

SESSION 6D

MARKETING AND SOCIAL MARKETING FOR ENERGY EFFICIENCY

Moderator: Monica Nevius, Consortium for Energy Efficiency

PAPERS:

Making the Intangible Tangible: How to Evaluate a Social Marketing Campaign

Sharyn Barata, Opinion Dynamics Corporation

Chris Anderson, Opinion Dynamics Corporation

Measuring the Effects of Marketing Campaigns: Lessons and Innovative Methods from California

Jennifer Mitchell-Jackson, Opinion Dynamics Corporation

Sharyn Barata, Opinion Dynamics Corporation

Nick Hall, TecMarket Works

Peter Lai, California Public Utilities Commission

SESSION SUMMARY:

This session will focus on both core and cutting-edge research methods for evaluating energy-efficiency marketing and social marketing campaigns. Two papers are included in this session.

The first paper, “Making the Tangible Intangible: How to Evaluate a Social Marketing Campaign,” describes the theoretical background on which social marketing program evaluation approaches should be based, and lays out the elements necessary for the robust evaluation of energy-efficiency social marketing campaigns. In addition to the key elements needed for any social marketing campaign evaluation, the authors describe three optional methods—trade-off analysis, intensity measures, and past behavior indices—that can improve the quality and scope of these evaluations, including benefits and drawbacks of each. The authors draw on their extensive experience evaluating social marketing campaigns to illustrate examples of each of the approaches addressed in the paper.

The second paper, “Measuring the Effects of Marketing Campaigns: Lessons and Innovative Methods from California,” discusses the lessons learned from the evaluation of three statewide California marketing and outreach campaigns, *Flex Your Power*, *Reach for the Stars*, and *UTEEM*. The paper describes four challenges to measuring the effects of marketing and outreach campaigns revealed by the evaluation, and introduces a series of innovative tools for measuring these effects that are applicable to the evaluation of any marketing and outreach campaign. To help evaluators better assess the viability of these innovative methods for their own campaign evaluation work, the authors concisely summarize what each of the methods is and is not capable of accomplishing.