

**DOCKETED**

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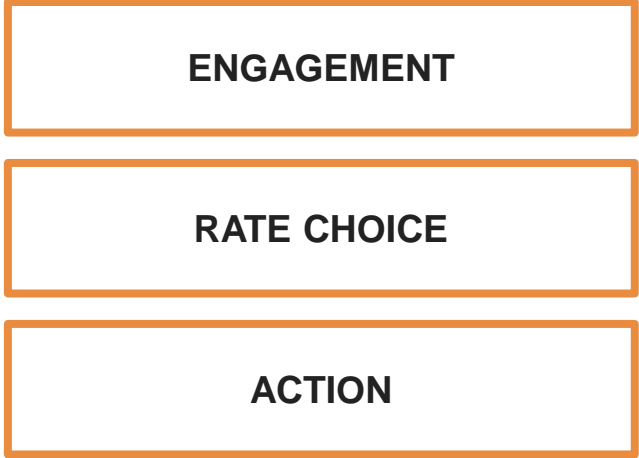


Ipsos

**STATEWIDE EVALUATION  
2019 YEAR 2**

# BACKGROUND

The purpose of this study is to measure specific aspects of the statewide residential rate reform campaign via customer research, and the achievement of the Vision Metrics per the Greenberg Blueprint, which are:



This is the only study measuring all Vision Metrics, across both SW and IOUs.

Allowing us to tie together and attribute changes in Vision Metrics to the SW campaign, the IOU, or both.



A wide-angle photograph of a solar farm. The solar panels are arranged in long, parallel rows that recede into the distance. The sky is a pale, clear blue. The foreground shows the grassy ground between the rows of panels.

# METHODOLOGY AND SAMPLE



# RESEARCH OBJECTIVES FOR EACH YEAR

September - October **2018**

1. Baseline evaluation of the Vision Metrics

November – December **2019**

1. Evaluation of Vision Metrics Statewide;
2. SDG&E pre-/post-campaign evaluation

September **2020**

1. Evaluation of Vision Metrics Statewide;
2. SCE/PG&E re-baseline (to account for 2 years of SW media)

August **2021**

1. Final evaluation Vision Metrics Statewide;
2. SCE/PG&E pre-post campaign evaluation

SDG&E are the only utility defaulting customers to TOU in 2019, report will have a primary focus on impact on Vision Metrics in SDG&E territory

Survey will continue to field each year to align with the campaign

Analysis will include wave-on-wave comparisons on Vision Metrics, media breakthrough and touchpoint impact, where sample sizes permit, results will be evaluated for key segments

# METHODOLOGY

Due to Public Safety Power Shutoffs (PSPS), fielding was paused several across IOUs in order to minimize impact of shutoffs on campaign perceptions:

PG&E: Oct 15<sup>th</sup> – Nov 3<sup>rd</sup>  
SCE: Oct 15<sup>th</sup> – Nov 3<sup>rd</sup>  
SDG&E: Oct 25<sup>th</sup> – Nov 1<sup>st</sup>

## ONLINE SURVEY† AMONG RESIDENTIAL RATE CUSTOMERS

Invites sent to a random selection of residential rate customers of each IOU who have email addresses on record. Invitation came from Ipsos on behalf of the IOU. The survey was available in English, Spanish, Mandarin and Cantonese

<b>PG&amp;E*</b>	November 4 – November 22	n=1167
<b>SCE</b>	November 4 – November 22	n=1167
<b>SDG&amp;E</b>	October 17 – November 15	n=1423

## PHONE SURVEY † AMONG RESIDENTIAL RATE CUSTOMERS

Used when an email address was not available, or randomly assigned records with both telephone and email address. Call was made in the language of billing preference, if known. The survey was available in English, Spanish, Mandarin and Cantonese

<b>PG&amp;E*</b>	November 4 – December 16	n=500
<b>SCE</b>	November 4 – December 16	n=500
<b>SDG&amp;E</b>	October 15 – November 25	n=610

Sample is represented by 70/30 split between online and phone

\*PG&E SAMPLE DOES NOT INCLUDE CHINESE LANGUAGE BOOST SAMPLE

A minimalist desk setup in a bright, modern office. On the left, a silver adjustable desk lamp with a white shade is positioned over the desk. In the center, three small green succulent plants in white ceramic pots are arranged. To the right of the plants, a pair of glasses with a dark frame and a watch with a dark strap are resting on the desk. On the far right, the back of a silver laptop with the Apple logo is visible. The background shows a window with a view of a building, slightly out of focus.

**KEY Vision Metrics Y1 VS. Y2**

# Key Findings: Y1 vs Y2

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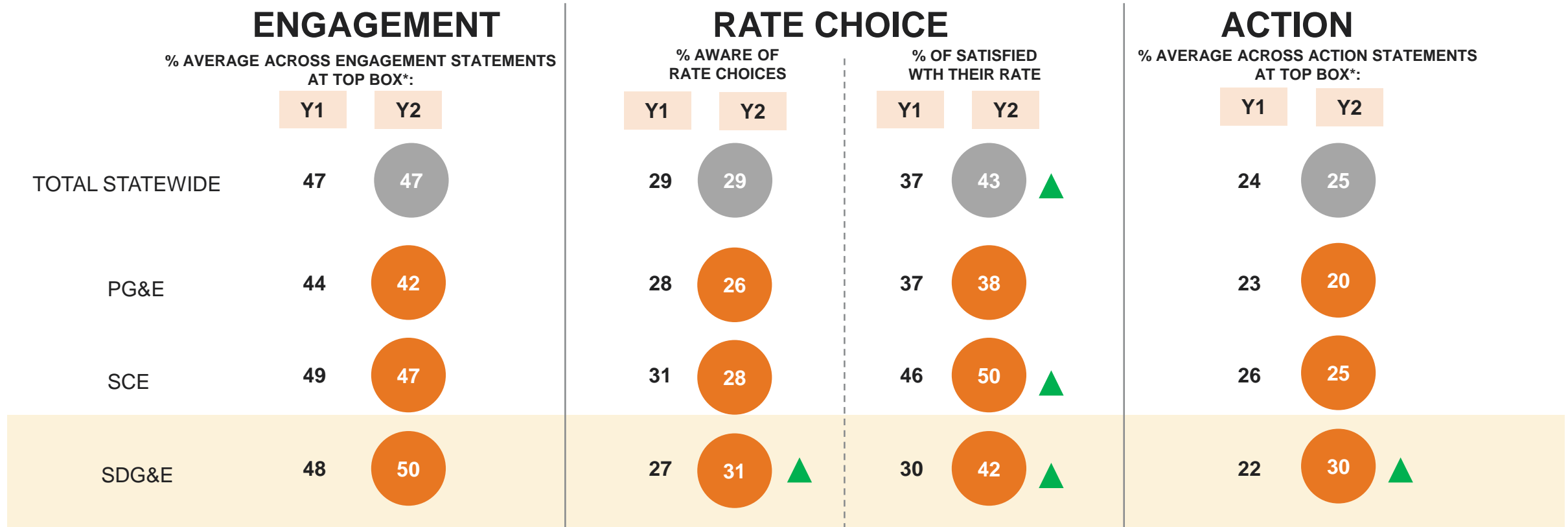
SDG&E is the only IOU that was defaulting customers and running full campaign including Engagement and Action elements and therefore it is the only IOU that is seeing lifts in Vision Metrics.

Although, there is no shift at overall Engagement level, “Time of day use matters” component of Engagement is significantly improving in SDG&E area. And there is an increase across all Rate Choice and Action Vision Metrics

SDG&E sees lifts on “Trust” while PG&E and SCE decline, driven by customers affected by PSPS



# SDG&E is the only IOU defaulting customers and running full campaign including Engagement and Action elements in 2019, hence it's the only IOU that is seeing lifts in Vision Metrics, specifically Rate Choice and Action



\*TOP BOX = "STRONGLY AGREE, SCALE IS 5 POINT SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE, YEAR 1 DATA REWEIGHTED TO MATCH YEAR 2 DATA COLLECTION OF 70% ONLINE SAMPLE AND 30% PHONE SAMPLE. BASE 2018: STATEWIDE N=5147, PG&E N=1680; SCE N=1693; SDG&E N=1774 | BASE 2019: STATEWIDE N=5367, PG&E N=1667; SCE N=1667; SDG&E N=2033. SIGNIFICANT DIFFERENCE BETWEEN YEAR 1 & YEAR 2 IS SHOWN AT 95% CONFIDENCE LEVEL AS HIGHER ▲ OR LOWER ▼

# Although, there is no shift at overall Engagement level, “Time of day use matters” is significantly improving in SDG&E area

ENGAGEMENT, top box*			Total Statewide		PG&E		SCE		SDG&E	
			Y1	Y2	Y1	Y2	Y1	Y2	Y1	Y2
E1	Personal connection with electricity use	“I care about my daily electricity usage”	56	55	53	51	57	57	57	56
		“I am personally committed to reducing my electricity use”	43	43	41	37 ▼	43	44	44	46
E2	Important to manage electricity use	“It is important to find new ways to manage my electricity usage at home”	37	36	34	33	38	40	39	35
		“It is important to thoughtfully manage my electricity use”	52	51	50	47	54	52	52	54
E3	Time of day use matters ▲	“The certain times of day I use electricity matters”	40	41	36	36	42	41	40	45 ▲
		“The amount of electricity I use at certain times of day matters”	41	40	37	35	44	40	43	45
		“I understand the difference between peak and non-peak hours”	60	61	60	57	62	57 ▼	58	68 ▲

\*SCALE IS 5 POINT SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE.  
TOP BOX = “STRONGLY AGREE”

BASE 2018: STATEWIDE N=5147, PG&E N=1680; SCE N=1693; SDG&E N=1774 | BASE 2019: STATEWIDE N=5367, PG&E N=1667; SCE N=1667; SDG&E N=2033.  
SIGNIFICANT DIFFERENCE BETWEEN YEAR 1 & YEAR 2 IS SHOWN AT 95% CONFIDENCE LEVEL AS HIGHER ▲ OR LOWER ▼

# And there is an increase across all Action Vision Metrics in SDG&E area

## ACTION ▲, top box\*

		Total Statewide		PG&E		SCE		SDG&E	
		Y1	Y2	Y1	Y2	Y1	Y2	Y1	Y2
A1 Motivation to reduce peak-load ▲	“I <b>understand</b> the benefits of reducing or shifting my electricity usage from late afternoon and evening to other times of day”	36	37	36	32 ▼	39	36	33	42 ▲
	“I am <b>interested</b> in reducing or shifting my electricity usage from late afternoon and evening to other times of day”	20	21	19	16	23	21	19	25 ▲
A2 Intent to reduce future peak-load ▲	“I <b>intend</b> to reduce or shift my electricity usage from the late afternoon and evening to other times of day”	17	19	16	14	19	18	15	23 ▲
A3 Peak-load reducing behaviors ▲	“I <b>have</b> taken actions to reduce or shift my electricity usage from the late afternoon and evening to other times of day”	21	24 ▲	19	18	24	23	20	30 ▲

\*SCALE IS 5 POINT SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE.  
TOP BOX = “STRONGLY AGREE”

BASE 2018: STATEWIDE N=5147, PG&E N=1680; SCE N=1693; SDG&E N=1774 | BASE 2019: STATEWIDE N=5367, PG&E N=1667; SCE N=1667; SDG&E N=2033.  
SIGNIFICANT DIFFERENCE BETWEEN YEAR 1 & YEAR 2 IS SHOWN AT 95% CONFIDENCE LEVEL AS HIGHER OR LOWER

# SDG&E sees gains on all three Trust metrics. PG&E dips across them while SCE declines in “a company I trust” specifically.

## TRUST IN IOU, top 2 box %

	Total Statewide		PG&E		SCE		SDG&E	
	Y1	Y2	Y1	Y2	Y1	Y2	Y1	Y2
Offers programs, information and tips that give customers greater control over their electricity bill	61	59	62	52 ▼	66	65	55	60 ▲
Offers rate plans that could help save you money	51	52	51	46 ▼	58	58	44	51 ▲
Is a company I trust	48	45 ▼	45	34 ▼	61	56 ▼	36	45 ▲

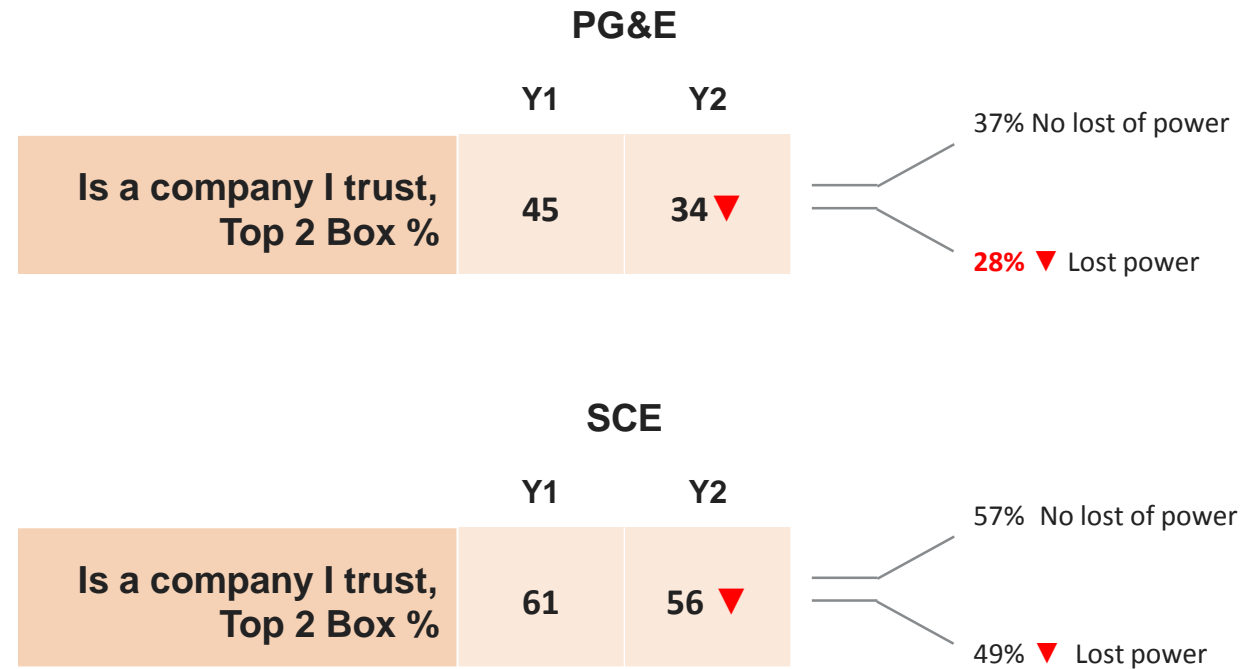
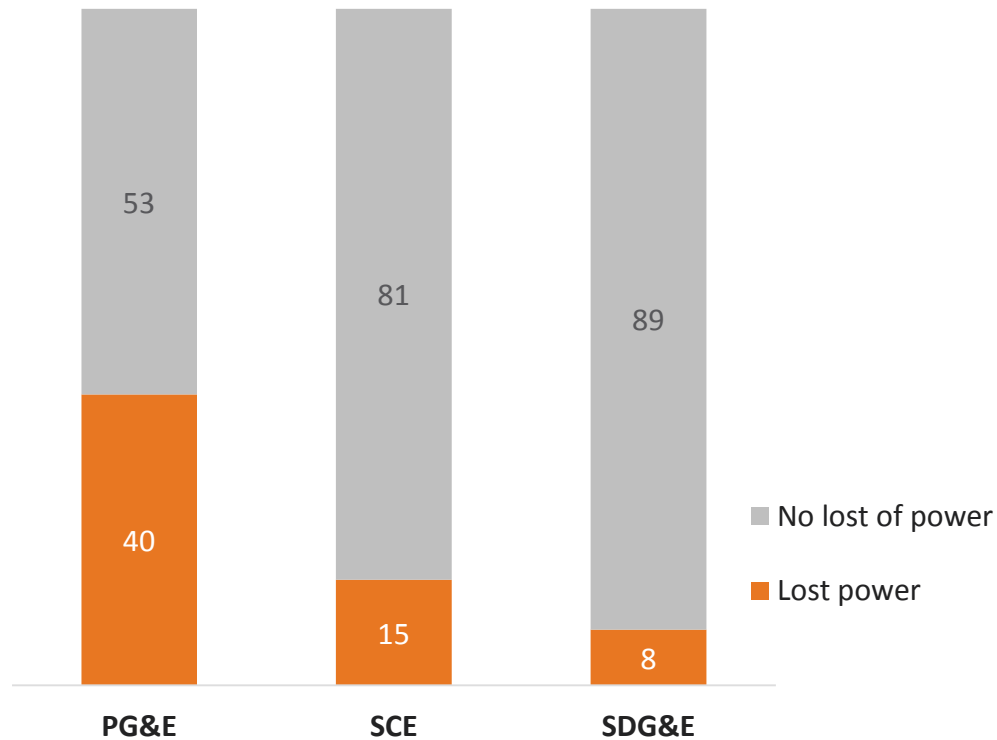
\*SCALE IS 5 POINT SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE.  
TOP 2 BOX = “STRONGLY AGREE” OR “SOMEWHAT AGREE”

BASE 2018: STATEWIDE N=5147, PG&E N=1680; SCE N=1693; SDG&E N=1774 | BASE 2019: STATEWIDE N=5367, PG&E N=1667; SCE N=1667; SDG&E N=2033.  
SIGNIFICANT DIFFERENCE BETWEEN YEAR 1 & YEAR 2 IS SHOWN AT 95% CONFIDENCE LEVEL AS HIGHER OR LOWER

# Customers who lost power drove “Trust” perceptions for both PG&E and SCE.

Question Text: Did your lose power during the recent Public Safety Power Shutoff?

% of Those Lost Power (Year2 PSPS)



\*SCALE IS 5 POINT SCALE FROM STRONGLY AGREE TO STRONGLY DISAGREE.  
TOP 2 BOX = “STRONGLY AGREE” OR “SOMEWHAT AGREE”

BASE 2018: PG&E N=1680; SCE N=1693; SDG&E N=1774 | BASE 2019: PG&E N=1667; SCE N=1667; SDG&E N=2033.

BASE 2019 AFFECTED PSPS: PG&E N=775, SCE N=308, SDG&E N=224, NOT AFFECTED: PG&E N=865, SCE N=1336, SDG&E N=1778

SIGNIFICANT DIFFERENCE BETWEEN YEAR 1 & YEAR 2 IS SHOWN AT 95% CONFIDENCE LEVEL AS HIGHER ▲ OR LOWER ▼

# Target setting methodology

Ipsos used regression based model to set targets for Key Vision Metrics.

Model is taking into account:

1. Key Vision Metrics base line results on sub-metrics level
2. Shifts estimated by DDB in their original target setting exercise (DDB shifts are based on historical results in their tracking data from other clients' lifts, comparing those against media impression levels)
3. Shifts observed in MEO latest tracking results in PG&E, SCE and SDG&E

All the targets were set on top box level for each Key Vision sub-metric which then were rolled up into one Engagement KVM score and one Action KVM score.

Target on “satisfaction with current rate” is set with assumption that levels of satisfaction will be sustained (no shift is expected).

# Target setting considerations


Ipsos will re-evaluate targets based on this current wave of Statewide tracking results in from 2019.

The following aspects are to be address with target revision:

- Clear understanding of what should be expected at KVM levels half way through default process.
- Measuring proportion of IOU vs. EUC contribution to Action KVM in order to separate lifts expected from EUC and IOUs
- Setting expectations on what EUC campaign can do standalone prior to default based on PG&E and SCE results and levels of investment
- Getting more precise and detailed targets set for the follow up waves.

# Rate metrics reached targets set in Year 1. Engagement and Action Vision Metrics targets were met on two statements in each group

SDG&E Vision Metrics	Y1	Y2	Target Y2
<b>ENGAGEMENT, top box</b>			
“I care about my daily electricity usage”	57%	56%	62%
“I am personally committed to reducing my electricity use”	44%	46%	50%
“It is important to find new ways to manage my electricity usage at home”	39%	35%	46%
“It is important to thoughtfully manage my electricity use”	52%	54%	57%
“The certain times of day I use electricity matters”	40%	45%	47%
“The amount of electricity I use at certain times of day matters”	43%	45%	49%
“I understand the difference between peak and non-peak hours”	58%	68%	63%
<b>RATE CHOICE, top box</b>			
A choice of different rate plans is available so I can decide which rate plan best suits my needs	27%	31%	29%
Satisfaction with rate plan	30%	42%	30%
<b>ACTION, top box</b>			
“I understand the benefits of reducing or shifting my electricity usage from late afternoon and evening to other times of day”	33%	42%	41%
“I am interested in reducing or shifting my electricity usage from late afternoon and evening to other times of day”	19%	25%	29%
“I intend to reduce or shift my electricity usage from the late afternoon and evening to other times of day”	15%	23%	26%
“I have taken actions to reduce or shift my electricity usage from the late afternoon and evening to other times of day”	20%	30%	30%

 Meets or exceeds target

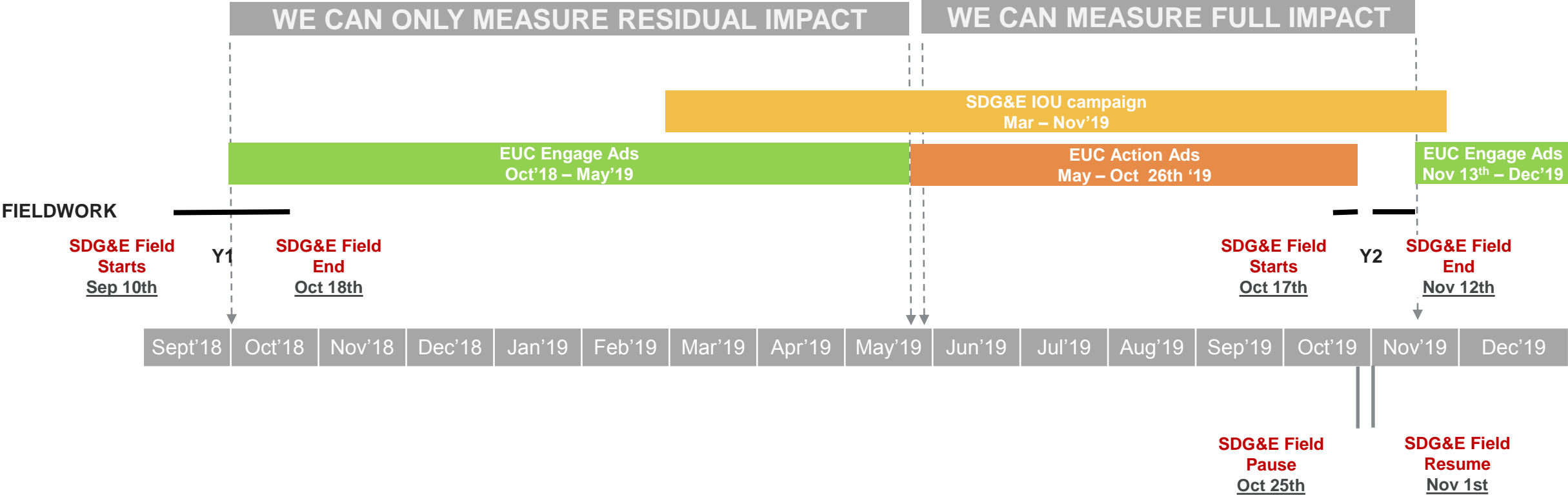


An aerial night photograph of a city, showing a dense grid of streets illuminated by streetlights. The lights create a pattern of yellow and white lines against the dark background of the city and the night sky. The perspective is from a high angle, looking down on the city.

**COMMUNICATION  
ASSESSMENT:**

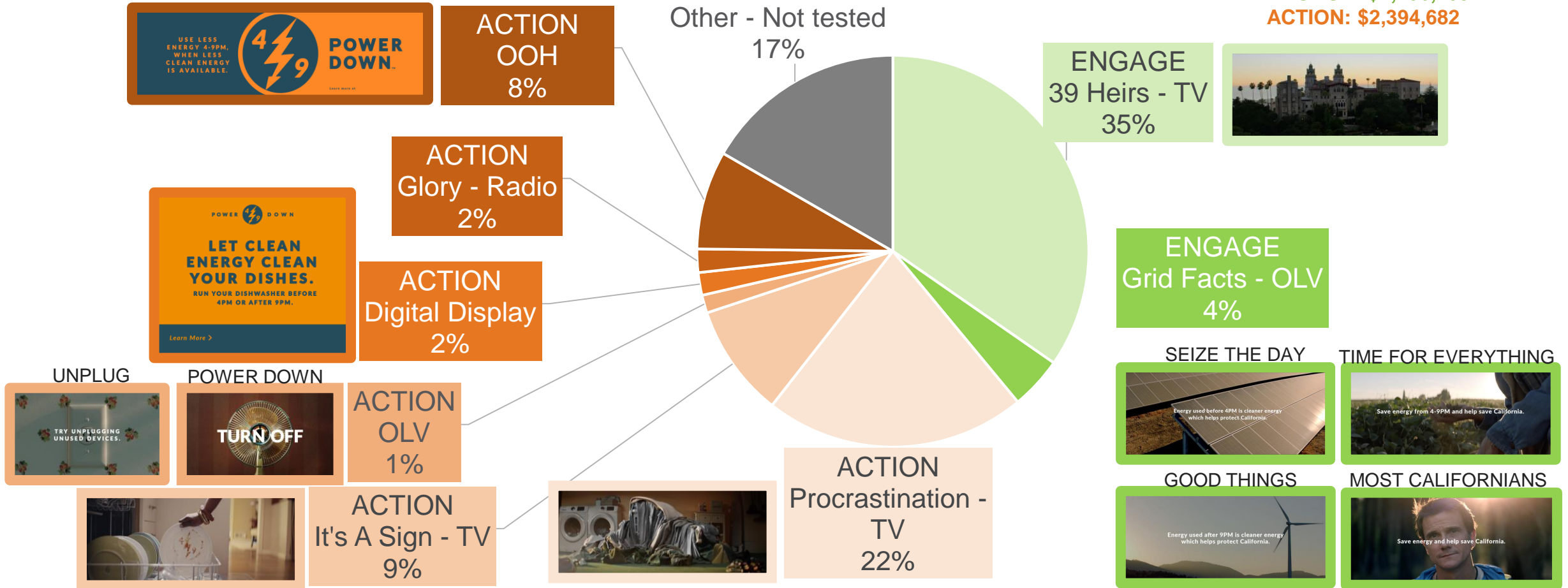
# Statewide media and SDG&E fielding were paused due to PSPS. This schedule enables optimal evolution of EUC Action ads and IOU campaign, however it can only measure residual impact of EUC Engage ads

Simplified view of SDG&E Media and Field Timeline



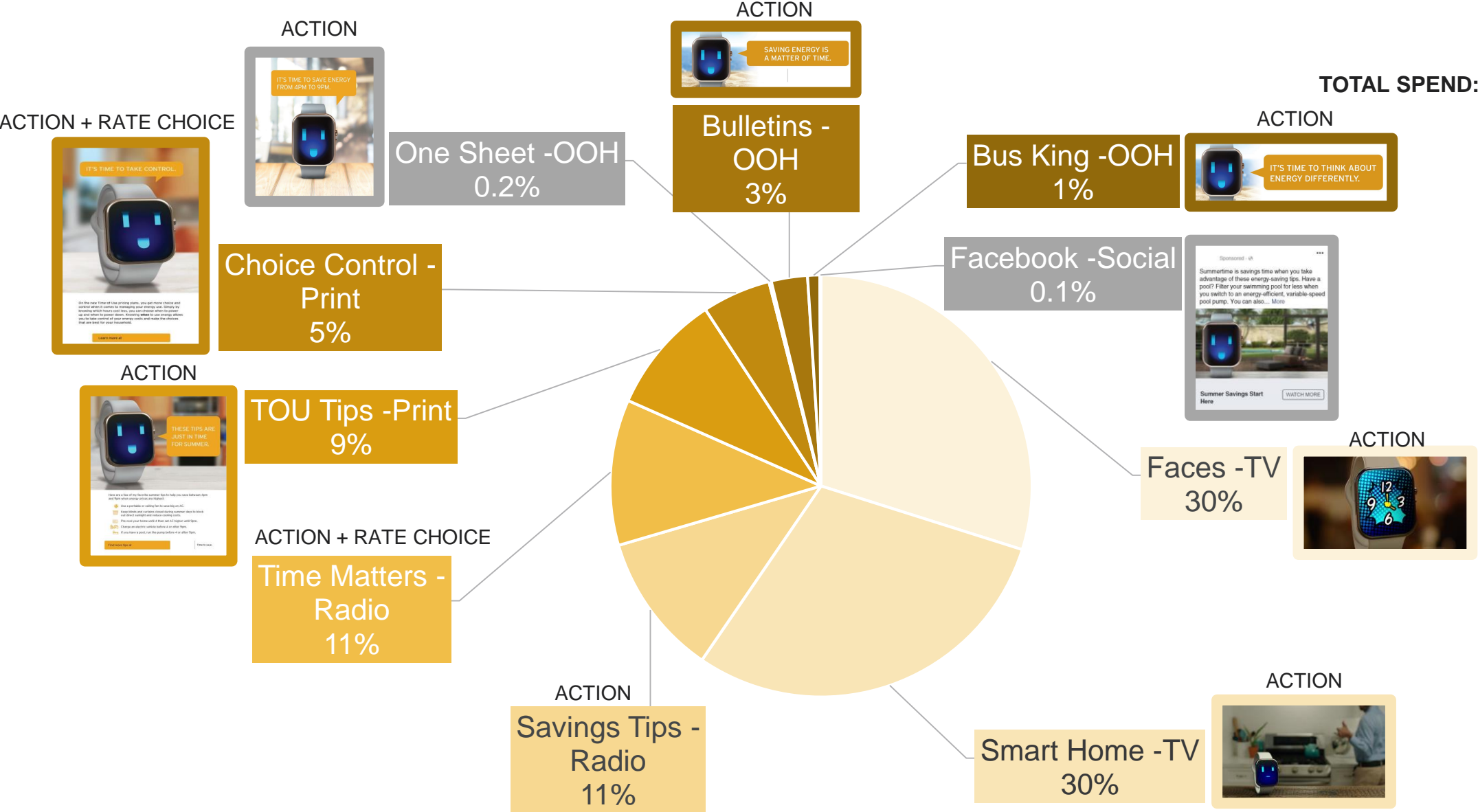
# Overview of EUC campaign in SDG&E area

TOTAL CAMPAIGN: \$5,402,055  
 TESTED AD SPEND: \$4,501,387  
 ENGAGE: \$2,106,705  
 ACTION: \$2,394,682



# Overview of IOU campaign in SDG&E area

TOTAL SPEND: \$1,326,595



# HOW COMMUNICATION IMPACTS ATTITUDES AND BEHAVIORS



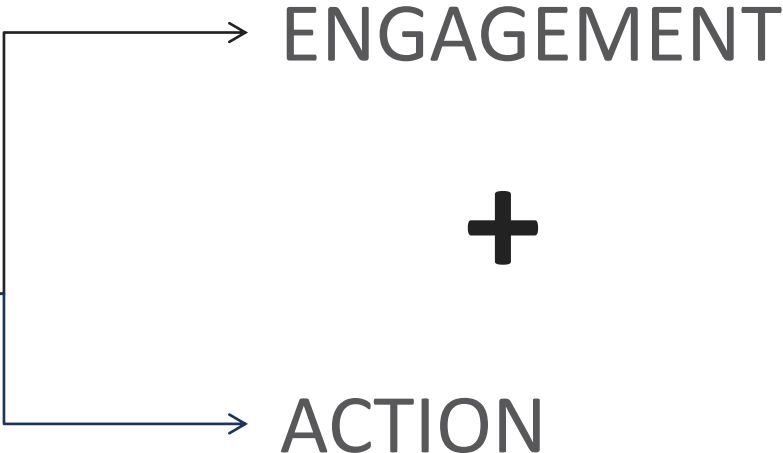
**Visibility**

In a fragmented media landscape, you need to be visible to breakthrough



**Impact**

The message needs to be relevant and support change in attitude and behavior



ENGAGEMENT



ACTION

# FOCUS ON VISIBILITY – BREAKING THROUGH THE CLUTTER



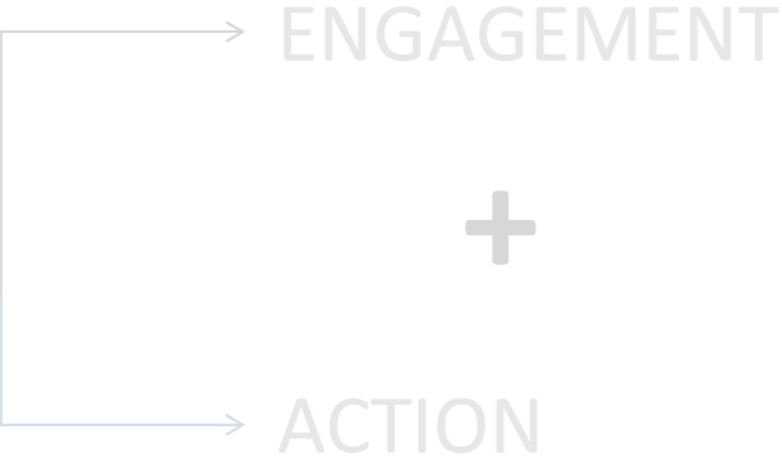
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**Impact**

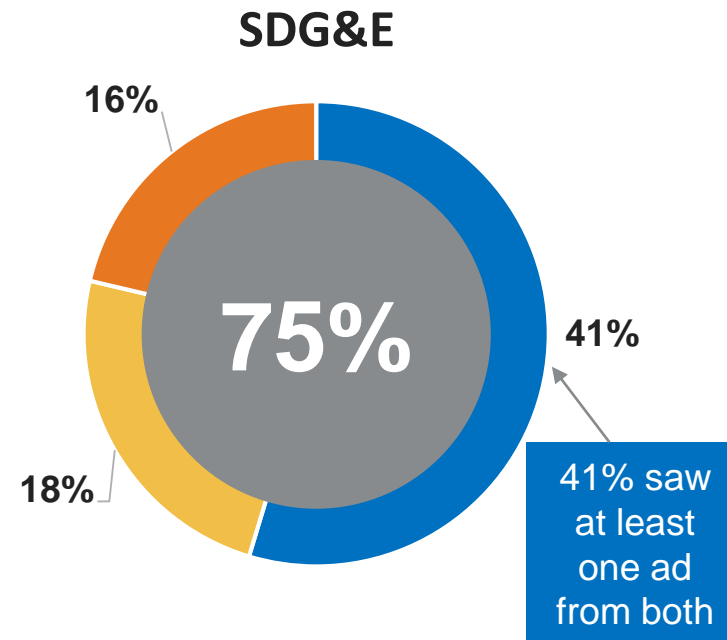
The message needs to be relevant and support change in attitude and behavior



In SDG&E territory, the combined campaigns reach 75% of customers, who noticed at least one ad of the SDG&E or EUC campaigns.



## Saw Any Element From All Applicable Campaigns



■ Saw both IOU and Statewide

■ Only saw IOU ads

■ Only saw Statewide ads

# Procrastination TV, Glory Radio and Out of Home were the most breaking through ads among EUC Action ads



TOTAL REACH OF EUC CAMPAIGN IN SDG&E AREA – 57%

## WE CAN ONLY MEASURE RESIDUAL IMPACT\*

	EUC CAMPAIGN VISIBILITY	SDG&E	
<b>ENGAGE</b>	39M Heirs (TV)	18%	Investment proportion comparison and testing against norms are not applicable for residual
	Good Things (TV)	8%	
	Seize the Day (OLV)	7%	
	Time for Everything (OLV)	7%	
	Most Californians (OLV)	4%	

### Visibility Norms

TV at 250 TRPs	21%
Online Video (OLV)	10%
Radio	9%
OOH	12%

## WE CAN MEASURE FULL IMPACT

	EUC CAMPAIGN VISIBILITY	SDG&E	Investment proportion
<b>ACTION</b>	Procrastination (TV)	23%	26%
	It's A Sign (TV)	17% ▼	11%
	Out of Home	21% ▲	10%
	Glory (Radio)	19% ▲	2%
	Power Down (OLV)	7% ▼	2%
	Most Californians (OLV)	4% ▼	
	Digital Display	12% ▼	2%



# IOU campaign break through above norms, with particular success in TV, Out of Home and Print touchpoints



**TOTAL REACH OF IOU CAMPAIGN IN SDG&E AREA – 59%**

WE CAN MEASURE FULL IMPACT			Investment proportion	
ACTION	IOU CAMPAIGN VISIBILITY	SDG&E		
	Faces (TV)	30% ▲	30%	
	Smart Home (TV)	31% ▲	30%	
	Savings Tips (Radio)	15%	11%	
	Time Matters (Radio)	16%	11%	
	Choice Control (Print)	19% ▲	5%	
	TOU Tips (Print)	17% ▲	9%	
	Bus King (OOH)	21% ▲	4.2%	
	Bulletins (OOH)	18% ▲		
	One Sheet (OOH)	23% ▲		
	Facebook (Social)	9%	0.1%	

Visibility Norms	
TV at 250 TRPs	21%
Online Video (OLV)	10%
Radio	9%
OOH	12%

# FOCUS ON IMPACT



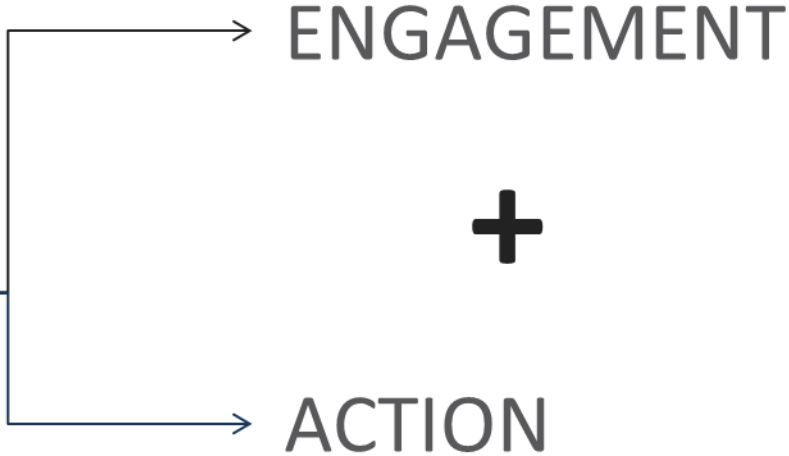
Visibility

In a fragmented media landscape, you need to be visible to breakthrough



Impact

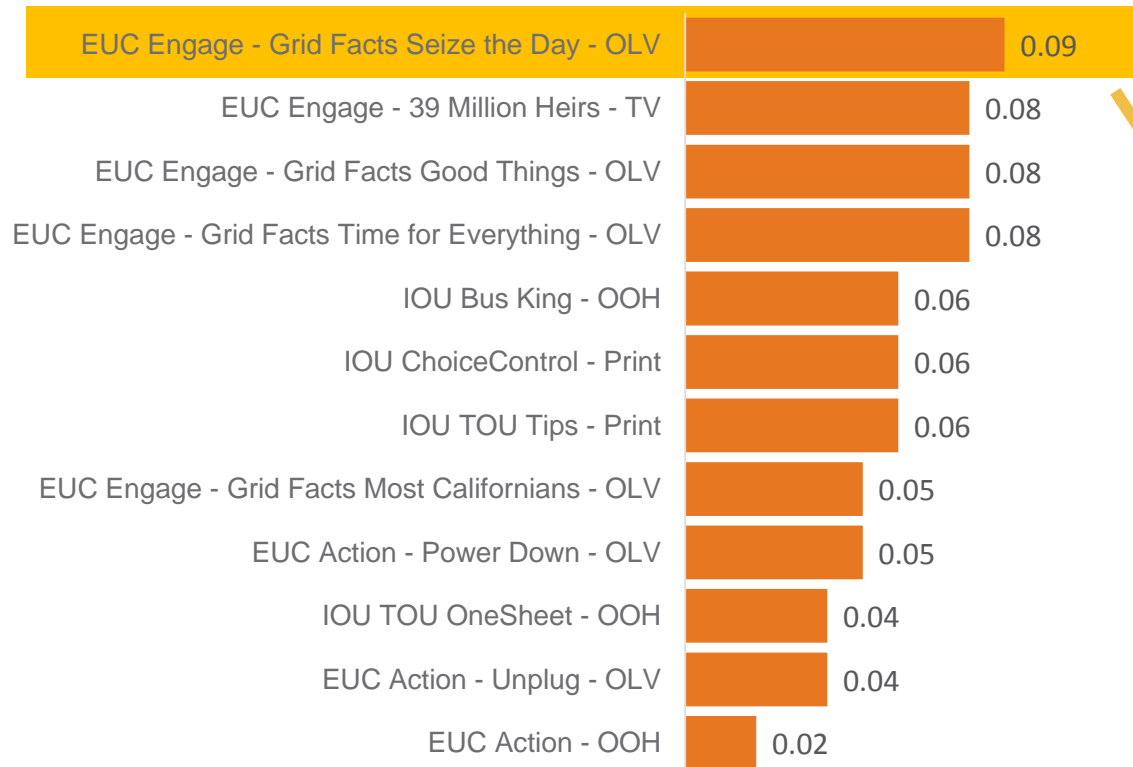
The message needs to be relevant and support change in attitude and behavior



# Ipsos Bayes Net analysis has been used to identify impact of each ad on Vision Metrics



## IMPACT SCORES



## WHY IPSOS BAYES NET ANALYSIS:

1. It allows to understand causation as opposed to correlation at much higher level than simple regressions or correlations.
2. It singles out the impact of each campaign element removing the fact that there is a lot of overlap in exposure.

## HOW TO INTERPRET IMPACT SCORE

EXAMPLE: should the visibility of Grid Facts Seize the Day OLV increase by 1% it'll drive 0.09% of increase in Vision Metric

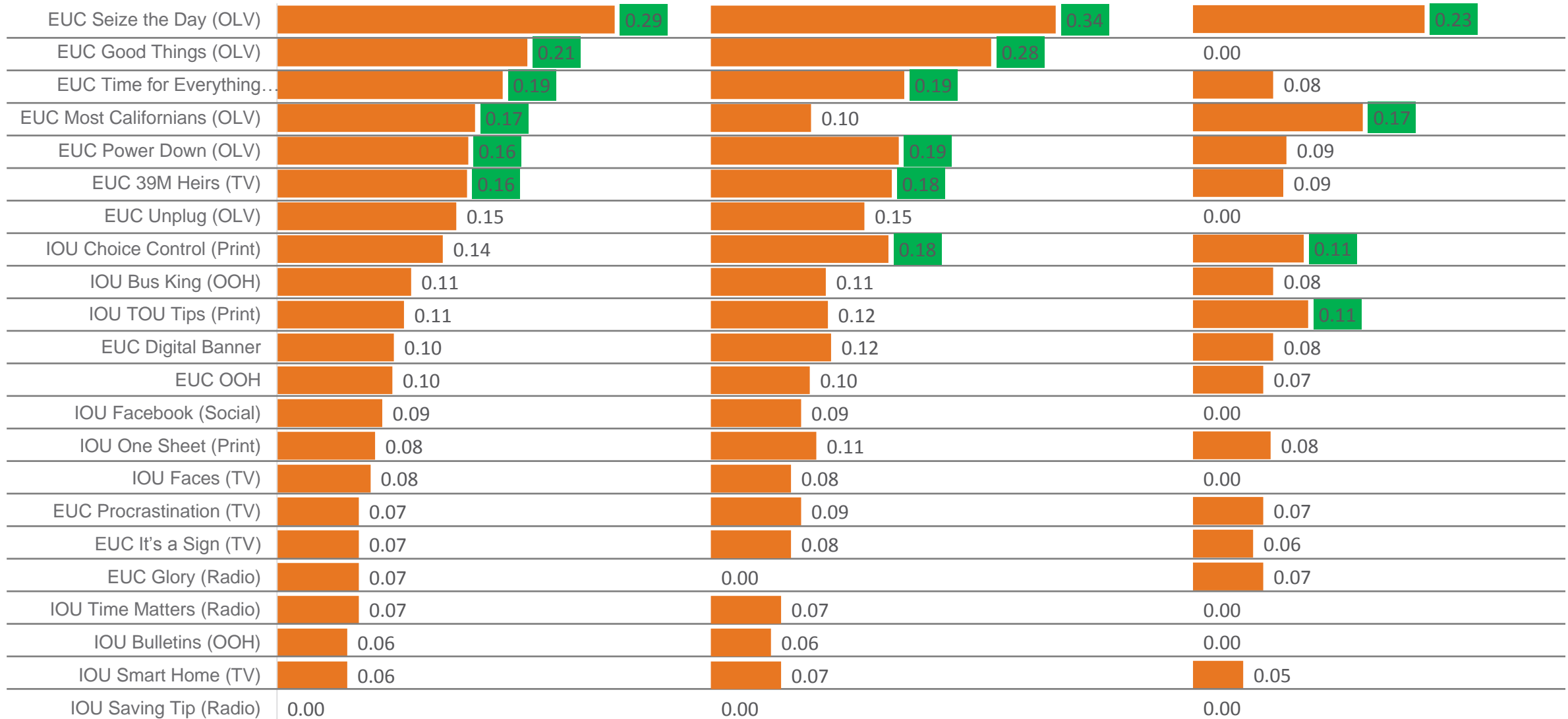
# OLV, 39M Heirs and Prints created the most impact on VMs, however link between campaign exposure and Rate Choice was not as strong.



## OVERALL IMPACT

## ENGAGEMENT

## ACTION



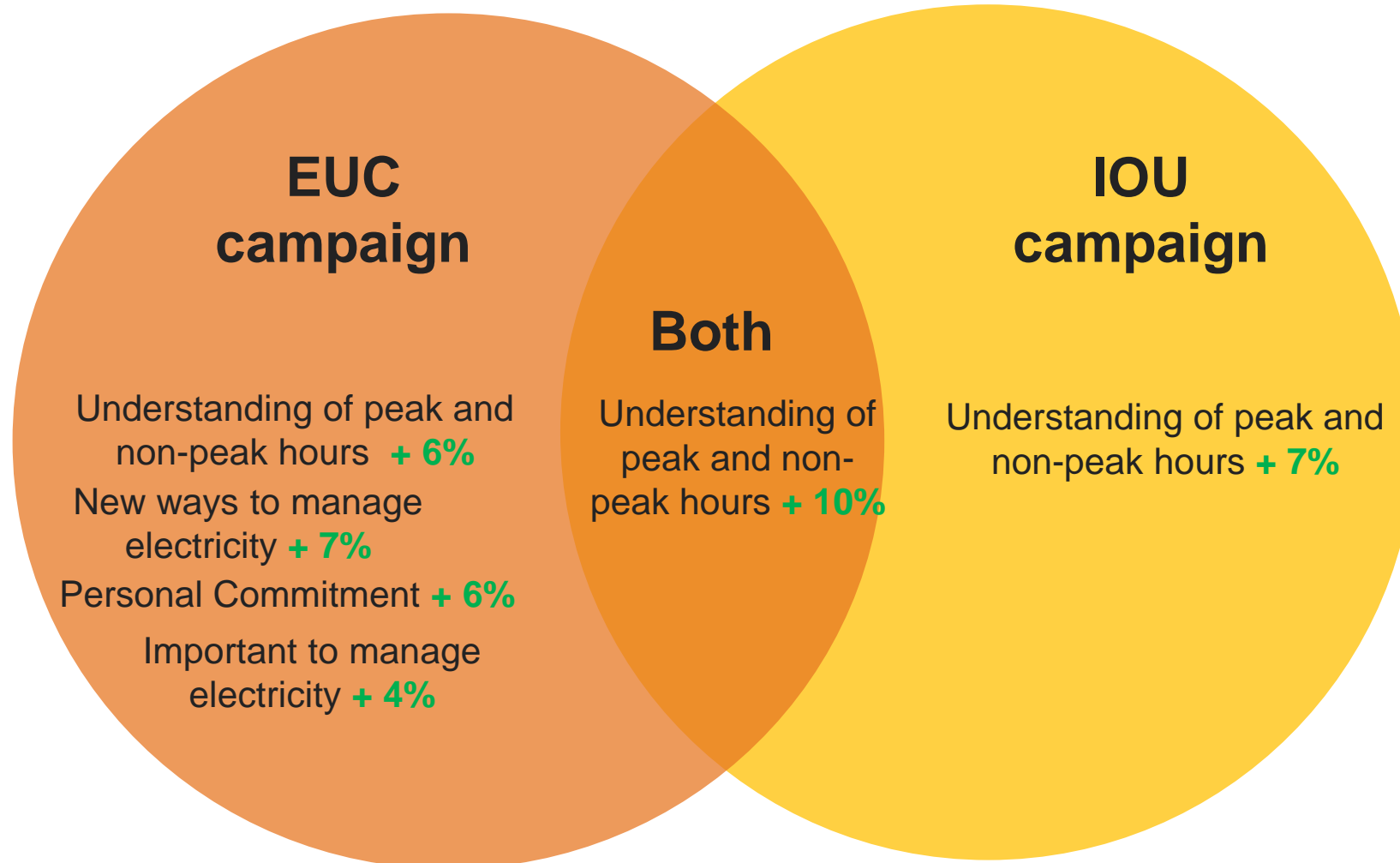
Analysis has only shown connection between ad exposure and Engagement & Action Vision Metrics but not Rate Choice Vision Metrics.

Strongest Drivers

**EUC campaign is a primary driver of Engagement Vision Metrics, however exposure to both campaigns improves understanding of peak and non-peak hours.**



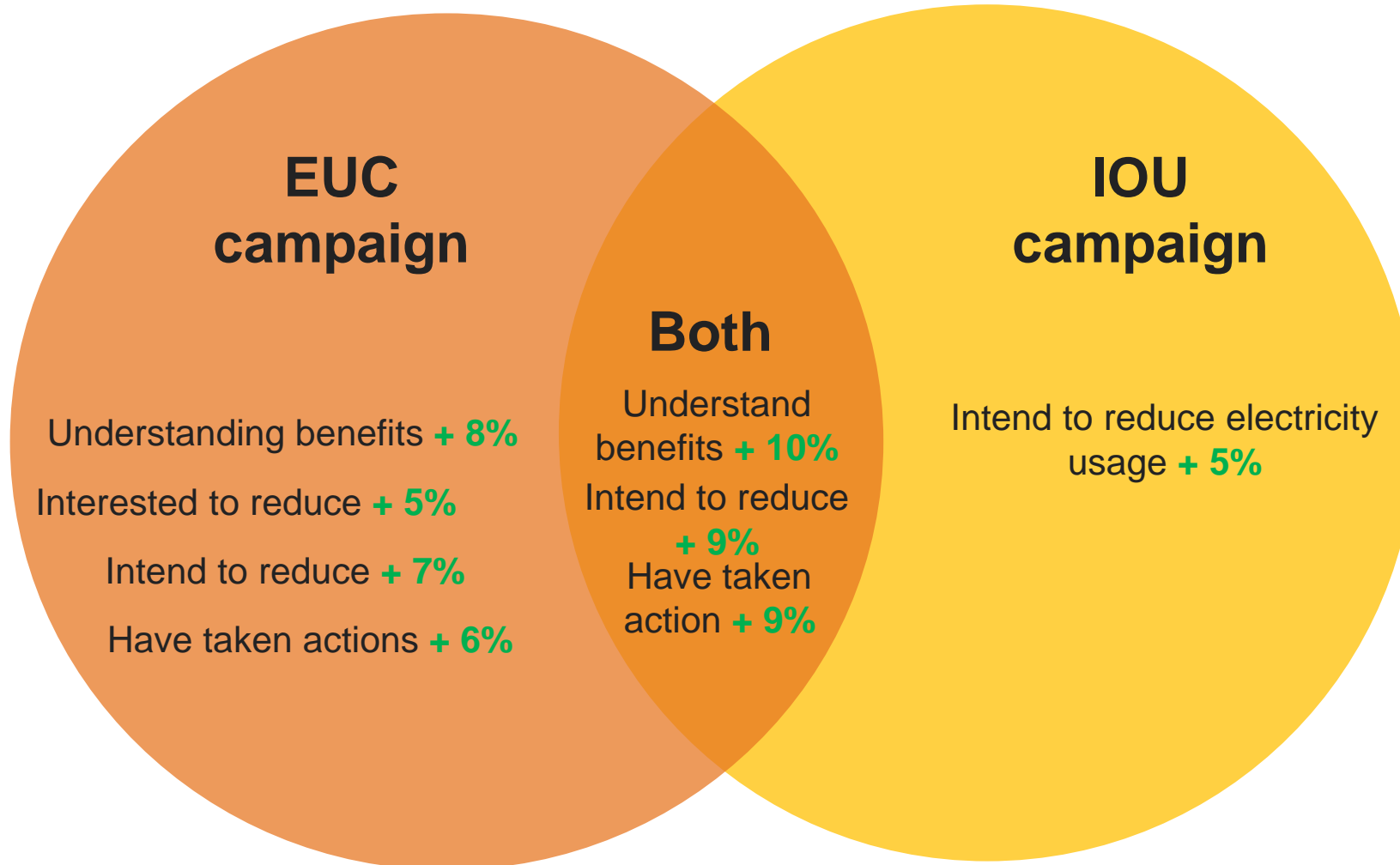
**CAMPAIGNS' IMPACT ON ENGAGEMENT TOGETHER AND SEPARATELY  
SHIFTS BETWEEN EXPOSED TO EUC, IOU CAMPAIGN OR BOTH VS. UNEXPOSED**



# Although EUC campaign generates lifts across all Action Vision Metrics, IOU campaign exposure in addition to EUC increases the



## CAMPAIGNS' IMPACT ON ACTION TOGETHER AND SEPARATELY SHIFTS BETWEEN EXPOSED TO EUC, IOU CAMPAIGN OR BOTH VS. UNEXPOSED



# HOW COMMUNICATION IMPACTS ATTITUDES AND BEHAVIORS



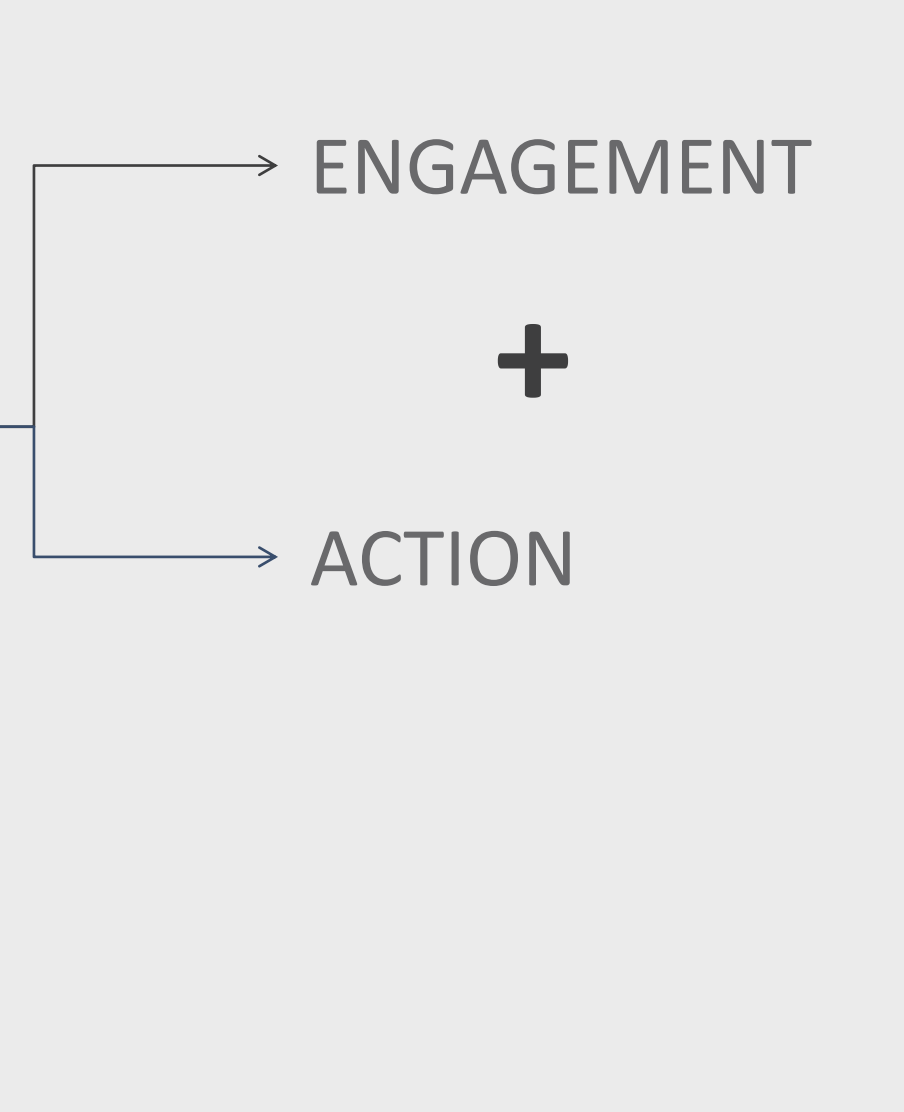
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In a fragmented media landscape, you need to be visible to breakthrough

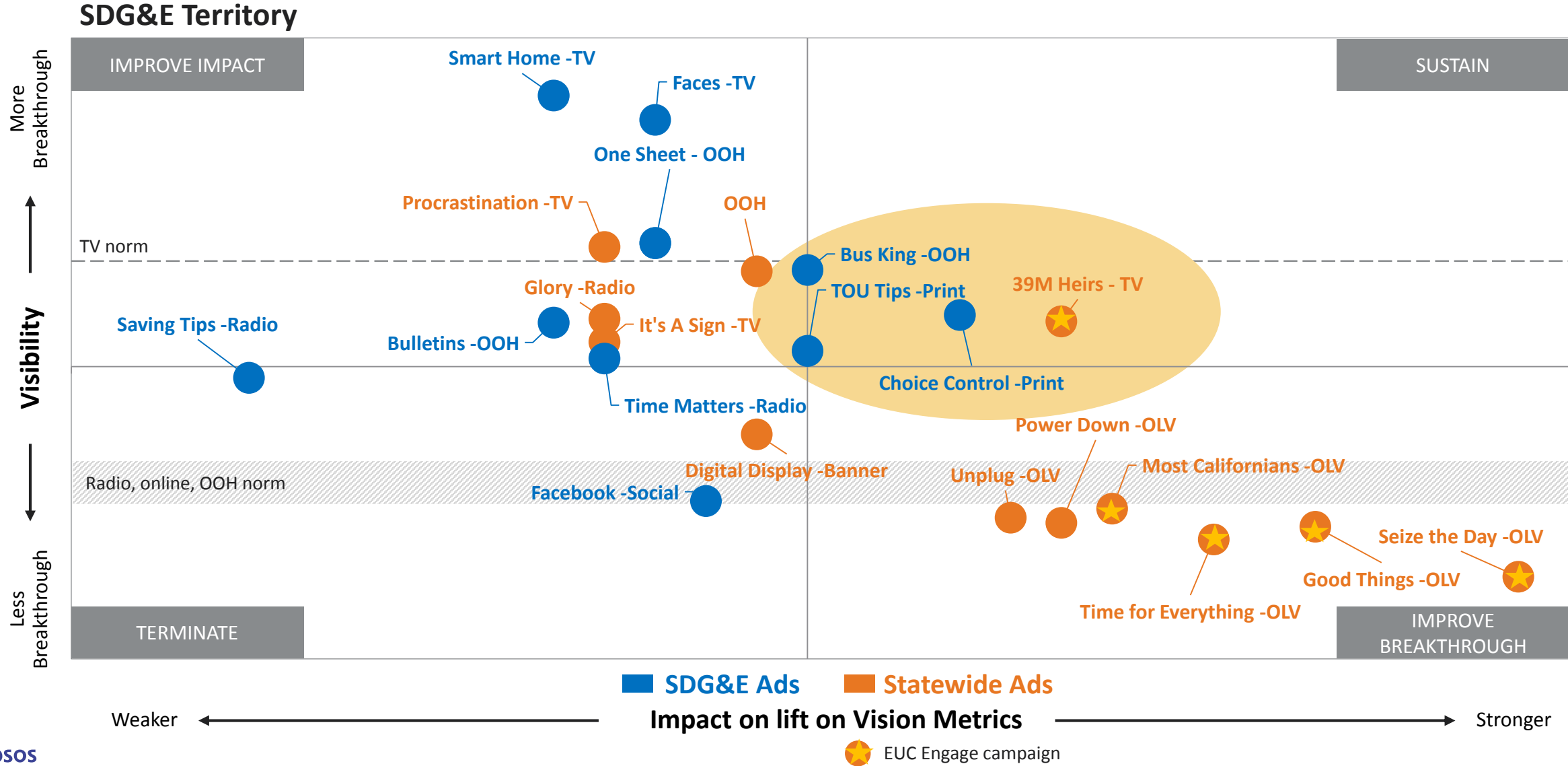


Impact

The message needs to be relevant and support change in attitude and behavior



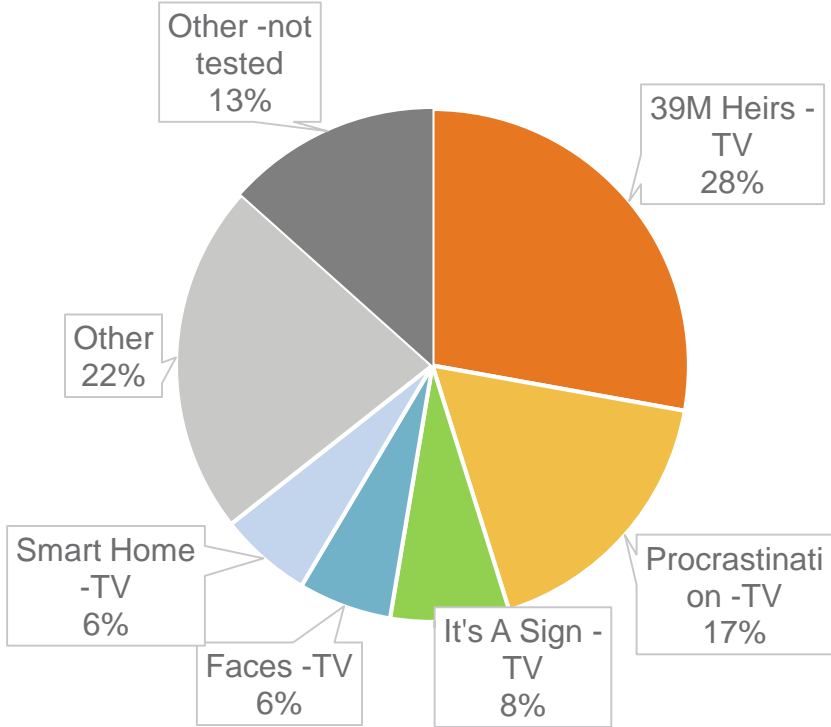
# The most successful campaign elements in SDG&E area were: 39M Heirs TV, EUC online videos, IOU prints and both campaigns' OOH ads



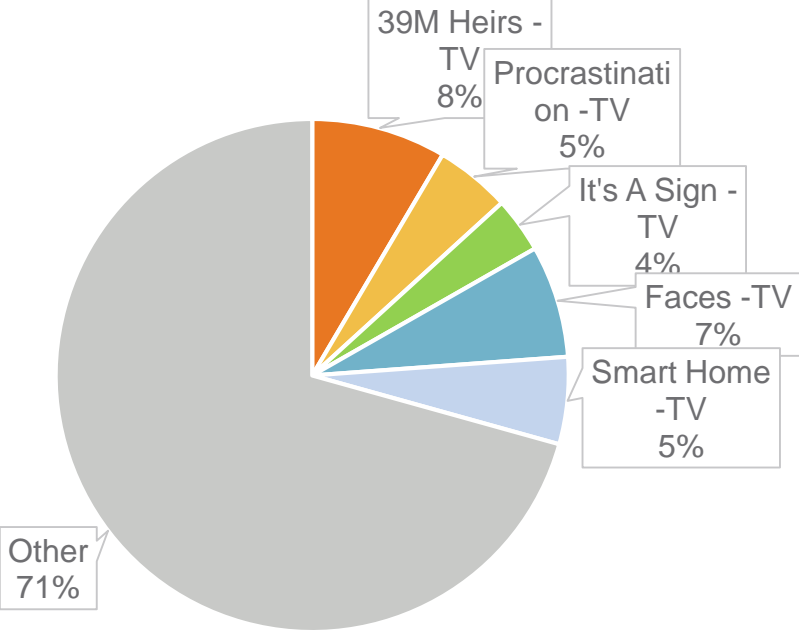


# TV had 65% of spend across both campaigns but only responsible for 29% of impact and visibility

**SPEND, IN USD**

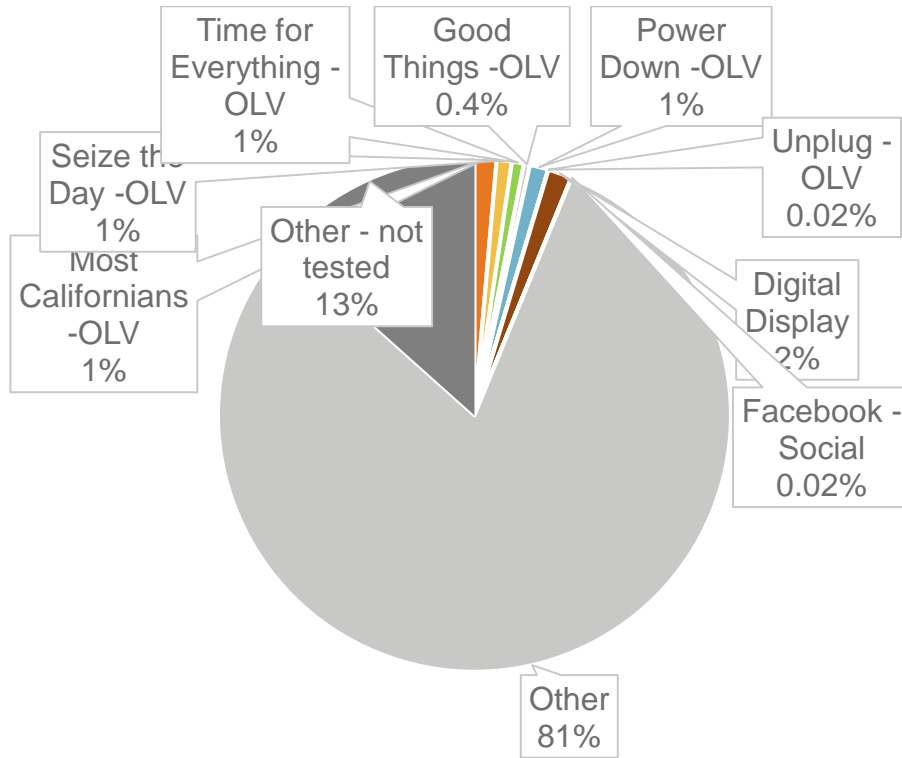


**IMPACT X VISIBILITY**

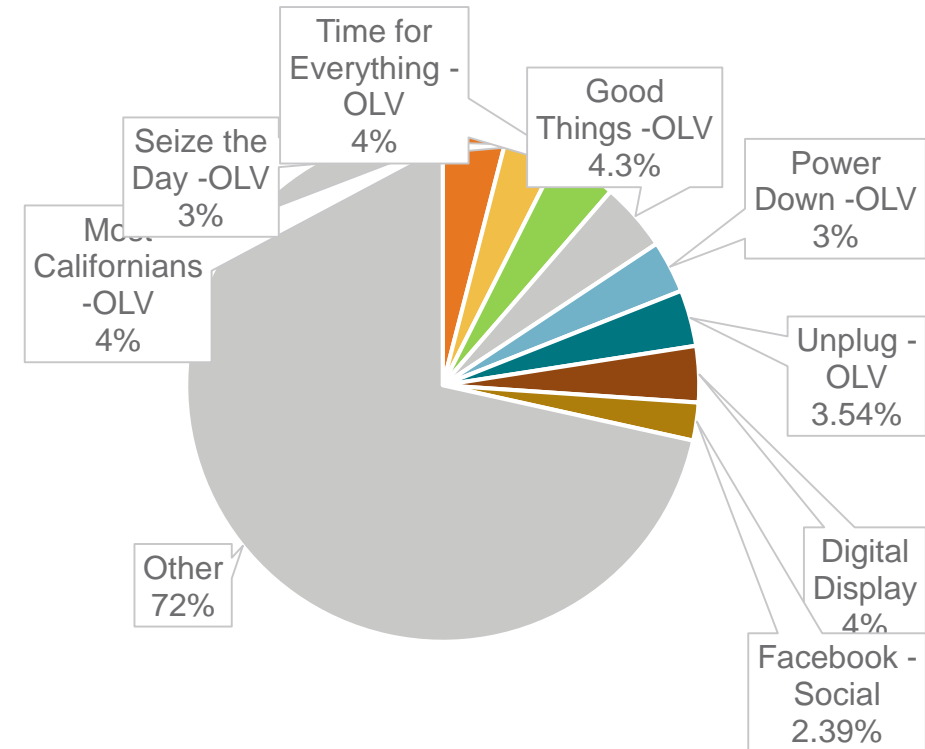


# Digital assets gain 28% of impact and visibility with only 6% of spend. EUC used footage from 39 Million Heirs TV could enhance visibility

**SPEND, IN USD**

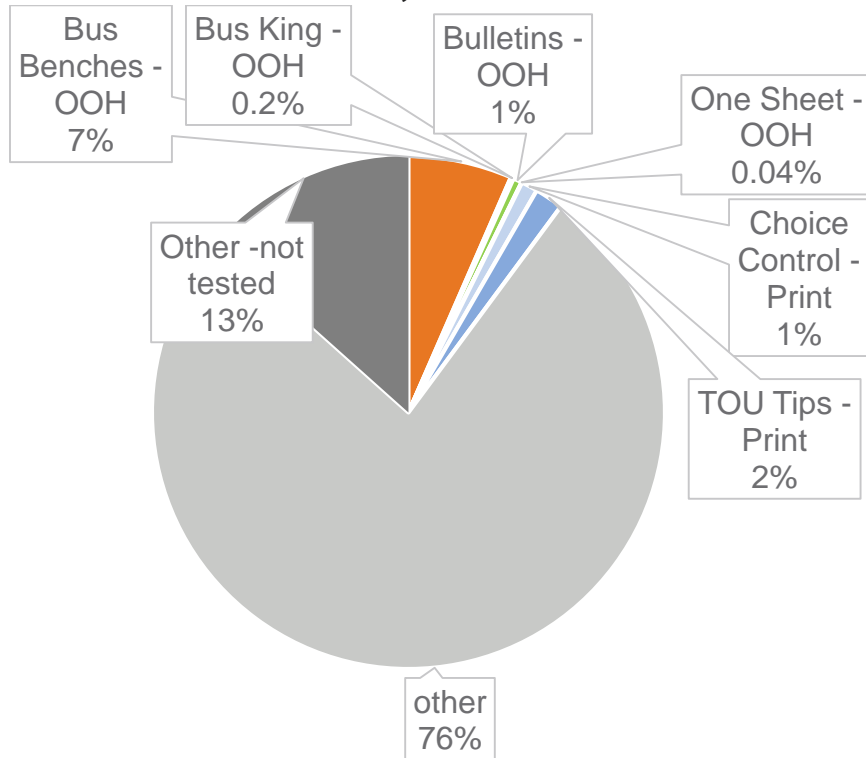


**IMPACT X VISIBILITY**

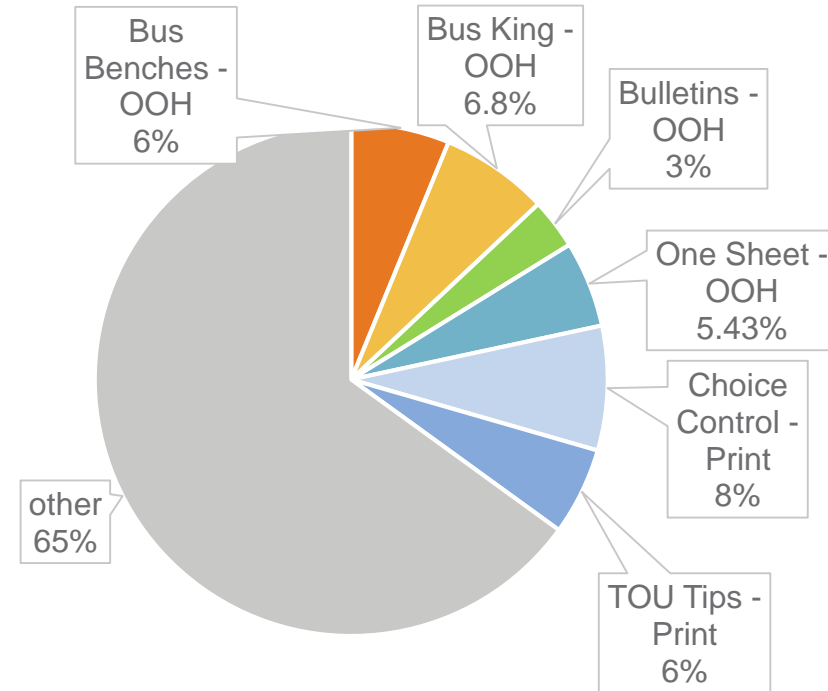


# OOH and Print get 11% of total spend and gain 35% of the impact and visibility

**SPEND, IN USD**

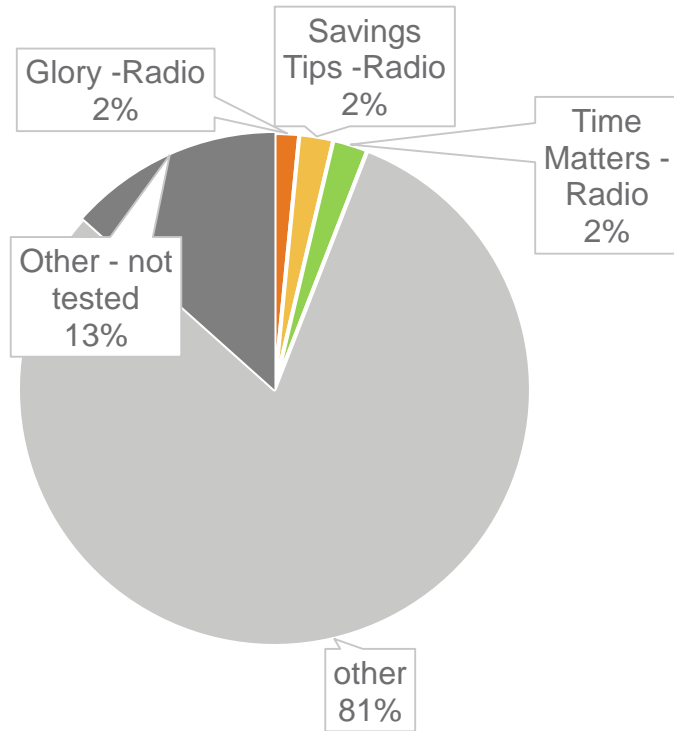


**IMPACT X VISIBILITY**

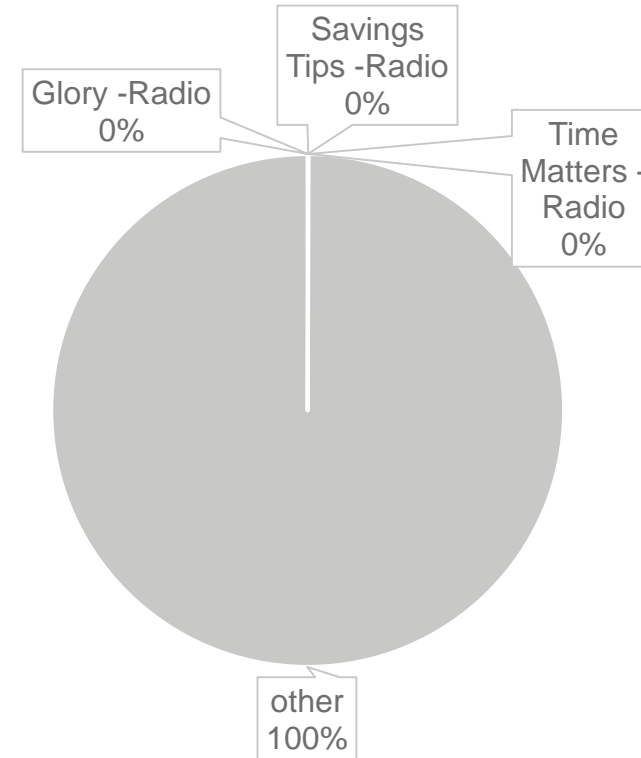


# Radio has shown the lowest return on investment in both IOU and EUC campaigns

## SPEND, IN USD



## IMPACT X VISIBILITY



A glowing lightbulb sits atop a cylindrical concrete base. The lightbulb is illuminated, casting a warm glow. The concrete base is textured and sits on a white surface. A black power cord is visible at the bottom right. The word "RECOMMENDATIONS" is written in white, bold, uppercase letters inside a white rectangular border, centered horizontally across the middle of the image.

**RECOMMENDATIONS**



# Consider airing only one TV ad: based on Ipsos Lessons Learnt, we may get more attention and more impact by asking customers to focus on only one ad, instead of airing multiple creatives

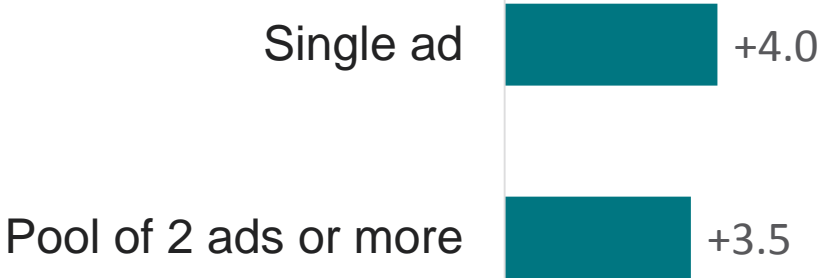
In our general experience, pools of ads dilute the amount of media exposure per ad, which is not offset or enhanced by the possible “synergy” of following this practice.

...And creative pools often result in lower impact on KPIs

**PERCENTAGE POINT GAIN IN AD RECALL AT PEAK OF PERFORMANCE**



**PERCENTAGE POINT GAIN IN IMPACT AT PEAK OF PERFORMANCE**



DIGITAL  
LEARNING

**WHY? TV  
ACHIEVES WIDE  
REACH, DIGITAL  
EXTENDS TO  
LIGHT TV  
VIEWERS &  
ENABLES  
SHARING &  
EARNED REACH**

# SEVERAL STUDIES HAVE SHOWN THAT TV+DIGITAL (ESP. ONLINE VIDEO) DRIVES THE MOST ROI

Digital + TV increases ROI by 60% on top of TV alone  
and more than any other media (ARF)

TV + online video delivers  
more business effects (IPA)

There is a "Kicker Effect" When TV is Added Back to  
Digital Spending

ROI Increase by Platform / Combination



TV



Print + TV



Radio + TV



Digital + TV

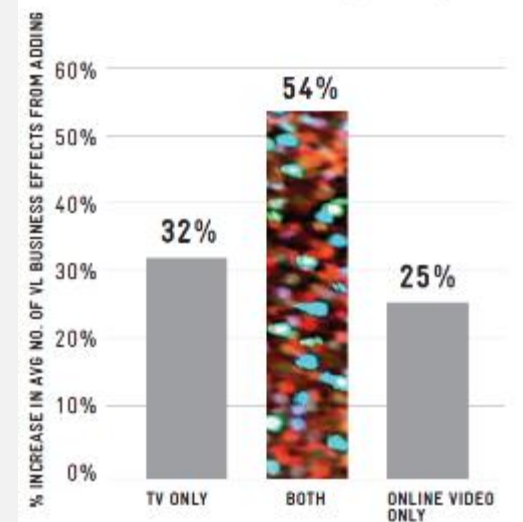
+60%

Source: Analytic Partners, 2016; Analysis based on over 3,200 campaigns from 2010-2015. Digital includes video and display advertising on desktop and mobile devices. Results are indexed to TV.

ARF ANALYTICS REIThINK2016

@The\_ARF #RETHINK16

TV AND ONLINE VIDEO WORK IN SYNERGY (FIGURE 34)

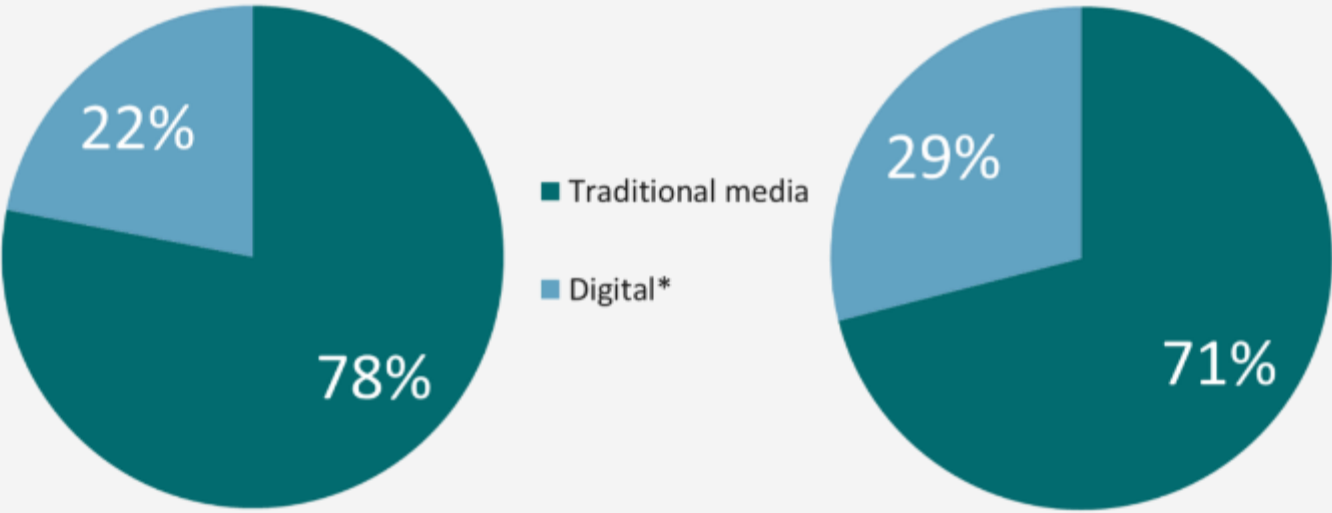




# DIGITAL SHOULD COMPRISE AROUND A QUARTER OF TOTAL MEDIA BUDGET TO MAXIMISE ROI

**THE ARF SAYS TRADITIONAL MEDIA SHOULD STILL FORM THE MAJORITY OF THE IDEAL MEDIA MIX**

## Optimized Mix per Target - \$15m Budget



\*Digital comprises video, display and paid search advertising delivered on desktop and mobile devices

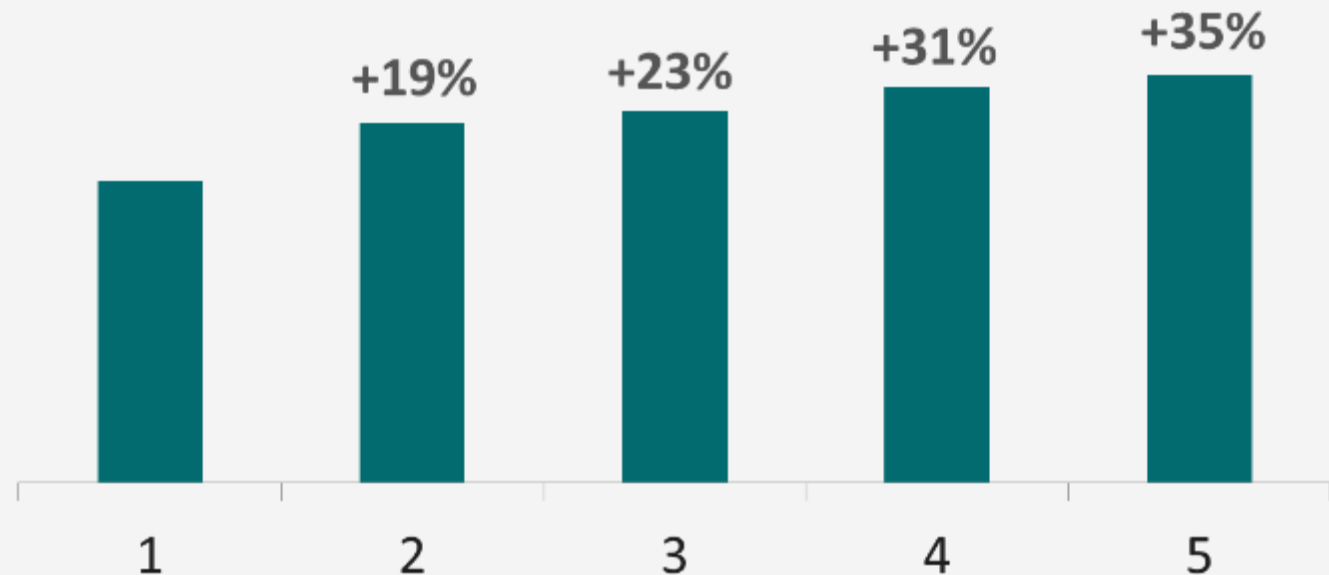


LEARNING

**DIGITAL  
SHOULD BE ONE  
OF SEVERAL  
MEDIA  
CHANNELS IN A  
CAMPAIGN**

## THE ARF ALSO REPORTS ROI OF A CAMPAIGN INCREASES WITH NUMBER OF CHANNELS USED

### Incremental ROI of Additional Media Channels



\*Media channels: TV, Print, Radio, Display, Paid Search, Online Video, PR, Out-of-Home & Cinema

**Based on EUC and IOU campaigns performance in SDG&E area and various Ipsos and third party learnings, we recommend the following mix of media and creative to be implemented in SCE and PG&E areas:**

MEDIA	CREATIVES	OBJECTIVE
TV	1 TV ad (consider Procrastination ad with stronger call to action and keeping reason to act – clean energy)	Engagement & Action
DIGITAL	A range of executions: Good things, Seize the Day and Most Californians show the highest impact on Action. Consider keeping spend at ~25% of the budget.	Action primarily with underlying Engagement
PRINT AND OOH	IOU executions with stronger focus on Action and rates, EUC execution with stronger call to action and reason to act	Action primarily with underlying Engagement (in EUC ads)
RADIO	Reconsider current creative, focus on creative being straight to the point and call to action being clearer	Action, use for broader reach into smaller communities

Thrive for more synergy between 2 campaigns: current potential weakness of IOU and EUC campaigns in SDG&E is a different focus of both campaigns: EUC – on using cleaner energy, IOU – on saving money. Connection between cleaner energy and saving money should be built, otherwise both campaigns run a risk of undermining each others credibility.

# Messaging take-aways (1/3)

## BRINGING MORE CONTEXT AND ADDING RATE CHOICE INTO THE MIX HELPS DRIVING IMPACT OF IOU CAMPAIGN ELEMENTS

TOU Tips Print **IMPACT SCORE 0.11**

vs.

Choice Control Print **IMPACT SCORE 0.14**

LESS CONTEXT

MORE CONTEXT

Saving Tips Radio **IMPACT SCORE 0.00**

vs.

Time Matters Radio **IMPACT SCORE 0.07**

**NO RATE CHOICE: Tips to save between 4pm and 9pm when prices are highest**

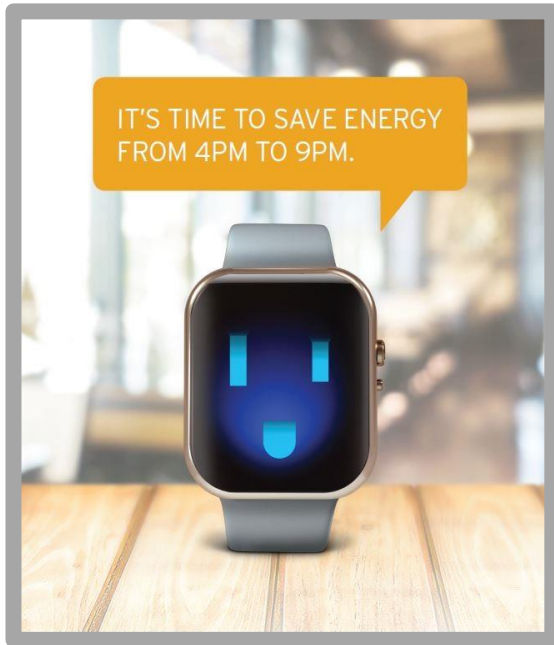


**RATE CHOICE IS COMMUNICATED: New rate-plans, more choice, control of your energy costs**



## Messaging take-aways (2/3)

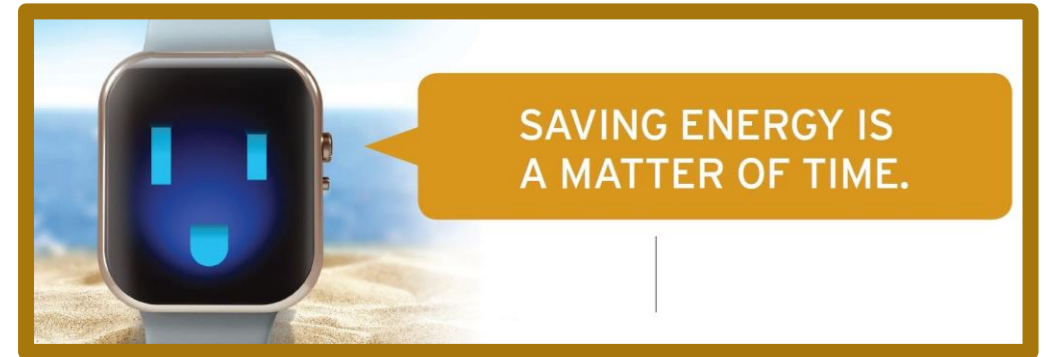
MESSAGE THAT IS EASY TO UNDERSTAND STAND ALONE GENERATES MORE IMPACT ON TOUCHPOINTS WITH LIMITED AMOUNT OF INFORMATION



One Sheet OOH  
**IMPACT SCORE 0.08**

DOES NOT GIVE CONTEXT ON WHY IT'S NECESSARY TO SAVE ENERGY FROM 4PM TO 9PM

Bulletin OOH  
**IMPACT SCORE 0.06**  
MAY SOUND CRYPTIC TO CUSTOMERS WHO DON'T KNOW ENOUGH CONTEXT



Bus King OOH  
**IMPACT SCORE 0.11**  
ALTHOUGH LESS SPECIFIC, IT IS EASY TO UNDERSTAND WHAT IT IS TRYING TO COMMUNICATE W/O ADDITIONAL CONTEXT



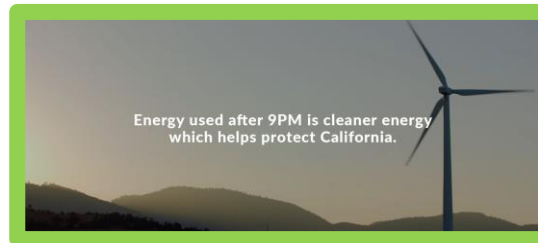
# Messaging take-aways (3/3)

GRID FACTS, WITH MORE SPECIFIC ENERGY RELATED MESSAGING AND REASONS WHY, ARE MORE EFFECTIVE IN GENERATING IMPACT

SEIZE THE DAY  
IMPACT SCORE 0.29



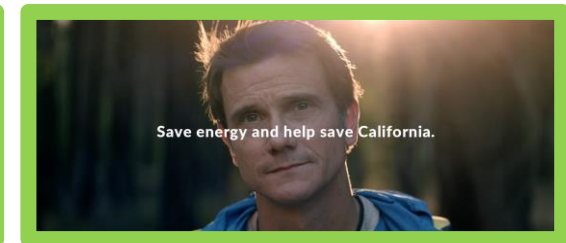
GOOD THINGS  
IMPACT SCORE 0.21



TIME FOR EVERYTHING  
IMPACT SCORE 0.19



MOST CALIFORNIANS  
IMPACT SCORE 0.17



Energy before 4pm and after 9pm is cleaner energy therefore save energy between 4pm to 9pm to help protect California

Grid Facts were also more effective in driving Engagement and Action Vision Metrics in campaign pre-test