

Scaling BYOT DR Programs

Cost Effective and Impactful Marketing Strategies



SOUTHERN CALIFORNIA
EDISON[®]

An *EDISON INTERNATIONAL*[®] Company

nest[®]

Agenda

1. SCE's program overview and goals
2. 2015 marketing strategies
3. Results and lessons-learned

SCE's BYOT DR Program

1. PTR-ET-DLC program for qualifying smart thermostats
2. Up-to \$60 rebate paid as a bill credit

2015 Program Goals

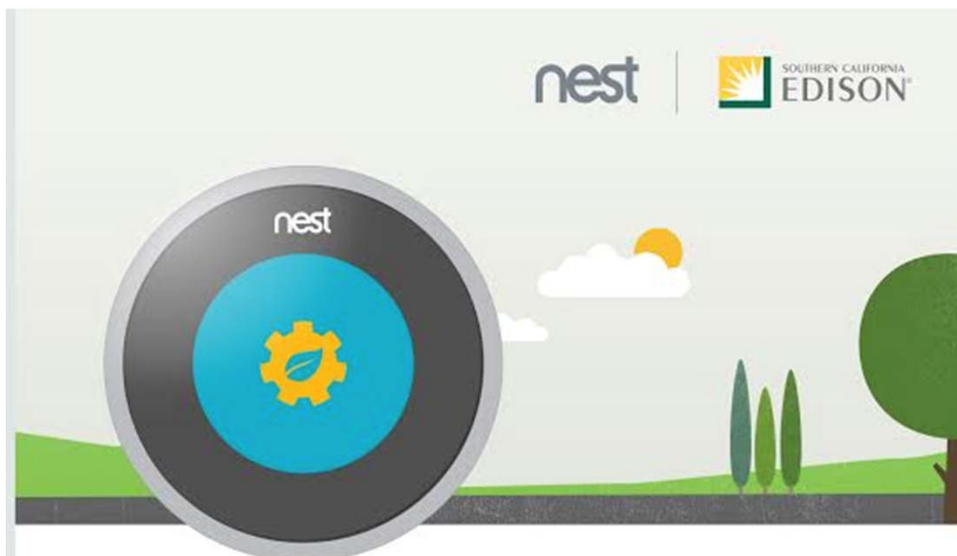
1. Leverage partner marketing to drive significant increase in enrollment (maintain Program cost effectiveness)
2. Align partner in-market efforts with utility marketing strategies (consistent messaging)
3. Prove that strategic co-marketing can drive increased enrollments year round for a traditional Summer program

Nest and SCE co-branded marketing tactics in Q4 2015

1. Ongoing program invitation email to new customers
2. Targeted social advertising
3. Search engine marketing
4. In-store assets driving to program enrollment page
 - Display stickers
 - Display tear-pads
5. Brief radio campaign



Invitation and confirmation emails



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Thanks for signing up for Rush Hour Rewards.

Here's what you can expect:

- Southern California Edison (SCE) will pay you \$1.25 for every kilowatt hour of energy you save during rush hour events through their Save Power Day program.
- SCE expects about 12 rush hour events this summer.
- Rush hours will take place weekdays from 2–6pm and you'll get a notification on your Nest Thermostat and Nest app the day before.
- Nest may tweak temperatures before and during a rush hour to balance comfort and rewards.
- If you don't like a temperature that Nest sets, you can change it at any time.

[LEARN MORE](#)

Targeted social



Nest

November 30 at 12:00 am · 🌐

Save energy. Stay comfy. Get paid.



In-store assets



In-store display sticker



In-store program detail tear-pad

Get a Nest Learning Thermostat and earn \$60.

Southern California Edison will give you up to \$60 a year when you sign up for Rush Hour Rewards — a Nest Learning Thermostat program that helps you use less energy during peak hours.

Learn more at nest.com/sce



To get up to \$60, your Nest Learning Thermostat has to control an air conditioner and you have to enroll in the program. Payment is subject to Southern California Edison funding and other eligibility requirements. Amount of payment will vary based on weather and energy use.



Program enrollment results

