

## SESSION 5C

### CUSTOMER RESPONSE TO MASS MARKETING

*Moderator: Faith Lambert, U.S. Department of Energy*

#### PAPERS:

##### **Quantifying Load-Shifting Benefits From A Marketing Campaign**

Victoria Engel, New York State Energy R&D Authority

Lori Megdal, Megdal & Associates

Tom Rooney, GDS Associates, Inc.

Lawrence Pakenas, New York State Energy R&D Authority

Susan Sowek, New York State Energy R&D Authority

##### **How'm I Doing? Tracking the Effectiveness of Advertising an Energy-Efficiency Program**

Shel Feldman, Shel Feldman Management Consulting

Eric Rambo, PA Consulting

##### **Changes in Household Energy Use as a Result of the California Energy Crisis**

Loren Lutzenhiser, Portland State University

Rick Kunkle, Washington State University

Sylvia Bender, California Energy Commission

Susan Lutzenhiser, Portland State University

#### SESSION SUMMARY:

Can information move markets? This session provides a detailed examination of this issue. The first paper covers the effects of the 2000-2001 California energy crises on residential energy consumption and how information helped customers. The other two papers focus on the design and results of program marketing campaigns and the effects of these campaigns on people's awareness, attitudes and actions.

