Final Progress Report

Project Title:	"Energy Efficiency Public Service Advertising Campaign"
Covering Period:	Sept 1, 2007 – Sept 30, 2014
Date of Report:	Dec 19, 2014
Recipient:	Ad Council
Award Number:	DE-FC36-07GO17103
Working Partners:	None
Cost-Sharing Partners:	None

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	Project Engineer	-	Bill Wickman

Project Objective: The Advertising Council ("the Ad Council") and The United States Department of Energy (DOE) created and launched a national public service advertising campaign designed to promote energy efficiency. The objective of the Energy Efficiency campaign was to redefine how consumers approach energy efficiency by showing that saving energy can save homeowners money.

Background: The Ad Council, in alliance with the volunteer advertising agency, developed a communications strategy for this national campaign, created and produced multi-media creative executions (PSAs) off this strategy, disseminated the PSAs to national media outlets and monitored media response.

This report describes the tasks and activities the Ad Council has completed in support of DOE regarding the creation and management of the Energy Efficiency PSA campaign throughout the period of performance, September 1, 2007 – September 30, 2014:

Summary of Accomplishments:

(1) Developed a public service campaign strategy to include a primary message, target audience definition and recommended media placement in a donated media environment
(2) Created and produced appropriate multimedia products supporting the strategy
(3) Disseminated these products to national media outlets and used best efforts to encourage their use as Public Service Announcements (PSAs)
(4) Monitored and periodically reported on the results of the dissemination effort.

Specific Tasks:
The Ad Council successfully and accurately completed the following tasks:

Task 1.0 Develop a Public Service Campaign Strategy

Objective: To develop and refine primary campaign message that will encourage American families to pursue an energy efficient lifestyle

In order to create a communications strategy and primary campaign message that was best suited for the intended target, the Ad Council conducted a comprehensive environmental scan and undertook a review of other related programs, existing DOE research, and learnings to gain further insight into the issue and the mindset of the target.

The exploratory plan included a review of the past communication program to identify successes and opportunities for improvement. In addition, the Ad Council built off learning from existing research and evaluations. Special attention was given to any insights and best practices stemming from the results and research behind past efforts targeting Americans on this issue.

The Ad Council then worked to refine and evolve the Strategic Plan to reflect new attitudes and behaviors held by the target audience. The strategic plan included appropriate messaging points for the PSAs, as well as informational needs to address in campaign fulfillment such as the website and any other additional communication vehicles.

The Ad Council team then engaged the Campaign Review Committee (CRC). This voluntary committee, comprised of Chief Creative Officers and Executive Creative Directors from leading traditional and digital advertising agencies, serves in a creative review capacity to ensure that the campaign strategy, rationale and proposed execution is breakthrough and delivers on the campaign strategy. The CRC was engaged at three key points in the campaign development process: (1) development of strategic work plan, (2) creative concept development and (3) rough draft of produced television creative. At all three stages the CRC had the ability to suggest modifications and changes which, in its opinion, would enhance its acceptability by the media and the public or to reject strategies or concepts that do not deliver on overall campaign objectives.

Task 2.0 Create and Produce Appropriate Multimedia Products to Support the Existing Campaign Strategy

The Ad Council managed the development and production of the following PSAs materials for the campaign:

Phase 1

- **Kid-targeted**
  - TV – “April” & “Malcolm”
  - Radio – “April,” “Lisa” & “Malcolm”

- Outdoor – "Power Strip," "Energy-saving Bulb," & "Turn off Lights"
- Web Banners – "Lose Your Excuse" & "Play Power Rescue"

- **Parent-targeted**
  - Radio – "Sonia," "Colin," "Terrill," and "Sara"
  - Web Banners – "Lose Your Excuse for Parents"
- **Disney Partnership (Tinkerbell, 2008)**
  - TV – "Everyone" & "Magic"
  - Outdoor – "You don't need magic" (Bus shelter & billboards)

<u>Phase 2</u>

- **Adult-targeted**
  - TV – "Cliff" and "Oven"
  - Radio – "Building," "State Fair," and "Outdated"
  - Outdoor / Print – "Saving energy saves you money," "Save date night," "Save movie night," "Save vacation," "Save spa day"
  - Web banners - "Saving energy saves you money"
- **Disney Partnership (Tinkerbell, 2009)**
  - TV – "Easy" & "Together"
  - Outdoor – "You don't need magic" (Bus shelter & billboards)

<u>Phase 3</u>

- **Adult-targeted**
  - TV – "Common Sense" & "The Next 30 Seconds"
  - Outdoor – "Less AC," "Water Temp," "Less Heat," "Autosleep"
  - Web banners –
- **Disney Partnership (Tinkerbell, 2011)**
  - TV – "Magical Things"
  - Outdoor / Web banners – "Make some magic" (Bus shelter & billboards)

<u>Task 3.0 - Disseminate Media Products to National Media Outlets</u>

<u>Objective</u>: To disseminate the multimedia campaign elements to national media outlets in order to gain exposure of the campaign through donated media.

The Ad Council worked to develop and implement an in-depth media distribution and outreach plan to deliver the PSA materials to media outlets throughout the country. The Ad Council designed and managed the distribution of all campaign materials including media kits for the campaign. The following media materials were distributed and / or redistributed to media outlets:

Mail Date	Media Type	Distribution Name
9/10/2008	OOH	What's Your Excuse- 30-sheets 2008
9/12/2008	Radio	Energy Efficiency Digital Radio- 9/08
9/12/2008	Broadcast TV	Energy Efficiency Digital TV 9/08

Mail Date	Media Type	Distribution Name
9/12/2008	Interactive	Tinkerbell
9/22/2008	Broadcast TV	Energy Efficiency TV 9/08
9/26/2008	Radio	Energy Efficiency Radio - 9/08
9/29/2008	Cable TV	Fall 2008 Cable TV Comp Kit
10/2/2008	Cable TV	Fall 2008 Cable TV Comp Kit
10/27/2008	Radio	November 2008 Digital Radio Comp Kit- 11/08
11/3/2008	Radio	November 2008 Radio Comp Kit- 11/08
12/1/2008	Broadcast TV	Kid Targeted TV Comp Kit- Fall/Winter 2008
2/3/2009	Radio	Energy Efficiency Parent Radio Digital Distribution - Jan 09
4/13/2009	Radio	Spring 2009 Radio Comp Kit
4/13/2009	Radio	Spring 2009 Radio Digital Comp kit
4/13/2009	Broadcast TV	Spring 2009 TV Comp Kit
6/22/2009	Broadcast TV	Kid-Targeted Summer 2009 TV Comp Kit
6/29/2009	Radio	Radio Catalog 2009- Volume I
9/21/2009	Broadcast TV	EE- Tink II - Hula
9/22/2009	Interactive	
9/22/2009	Interactive	
9/28/2009	Radio	Radio Catalog 2009- Volume 2
9/30/2009	OOH	EE - OOH Re-Dist. Fall 2009
10/26/2009	Television	Kid Targeted Fall 2009 Comp Kit - 10/09
12/7/2009	Radio	Radio Catalog 2009: Volume 3
3/22/2010	Television	Community & Education 2010 TV Compilation Kit
8/20/2010	Television	Energy Efficiency - Tink III - Digital TV 8/10
10/25/2010	Radio	Radio Catalog 2010- Volume 3
11/1/2010	Television	Kid-Targetted Winter 2010 Comp Kit
12/20/2010	Radio	Radio Catalog 2010- Volume 4
3/14/2011	Radio	Radio Catalog 2011- Volume 1
5/31/2011	Radio	Radio Catalog 2011- Volume 2
6/20/2011	Television	Energy Efficiency - YR3 - TV DG
6/20/2011	Television	Energy Efficiency - YR3 - AC.TV
6/20/2011	Television	Energy Efficiency - YR3 - TV - HD
6/20/2011	Interactive	General
6/22/2011	OOH	EE - Paper Printing - 6/2 - EOF
7/5/2011	Television	Energy Efficiency -YR3 - TV Hardkit
7/18/2011	Radio	Energy Efficiency - YR3 - Radio Digital
8/31/2011	Radio	Radio Catalog 2011- Volume 3
9/16/2011	Radio	Energy Efficiency - YR3 - Radio Hard Kit
10/18/2011	Radio	Energy Efficiency - Outdated - Radio Digital
11/21/2011	Television	November 2011 TV Comp Kit
12/5/2011	Radio	Radio Catalog 2011- Volume 4
2/27/2012	Radio	Radio Catalog 2012- Volume 1
2/29/2012	OOH	EE - Paper Printing - Feb 2012
3/29/2012	OOH	EE - Paper Printing - March 2012
4/30/2012	Radio	Energy Radio Hard Kit - Redistribution
4/30/2012	Radio	Energy Radio Digital Redistribution
4/30/2012	Television	Energy TV Digital Redistribution

Mail Date	Media Type	Distribution Name
5/29/2012	Radio	Radio Catalog 2012- Volume 2
6/14/2012	Television	Energy TV Hard Kit - Redistribution
8/27/2012	Radio	Radio Catalog 2012- Volume 3
12/14/2012	Radio	Radio Catalog 2012- Volume 4
12/14/2012	Television	December 2012 TV Comp Kit
2/1/2013	OOH	EE - OOH Re-Dist.
07/31/2013	Television	Hard Kit|Multi-Campaign Distribution
10/27/2013	Television	Hard Kit|Multi-Campaign Distribution
11/1/2013	OOH	EE - OOH Re-Dist.
03/09/2014	Radio	Digital|Solo Distribution
03/30/2014	Television	Hard Kit|Multi-Campaign Distribution
02/06/2014	Television	Hard Kit|Multi-Campaign Distribution
05/01/2014	OOH	EE - OOH Re-Dist.
05/20/2014	Television	Digital Video Platform|Solo Distribution
06/22/2014	Radio	Digital|Solo Distribution
07/28/2014	Television	Hard Kit|Multi-Campaign Distribution
9/30/2014	OOH	EE - OOH Re-Dist.

This distribution included e-mail blasts to PSA directors in addition to the mailing of hard kits to television and radio media outlets.

Task 4.0 - Monitor and Report on the Results of the Media Dissemination Effort

Objective: To measure and report on the results of the media dissemination effort and track key communications metrics in order to ascertain the efficacy of the campaign.

Campaign Results:

Tracking Study – Energy Efficiency Adult-Targeted
One in five homeowners (21%, up from 17%) recognize at least one of the PSAs. The proportion who said they had recently heard or seen something relating to the issue of “saving energy to save money” dropped from 37% → 32% → 21% from 2011 to 2012 to 2014, though.

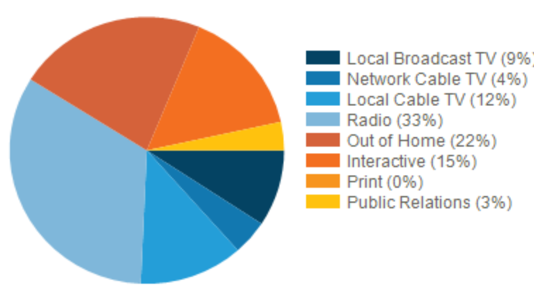
While respondents are hearing and seeing less about the issue in the media, there was a continued increase in the proportion who do things to save energy in their homes often (44% → 49% → 51%). And homeowners exposed to the campaign are more likely to be taking action.

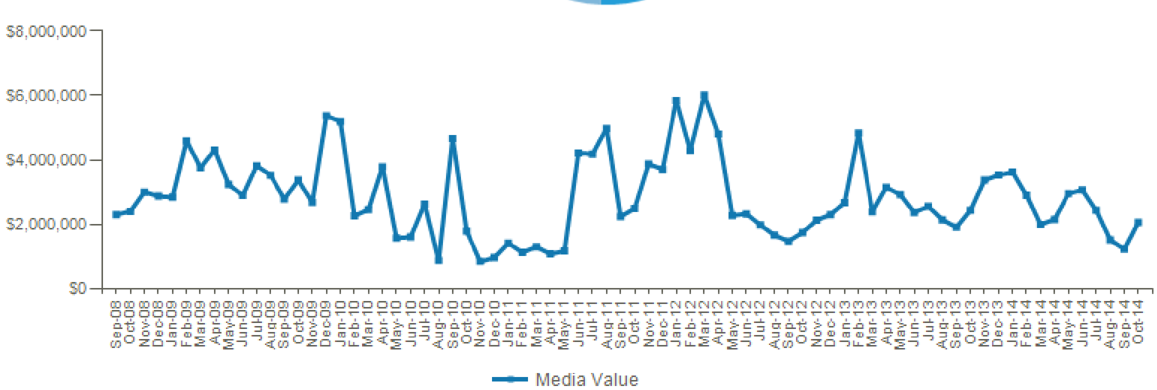
Most homeowners seem knowledgeable about their light bulb options, stable from prior waves. Use of LEDs increased, and ad-aware respondents were more likely to change a bulb to get more energy efficiency.

Donated Media:

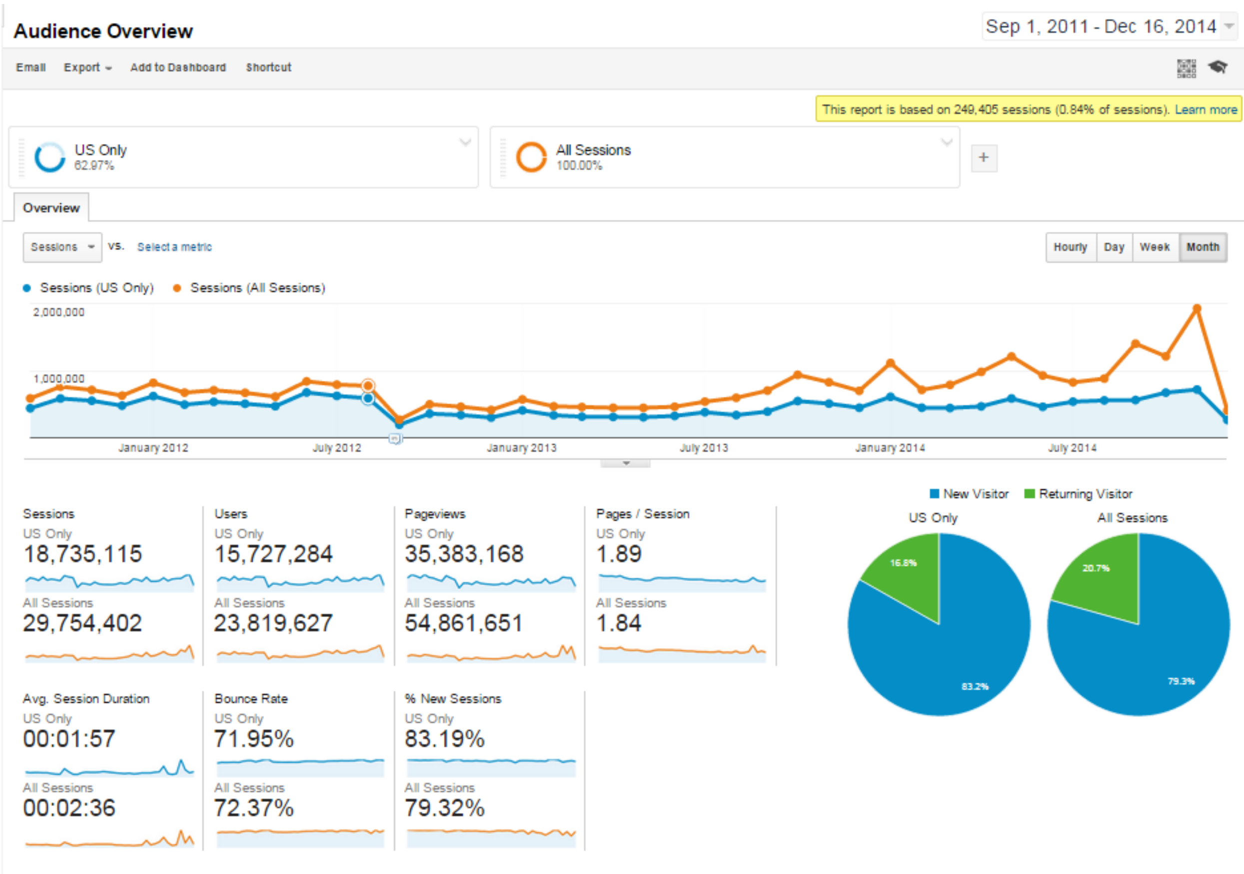
Sep 2008- Oct 2014			
Media Type	**Detections**	**P2+ IMPs (000)**	**Media Value**
Local Broadcast TV	880,508	578,490	$19,343,484
Network Cable TV	29,621	149,060	$8,797,749
Local Cable TV	0	0	$25,587,754
Radio	2,895,516	1,011,386	$69,934,739
Out of Home	300,135	269,125	$46,584,450
Interactive	0	22,394,128	$32,065,144
Print	0	0	$0
Public Relations	409	70,016	$7,194,636
Total	**4,106,189**	**24,472,205**	**$209,507,955**

	Sep-Dec 2008	2009	2010	2011	2012	2013	Jan-Oct 2014
Local Broadcast TV	$636,144	$2,189,565	$2,733,637	$5,088,156	$3,406,684	$2,728,937	$2,560,361
Network Cable TV	$632,080	$2,315,301	$372,338	$1,261,989	$2,122,304	$1,394,728	$699,008
Local Cable TV	$486,059	$5,229,019	$3,477,479	$5,313,853	$2,801,467	$5,793,535	$2,486,340
Radio	$5,257,747	$20,468,752	$4,272,557	$3,888,808	$13,000,284	$12,920,116	$10,126,475
Out of Home	$2,292,676	$5,611,035	$5,995,091	$8,229,171	$11,759,266	$7,144,624	$5,552,586
Interactive	$147,052	$7,407,013	$9,009,471	$4,838,048	$3,785,066	$3,942,198	$2,538,063
Print	$0	$0	$0	$0	$0	$0	$0
Public Relations	$1,141,566	$306	$2,837,456	$3,211,580	$0	$3,729	$0
TOTAL	**$10,593,325**	**$43,220,991**	**$28,698,030**	**$31,831,605**	**$36,875,073**	**$33,927,866**	**$23,962,832**





Energysavers.gov Web Stats (Sep 2011 – present):



Task 5.0 Project Management and Reporting

The Ad Council provided the following reports, per requirements outlined in the agreement.

Quarterly Donated Media Reports: The Ad Council has provided quarterly donated media reports approximately 12 weeks following the end of each quarter. The latest report provided was the Q3 2014 (July – September 2014) report and highlight summary, which was sent in Dec 2014. A comprehensive donated media report for the entire period of performance for this contract with results from Sept 2008 – Sept 2014 is also being submitted concurrently with this report.

Tracking Study: The Ad Council provided pre- and post-wave tracking study reports, fielded in three waves, that include measures of key metrics among the campaign's target audience, homeowners age 25+. The time period of the fielding of each wave was:

Wave 1: May 27 – June 7, 2011
Wave 2: May 29 – June 8, 2012
Wave 3: May 29 – June 19, 2014

The final Wave 3 report was delivered on Sept 30, 2014 and constitutes final, comprehensive reporting on those measures.

Quarterly Progress Reports: The Ad Council has provided quarterly agreement status reports each month 30 days after the end of the month covered in the report along with a monthly Statement of Expenditure. The reports were in narrative form and included all activity and approvals conducted during the previous month as well as action steps for going forward.

Quarterly Financial Reports: Pursuant to the agreement, the Ad Council provided a quarterly report outlining the cumulative billing for the effort.

Financial Summary

DE-FC36-07GO17103

Total Available Budget:		$4,529,486
Cumulative Billing:		
	YR1	$1,279,565.17
	YR2	$596,575.55
	YR3	$2,653,342.66
	Total	**$4,529,483.38**
Unspent Contract Funds:		$2.62

Please feel free to contact me directly at (202) 331-5099 if you have any questions about this report.

Sincerely,

Amy Gibson-Grant
VP, Campaign Director
The Advertising Council

Energy Efficiency Wave 3 Tracking Report

September 2014

U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

Background and Methodology

Ad Council

Background

- **In July 2011, the Ad Council and the US Department of Energy (DOE) launched a national PSA campaign to encourage adult homeowners to save money by taking steps to save energy in their homes. The campaign consists of three efforts:**
  - 2011: General Market creative ("Throwing Away") - these PSAs encourage homeowners to take a range of energy efficient behaviors in order to save money.
  - 2011: Lighting-specific ("Light Bulb" work) - these PSAs educate homeowners about the wide range of energy efficient light bulb options.
  - 2013: "Infographic" work – these encourage homeowners to save energy by providing tips on a simple but effective actions around the home.
- **This study serves as a Wave 3 measure of key metrics among the campaign's target audience, homeowners age 25+. Key measures include:**
  - Awareness of messages relating to the broad issue;
  - Recognition of the PSAs;
  - Relevant attitudes, including interest, ease of taking energy efficient steps, and likelihood to act;
  - Relevant knowledge, including knowledge of light bulb alternatives and energy efficient options; and
  - Relevant behaviors, including specific energy-saving behaviors mentioned within the PSAs.

Methodology

What: Postwave tracking study for the Energy Efficiency Adult Campaign

When: Wave 1: May 27 – June 7, 2011
Wave 2: May 29 – June 8, 2012
Wave 3: May 29 – June 19, 2014

Who: General market sample of adults 25+ who own their homes
W1 sample: n = 704; W2: n=701; W3: n=806

Where: National sample. [See Appendix for full sample composition.]

How: Online Survey Panel Methodology
Study was fielded by Lightspeed Research among their survey panel. Sample is US Census representative of US homeowners by race/ethnicity, income, age, region, and family status. At least 30% of respondents were required to have not updated major appliances in their home in the past 5 years (dishwasher, stove, refrigerator, washer, or dryer).

Ad Council

Summary

Metrics for Success

Exposure	Recognition	Engagement	Impact
Donated Media PR Exposure	PSA Awareness Issue Awareness	Website Analytics Buzz about issue	Increased perception that saving energy saves money Took key steps to save energy (e.g. home energy audit, switched light bulbs) Industry data on energy efficiency-related purchase behavior

Topline

Exposure From 7/11 to 6/14, the campaign received $108 million in donated media. This quarterly average ($9MM) is significantly higher than the Ad Council average of about $6.5MM per Quarter.

Recognition One in five homeowners (21%, up from 17%) recognize at least one of the PSAs. The proportion who said they had recently heard or seen something relating to the issue of "saving energy to save money" dropped from 37% → 32% → 21% from 2011 to 2012 to 2014, though.

Engagement Over the full period, there were over 23 million visits to EnergySavers.gov, an average of 642,000 visits per month, representing an increase of 33% compared to pre-campaign levels.

Impact While respondents are hearing and seeing less about the issue in the media, there was a continued increase in the proportion who do things to save energy in their homes often (44% → 49% → 51%). And homeowners exposed to the campaign are more likely to be taking action.

Most homeowners seem knowledgeable about their light bulb options, stable from prior waves. Use of LEDs increased, and ad-aware respondents were more likely to change a bulb to get more energy efficiency.

Summary Findings: Awareness

- **There was a decline over the three waves in the percentage of homeowners who said they had recently seen or heard something in the media or other places related to saving money by saving energy (37%→32%→21%).**
  - TV ads, radio ads, and print articles were the strongest drivers of awareness.
- **Similarly, there was a continued decrease in the number of respondents who strongly agreed that saving energy is an issue "people are talking about these days," 48% → 40% → 35%.**
- **Aided recognition of the PSAs increased significantly from Wave 2 to Wave 3, however (17% → 21%), and awareness of the Phase 1 TV PSAs increased significantly.**
  - Awareness of the energysavers.gov site was flat across the 3 waves (13%→12%→13%). Those aware of the PSAs were dramatically more likely to have heard of the site than those not aware of the campaign (35% vs. 7%).

Summary Findings: Behavior

- **Asked what they do to save money, most respondents in Wave 3 mention things like cutting back expenses, and energy saving actions are brought up by small numbers of homeowners, similar to prior waves.**
- **Asked what they do to save energy, the dominant unaided responses remained turning off lights (36%) and adjusting thermostats (22%).**
  - Ad-aware respondents were significantly more likely to have taken at least some action to save energy (93%, vs 83% of non-aware).
  - Significantly fewer respondents mentioned using CFLs on an *unaided* basis (23%→19%).
- **Asked on an *aided* basis about actions taken in the past 6 months, 47% said they turned off lights, and 34% said they had used CFLs or other energy-saving bulbs.**
  - 27% spoke to others about ways to save energy, 13% went online for information, and 8% did a home energy assessment (all flat from Wave 2).
  - Significantly more homeowners in Wave 3 said they used natural light or heat (23%→23%→27%) and added insulation (7%→8%→10%).
  - Ad-aware respondents were significantly more likely to take several key actions, including going online for information (21% vs. 11%) and doing home energy audits (13% vs. 6%).

Summary Findings: Attitudes and Behavior

- **As in prior waves, about 8 in 10 respondents in Wave 3 felt that saving money was important (84%→ 82% → 79%) and that saving energy was important (78%→77% →76%).**
  - Ad-aware respondents were significantly more likely to say saving energy was important than those not aware (88% vs. 72%).
- **The percentage of homeowners who feel it is not hard to save energy on a daily basis increased compared to baseline, but was flat from Wave 2 to Wave 3 (61% → 67% → 65%).**
  - Ad-aware homeowners were more likely to say saving energy is "not at all difficult," 24% vs. 18%.
- **The number of homeowners in Wave 3 who say they do things to save energy in their homes "often" increased from Wave 1 to Wave 2 to Wave 3 (44% → 49% → 51%).**

Summary Findings: Light Bulbs

- **Roughly 9 in 10 respondents had heard of halogen and incandescent bulbs, and 8 in 10 had heard of CFLs and LEDs, stable from prior waves. CFLs are most used in homes (76%), followed by incandescent bulbs (60%). Only about 4 in 10 used LEDs, and 3 in 10 used halogen bulbs.**
  - Significantly more homeowners report using LEDs in wave 3 (31%→43%)
- **Knowledge about energy and light bulbs seems fairly strong, with about 7 in 10 answering all true/false statements correctly.**
- **The primary reasons respondents reported changing light bulbs were that they burned out (69%) and/or for more energy efficiency (56%). Both were flat from Wave 2 to Wave 3.**
  - Those who saw the PSAs were significantly more likely than those who did not to say they had changed a bulb to get more energy efficiency (69% vs. 53%).
- **When buying light bulbs, brightness and the time the bulbs last and are the top concerns, with price and the amount of energy the bulb uses close behind, as seen in prior waves.**

Context:

Donated Media

Web Traffic

Google Trends

Donated Media Support

- **Donated media reached $108 Million in the period from July 2011 to June 2014*. This averages $9M per Quarter, significantly higher than the Ad Council average of $6-7MM per Quarter.**

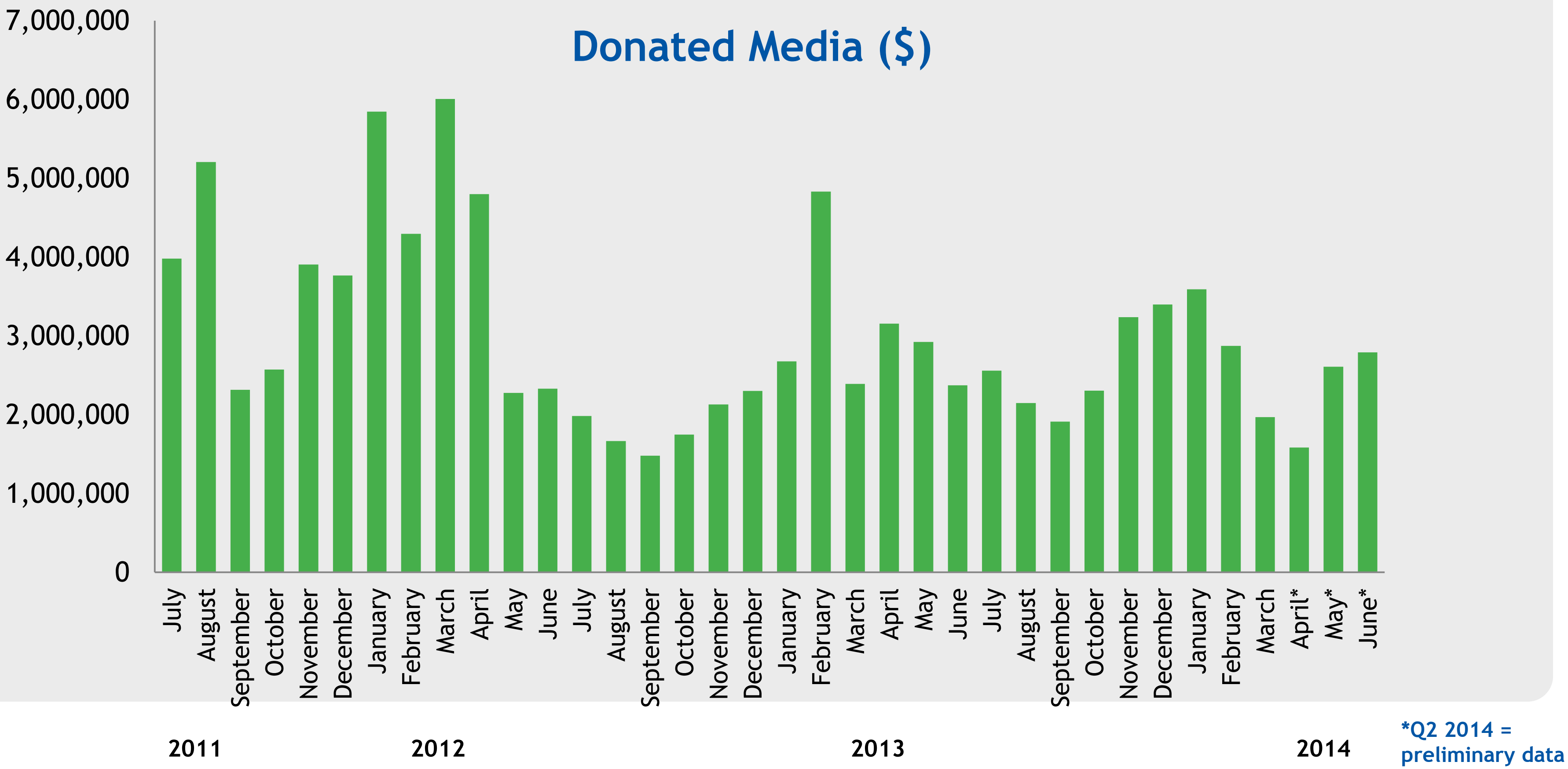
Total Donated Media ($108 Million) July '11 - June '14*	
Media Category	Donated Media ($)
Television	30.5M
Radio	36.1M
Outdoor + Alternative	26.8M
Interactive	11.3M
PR/Social Media	3.2M

*Q2 2014 Donated Media values are preliminary

Ad Council

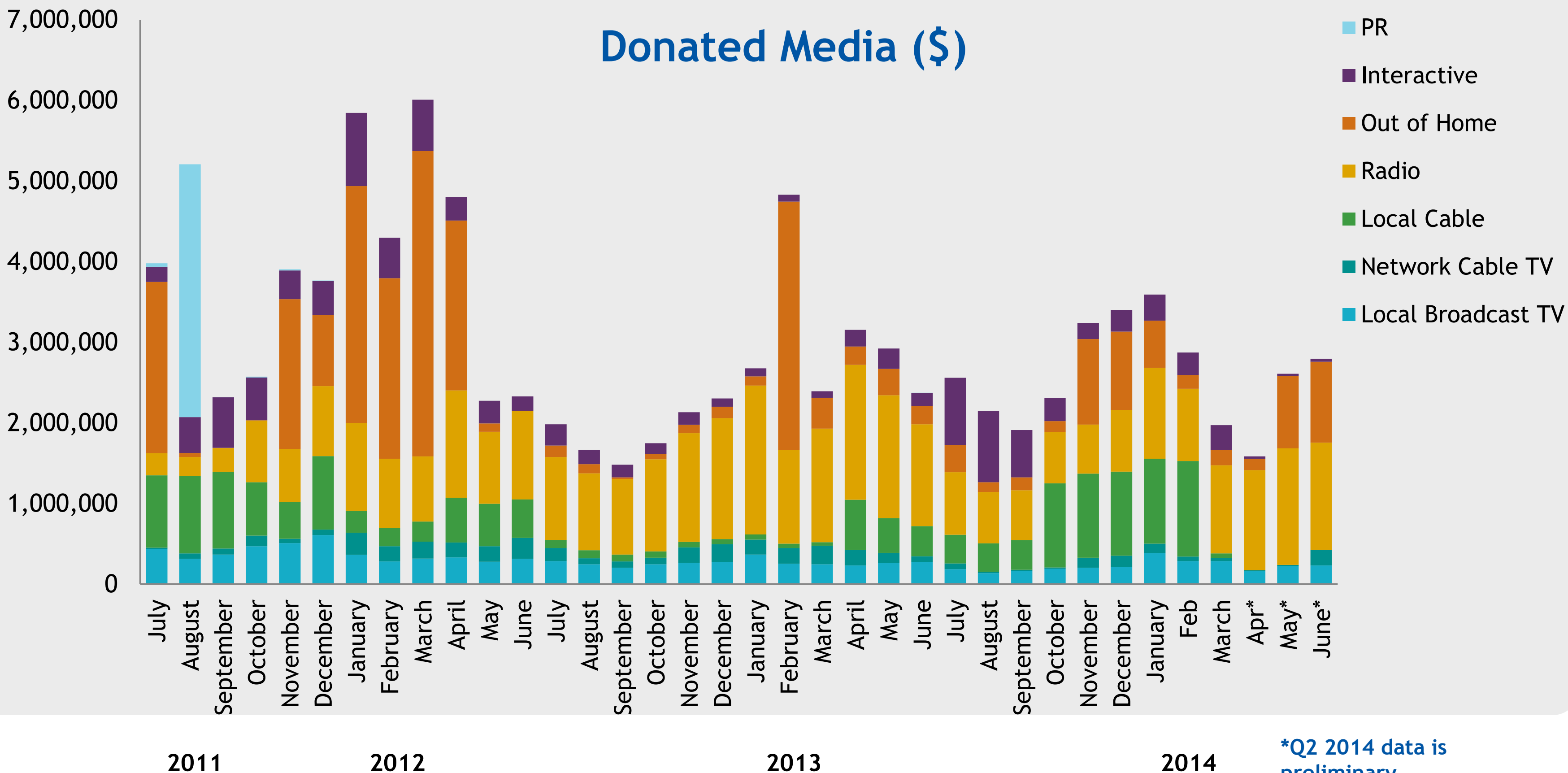
Donated Media Support - Monthly

- Donated media support was strongest in the first 9 months of the campaign (Q2 2011 - Q1 2012), then had smaller bursts of support in Q1 2013 and Q4 2013.



Donated Media Support - Monthly

- Spikes in donated media levels were largely driven by Outdoor support. Radio was strongest in 2014. Television support was strongest in the first 6 months of the campaign and in Q4 2013-Q1 2014.



*Q2 2014 data is preliminary

Visits to EnergySavers.gov

- **In the 3 years from July 2011 to June 2014, there were over 23,112,000 visits to *EnergySavers.gov*, an average of about 642,000 per month. Site visitors stayed an average of 2:02 minutes.**
  - Prior to the campaign launch (from Jan-May 2011), site visits averaged 481,000 per month. After the campaign launch, visits increased 33%.

Energysavers Site Key Metrics - July 2011 to June 2014

Total Traffic

Sessions: 23,112,506

Page Views: 42,549,725

81% are **new** visitors (19% returning)

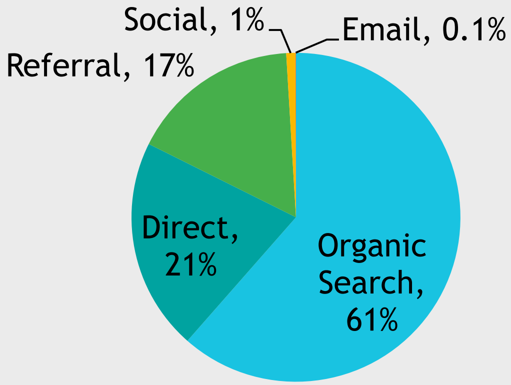
Conversions

Energy Money Saving Tips: 15,293

Energy Tips Fall Winter: 24,273

Energy Guide Downloads: 14,181

Traffic Sources

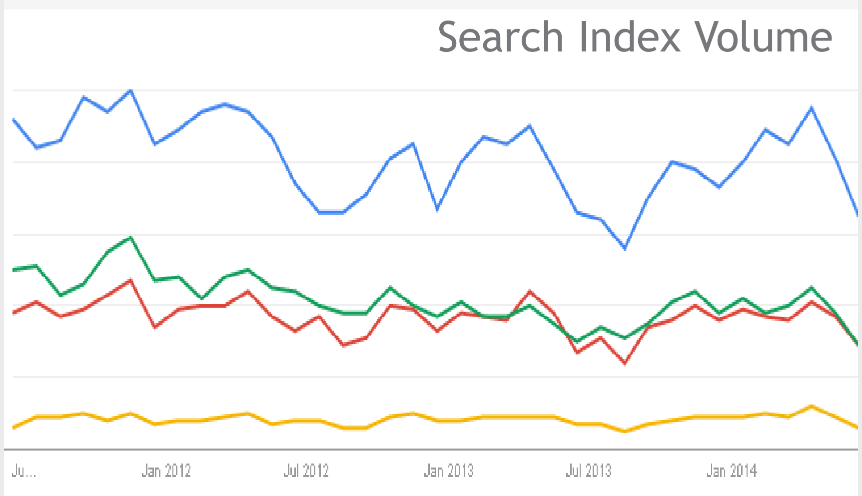


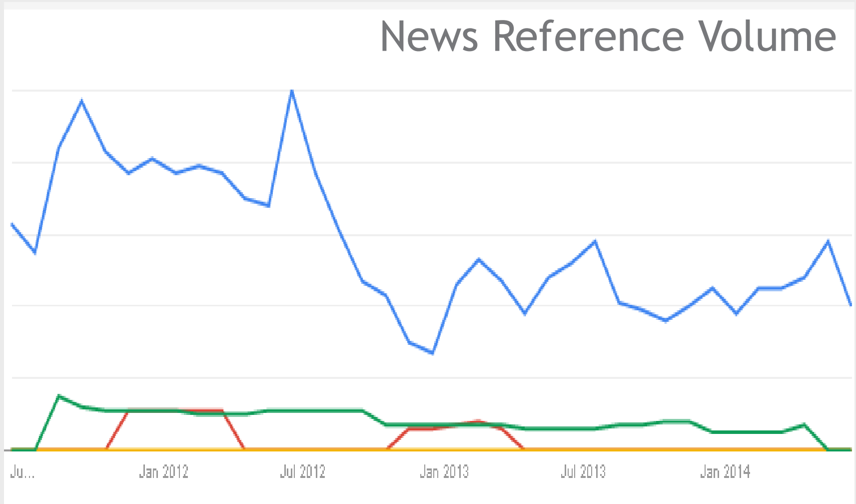
Context: Google Trends (June 2011-June 2014)

- **Google search can be used as a proxy for public interest in an issue. Trends in search for a range of descriptions of the issue of energy efficiency all show that the highest level of interest was in late 2011.**
  - Search volume was at its lowest during the summer months.

- **News coverage of "energy efficiency" was dramatically higher in late 2011 and 2012 than in 2013 and 2014.**
  - "Save energy" and "how to save energy" received almost no news coverage.

"Energy Efficiency" "Energy saving" "Save energy" "How to save energy"





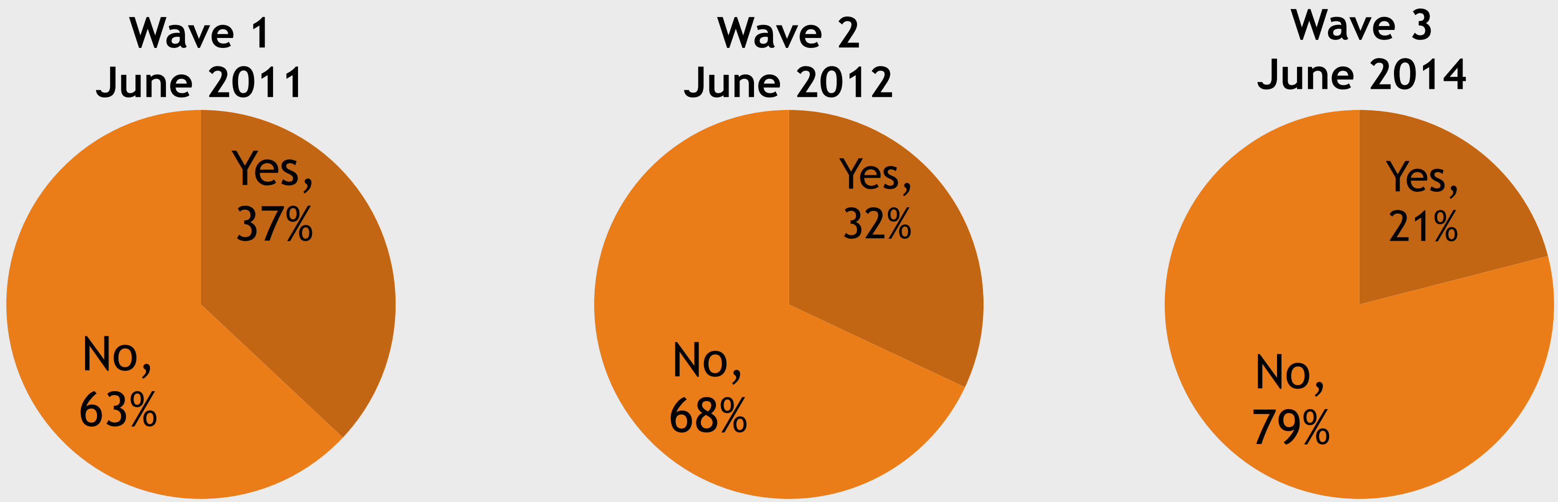
Note: Google Trends does not share data on the actual *number* of searches; just trended information.

Awareness

Issue Awareness and "Buzz"

- **In Wave 3, significantly less homeowners (37% → 32%→ 21%) said they had seen or heard something in the media or other places recently related to "saving energy to save money."**

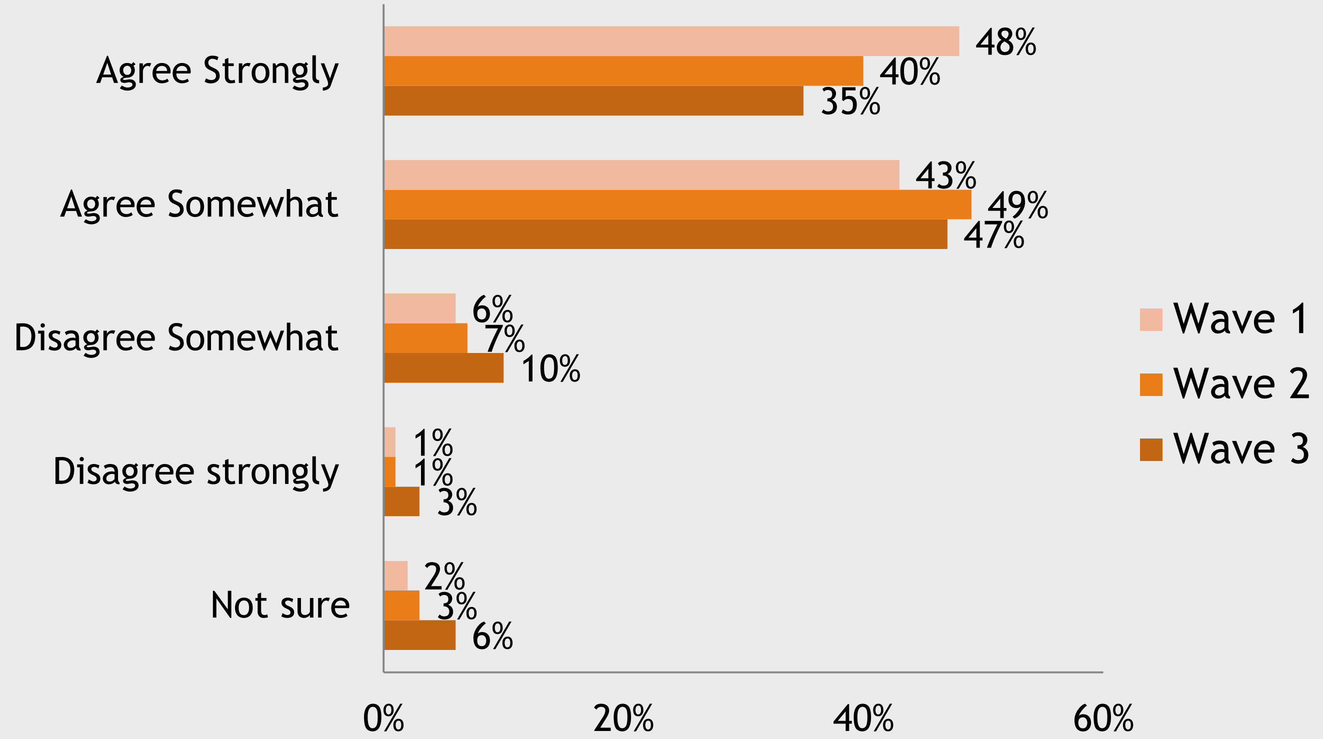
Have you recently heard, seen or read anything about saving energy to save money in advertising, publicity, the media, the Web or other places?



Issue Awareness and "Buzz"

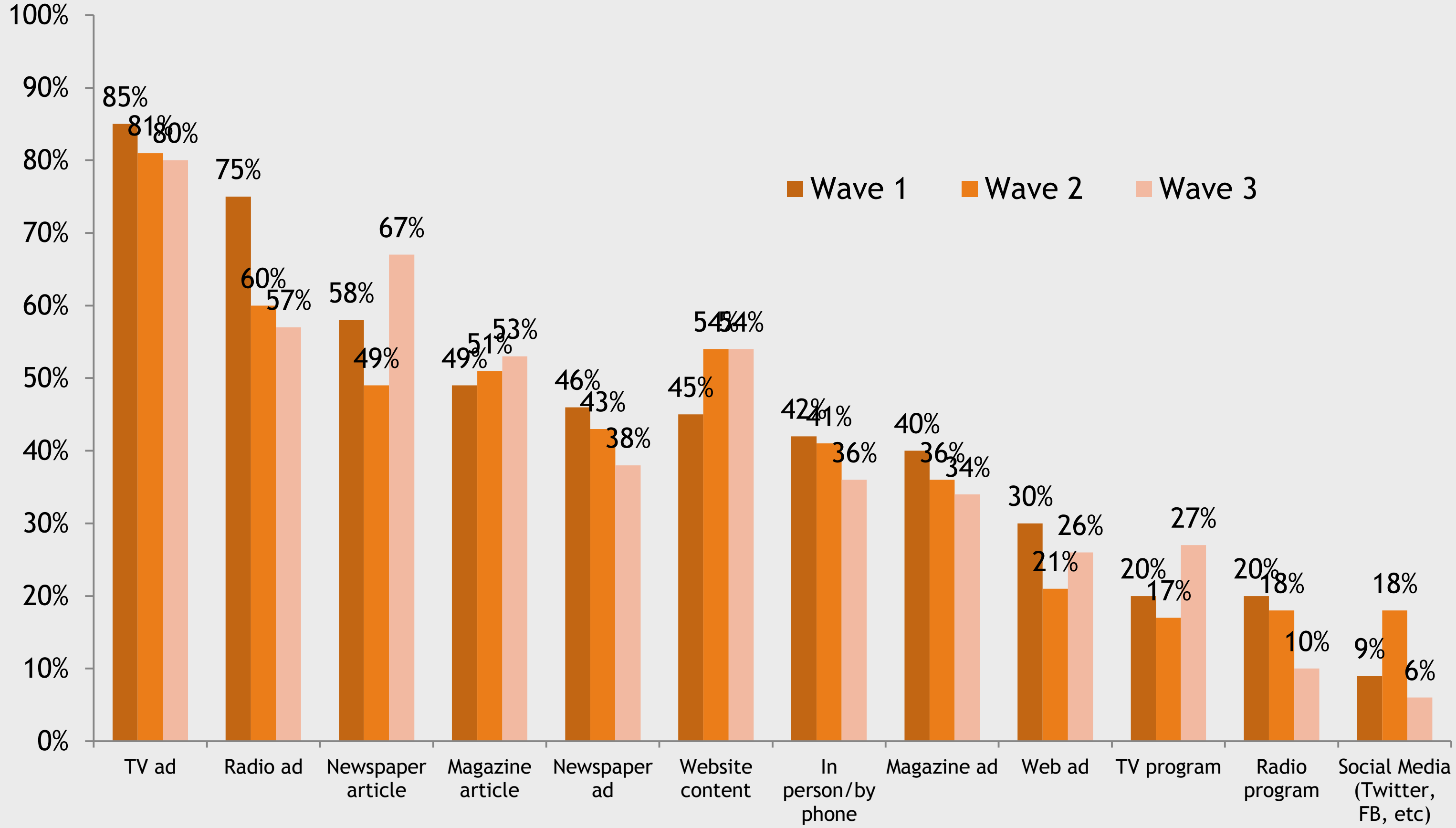
- **In Wave 3, the percentage of homeowners who strongly agree that saving energy is an issue "people are talking about these days" continued to decline (48%→40% →35%.)**
  - Respondents who saw or heard at least one of the PSAs were significantly more likely to agree strongly (47% vs. 32% of those unaware of the advertising.)

How much do you agree or disagree: Saving energy is an issue people are talking about these days



Source of Awareness

- **Consistent with previous waves, TV ads, radio ads, and print articles remained the strongest drivers of awareness. Most notably, newspaper articles increased 18% from Wave 2 to Wave 3 as a source of awareness.**
  - Social Media decreased as a source of awareness after spiking in Wave 2.



[Have you recently heard, seen or read anything about saving energy to save money in advertising, publicity, the media, the Web or other places? - If yes]: Where was that…?

Aided Recognition of PSAs & Campaign Website

- **Aided recognition of the PSAs increased significantly from Wave 2 to Wave 3. 21% of respondents reported seeing or hearing at least one of the PSAs. Recognition was up significantly for both Phase 1 TV spots, and the "Building" radio.**
- **Aided awareness of the energysavers.gov website was flat (12%→13%).**
  - Ad-aware respondents were significantly more likely to have heard of the website (35% vs. 7% unaware).

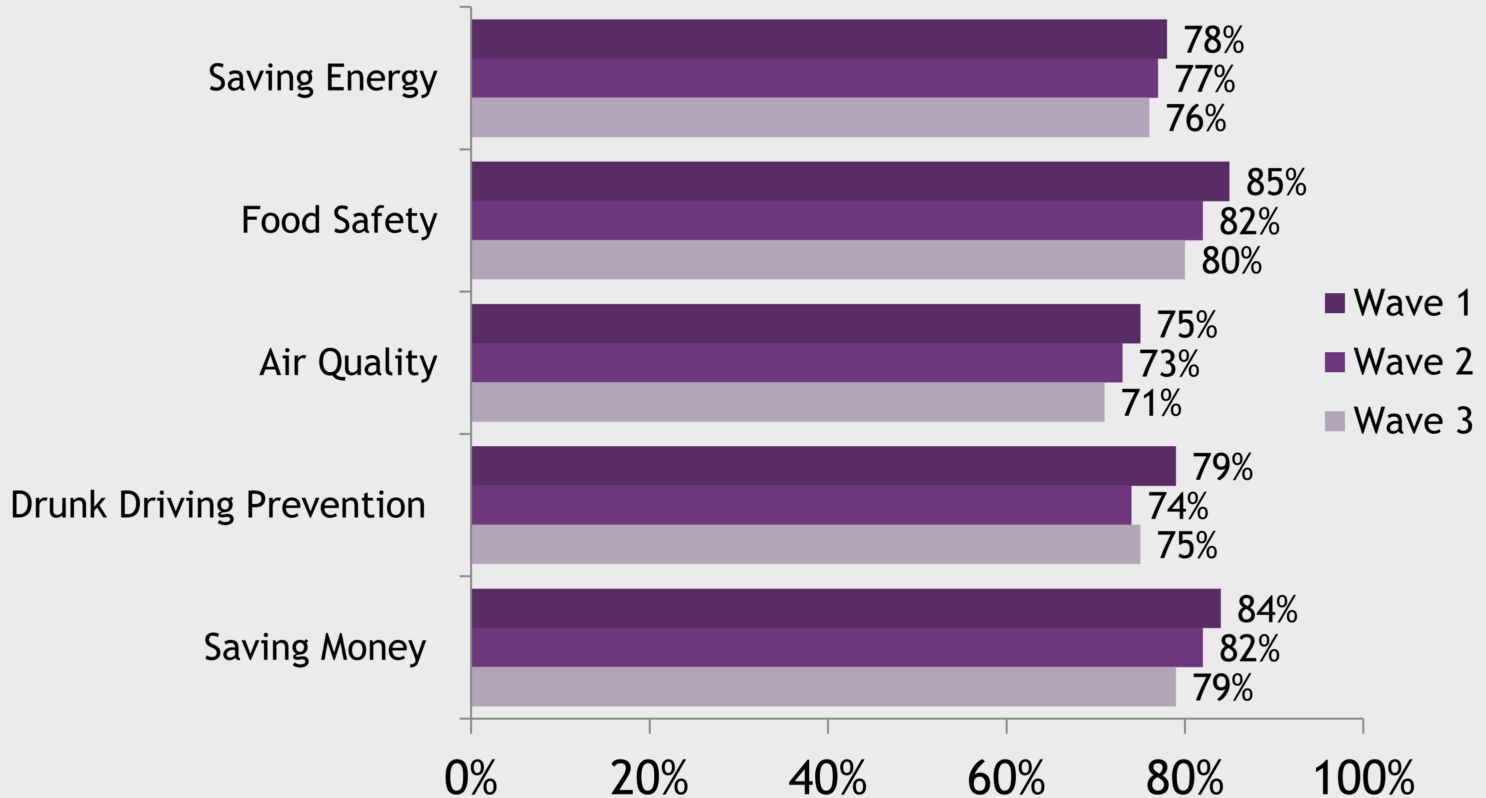
	Seen/heard (%) Wave 1	Seen/heard (%) Wave 2	Seen/heard (%) Wave 3
Ad recognition (NET)	N/A	17	21
"Cliff" TV	5	7	**11**
"Oven" TV	3	4	**9**
"Common Sense" TV	N/A	N/A	5
"The Next 30" TV	N/A	N/A	6
"Building" Radio	4	1	**9**
"State Fair" Radio	3	5	1
"Outdated" Radio	8	6	6
Date Night/Movie Night/Spa Day/Vacation/Caulking OOH (montage)	3	6	4
Throwing Away rich media banner/Mnemonic banner (montage)	9	10	3
Light bulb banners (montage)	6	8	11
Inforgraphic OOH (montage)	N/A	N/A	4
Infographic banners (montage)	N/A	N/A	7
Energysavers.gov website	13	12	13

Respondents shown video of TV ads, images of outdoor and banner ads, and played audio of radio; for website respondents asked: Have you ever heard of a website called energysavers.gov?.

Attitudes and Behavior

Personal Importance

- **The vast majority of respondents say that saving money and saving energy are important to them, along with the other issues included. 79% said saving money was extremely or very important* and 76% said saving energy was important*, stable from Wave 2.**
  - Ad-aware respondents were significantly more likely to say saving energy was important than those not aware (88% vs. 72%).



Respondents asked to indicate how important each of the issues were (extremely, very, somewhat, not too, or not at all important).
**Extremely important and very important percentages were combined to obtain net percentages.*

Ad Council

Action Taken to Save Energy (Unaided)

- **When asked what they did to save energy, respondents cite a wide range of actions – though turning off lights still tops the list. 19% mention using CFLs in W3, down from 23% in W1 and W2.**
  - Respondents who did NOT see the PSAs were significantly more likely to say they had done nothing to save energy (17% vs. 7%) than those who did see the PSAs.

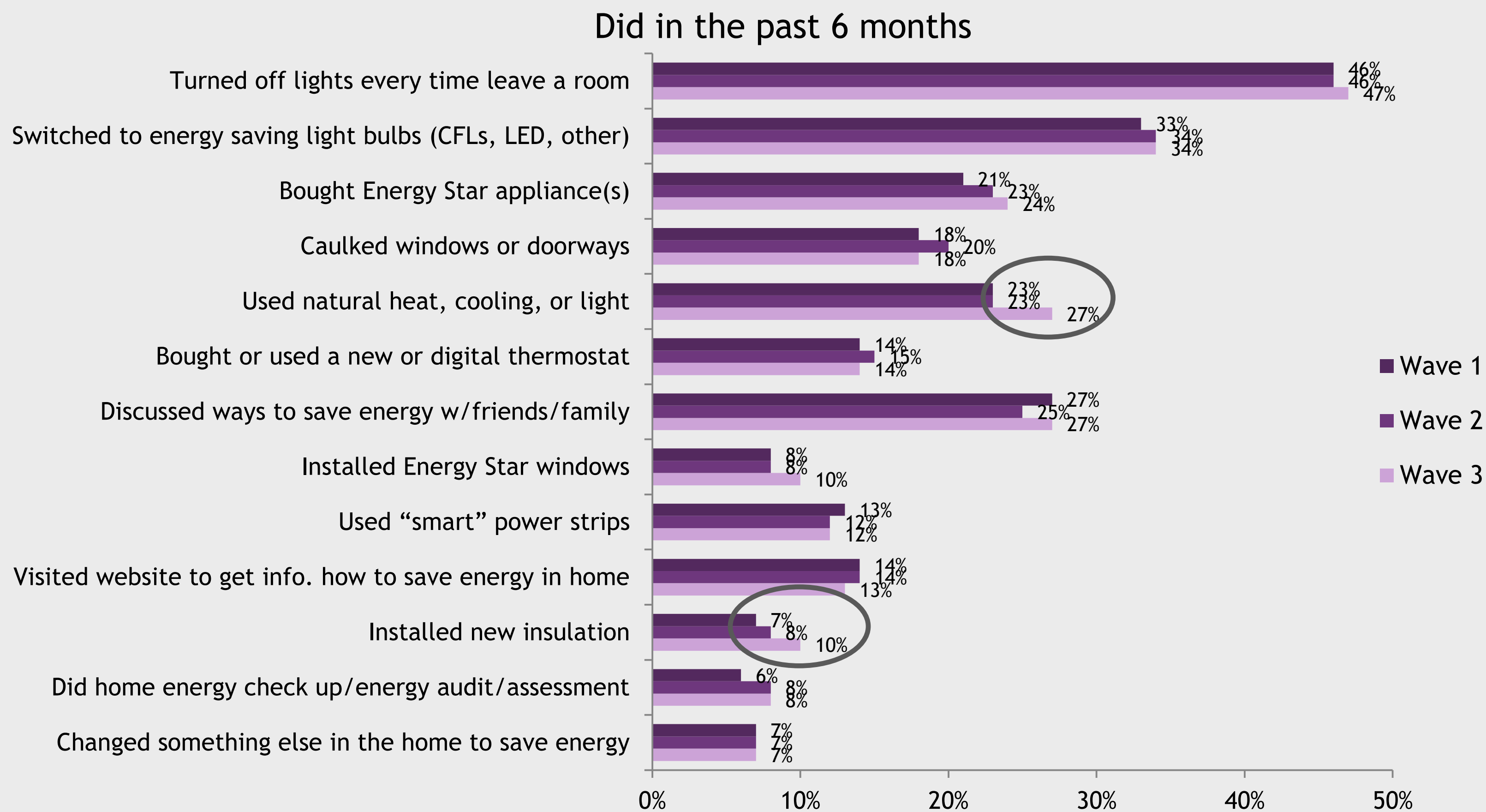
What, if anything, have you done in the past 6 months to save energy?	% W1	% W2	% W3		% W1	% W2	% W3
Turn off lights/reduce light use/use more natural light	34	**39**	36	Run appliances after peak hours	2	2	1
Adjust thermostat/program thermostat	27	23	22	Hang laundry/don't use dryer	2	2	2
Use CFL bulbs	**23**	**23**	19	Use fans	2	-	-
Turn off/unplug unused appliances	17	15	16	Use more clothing for warmth/layer clothing/use blankets	2	-	2
Use less air conditioning/adjust AC/use fans instead	11	12	**14**	Use cold water for laundry	2	2	-
Purchase new/more energy efficient appliances	7	5	3	Walk more	2	1	-
Drive less	7	5	6	Lower hot water temp./use less hot water	2	1	1
Weatherproofing/insulation	5	3	2	Buy/use more fuel efficient car	2	1	1
Use less electricity (unspecified)	3	3	2	Use dishwasher less/do full loads/hand wash	2	2	2
Use less energy (unspecified)	2	2	3				
Combine shopping/errand trips (to save gas)	2	3	1	Nothing/Don't know	13	11	14
Do laundry with full loads/do laundry less often	2	3	2				

Open ended responses also included 23 other actions, which were each cited by 0.5%-1% of respondents.

Ad Council

Action Taken (Aided)

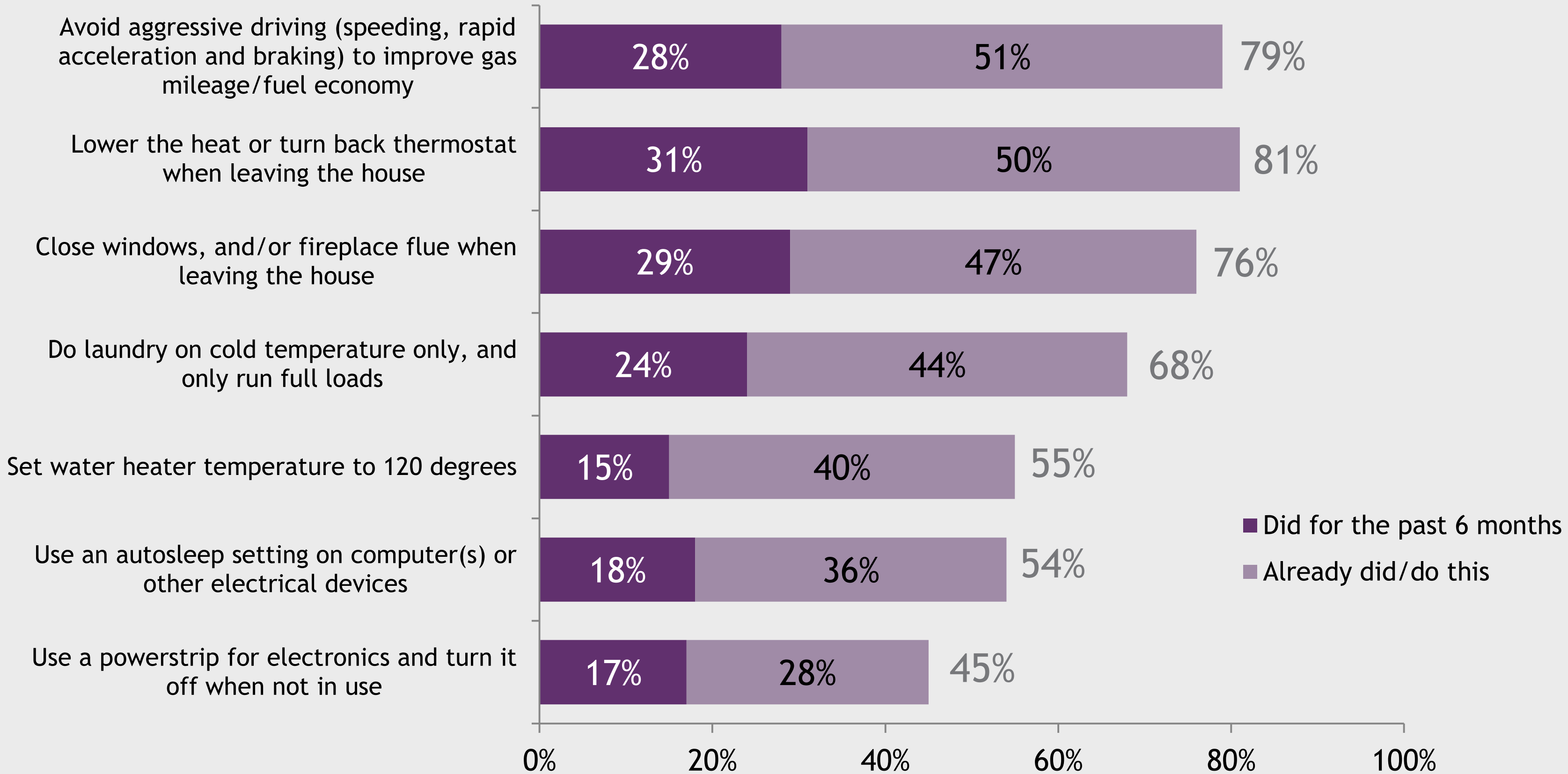
- **When asked about a range of behaviors regarding energy, the majority say that in the past six months, they have turned out the lights and used efficient light bulbs or Energy Star appliances. Significantly more respondents report using natural heat, cooling or light, and adding insulation.**



In the <u>past 6 months</u>, have you done or considered doing any of the following? (Yes, Considered Doing, No, Already do or did this)

Action Taken (Aided) – Added in W3

- **The majority of respondents say they avoid aggressive driving to improve gas mileage and adjust heat and thermostat settings when they leave the house.**



**Question only asked in Wave 3 survey → In the past 6 months, have you done or considered doing any of these other actions?*

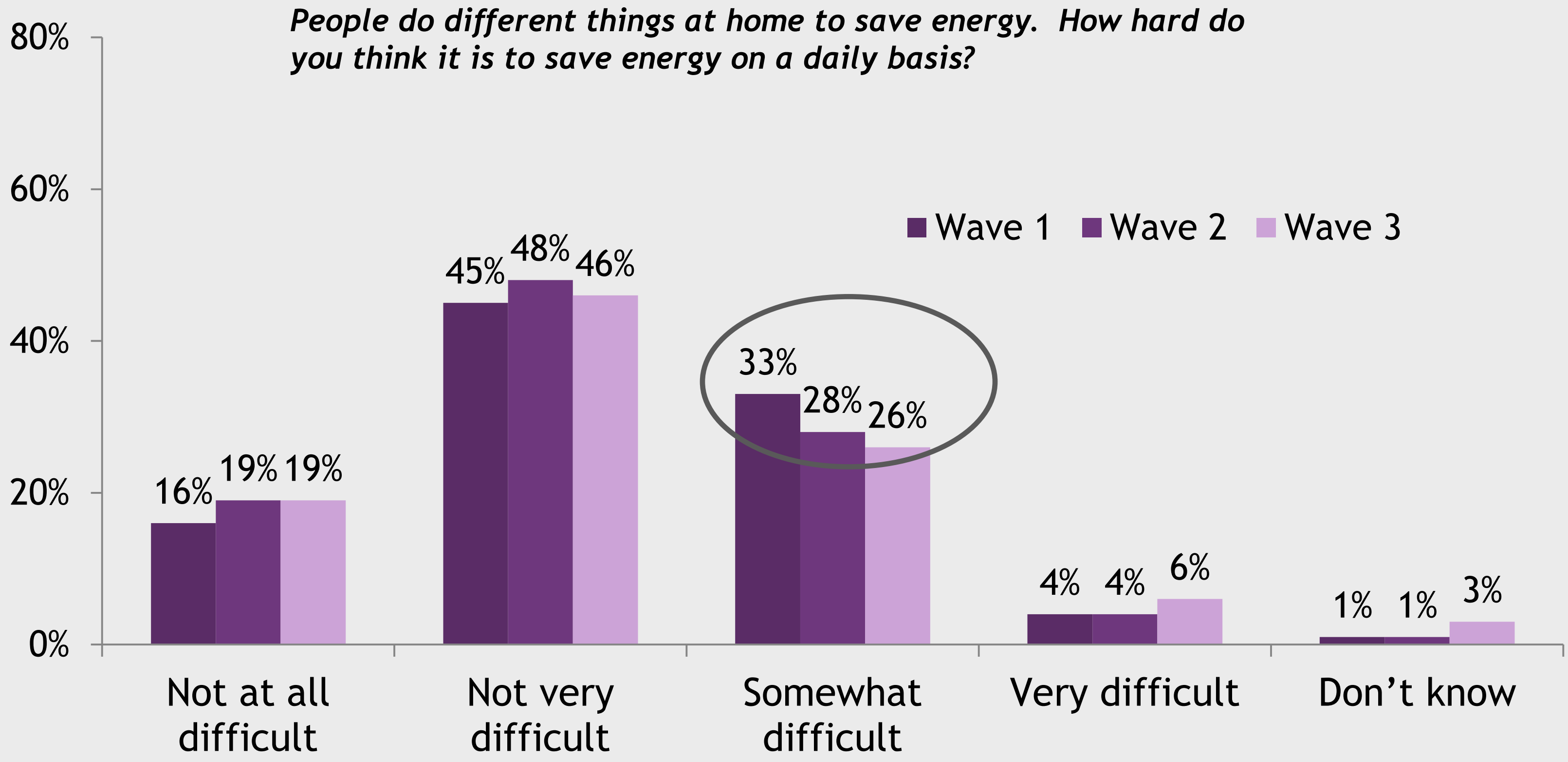
Action Taken (Aided) – Ad Aware vs. Not Aware

- **Ad-aware respondents were significantly more likely to say they had done the following things to save energy in the past 6 months:**

In the past 6 months, have you done or considered doing [these]? "Yes" responses	Ad Aware		Not Aware
Bought Energy Star appliance(s)	**34**	vs.	21
Caulked windows or doorways	**30**	vs.	14
Bought or used a new or digital thermostat	**21**	vs.	12
Visited a website to get more information about how to save energy in the home	**21**	vs.	11
Installed new insulation	**20**	vs.	8
Used "smart" power strips	**19**	vs.	10
Did a home energy check up (also called an energy audit or assessment)	**13**	vs.	6

Efficacy

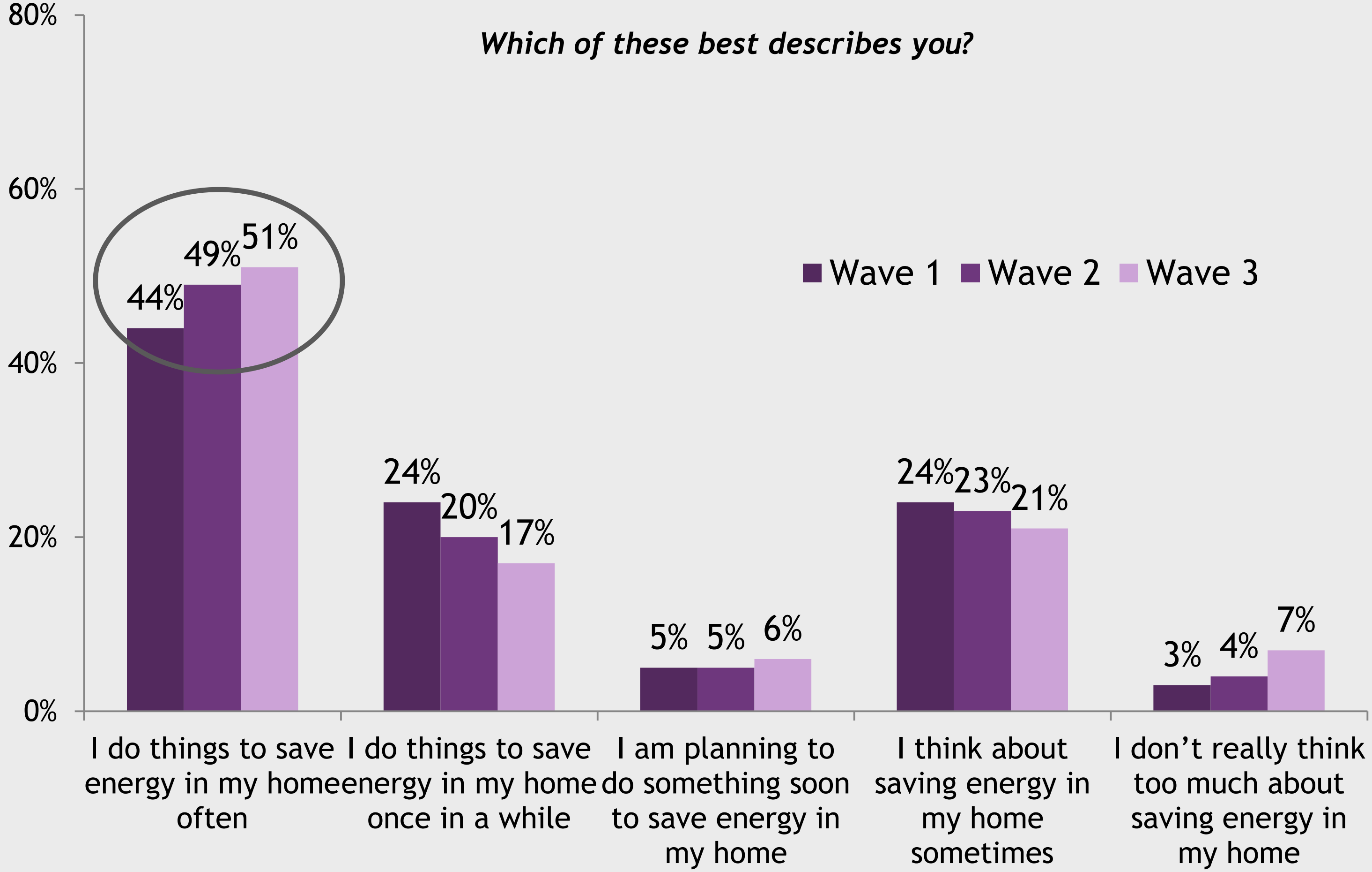
- **Two-thirds of homeowners say it is not hard to save energy: 65% feel it is 'not at all' or 'not very' difficult (stable from W2, 67%). Over time, there has been a significant decrease in the number who say it's 'somewhat difficult.'**
  - Those who saw the campaign PSAs were significantly more likely to say saving energy is "not at all difficult," 24% vs. 18%.



Ad Council

Stages of Change – Saving Energy

- The number of homeowners in Wave 3 who say they do things to save energy in their homes "often" increased significantly over the three studies (44% → 49% → 51%).



Light Bulbs

Awareness and Usage of Types of Bulbs

- In-home use of LED light bulbs significantly increased from 31% in Wave 2 to 43% in Wave 3.
- Most have heard of all types of light bulbs. Awareness is highest for halogen and incandescent bulbs at 87%; however this declined from Wave 2 (4-5% decreases). As with previous waves, home use is relatively low for halogens at 29%. Respondents are most likely to report using CFLs (76%).

	Have heard of Wave1	Have heard of Wave2	Have heard of Wave3	Use in home Wave1	Use in home Wave2	Use in home Wave3
Compact florescent light bulbs, or CFLs	82%	82%	84%	78%	78%	76%
Incandescent light bulbs	90%	91%	87%	64%	64%	60%
Light Emitting Diodes, or LED light bulbs	81%	82%	80%	37%	31%	**43%**
Halogen light bulbs	92%	92%	87%	29%	29%	29%

Ad Council

Knowledge

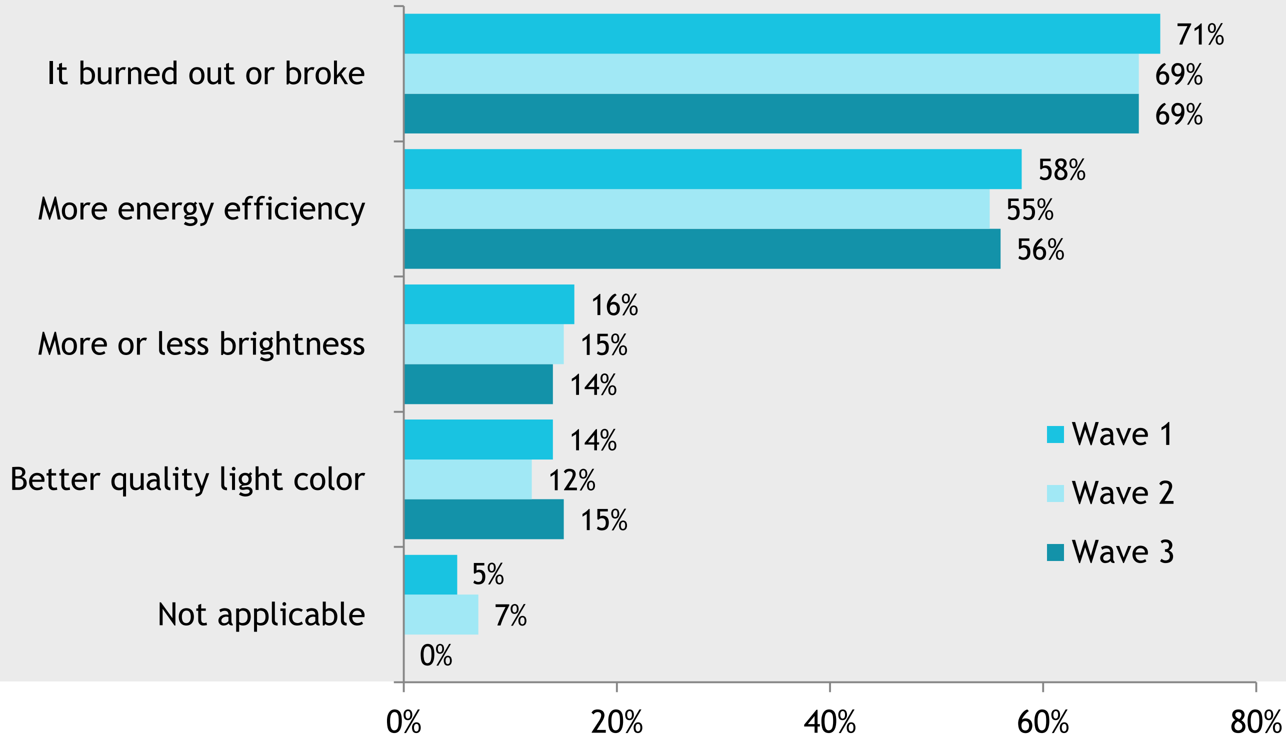
- **Homeowner respondents had fairly strong knowledge about light bulbs and energy use; about seven in 10 answered true-false questions regarding light bulb energy use correctly.**
  - Compared to Wave 2, significantly fewer respondents in Wave 3 knew that LED light bulbs last longer than incandescent bulbs (74% → 67%) and that appliances draw energy from outlets even when they are turned off (79% → 70%).
- **The fewest (64%) were aware that incandescent bulbs give off more heat than light.**

Please indicate if you think each of these is true or false:	% Correct Wave 1	% Correct Wave 2	% Correct Wave 3
The only kind of fluorescent lights are the long light bulb tubes seen in office buildings [false]	**87%**	**86%**	80%
When appliances are turned off, they stop drawing energy from the outlet [false]	**78%**	**79%**	70%
Leaving the lights on uses less energy than turning them on and off several times [false]	70%	71%	68%
One LED light bulb can last as long as 25 traditional incandescent bulbs [true]	72%	**74%**	67%
Traditional incandescent light bulbs generate more heat than light [true]	65%	64%	64%

Reasons for changing bulbs

- **As in prior waves, seven in ten respondents say they have switched a light bulb in the past year because it broke, and just over half say they have switched bulbs for more energy efficiency.**
  - Those who saw the PSAs were significantly more likely than those who did not to say they had changed a bulb to get more energy efficiency (69% vs. 53%).

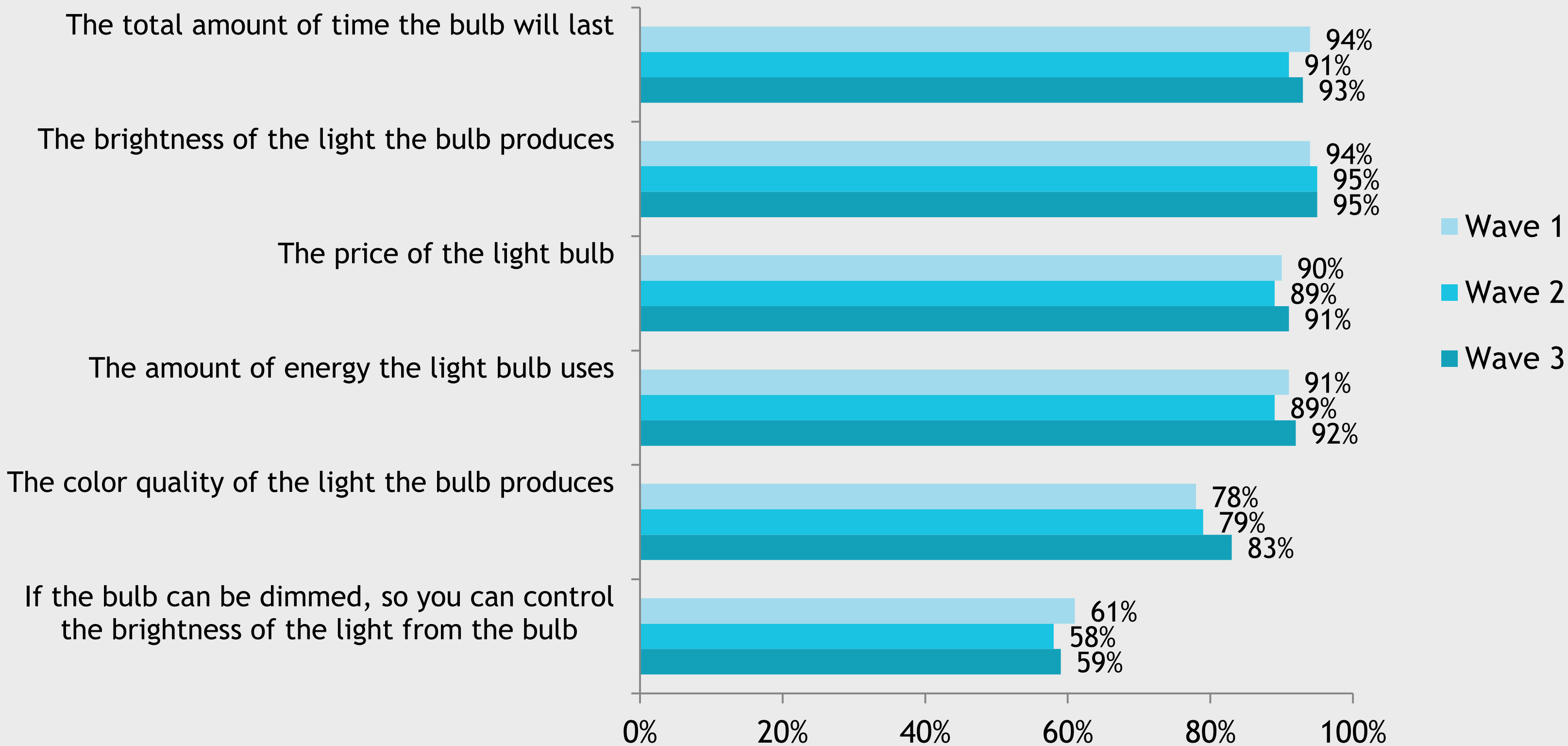
Please indicate if you have changed or switched out a light bulb for any of the following reasons within the past year (select all that apply):



Ad Council

Light bulb purchase considerations

- **When buying new light bulbs, respondents are most concerned about durability (93% say it's very or somewhat important), brightness (95%), and price (91%). Energy use is an important consideration for 92% of homeowners, stable from Wave 2 (89%).**
  - Ad-aware respondents are significantly more likely to say energy use is a "very important" factor (60%, vs. 46% of unaware).



Below are some of the things some people consider when buying light bulbs. Please indicate how important each of these is to <u>you personally</u> when you choose a light bulb.

Conclusions

Conclusions

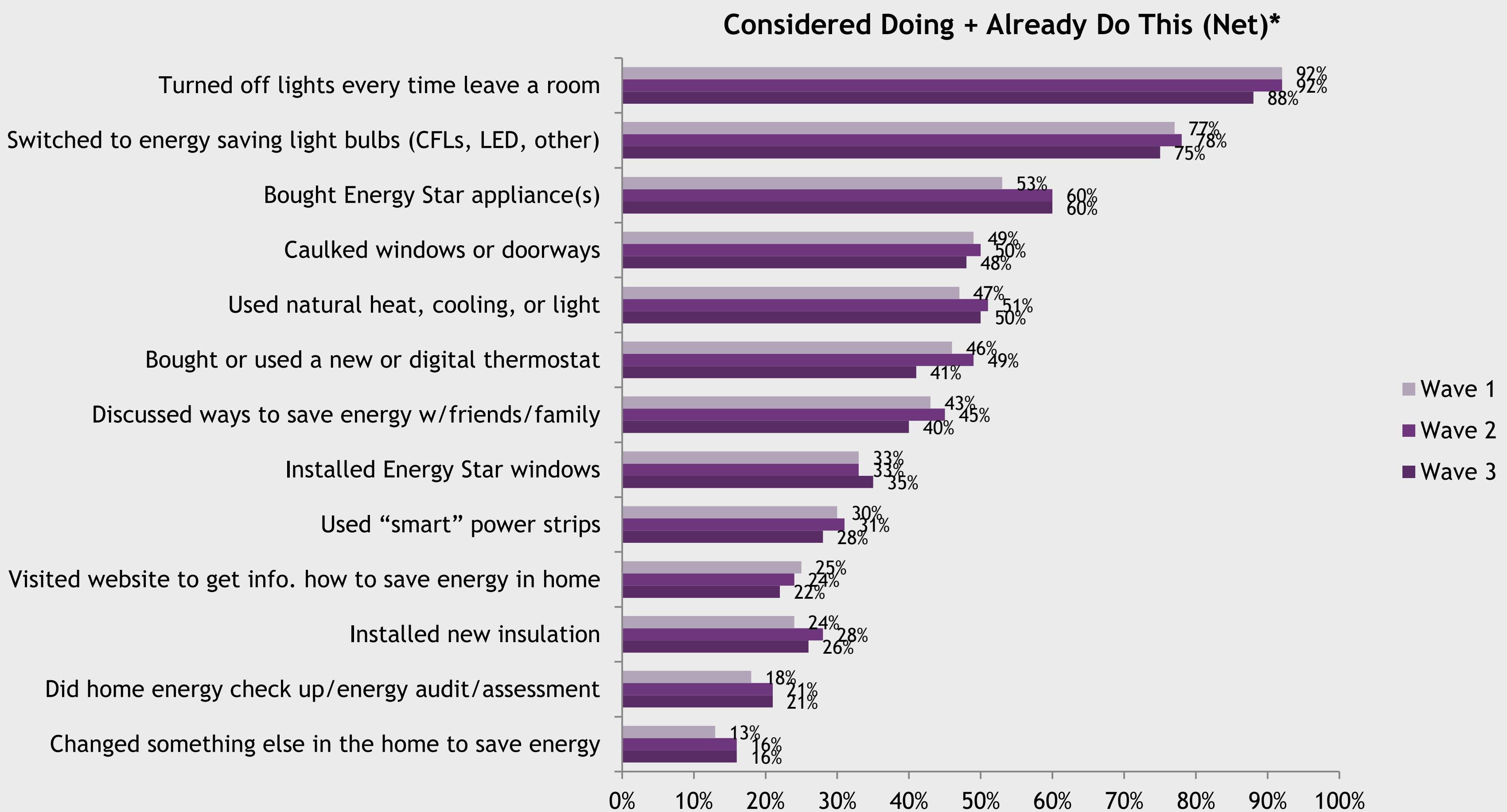
- **The idea of saving energy has fallen somewhat from the public mindset.**
  - Respondents are less likely to agree that it's an issue people are "talking about these days" and are less likely to report hearing or seeing anything about the issue.
- **While most respondents continue to take action to save money, and more are taking action "often" to save energy, people still do not tend to think of the energy-saving steps they are taking as *money-saving* activities; there continues to be room to align energy saving more closely with financial saving.**
- **Knowledge about energy use and efficiency seems strong, but there is room for improvement.**
  - Actions reported on both top-of-mind and aided bases tend to reflect shallow understanding and knowledge of energy efficiency: respondents are mainly turning off lights and adjusting thermostats.
  - While people have heard of many types of light bulbs, actual experience with some types (halogens & LEDs) is somewhat low.
- **Awareness of the PSAs is increasing, and the ads seem to be having an impact: those aware of the campaign are more likely to feel that saving energy is important, to talk about saving energy with others and go online for information, and to take a wide range of energy-saving actions including home energy audits, buying more efficient appliances, and installing new or digital thermostats.**

Appendix:

Energy Actions Taken (Aided)
Respondent Demographics

Action Taken (Aided) – Top 2 Box

- **When asked about a range of behaviors regarding energy, the majority say they turn out the lights and use efficient light bulbs or Energy Star appliances. Significantly fewer respondents reported getting digital thermostats and discussing energy savings with others. Other responses were largely stable.**



In the past 6 months, have you done or considered doing any of the following? (Yes, Considered Doing, No, Already do or did this).
**Considered doing and already do/did this percentages were combined.*

Sample Characteristics: Demographics

Age	W1 %	W2 %	W3 %	Household Income	W1 %	W2 %	W3 %	Parental Status	W1 %	W2 %	W3 %
25-44	34	34	34	<$25K	19	16	25	Have children under 18	33	31	32
45-64	41	41	41	$25-49K	28	30	26	No children under 18	67	69	68
65+	25	25	25	$50-75K	25	23	20				
				>$75K	28	31	29	Region			
Gender								Northeast	17	18	18
Male	49	50	46	Education				Midwest	23	22	25
Female	51	50	54	High School incomplete	1	1	1	South	38	39	37
				High School graduate	18	18	21	West	22	21	19
Race/Ethnicity*				Some coll/Associate's Degree	36	37	35				
White	88	87	83	College degree +	45	45	43	Employment			
Black/African-American	7	8	8					Employed	51	54	53
Hispanic	7	7	7	Marital Status				Unemployed or Other**	49	46	47
American Indian or Alaskan	--	--	1	Single/Never Married/ Divorced/Separated/Widowed	32	31	31	Appliance Purchase***			
Asian or Pacific Islander	2	2	1	Married/Partner	69	69	69	Have purchased new home appliance in past 5 years	72	73	71
Other	1	1	1					Have not purchased	28	27	29

*Numbers add up to more than 100% as Hispanic is asked separately from race (respondents may be white + Hispanic, black + Hispanic, etc.)

**Includes full-time parent, full-time student, retired

***Includes dishwasher, stove, refrigerator, washer, or dryer

Donated Media Overview

Totals

Sep 2008- Oct 2014 vs. Prior Year

	Sep 2008- Oct 2014			Sep 2007- Oct 2013			% Difference		
Media Type	**Detections**	**P2+ IMPs (000)**	**Media Value**	**Detections**	**P2+ IMPs (000)**	**Media Value**	**Detections**	**P2+ IMPs**	**Media Value**
Local Broadcast TV	880,508	578,490	$19,343,484	724,681	398,828	$16,366,500	22%	45%	18%
Network Cable TV	29,621	149,060	$8,797,749	22,978	126,050	$7,834,783	29%	18%	12%
Local Cable TV	0	0	$25,587,754	0	0	$21,012,721	N/A	N/A	22%
Radio	2,895,516	1,011,386	$69,934,739	2,382,675	744,473	$58,436,132	22%	36%	20%
Out of Home	300,135	269,125	$46,584,450	276,134	218,553	$38,996,902	9%	23%	19%
Interactive	0	22,394,128	$32,065,144	0	18,457,668	$28,799,643	N/A	21%	11%
Print	0	0	$0	0	0	$0	N/A	N/A	N/A
Public Relations	409	70,016	$7,194,636	408	70,016	$7,194,636	0%	0%	0%
Total	**4,106,189**	**24,472,205**	**$209,507,955**	**3,406,876**	**20,015,587**	**$178,641,318**	**21%**	**22%**	**17%**

Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	The campaign witnessed a 37% increase in donated media value from the prior quarter, securing $8,978,816 in media value and experiencing an uptick as the quarter progressed. This increase can be attributed specifically to strong support for local cable ($3.1M, 35% share of total), radio ($2M, 22% share of total), and outdoor ($2.2M, 24% share of total). The campaign also remains strong in comparison to all other Ad Council campaigns, ranking 15th in total support and 4th for local cable.	Kristin Ellis
May-2013	May-2013	R/GA TV spots distributed.	Kristin Ellis
Jul-2013	Sep-2013	Q3 2013 resulted in a slight decline from the previous quarter, garnering $6,568,529 in media value and 1.49M impressions. Radio support saw a decline due to creative wearout, but with the distribution of the “Thermostat” web banner, interactive support increased substantially. The largest of this support came from web banners and radio, which accounted for 35% and 31% of the media support respectively. We expect to see a substantial increase in donated media in Q4 as the outdoor assets hit the media landscape.	Kristin Ellis
Jul-2013	Jul-2013	Thermostat web banner distributed.	Kristin Ellis
Jan-2014	Mar-2014	Q1 support resulted in $14.5M in donated media, a 69% increase from the prior period. Support was lead by radio, and was closely followed by local cable support. Additional interactive assets were also created and distributed during this quarter.	Kristin Ellis
Jan-2014	Jan-2014	Additional web banners (Power Strip, Autosleep) distributed.	Kristin Ellis
Aug-2013	Aug-2013	New R/GA outdoor distributed.	Kristin Ellis
Apr-2013	Jun-2013	Q2 2013 reported $8,454,466 in donated media value and 1.17M in impressions. May saw the distribution of two new TV spots produced by R/GA. Q2 saw a slight decline from the prior period due to the depletion of outdoor inventory. The bulk of Q2’s support was bolstered by radio, which accounted for 53% of donated media support.	Kristin Ellis

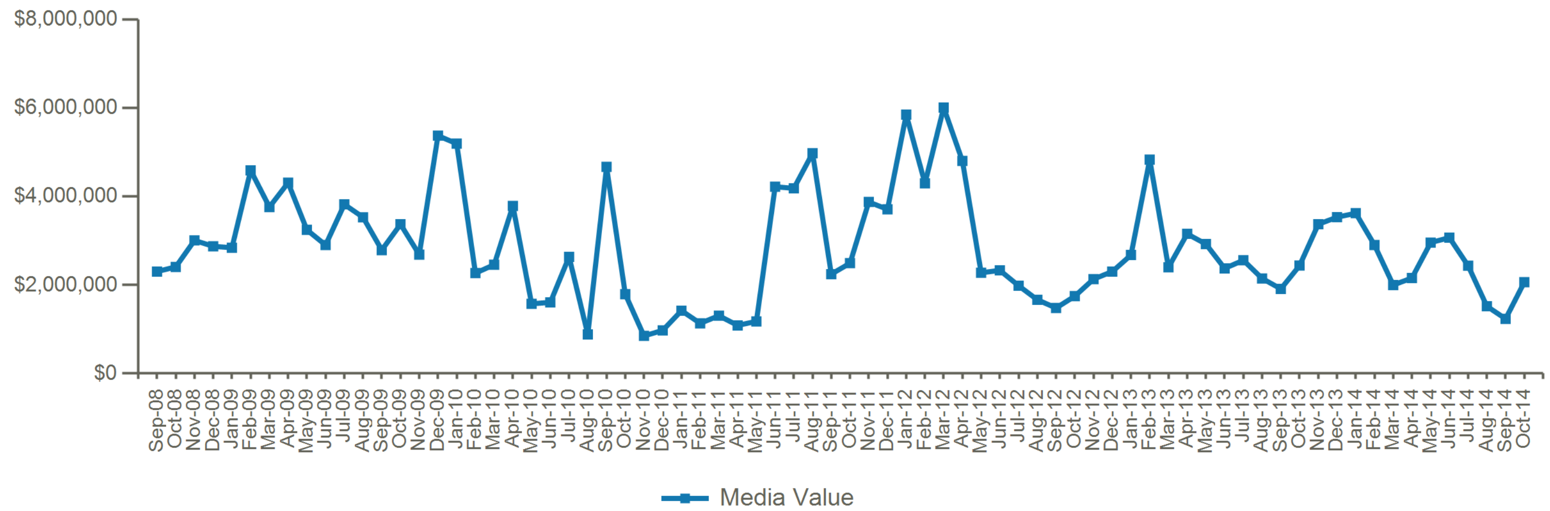
Donated Media Overview

Trending

Media Value

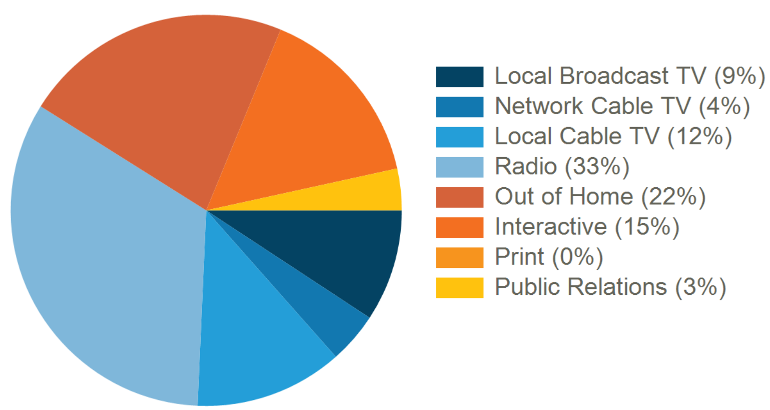
Month

$209.5M



Support By Media Type

Media Value



Rankings

Media Value

	Rank vs. All Campaigns
Local Broadcast TV	15 / 102
Network Cable TV	20 / 100
Local Cable TV	11 / 99
Radio	15 / 98
Out of Home	11 / 89
Interactive	7 / 121
Print	N/A
Public Relations	20 / 96
Total	13 / 136

Donated Media Overview

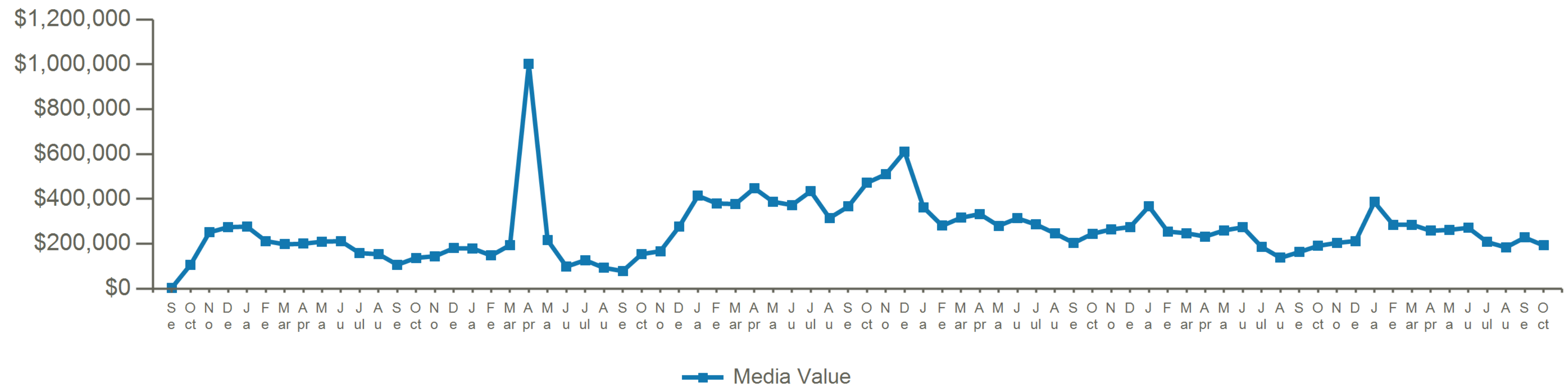
From Date - To Date	Sep 2008-Oct 2014
Campaign List	Energy Efficiency

Local Broadcast TV

Trending

Media Value

Month



$19.3M

Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	The campaign garnered $623.3K in local broadcast support in Q4 and support rose steadily throughout the period. These figures represent a 28% uptick from Q3 and a key earner of medium for the campaign this quarter, coming in at number 4 in local broadcast support amongst all Ad Council campaigns. The media showed a clear preference for Common Sense and Cliff in Q4, though other assets also received good representation. The ads aired prominently in the daytime TV daypart and outperformed all other Ad Council campaigns during this time as well.	Kristin Ellis
Jul-2013	Sep-2013	Local broadcast dipped slightly in early Q3, but showed recovery later in the quarter, resulting in $486.4K in support over the period. The boost in late Q3 can in part be attributed to the pickup of our new TV spots, which take anywhere from 1-2 months to be solidified in the market. Support remained above Q3 2013's support for the average AC campaign. Cliff took almost half the market share, and Oven approximately a quarter of it. The new R/GA spots began to gain traction in the market as well, accounting for 13% of the total representation. Daypart support continues to be led by daytime and late night TV, and the top 100 DMAs continue to comprise about half of our support in detections.	Kristin Ellis
Apr-2013	Jun-2013	Local broadcast experienced an increase over the course of Q2, reporting $764.2K in value during this period. Cliff :30 continues to lead the pack in support by media value at 28%, though all creative executions and lengths appear to be well represented. Support by DMA shows that detections in the top 100 DMAs account for almost half of all airings, and about half of all airings are during the daytime and late night segments. The support in this medium also outperformed the average Ad Council campaign.	Mike Horvath

Local Broadcast TV

Distributions

Distribution Date	Media Type	Distribution Method
07/28/2014	Television	Hard Kit|Multi-Campaign Distribution
05/20/2014	Television	Digital Video Platform|Solo Distribution
03/30/2014	Television	Hard Kit|Multi-Campaign Distribution
02/06/2014	Television	Hard Kit|Multi-Campaign Distribution
10/27/2013	Television	Hard Kit|Multi-Campaign Distribution
07/31/2013	Television	Hard Kit|Multi-Campaign Distribution
06/14/2012	Television	Hard Kit|Solo Distribution
04/30/2012	Television	Digital|Solo Distribution
07/05/2011	Television	Hard Kit|Solo Distribution
06/20/2011	Television	Digital Video Platform|Solo Distribution
06/20/2011	Television	Digital|Solo Distribution
06/19/2011	Television	Digital|Solo Distribution

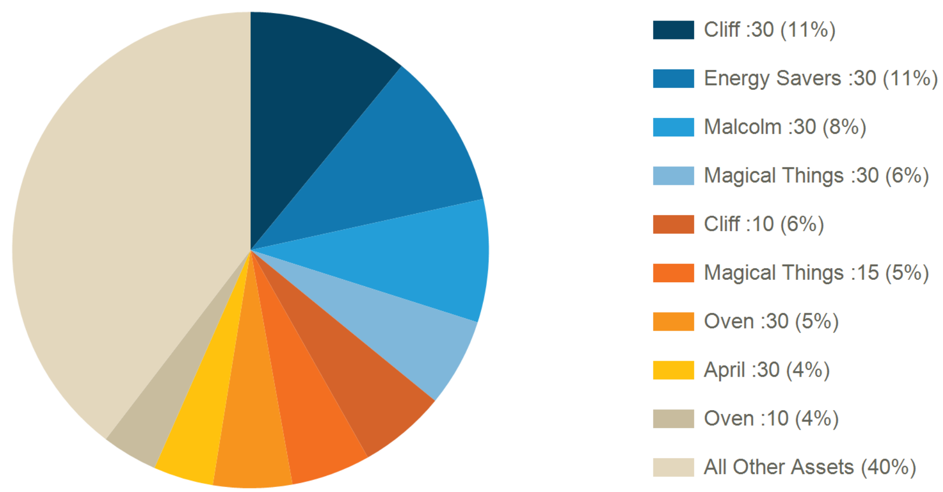
Detections: 880,508

P2+ IMP (000): 578,490

Media Value: $19,343,484

Support By Asset

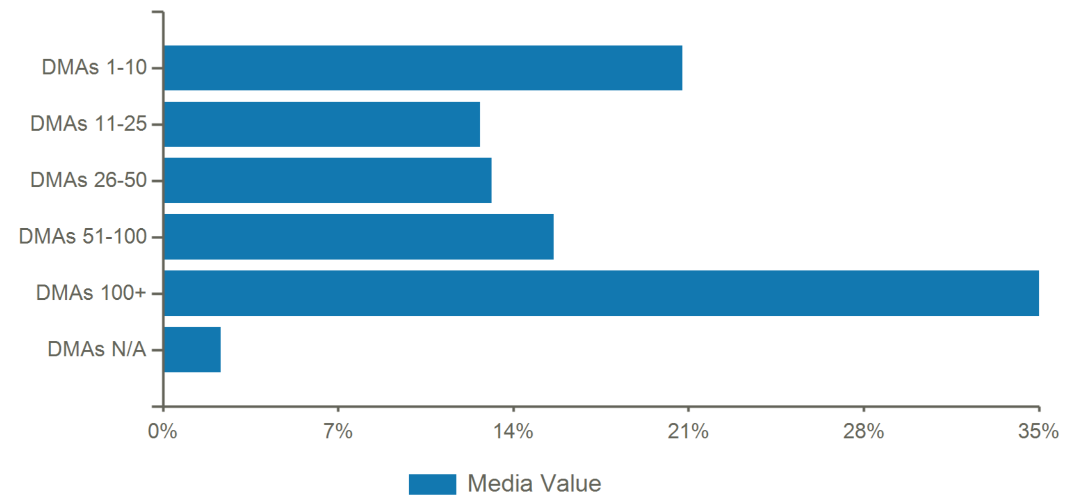
Media Value



Local Broadcast TV

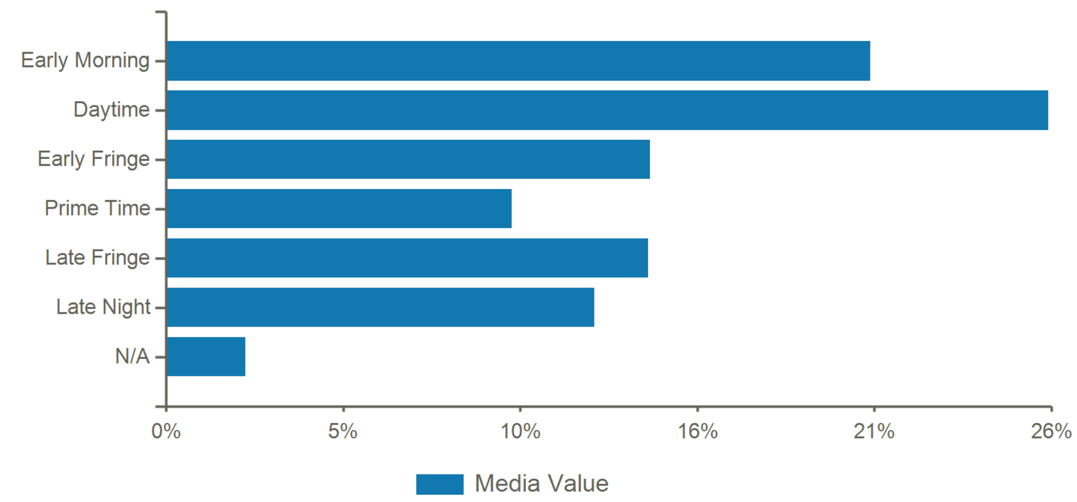
Support By DMA

Media Value



Support By Daypart

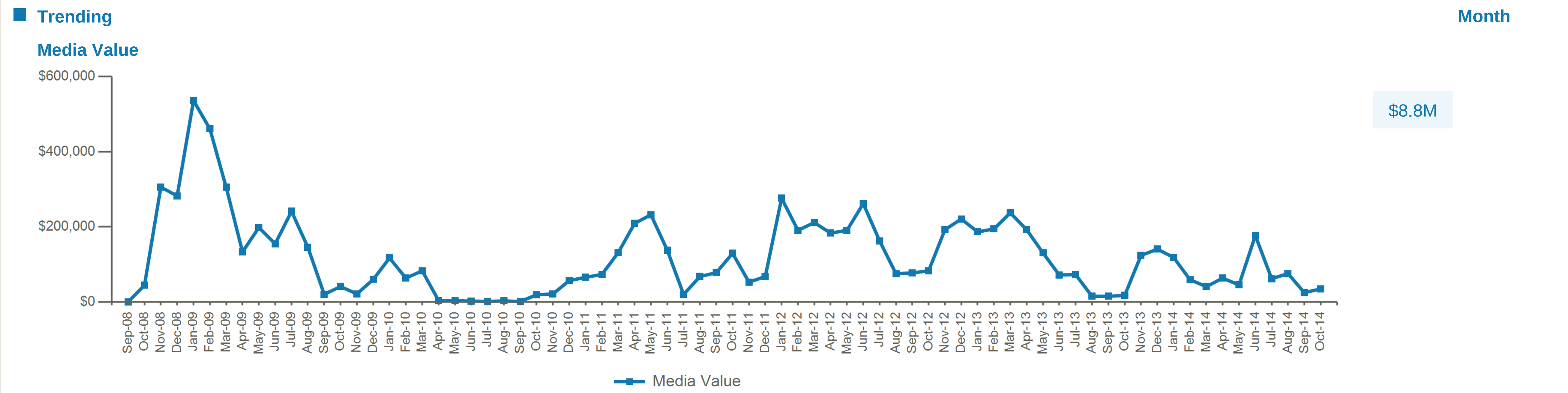
Media Value



Local Broadcast TV

From Date - To Date	Sep 2008-Oct 2014
Campaign List	Energy Efficiency

Network Cable TV



Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	Support from Network Cable totaled $290.8K in Q4, a 181% increase from the prior quarter. Of this total, networks showed a strong preference for the new work, with The Next 30 Seconds comprising 58% of the total support, and Common Sense accounting for 37%. The support was comprised of a healthy medium of daypart dispersions, with over 20% supported in prime time spots. Notable placements include Al Jazeera, Comcast Houston, and The History Channel.	Kristin Ellis
Jul-2013	Sep-2013	Q3 network cable grossed $103.4K in Q3, and showed a steep decline from the prior quarter in 2013, which is in part explained by the historically low support in this quarter due to the premiere of new shows during this season. During this quarter we see substantial representation of the new R/GA spots, which account for over 30% of airings. Top support continues to occur during the daytime and late night segments. A highlight of this quarter's support in this medium was that of NBC Sports, Fox News, and Al Jazeera America.	Kristin Ellis
Apr-2013	Jun-2013	Q2 showed $395.1K in support, a decline from the previous quarter in part explained by creative wearout, though still performing better than the average Ad Council campaign in network cable during Q2. Of this support, Cliff :30 accounted for 65% of the market share, although the new spots have a limited presence as they were introduced to the market late in the quarter. A highlight of this quarter's support is a key placement on NBC Sports Network. Late night TV continues to account for the bulk of support in this medium.	Kristin Ellis

Network Cable TV

Distributions

Distribution Date	Media Type	Distribution Method
07/28/2014	Television	Hard Kit|Multi-Campaign Distribution
05/20/2014	Television	Digital Video Platform|Solo Distribution
03/30/2014	Television	Hard Kit|Multi-Campaign Distribution
02/06/2014	Television	Hard Kit|Multi-Campaign Distribution
10/27/2013	Television	Hard Kit|Multi-Campaign Distribution
07/31/2013	Television	Hard Kit|Multi-Campaign Distribution
06/14/2012	Television	Hard Kit|Solo Distribution
04/30/2012	Television	Digital|Solo Distribution
07/05/2011	Television	Hard Kit|Solo Distribution
06/20/2011	Television	Digital Video Platform|Solo Distribution
06/20/2011	Television	Digital|Solo Distribution
06/19/2011	Television	Digital|Solo Distribution

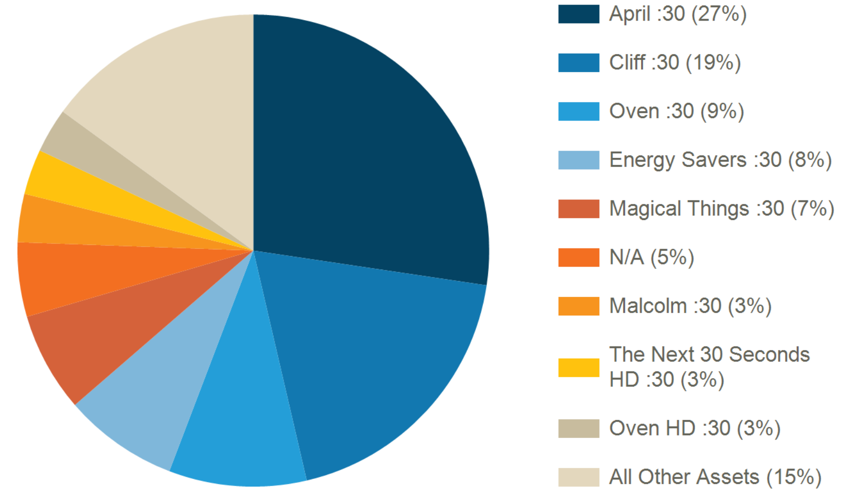
Detections: 29,621

P2+IMP (000): 149,060

Media Value: $8,797,749

Support By Asset

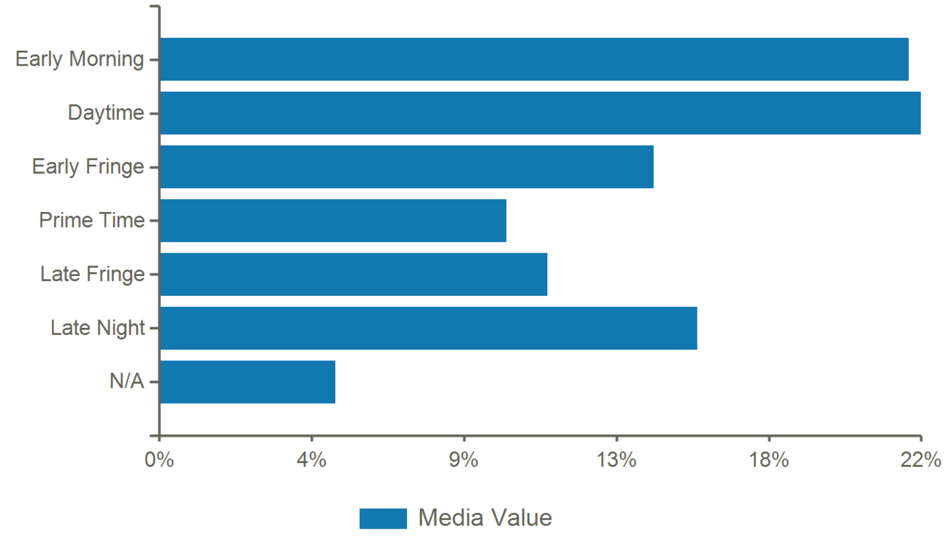
Media Value



Network Cable TV

Support By Daypart

Media Value



Top Networks

Media Value

		Media Value
1.	Cable News Network	$1,366,964
2.	HLN	$874,353
3.	Bounce TV	$593,871
4.	AL JAZEERA AMER	$509,366
5.	FOOD NETWORK	$417,200
6.	CSN CA HD	$413,885
7.	Fuel	$376,265
8.	NBC SPORTS NETW	$337,027
9.	Travel Channel	$312,540
10.	HOME & GARDEN TV NET	$311,028

Network Cable TV

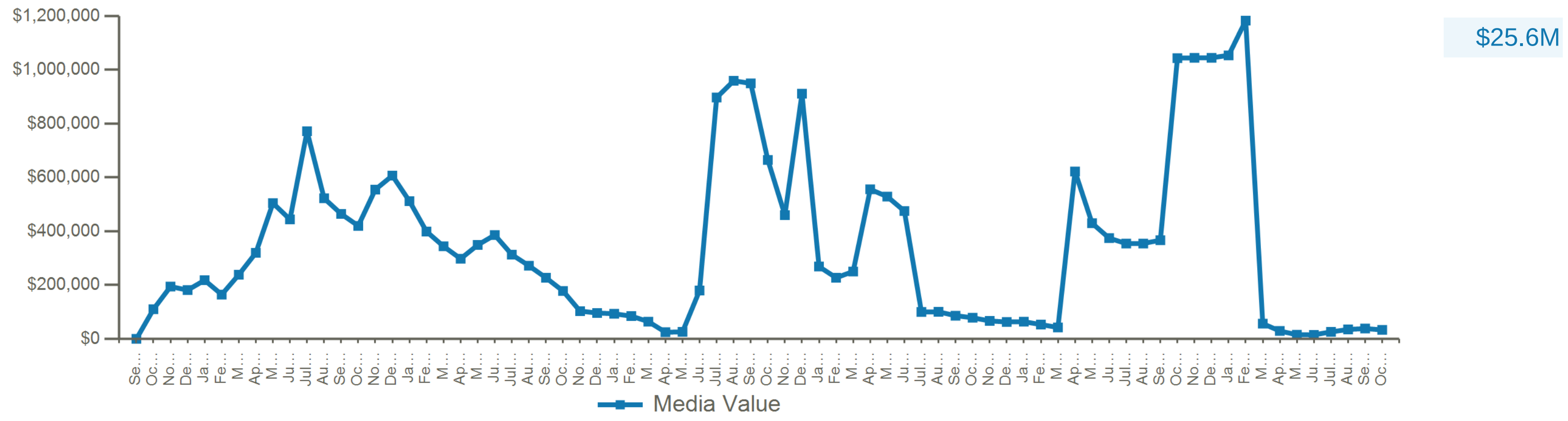
From Date - To Date	Sep 2008-Oct 2014
Campaign List	Energy Efficiency

Local Cable TV

Trending

Media Value

Month



Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	Q4 showed placements worth $3.1M in local cable, a sharp 191% increase from the prior quarter. The majority of this support came from Time Warner cable outlets. Support was steady throughout the quarter.	Kristin Ellis
Jul-2013	Sep-2013	Q3 saw a slight dip in local cable support from the prior quarter, though overall it remained strong at $1.4M. Time Warner and OnMedia were key supporters during this period.	Kristin Ellis
Apr-2013	Jun-2013	Local cable showed an impressive $1.4M in support in Q2, including airings on Comcast and Time Warner. This is a vast uptick from Q1.	Kristin Ellis

Local Cable TV

Support by Cable Multiple System Operator (MSO)

Rank	Outlet	Media Value
1.	Time Warner Cable	$6,892,170
2.	Cox Communications	$3,234,326
3.	Comcast	$2,573,741
4.	OnMedia	$1,215,217
5.	Charter Communications	$445,341
6.	Altitude Sports	$165,600
7.	Adlink	$115,905
8.	Verizon FiOS	$60,000
9.	Veria TV	$40,242
10.	Cablevision	$22,036

Local Cable TV

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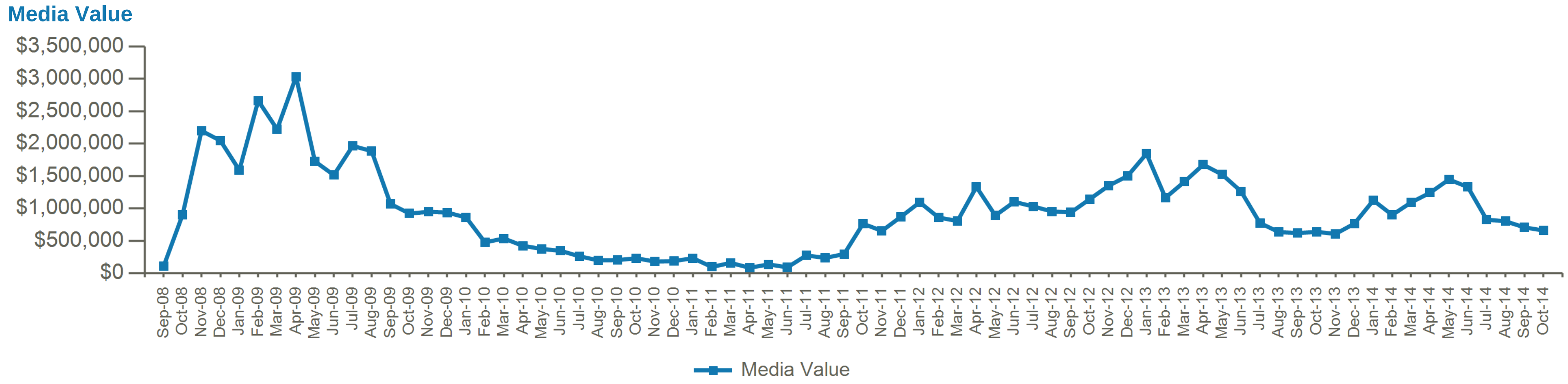
Campaign List	Energy Efficiency

Radio

Trending

Month



$69.9M

Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	Radio support totaled $2M in Q4, almost identical to the prior period, and showing an uptick in support later on in the quarter. Of the assets, Building :60 continues to be a favorite of the media with 40% of all support. Almost 50% of the support comes from DMAs ranked 25-50.	Kristin Ellis
Jul-2013	Sep-2013	Radio support declined following a boost earlier in the year, coming in at just over $2M. As in previous quarters, the daypart dispersion skews heavily toward overnight and weekend, and primarily is a part of the top 50 DMAs. Almost half of this support was comprised by "Building" :60 ," which appears to be a favorite with the media.	Kristin Ellis
Jan-2014	Mar-2014	The campaign continues to receive the most donated media from radio airings. The media mix reveals a healthy balance of support for the various radio assets, and grossed $3.1M in donated media that quarter.	Kristin Ellis
Apr-2013	Jun-2013	Radio donated media stayed on par from Q1 to Q2, reaping $4.46M in donated media value. All three creative executions received good representation, and the bulk of these played during the overnight daypart. The majority of the spots held market share in the top 50 DMAs.	Kristin Ellis

Distributions

Distribution Date	Media Type	Distribution Method
06/22/2014	Radio	Digital|Solo Distribution
03/09/2014	Radio	Digital|Solo Distribution
04/30/2012	Radio	Hard Kit|Solo Distribution
04/29/2012	Radio	Digital|Solo Distribution
10/18/2011	Radio	Digital|Solo Distribution
09/16/2011	Radio	Hard Kit|Solo Distribution
07/18/2011	Radio	Digital|Solo Distribution

Radio

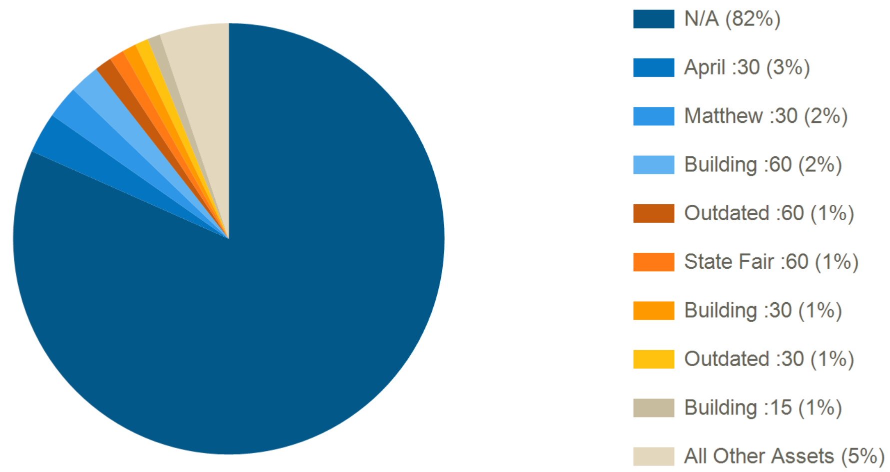
Detections: 2,895,516

P12+ IMP (000): 1,011,386

Media Value: $69,934,739

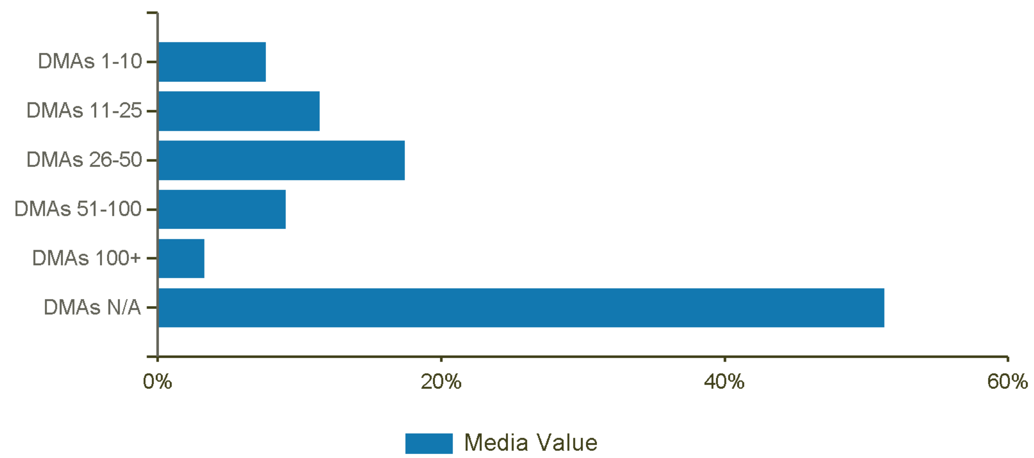
Support by Asset

Media Value



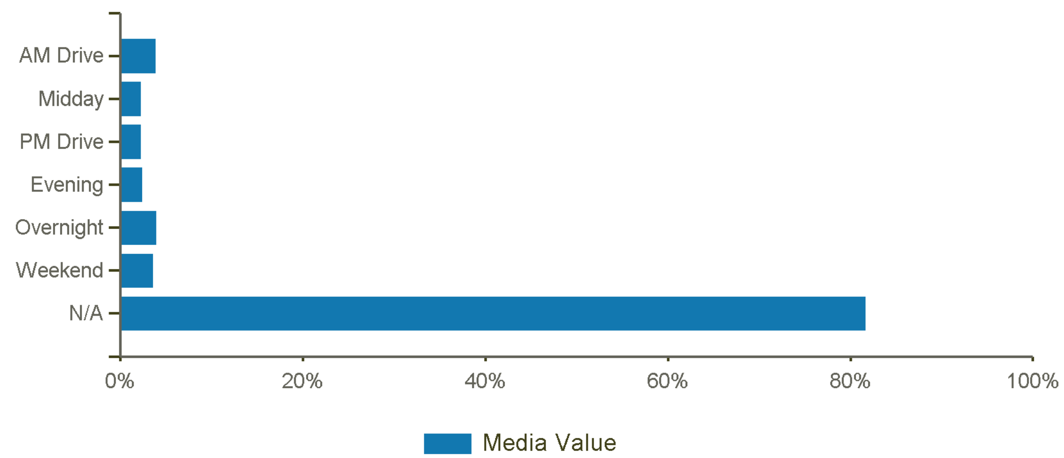
Support by DMA

Media Value



Support by Daypart

Media Value



Radio

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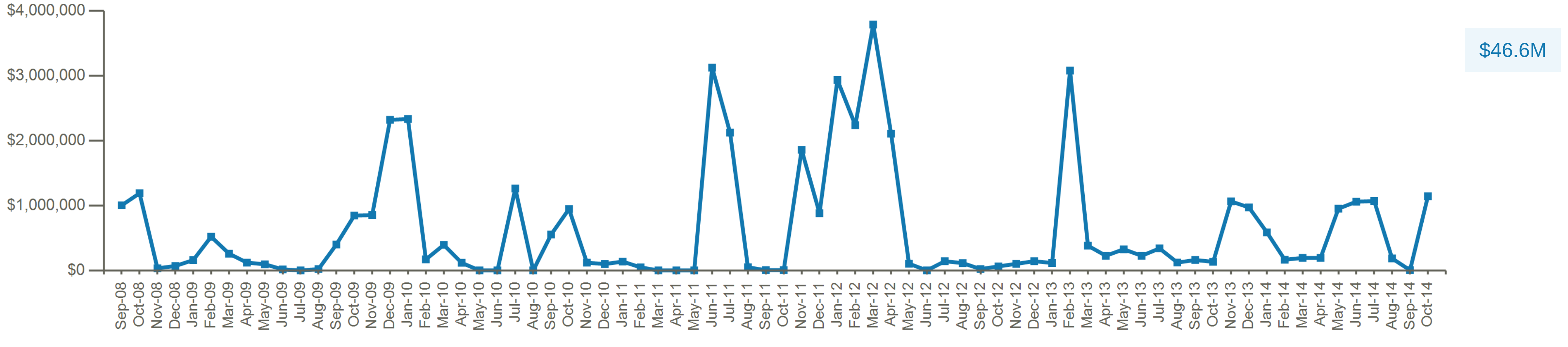
Out Of Home

Trending

Month



Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	Outdoor assets totaled $569.3K in donated media value in Q4. This decrease from the prior period is explained by the depletion of outdoor inventory as the campaign's outdoor budget was spent down. The campaign's 8 different outdoor executions were well-represented in Q4, with "Less Heat" showing the strongest representation (likely due to its association with wintertime months). Autosleep also proved to be a favorite with the media.	Kristin Ellis
Jul-2013	Sep-2013	Outdoor support dwindled as funds for printing were spent down.	Kristin Ellis
Apr-2013	Jun-2013	Outdoor remained at a low due to lack of funding for OOH printing, totaling at almost $800K and receiving 867 placements. We expect to see a large increase in outdoor in Q4 from our distribution in October.	Kristin Ellis

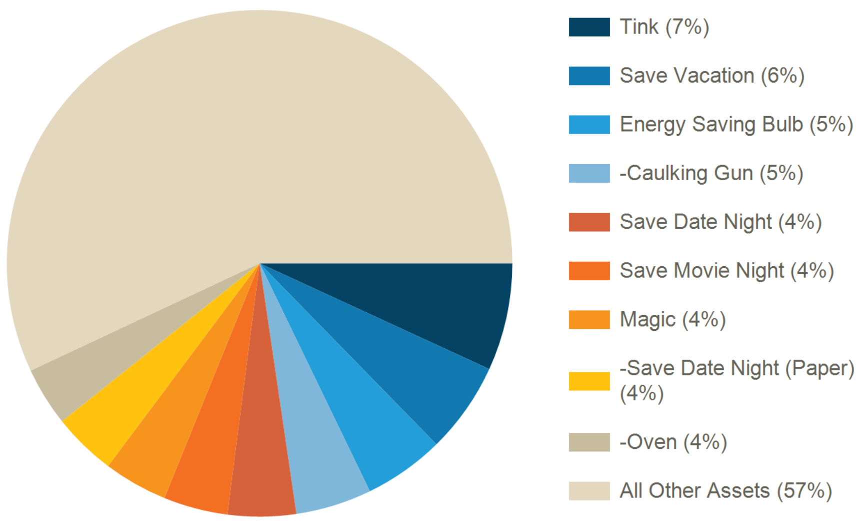
Detections: 300,135

P2+ IMP (000) (Alternative only): 269,125

Media Value: $46,584,450

Support by Asset

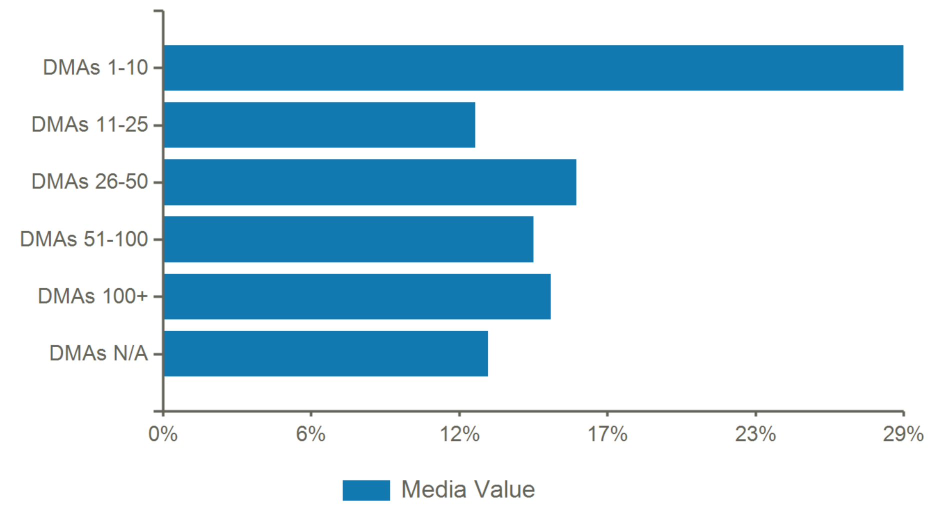
Media Value



Out Of Home

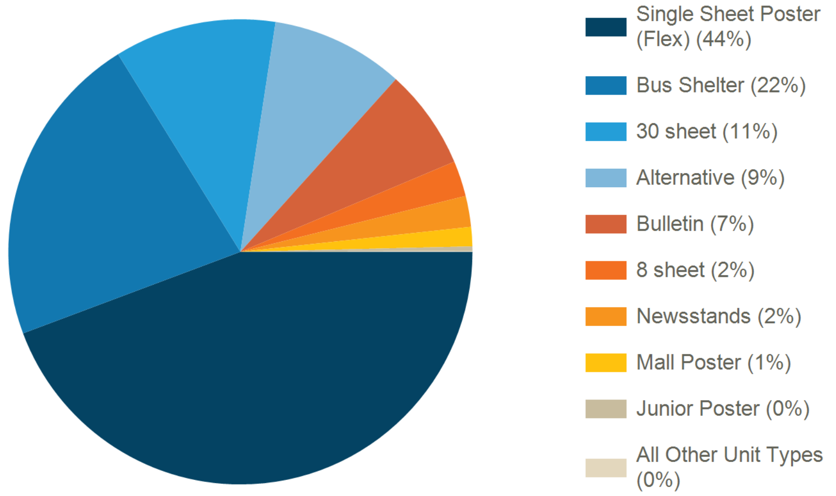
Support by DMA (based on shipping address)

Media Value



Support by Unit Type

Media Value



Out Of Home

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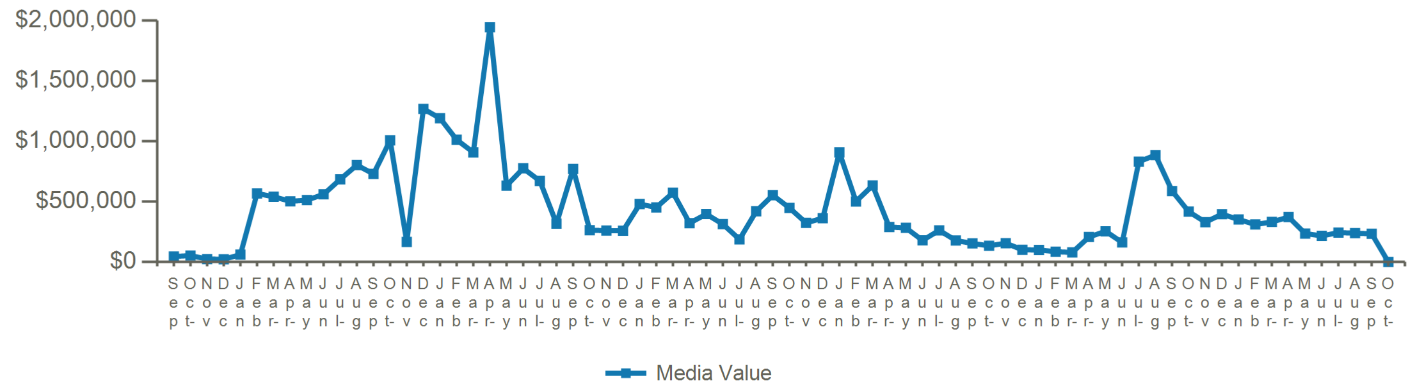
Interactive

■ **Trending**

Month

Media Value

$32.1M



Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	Interactive support garnered $746.4K this quarter, a drop of 68% from the prior period. This occurrence is likely due to the loss of support from a few key banner distribution sites. Top placements this quarter included AOL ($150,000) and Google ($28,422). As expected, the thermostat banner released in the summer has received a large portion of the placements.	Kristin Ellis
Jul-2013	Sep-2013	Banner support increased in Q3 due to increases in support from certain key ad networks. Total support for the quarter was $2.3M, and resulted in 1.46M clicks.	Kristin Ellis
Jul-2013	Jul-2013	Thermostat web banners distributed.	Kristin Ellis
Jan-2014	Jan-2014	Powerstrip and Autosleep web banners distributed.	Kristin Ellis
Apr-2013	Jun-2013	There was a big uptick in banner support likely due to a boost from our ad networks. Total support clocked in at $624,700, with over 551K clicks.	Kristin Ellis

Interactive

P2+IMP (000):	**22,394,128**
Clicks:	**34,835,227**
Clickthrough Rate:	**0.16%**
Media Value:	**$32,065,144**

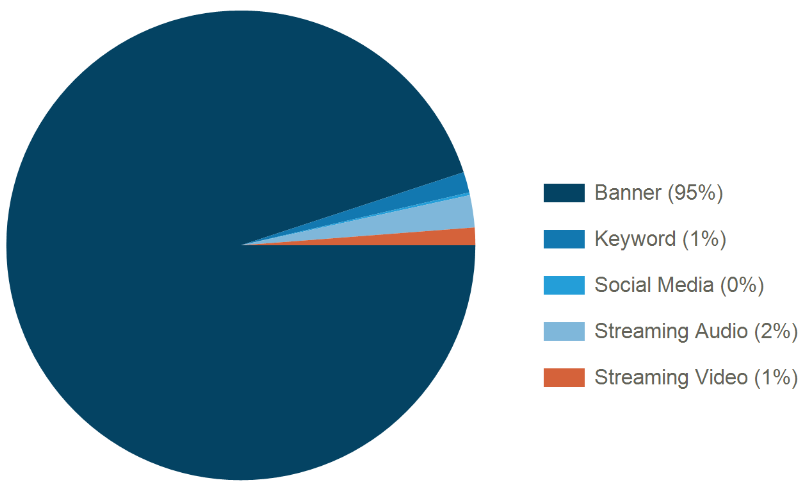
Top Supporters

Media Value

Rank	Outlet	Media Value
1.	Right Media	$18,744,354
2.	Tribal Fusion	$3,533,132
3.	Pulse Point	$1,612,912
4.	Exponential	$1,207,793
5.	QuadrantONE	$1,051,083
6.	AOL	$760,335
7.	24/7 Real Media, Inc.	$659,916
8.	RocketFuel, Inc	$651,060
9.	Brand.net	$508,982
10.	Google	$455,350

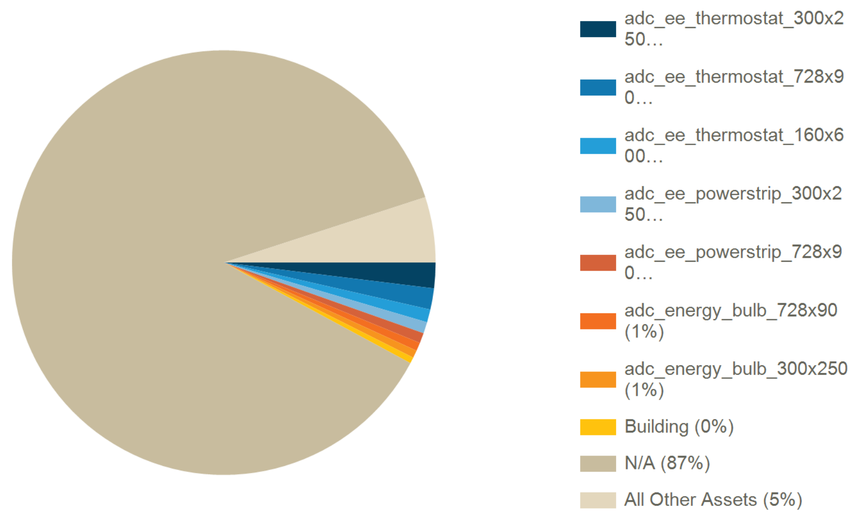
Support By Media Subtype

Media Value



Support By Asset

Media Value



Interactive

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Campaign List	Energy Efficiency

Print

Trending

Month

Media Value

No Data Available

Insight

Start Period	End Period	Insight	From
Jan-2013	Dec-2013	The campaign has no print assets.	Kristin Ellis

No Data Available

Support by Asset

Media Value

No Data Available

Print

Support by DMA (Newspaper)

Media Value

No Data Available

Top Publications

Media Value

No Data Available

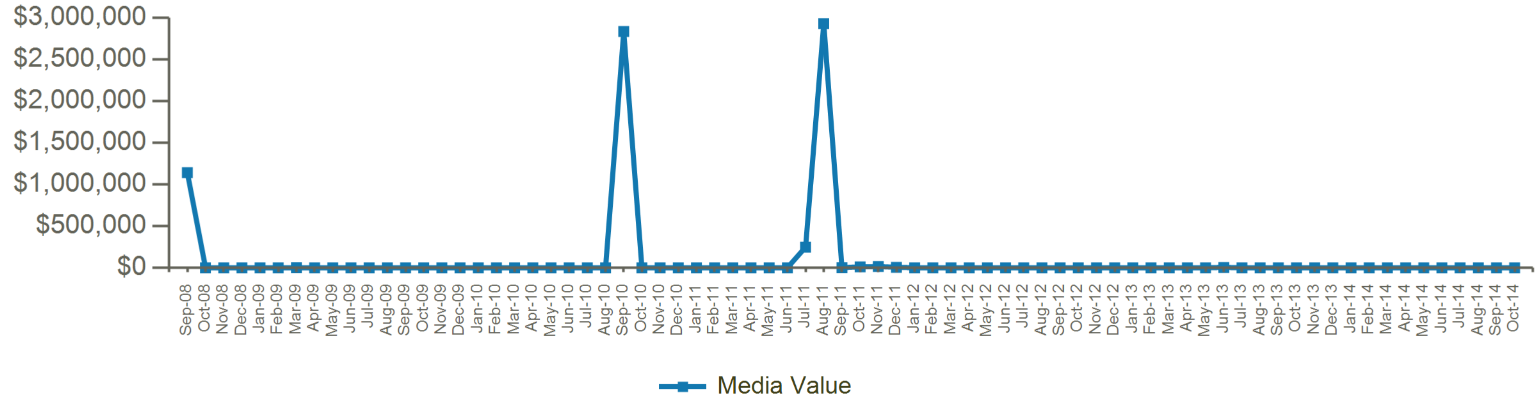
Print

From Date - To Date	Sep 2008-Oct 2014
Campaign List	Energy Efficiency

Public Relations

Trending

Media Value **Month**



$7.2M

Insight

Start Period	End Period	Insight	From
Oct-2013	Dec-2013	No public relations activity took place in Q4.	Kristin Ellis
Jul-2013	Jul-2013	Blogger / Twitter outreach.	Kristin Ellis

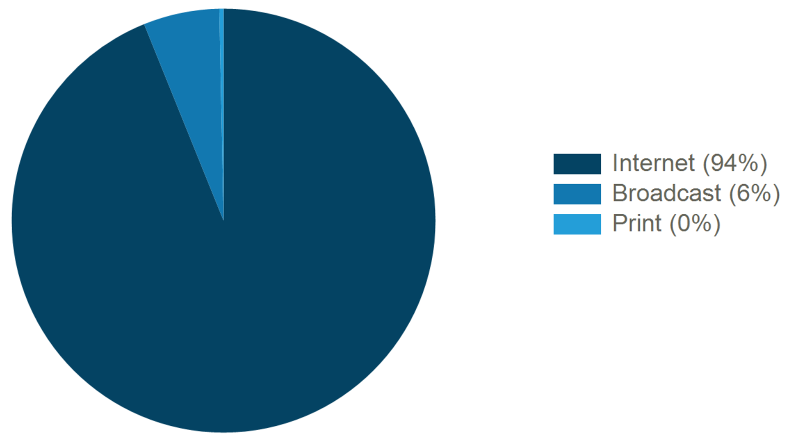
Detections: 409

P2+ IMP (000): 70,016

Media Value: $7,194,636

Support By Media Type

Media Value



Public Relations

Top Placements

Media Value

	Date	Outlet	Title	Media Value
1.	8/16/2011	(Internet)	Energy MNR One Month Report	$2,748,378
2.	9/17/2010	moneycentral.msn.com (Internet)	The U.S. Department of Energy and The Advertising Council Enlist Disney's Iconic Fairy, Tinker Bell, to Help Inspire Energy Efficiency Practices Amongst Today's Youth	$1,105,509
3.	9/12/2008	aol.com - unclassified (Internet)	Video: The Advertising Council and U.S. Department of Energy Launch New PSAs to Help Create an Energy Ethic for Future Generations	$1,025,842
4.	9/17/2010	dailyfinance.com (Internet)	THE U.S. DEPARTMENT OF ENERGY AND THE ADVERTISING COUNCIL ENLIST DISNEY'S ICONIC FAIRY, TINKER BELL, TO HELP INSPIRE ENERGY EFFICIENCY PRACTICES AMONGST TODAY'S YOUTH	$387,799
5.	9/17/2010	finance.yahoo.com (Internet)	The U.S. Department of Energy and The Advertising Council Enlist Disney's Iconic Fairy, Tinker Bell, to Help Inspire Energy Efficiency Practices Amongst Today's Youth	$266,563
6.	9/17/2010	reuters.com (Internet)	The U.S. Department of Energy and The Advertising Council Enlist Disney's Iconic Fairy, Tinker Bell, to Help Inspire Energy Efficiency Practices Amongst Today's Youth	$233,595
7.	9/17/2010	forbes.com (Internet)	THE U.S. DEPARTMENT OF ENERGY AND THE ADVERTISING COUNCIL ENLIST DISNEY'S ICONIC FAIRY, TINKER BELL, TO HELP INSPIRE ENERGY EFFICIENCY PRACTICES AMONGST TODAY'S YOUTH	$191,117
8.	7/19/2011	ABC Radio (Broadcast)	Department of Energy - Energy Efficiency	$130,000
9.	9/17/2010	thestreet.com (Internet)	THE U.S. DEPARTMENT OF ENERGY AND THE ADVERTISING COUNCIL ENLIST DISNEY'S ICONIC FAIRY, TINKER BELL, TO HELP INSPIRE ENERGY EFFICIENCY PRACTICES AMONGST TODAY'S YOUTH	$99,393
10.	9/17/2010	bizjournals.com (Internet)	THE U.S. DEPARTMENT OF ENERGY AND THE ADVERTISING COUNCIL ENLIST DISNEY'S ICONIC FAIRY, TINKER BELL, TO HELP INSPIRE ENERGY EFFICIENCY PRACTICES AMONGST TODAY'S YOUTH	$95,283

Public Relations

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