Green is Mainstream.
What does that mean for the building industry?

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Thank you!
Gain a sustainable advantage
Our Vision: Every home & building in America is energy responsible and sustainability is ordinary.
We create a market advantage for organizations who create a sustainable, energy-responsible future.
Gain a sustainable advantage

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Green is mainstream
64% believe in climate change

n=2,282
73% believe in God
62% republicans 67% democrats

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Q1 – Do you think the average person should be taking concrete steps to reduce his or her environmental impact?

90% of respondents think the average person should be taking concrete steps to reduce his/her environmental impact
76% feel at least moderately responsible to change daily purchase habits and practices to positively impact the environment.

(up from 71% in 2015)
45% say buying/using eco-friendly products is an important part of their personal image.
Almost three-quarters said they’re searching for greener products (the highest % in 8 years).

Q6 – Are you searching for greener (more energy-efficient, natural, sustainable, etc.) products these days?
74%
Say a company’s environmental reputation impacts their purchase decisions
Significantly more people say they’ve actually changed their purchasing behavior based on a manufacturer’s environmental record.

Q16 - Have you ever chosen one product over another or stopped purchasing a product based on the environmental record of its manufacturer?
Say energy conservation is important-very important in the way it impacts their daily purchases and activities.
81%

Of people who expect to buy a new home in the next two years say higher energy efficiency would cause them to choose one new home over another.
40%

Of people who expect to buy a new home in the next two years say they’re very likely to pay more for a high-performance home, built to standards higher than ENERGY STAR®.

Source: Energy Pulse 2014
Of 36 possible features in a new home, the top 5 most wanted features save energy and water.
Why?
66% are at least somewhat concerned about indoor air quality.

Source: Eco Pulse 2015
84% think energy-efficient homes are healthier homes.

Source: Energy Pulse 2014
42% admit they regularly choose their comfort over the environment (and comfort is the real benefit they’re seeking in more efficient, greener homes).

Source: Eco Pulse 2015
“We are all wonderful people in the future”

Dan Ariely
45%

Admit they’ve done nothing to improve the efficiency of their homes

Source: Energy Pulse 2014
Likelihood of doing every single EE home improvement we track is in a 3-4 year flatline

Source: Energy Pulse 2015

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60%

Of us acknowledge we waste water

Source: Eco Pulse 2016
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Why?
We have three big perception challenges:
They don’t know what the heck we’re talking about most of the time.
Terms or phrases you know you could confidently and correctly explain to a friend

- Efficient home: 38%
- Energy responsibility: 32%
- Green home: 28%
- Indoor air quality: 28%
- Low carbon footprint: 24%
- HVAC: 24%
- None of them: 23%

Source: Energy Pulse 2014
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- Dual flush toilet: 22%
- Energy productivity: 16%
- High-performance home: 14%
- High-performance comfort system: 11%
- Whole-house health protection system: 6%
- Net Zero home: 5%

Source: Energy Pulse 2014

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When we say “energy efficiency” 36% think we mean “install solar panels.”
A few other well-intentioned terms most consumers don’t understand:

• “Low VOC”
  – Less than one-quarter understand it/find it desirable

• “Low Carbon Footprint”
  – Less than half find it desirable
  – It’s a turn-off to Seniors

• “Net Zero”
  – Not currently understood or desired
    • 95% can’t explain it
    • 76% label it “less than desirable”
    • Only 26% rank it as “good for my health”
  – However, once explained, consumers would use the word “smart” to describe a Net Zero Energy Home

Source: Eco Pulse 2015
spend less money every month FOR LIFE

Attic Insulation Saves You MONEY

LET'S LAY DOWN SOME SAVINGS.

15 GREEN HOME PRODUCTS that can save you money and energy

$$_$$
We keep trying to “educate” the market
“We are feeling machines that think, not thinking machines that sometimes feel.”

- Alex Batchelor
So what can we do?
Connect them to the real, underlying benefits of energy efficiency that they actually care about.
They want better homes
Better homes = beautiful AND comfortable
Focus your marketing efforts on who’s most likely to buy and reach them where they are.
Building an effective campaign

• Be super clear about who your target audience actually is
  – Profile past buyers, not future/likely buyers
• Be where they’re searching
  – Contextual targeting
  – Behavioral targeting
  – Retargeting
• Use messaging that hits their care-abouts
  – Comfort, control, health, peace of mind and/or resale value
• Leverage their desires
  – Remember that aesthetics trump efficiency/sustainability
• Learn from results
  – Do A/B testing; ditch what’s not working
• Make it easy for them to act
Tap into “human truths,” or situations we’ve all experienced
WHAT'S YOUR ENERGY DRAMA?

“MY HOME IS ALWAYS TOO HOT OR TOO COLD!”
Let's get comfortable, shall we?

“ENERGY UPGRADES COST TOO MUCH!”
Have we got some affordable ideas for you.

“WHERE DO I EVEN BEGIN?”
Good question. Here are some good answers.

ENERGY SAVINGS TIP
Power to the strip
You can save up to $100 a year just by plugging your electronic devices into a power strip and turning off the strip when you're not using them.

WITH SUPPORT FROM

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And use social norming approaches
Takeaways
Takeaways

• Green is mainstream
  – They want to know they’re buying from the good guys and be seen as a good guy themselves

• People want better homes
  – They’re not looking to buy energy efficiency. They’re looking to buy peace of mind, a sense of control, cozy movie nights, feeling like a rock star.

• They don’t understand what we’re saying most of the time
  – Technical descriptions and savings claims don’t emotionally hook people. They reassure people.
  – We must appeal to the heart first, the head second.

• To communicate effectively:
  – Target the right folks where they are.
  – Ground your story in common human experiences, and use social norming to your advantage.
  – Talk in human terms, promising a benefit THEY care about.
  – Help people be greener; tell them your sustainability story

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Make sustainability the standard
Get to Net Zero...and then to Net Positive
Discussion
Thank You!

Suzanne Shelton, CEO
Shelton Group
sshelton@sheltongrp.com
@sheltongrp
865-524-8385