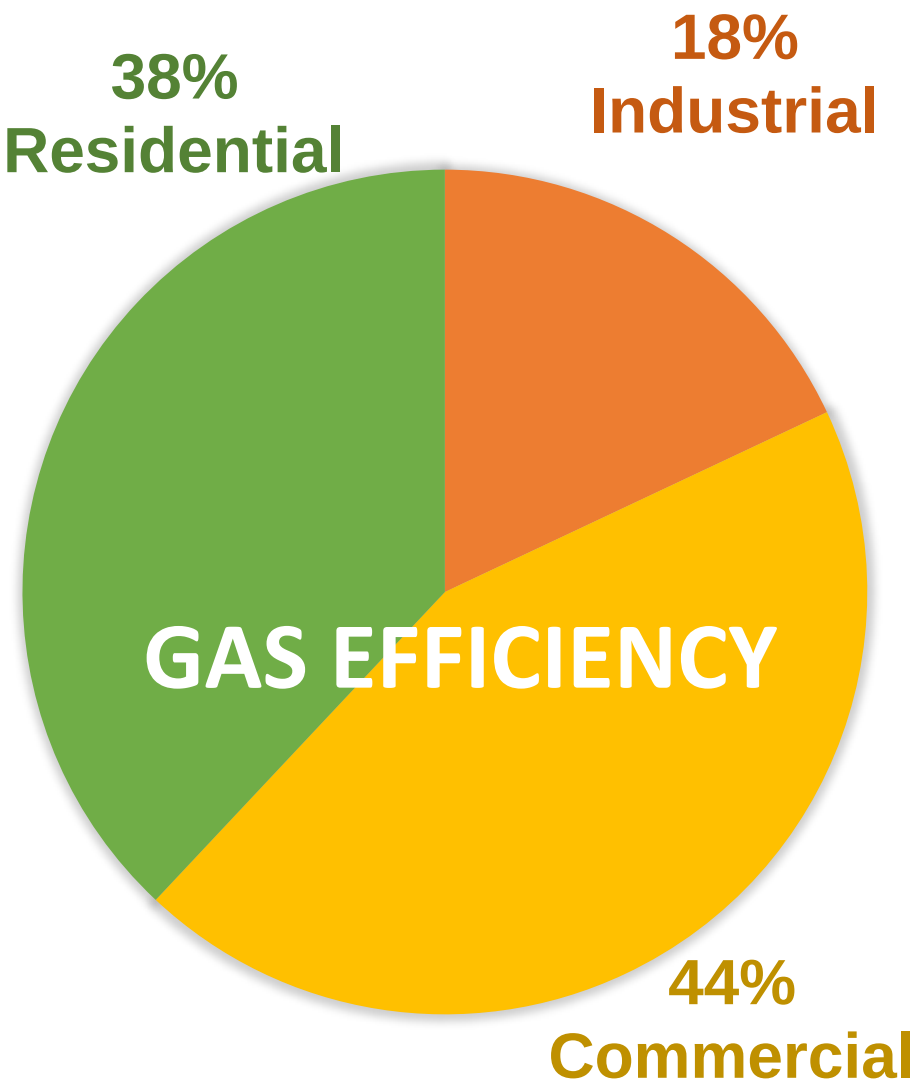
My Business Marketing Campaign Update

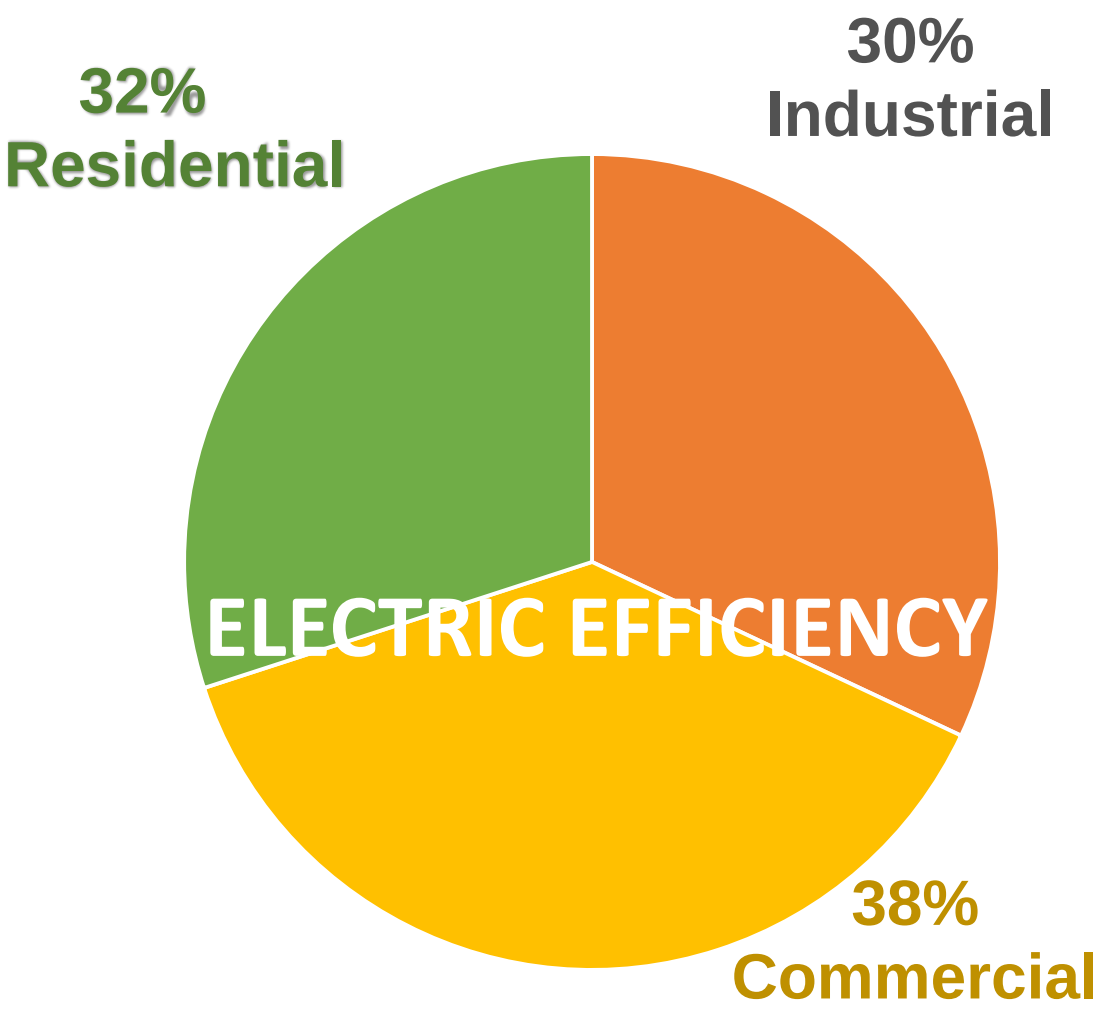
July 15, 2015

EnergyTrust of Oregon

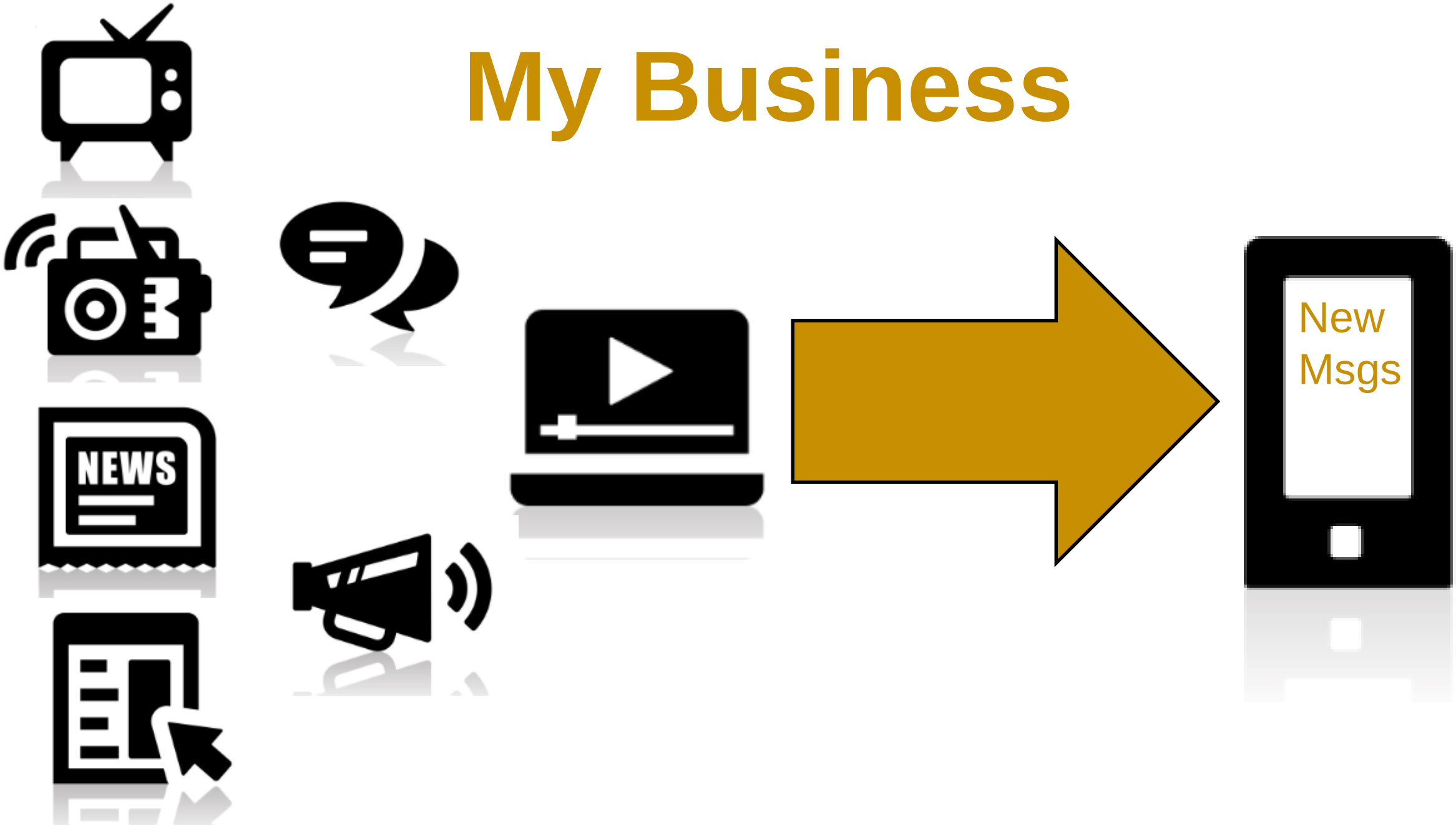
My Business campaign is designed to:

- Help small businesses
- Direct customers to contractors
- Avoid year-end operational bottlenecks
- Create demand for all efficiency projects
- Support trade allies in marketing and sales


38%
Residential
18%
Industrial
GAS EFFICIENCY
44%
Commercial


32%
Residential
30%
Industrial
ELECTRIC EFFICIENCY
38%
Commercial

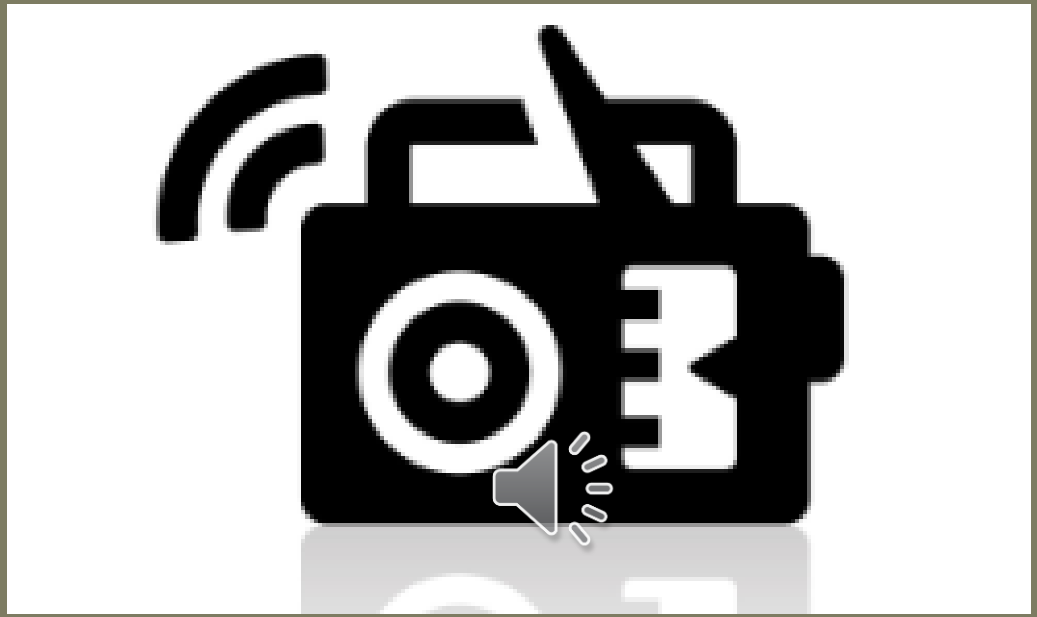
My Business



My Business
Campaign Website

www.energytrust.org/mybusiness

30-second Radio Spot



- Statewide (OPB)
- Southern
- Central
- Eastern
- Coast
- Willamette Valley
- Portland Metro

ENERGY COSTS TOO HIGH?
TRY LOOKING AT IT IN A DIFFERENT LIGHT.

Want to lower your energy costs? When you update lighting and other equipment, you can see the difference instantly and recoup your investment in no time. Talk to a qualified trade ally to learn about Energy Trust of Oregon cash incentives for all kinds of energy-saving solutions.

+

Get more from your energy.
Visit **www.energytrust.org/mybusiness** or call us at **1.866.368.7878**.

Serving customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas.

EnergyTrust of Oregon

THE RIGHT KIND OF LIGHTING CAN MAKE YOUR PRODUCT

EnergyTrust of Oregon

LOOK LIKE A MILLION BUCKS.

Get more from your energy.

EnergyTrust of Oregon

ENERGY-EFFICIENCY UPGRADES CAN MAKE YOUR WORKPLACE...

EnergyTrust of Oregon

slide to learn more

ENERGY-EFFICIENCY UPGRADES CAN MAKE YOUR WORKPLACE HAPPIER AND MORE PRODUCTIVE.

EnergyTrust of Oregon

Publicity on LEDs

- Attention grabbing press kit
- Press Release
- Fact Sheet
- Customer Success Stories
- Results to come

Social Media Results
Starting a conversation

Energy Trust of Oregon Watch Hood River Middle School's journey to become the first public school in the US to be net-zero certified. http://bit.ly/1Hk0uYA

Hood River Middle School | Energy Trust of Oregon

bit.ly · "We can quantify the financial benefits, but we also have this excitement and this ability to have kids think about things they might not know exist." – Principal Brent Emmons, Hood River Middle School

Organic
Targeted to: All Followers

4,167	16	20	0.86%
impressions	clicks	interactions	engagement

Gained from Sponsoring
Sponsored in: Net Zero HR Middle School (stopped)

+8,956	+47	+50	+18	+1.28%
impressions	clicks	interactions	followers acquired	engagement

Manage

Like (66) · Comment (3) · Pin to top · 1 month ago

Feel like a zombie at work?

ENERGYTRUST.ORG

Like · Comment · Share

Jody Tuttle via **Energy Trust of Oregon**
July 10 at 5:46am ·

Show Attachment

Share

Klamath Ice Sports - Bill Collier Community Ice Arena via **Energy Trust of Oregon**

Like Page

July 9 at 6:51pm · Edited ·

KIS will be updating all of our exterior lighting beginning next week. So excited!!

Show Attachment

PACIFIC POWER

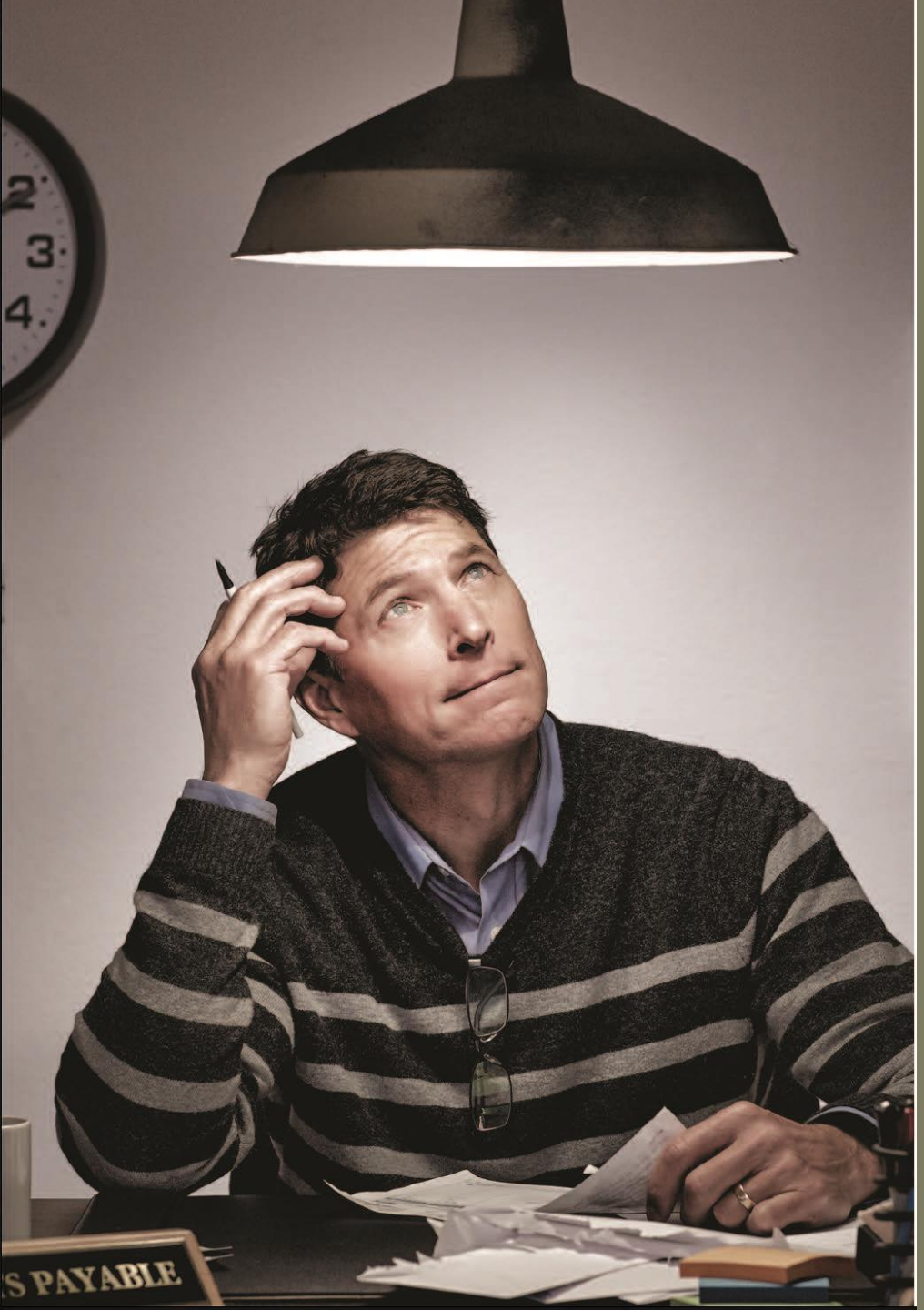
EnergyTrust

of Oregon

energytrust.org/mybusiness

My Business

Providing options and value to trade allies



What’s in it for trade allies?

- A different kind of partnership with Energy Trust
- More direct role in generating leads
- Marketing materials, tools and support
- Opportunity to provide feedback and input

Our goals

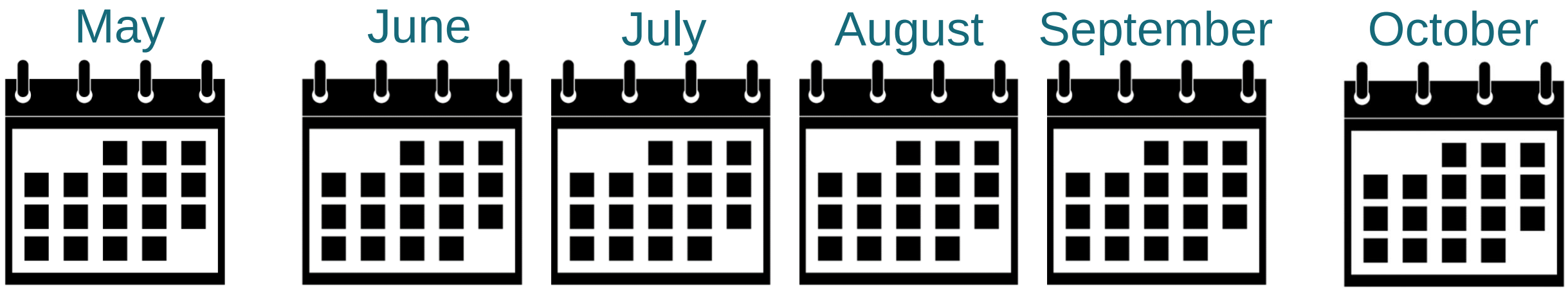
- More business to ally businesses, more quickly
- More savings for Oregon ratepayers, at the lowest cost

Support for Campaign Allies

- Cooperative Marketing Guidebook
- Marketing Hotline
- Dedicated Email
  - mybusiness@energytrust.org

2015 "MY BUSINESS" CAMPAIGN ALLY GUIDEBOOK

ALLIES + ENERGY TRUST + CO-OP MARKETING = MORE BUSINESS

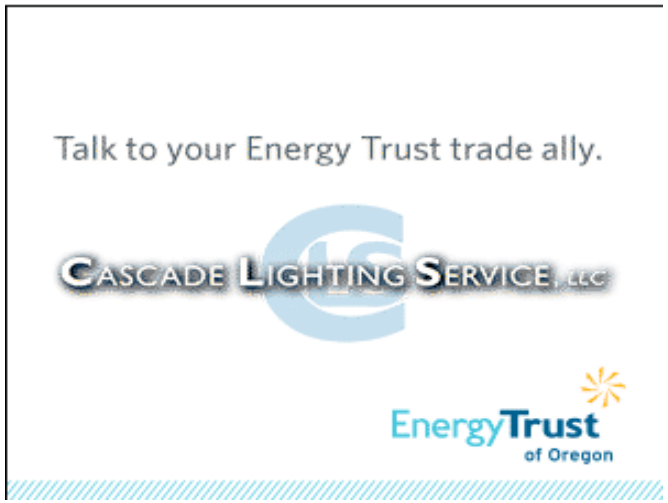


Spring Energy Trust Flight – May 11 – June 8

Cooperative Marketing Period – June 15 – September 15

Fall Energy Trust Flight – October 1 to November 1

Animated Online Ad with Direct Link to Custom Website



My Business
Trade Ally
Campaign Website

http://energytrust.org/mybusiness/cascade-lighting-service

What’s it all mean?

7 million

Media Impressions
(Energy Trust buy)

10,677
Unique Web Visits

70%*
Non-Portland Web Visitors

3:39
Average Time on Website

60
Campaign Allies

1.8 million

Media Impressions
(Pacific Power TV)

#1 Action
“Find A Contractor”

#2 Action
“Watch the Video”

#3 Action
“Load More” Success Stories

3
Trade Allies with Campaign Co-op at 50%

Ad Spend
38% print
33% TV
15% radio
14% online

15%
Web visits directly from digital media

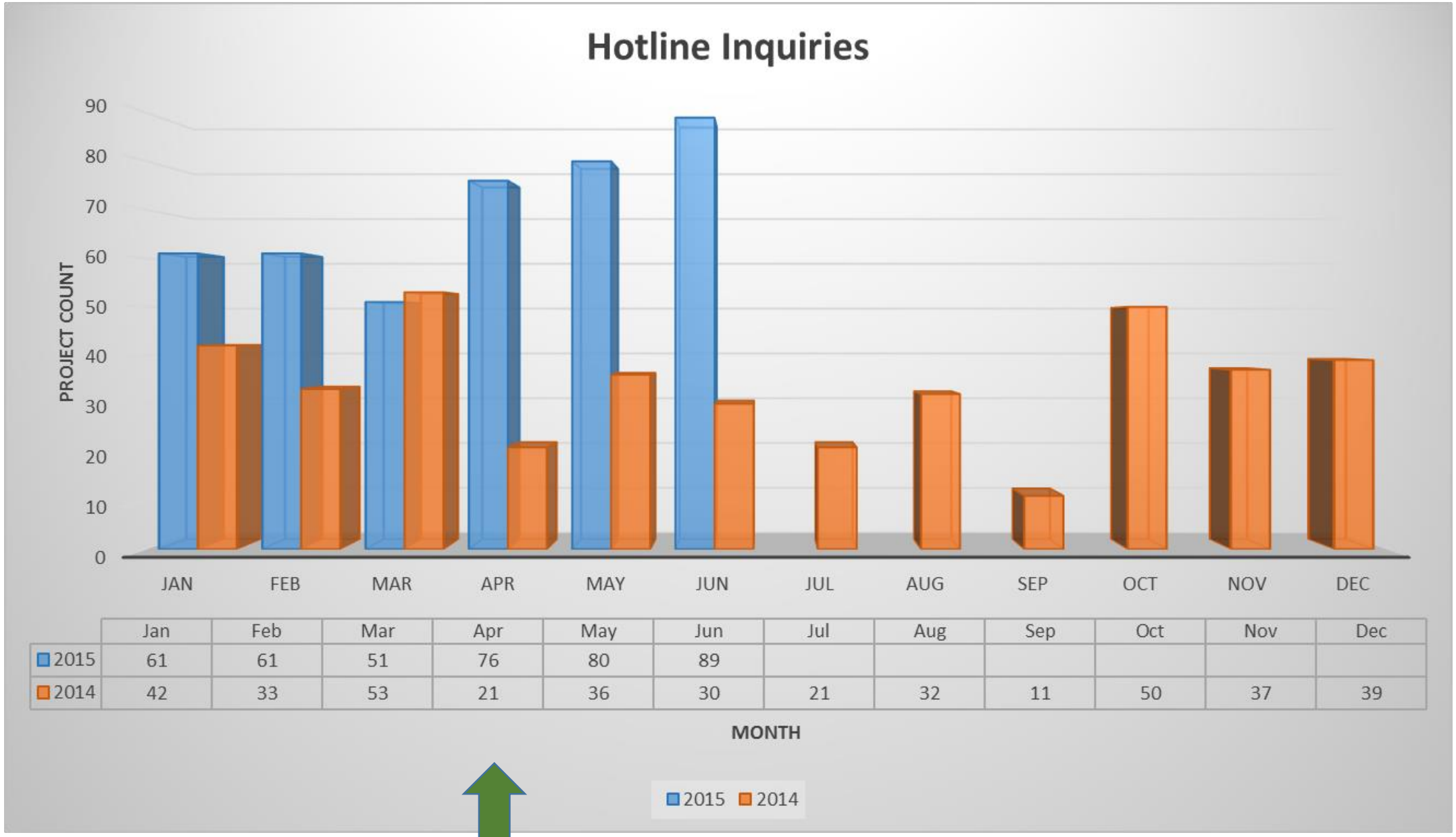
50+%
Keyed-in or Arrived by Google Search

2014 Co-op:
$17,300

2015 Co-op:
$33,262
(to date)

20
Trade Allies with Standard Co-op at 33%

*Not verified



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	61	61	51	76	80	89						
2014	42	33	53	21	36	30	21	32	11	50	37	39

What’s Next?

- Compilation and analysis of marketing activity
- Evaluation of trade ally engagement
- 2016 Planning

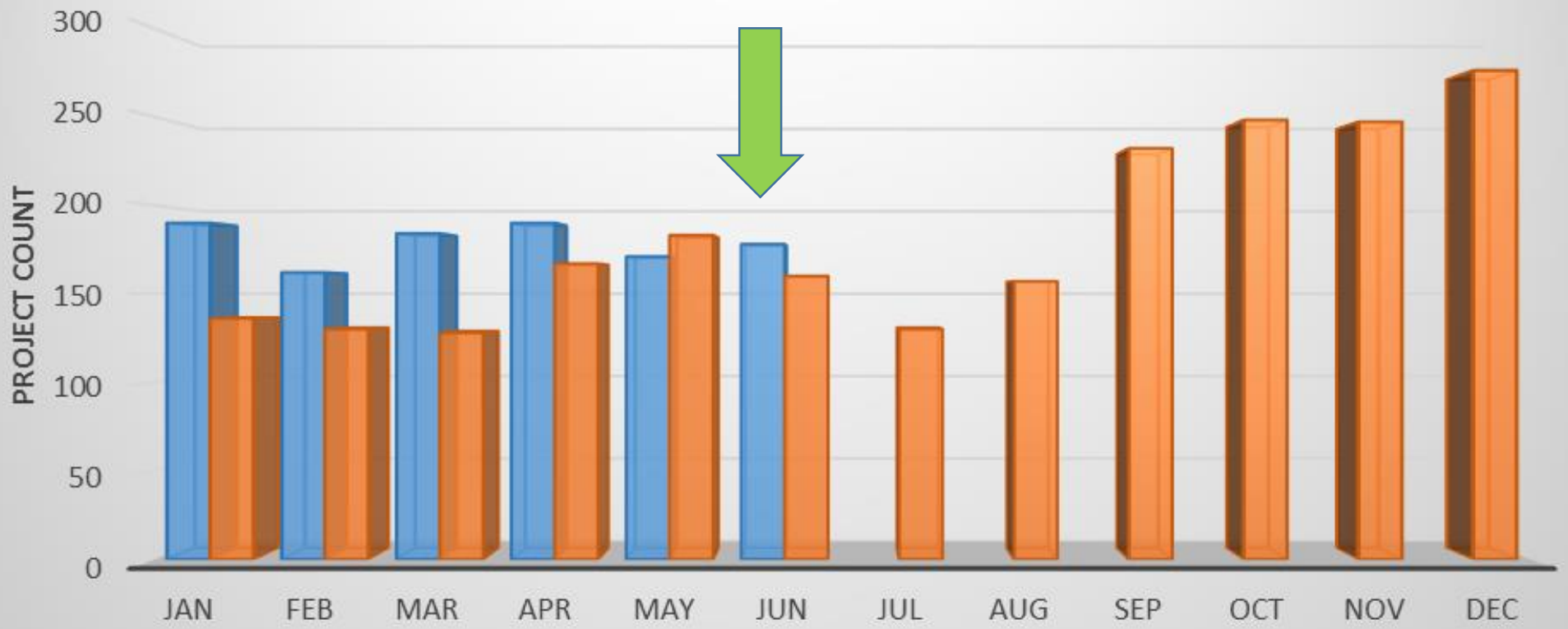
Thank you!

Questions?

Get more from your energy

EnergyTrust of Oregon

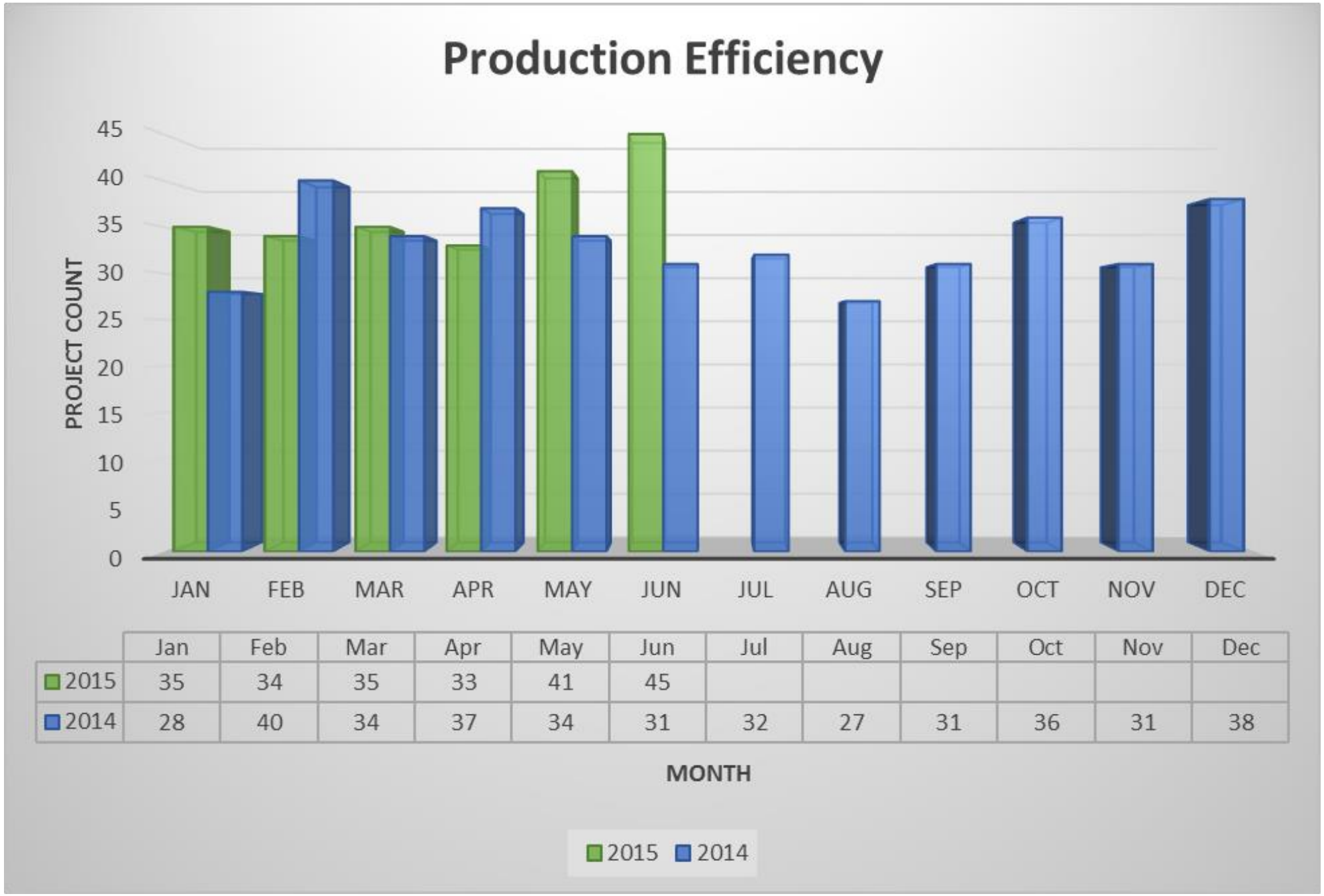
Existing Buildings



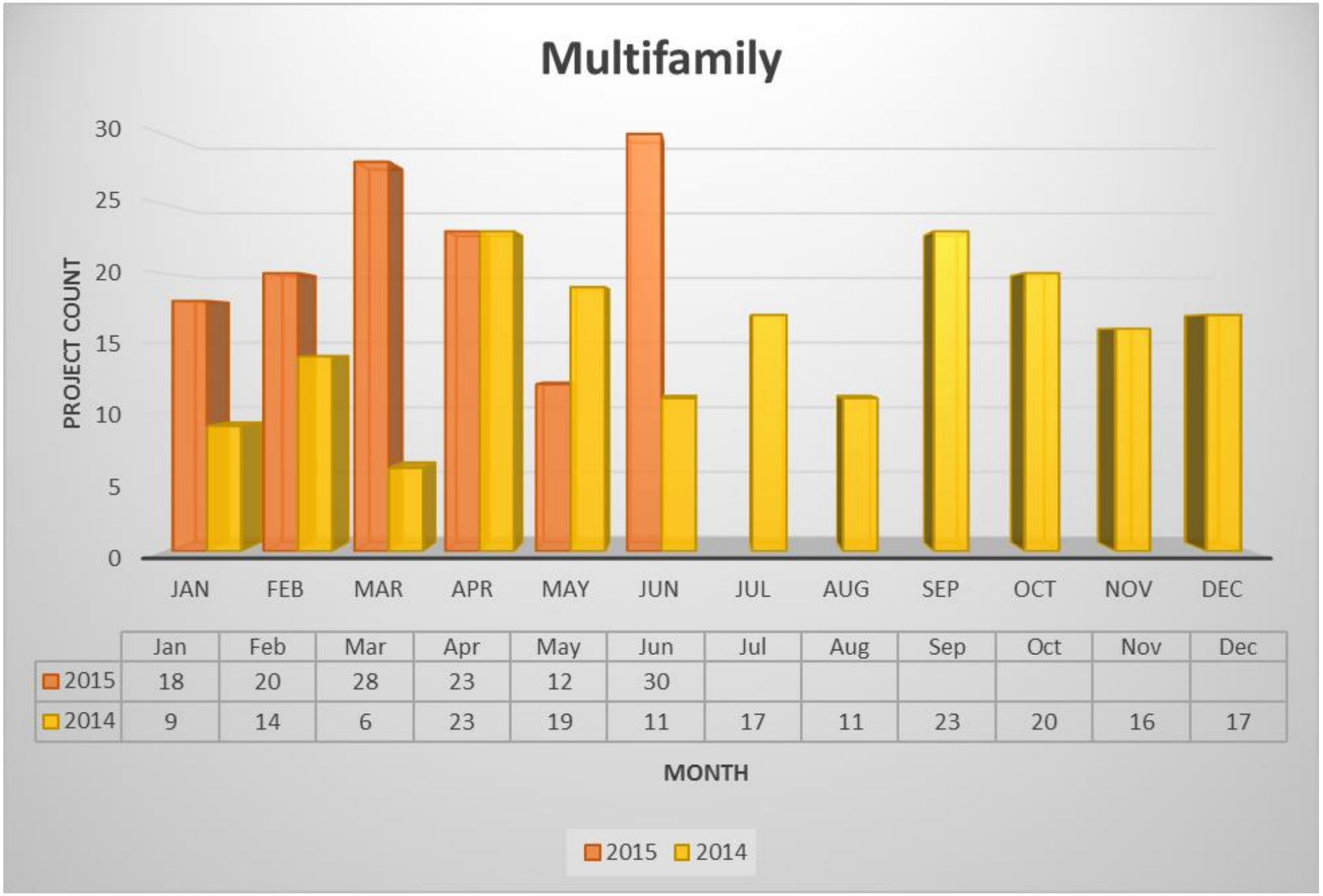
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	190	162	184	190	171	178						
2014	136	130	128	167	183	160	130	157	232	248	247	276

MONTH

2015 2014



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	35	34	35	33	41	45						
2014	28	40	34	37	34	31	32	27	31	36	31	38



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	18	20	28	23	12	30						
2014	9	14	6	23	19	11	17	11	23	20	16	17