
HOT WATER SOLUTIONS: HEAT PUMP WATER HEATER

2015 Marketing Toolkit



OVERVIEW

HOT WATER SOLUTIONS MARKETING TOOLKIT

This toolkit supports partners in their efforts to position this technology as the new standard in energy-efficient electric water heaters.

WHAT'S INSIDE?

- **Marketing templates:** Advertising templates for print and digital media
- **Audience segmentation:** Data to help microtarget consumers
- **Messaging:** Effective messages for print advertising and collateral, social media, radio and more
- **Product display:** Creative display recommendations and concepts



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MARKETING TEMPLATES

COMMUNICATE EFFECTIVELY THROUGH CUSTOMIZABLE RESOURCES

These templates incorporate effective messaging and imagery to communicate the value of heat pump water heater technology.

MARKETING TEMPLATES

These templates provide the framework to communicate with consumers both online and offline.

Designs include 1) a planned-replacement message to reach consumers who have an old standard electric water heater and may wish to replace it in the near future, and 2) an energy-waste message for consumers mindful of energy use and high water-heating costs.




All templates can be customized to include a logo and/or branding, a URL, and any applicable utility incentive, manufacturer/retailer rebate or promotion information.

CREATIVE SERVICES


Hot Water Solutions is available to assist with technical questions about the design files and how to customize them to suit partner needs. The Hot Water Solutions creative team is available to review campaign artwork and provide consultative feedback and best practices for promoting heat pump water heaters.

Contact us at: info@HotWaterSolutionsNW.org.

MARKETING TEMPLATES

TEMPLATE	MESSAGE VERSIONS	SIZES	TECHNICAL SPECS
<p>Print ad: full-page</p> 	<p>Planned Replacement Energy Waste</p>	<p>8.5 x 11 in.</p>	<ul style="list-style-type: none"> • File type: InDesign (.indd) • Color space: CMYK • Print: 4/0
<p>Print ad: quarter-page</p> 	<p>Planned Replacement Energy Waste</p>	<p>4 x 5 in.</p>	<ul style="list-style-type: none"> • File type: InDesign (.indd) • Color space: CMYK • Print: 4/0
<p>Postcard mailer</p> 	<p>Planned Replacement Energy Waste</p>	<p>8.75 x 5.75 in.</p>	<ul style="list-style-type: none"> • File type: InDesign (.indd) • Color space: CMYK • Print: 4/1

MARKETING TEMPLATES

TEMPLATE	MESSAGE VERSIONS	SIZES	TECHNICAL SPECS
<p>Web banner ads</p> 	<p>Planned Replacement Energy Waste</p>	<p>728 x 290 px. 300 x 600 px. static .jpg</p>	<ul style="list-style-type: none"> • File type: Photoshop CC (.psd) • Color space: RGB

AUDIENCE SEGMENTATION

TARGETING CONSUMERS WHO ARE LIKELY TO PURCHASE

Hot Water Solutions has created a tool that identifies the geographic areas of consumers who live in households likely to replace their electric water heaters.

Using this data, partners can hone marketing and outreach efforts to target the most receptive audiences and increase returns on marketing investments.

POTENTIAL TACTICS TO UTILIZE MARKET DATA INCLUDE:

- Every Door Direct Mail to targeted neighborhoods
- Customer emails and mobile advertising to targeted ZIP codes
- Online behavioral targeting with banner ads
- Targeted ZIP codes provided to contractors
- Postcards and printed collateral to highest propensity ZIP codes, aligning with utility efforts

INSIGHTS

Did you know?

Every year, **780,000** of the 13 million homeowners in the Northwest replace their water heater

Water heaters are replaced about every **10 years**

55% of all water heaters in the Northwest are electric

A home heated with electricity likely has electric water heating

AUDIENCE SEGMENTATION

SEGMENTATION SERVICE FROM HOT WATER SOLUTIONS

Hot Water Solutions will review the ZIP codes or regions to which you wish to deliver targeted consumer communications and rank them based on the likelihood that residents could benefit from and would purchase a heat pump water heater. These findings can directly influence the geographical areas and consumers you target.

HOW TO GET STARTED

1. Create a list of counties or ZIP codes detailing the markets or regions you service or sell within.
2. Share your list with Hot Water Solutions.
3. Know roughly what your organization is currently doing (and has done) to promote heat pump water heaters, and have a sense of budget.
4. Email Hot Water Solutions at info@HotWaterSolutionsNW.org with these details to get started.

DATA SOURCES USED

- Residential Building Stock Assessment (RBSA) housing data
- Product installation data acquired through Hot Water Solutions
- U.S. Census Bureau
- University of Washington
- American Community Survey
- Demographic census

MESSAGING

This messaging will help us collectively drive awareness and educate Northwest consumers on the benefits of heat pump water heaters.

The Northwest Energy Efficiency Alliance conducted primary quantitative and qualitative research to identify product perceptions of and purchase motivators, influencers and barriers for heat pump water heaters. The following messaging matrix reflects the top motivators for consumers, presented in order of importance—primary messages that resonate most with consumers, followed by secondary and tertiary messages.

PRIMARY MESSAGE: COST AND ENERGY SAVINGS

Use the primary message by itself in communications with little space, such as online banner ads, billboards and small print ads. Cost and energy-savings messaging can be conveyed with the statements below.

Heat pump water heaters:

- Work more efficiently than standard electric water heaters
- Reduce electric heating bills

Examples:

“Save up to 60% on your electric water-heating costs.”

“Heat pump water heaters can cut your water-heating costs by up to 60% by working twice as efficiently as their standard electric counterparts.”

“Additional utility incentives may be available, so you can save even more with a heat pump water heater.”

MESSAGING

SECONDARY MESSAGE: RELIABILITY AND DURABILITY

Primary and secondary messages should be included in pieces with additional but still limited space, such as medium-sized print ads, in-store signage and postcards. Reliability and durability messaging can be conveyed with the statements below.

Heat pump water heaters:

- Are durably constructed
- Last a long time

Examples:

"These units are durable and efficient, heating your water and saving you money for years to come."

"Durable and reliable, heat pump water heaters provide hot water day after day, year after year."

TERTIARY MESSAGE: CONTROL

Primary, secondary and tertiary messages should all be included in pieces with ample space, such as brochures, letters and bill stuffers. Control messaging can be conveyed with the statements below.

Heat pump water heaters:

- Program it to know when you use hot water the most
- Reduce energy waste with multiple setting options

Examples:

"With programmable settings, heat pump water heaters provide you with more control, making sure you always get hot water when your family needs it the most."

"You can program your heat pump water heater to avoid wasting energy."

PURCHASE INCENTIVES

Include utility incentives, manufacturer rebates, tax credits or other money-saving offers in your communications. We recommend tying this information into the call to action.

For example, **"Act now to instantly save \$200 at The Home Depot, visit <<campaignwebsite.com>>."**

For initiative deliverables, the default URL is HotWaterSolutionsNW.org.

MESSAGING

Below are examples of how messaging can be used in various platforms.

RADIO OR MOBILE SCRIPTS

30-second spot	Theme: Technology comparison When it comes to saving money, standard electric water heaters just don't compare to heat pump water heaters. Slashing water heating costs up to 60%, [PRODUCT NAME] are just as reliable but twice as efficient as standard electric water heaters. Plus, you can save more with instant discounts, incentives, rebates and tax credits. [ADAPT PREVIOUS SENTENCE TO REFLECT SPECIFIC PROMOTION] Don't get drained by standard water heating. Act today on this [PRODUCT NAME] heat pump water heater offer to save now—and save money every month.
15-second spot	Theme: Energy-efficient technology Traditional water heaters are the second-biggest electricity user in most homes. But the [PRODUCT NAME] is twice as efficient—and just as reliable—as a standard electric water heater. Act fast to save \$[AMOUNT] instantly on a [PRODUCT NAME] heat pump water heater at [RETAILER], only through [DATE].
15-second spot	Theme: Reduce water-heating costs In most homes, water heating is one of the biggest electricity users. The innovative and durable [PRODUCT NAME] is twice as efficient as standard electric water heaters, saving you up to 60% on water-heating costs for years to come. Act fast to save \$[AMOUNT] instantly on a [PRODUCT NAME] heat pump water heater, only through [DATE] at your local [RETAILER].

SOCIAL MEDIA POSTS (WEB, BLOGS, ETC.)

	Standard electric water heaters can't compare A standard electric water heater gives you reliable hot water, but it also drains your wallet. An energy-efficient [PRODUCT NAME] also gives you reliable hot water, but reduces your electric water-heating costs by up to 60%. With that kind of savings, standard electric water heaters just don't stack up. Upgrade by [DATE] for \$[AMOUNT] instant savings from [BRAND NAME]—and save even more with a \$[AMOUNT] [UTILITY NAME] incentive. For product details and store locations, visit [WEB ADDRESS].
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MESSAGING

Below are examples of how messaging can be used in various platforms.

SOCIAL MEDIA POSTS (FACEBOOK)

1. Cut your electric water-heating costs by up to 60%. Get an energy-efficient [PRODUCT NAME] heat pump water heater from [STORE NAME]. Act by [DATE] to save \$[AMOUNT]. Find a store near you > [LINK]
2. Save every month on energy costs with a [PRODUCT NAME] electric heat pump water heater. Get yours at [STORE NAME] by [DATE] for \$[AMOUNT] instant savings. Find a store near you > [LINK]
3. Save now and in the future. For a limited time, save \$[AMOUNT] on an energy-efficient, long-lasting [PRODUCT NAME] heat pump water heater. Find a store near you > [LINK] Limited-time offer: [DATES]

EMAIL ANNOUNCEMENTS AND NEWSLETTER LANGUAGE

One expensive difference

Standard electric water heaters give you reliable hot water, but they drain your wallet with high energy costs. Durable and efficient heat pump water heaters give you the same reliable hot water, but they also reduce your electric water-heating costs by up to 60% for immediate and long-term savings. Make the upgrade today for one of the easiest ways to reduce energy costs. And, for a limited time, you can save an additional \$[AMOUNT] with a heat pump water heater incentive from [UTILITY]. See [WEB ADDRESS] for details.

Additionally, between [DATES], you can save \$[AMOUNT] instantly on a [PRODUCT NAME] heat pump water heater at participating retail locations. You'll save money now and every month. Visit [WEB ADDRESS] to learn more.

CUSTOMER TESTIMONIALS

Use these customer testimonials, or testimonials from your own customers, in your materials to give prospective buyers compelling peer recommendations from their Northwest neighbors.

“The installation process was very straightforward with no issues.”
–Michelle, Beaverton, Ore.

“Our water heats much faster, and we’ve seen savings on our electric bill.”
–Michelle, Beaverton, Ore.

“The installation process was very easy.”
–Christopher, Beaverton, Ore.

“We are very happy about the installation, product efficiency and energy savings. Every little bit helps.”
–Christopher, Beaverton, Ore.

MESSAGING

USING GOOGLE ADWORDS AND KEYWORDS

Google AdWords help locate qualified consumers online and usher them to your campaign landing page or other online destination.

This is an effective way of reaching consumers already interested in water heater replacement or purchase. In particular, consumers interested in emergency replacement are well-suited for Google AdWords, as they can be reached during a time of need and product investigation.

By leveraging highly relevant search terms, Google AdWords has delivered high click-through rates and a high combined number of impressions in previous campaigns. See below for Hot Water Solutions' best-performing search terms to date.

EMERGENCY REPLACEMENT MESSAGING	GENERAL AWARENESS MESSAGING	SAVING MONEY MESSAGING	SAVING ENERGY MESSAGING
Water heater repair	Hot water heaters	Water heater rebates	Energy efficient water heater
Water heater replacement	Water heater	Heat pump water heater rebates	Efficient water heater
Water heater installation	[BRAND] heat pump water heater	Energy tax credits	Efficient heat pump

Get started using Google AdWords by visiting:

www.google.com/AdWords

PRODUCT DISPLAY

ATTRACT CUSTOMERS WITH PROFESSIONAL DISPLAYS

Hot Water Solutions provides product display recommendations below to enhance the in-store selection and sales experience and help increase consumer visual connection with heat pump water heaters.

The following templates include graphics as visual placeholders—the Hot Water Solutions team encourages partners to apply their own programmatic, brand or corporate identity. Also included are merchandising recommendations for the point of sale, links to the die-line files, graphic installation directives and material specs for each option.

GET STARTED

Hot water solutions provides two options:

1. Email us to get access to the design files. You'll be able to modify them using your brand or identity. Follow the print production guidelines when working with your vendor of choice.
2. Contact Hot Water Solutions to explore working with our creative services team in developing product displays customized for your own promotional needs. Design and production assistance may be available to you.

Contact us at: info@HotWaterSolutionsNW.org.

PRODUCT DISPLAY

STAND-ALONE DISPLAY



PRODUCT DISPLAY

ENDCAP DISPLAY



