

SESSION 3C

EVALUATING MARKETING AND MEDIA CAMPAIGNS: SELECTING THE RIGHT APPROACH AND MEASURING LONG-TERM IMPACTS

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

PAPERS:

Measuring the Impact of Media Campaigns: What Do You Get for Your Research Dollars?

Garrick Wahlstrand, Opinion Dynamics, Oakland, CA
Jennifer Mitchell-Jackson, Opinion Dynamics, Oakland, CA
Megan Campbell, Opinion Dynamics, Oakland, CA
Pamela Wellner, California Public Utilities Commission, San Francisco, CA

Trends in ENERGY STAR® Awareness: Results from Four National Surveys, 2002 - 2008

Carla Jackson, Abt SRBI, Inc., Fort Myers, FL
Jane Peters, Mersiha Spahic and Susan Lutzenhiser, Research into Action, Portland, OR

Progress Towards Loyalty: Trends in ENERGY STAR® Awareness and Brand Equity Among U.S. Households, 2000-2008

Monica Nevius, Consortium for Energy Efficiency
Maureen McNamara, U.S. Environmental Protection Agency
Jocelyn Spielman, The Cadmus Group
Ryan Barry, KEMA, Inc.

SESSION SUMMARY:

This session will focus on marketing and media campaigns and their effect on consumers. The first paper compares the use of five evaluation methodologies on one mass-media campaign in terms of value, drawbacks and cost. The remaining two papers assess the impact of ENERGY STAR® marketing campaigns and the trends in awareness of the ENERGY STAR® label over multiple years.

For every evaluation of a mass media campaign there is a need to make choices among research designs. The choices usually depend on the evaluation budgets and the goals of the campaign, along with other issues that are important to the program managers. However, *the story of the impact of a mass media campaign can change depending on the evaluation method selected*. In the first paper, the authors evaluate a state-wide marketing campaign using five evaluation designs, and show the added value of each, the questions each will allow evaluators to answer, and the associated costs.

The second paper explores consumer awareness and knowledge of ENERGY STAR® and its impact on consumer purchases of energy-using products and equipment based on results from a longitudinal series of four national telephone surveys conducted in 2002, 2004, 2006 and 2008. The results reveal some interesting insights on the label, its meaning to consumers and its impact on their purchasing decisions, types of ENERGY STAR® products purchased, how awareness of the label relates to other energy-related attitudes and behaviors, and the like – and how each of those has changed over time.

The ENERGY STAR® label is also the subject of the final paper in the session. Here, the authors examine the results of nationwide surveys conducted annually from 2000-2008 by the Consortium for Energy Efficiency (CEE) to measure key indicators of the value of the label, and how that value, or brand equity, has accrued over time. The survey is structured so that it provides information on how

those indicators change according to the degree of label publicity that has taken place in a given area. The paper reports and discusses the implications of nine years of survey results for each indicator in the U.S. Environmental Protection Agency's "branding continuum" for the ENERGY STAR® label: awareness, understanding, relevance, differentiation, satisfaction and loyalty. Comparing survey results across the years has yielded useful insights into the value accrued to the ENERGY STAR® label in the eyes of consumers.