

Session 7B

SOCIAL MARKETING IS EVERYWHERE—WHAT EFFECT IS IT HAVING?

Moderator: Patrice Ignelzi, EnerNOC Utility Solutions

PAPERS *(in order of appearance)*:

Evaluation of the “Lose Your Excuse” Public Service Advertising Campaign for Tweens to Save Energy

Yaw Agyeman, Lawrence Berkeley National Laboratory

Jane T. Bertrand, Tulane University

Patty Goldman, Ad Council

Paul Metz, C&R Research

Erin Barber, C&R Research

Kym Wegenka, C&R Research

Controlling for Program Participation Self-Selection Bias

Shawn Bodmann, DNV KEMA

Tammy Kuiken, DNV KEMA

William Golemboski, DNV KEMA

Mitch Rosenberg, DNV KEMA

Miriam Goldberg, DNV KEMA

Robin Sempf, Alliant Energy

Social Marketing in an Unusual Environment – The Military. One Case Study in Ready, Fire, Aim

Lisa A. Skumatz, Skumatz Economic Research Associates, Inc. (SERA)

D. Juri Freeman, Skumatz Economic Research Associates, Inc. (SERA)

SESSION SUMMARY:

This session reports on evaluations of three programs that used social marketing strategies to encourage energy use reduction. These programs used a number of different behavior change intervention strategies to encourage energy efficiency by three diverse groups: tweens, home owners and renters, and military personnel. In this session, you will hear about:

- How social marketing was used to promote energy efficiency among three really different groups of energy users
- Methods used to assess the impacts of different types and different aspects of social marketing campaigns
- Differences in the effects and effectiveness of social marketing within and across these three target groups

In the first paper, the authors study the effects of a public service advertising (PSA) campaign that provided energy efficiency information targeted to tweens (8-12 year olds) and delivered in the form of TV and radio spots, billboards, web banners, and collateral materials. The campaign provided specific recommendations to tweens on how to save energy at home. The evaluation looked at the effects of ad recognition on three outcomes: knowledge of specific energy-saving facts, proactive attitudes, and energy-saving behaviors. The evaluators conducted a series of surveys of children who were exposed to some, all, or none of the campaign activities to collect data on ad recognition and the

three outcomes of interest. They conducted a statistical analysis to assess the effects of the recognized ads on the outcomes. A key contribution of this paper is that, in addition to demonstrating and explaining their application of a powerful impact evaluation approach, the authors provide helpful explanation of terms often used by market researchers and evaluators but not likely known by all readers.

In the second paper, the authors assessed the effects of a program that aims to increase in-home energy efficiency. The program includes a weekly home-improvement TV program and website that provides tips on reducing home energy use through more efficient heating, cooling, lighting, etc. The evaluation estimated end-use specific savings attributable to the program. The evaluators conducted surveys of the TV program viewers and non-viewers and applied sophisticated statistical techniques to estimate both the savings achieved by the participants as well as the amount of savings attributable to viewing the TV show. A key contribution of this paper is the authors' examination and quantification of bias introduced into savings estimates by the correlation between customers' predisposition to viewing such a program and to taking energy savings actions. In doing so, they explain the pitfalls of simply using non-participants (e.g., non-viewers) as a comparison or control group against which energy usage and savings of program participants are compared. Better yet, they show how to correct for the bias when it occurs.

The third paper reports on a pilot program that aimed to reduce energy use (along with water use and solid waste) at military installations, including training centers, maintenance, and others. The program used a handbook of mandated reductions with rationales for each that facility commanders were to use to train subordinates, and posters with specific resource-saving recommendations displayed around each facility. The evaluators conducted a broad review of the program, including extensive assessment of the materials and deployment of the program, and assessment of the impact on resource use at the test facilities. The evaluation used focus groups to assess barriers and refine the program; surveys to gauge awareness, attitudes, behaviors, and behavior change; and examination of facility energy use both pre-and post-campaign and in comparison with non-program facilities. The paper clearly documents the program effects on both attitudes and specific behaviors that the program did and did not affect. The key contribution of this paper is its explicit examination of the specific behavior change intervention strategies used in the program (feedback, norms, prompts, incentives, contests) and articulate set of recommendations on improvements for future program design.