

AESP Energy Awards
February 9, 2010

Outstanding Achievement
Energy Program Design & Implementation

ROCK THE BULB™ CAMPAIGN



Objective:

- #1: Distribute 400,000 CFL bulbs through exchange events and community outreach
- Objective #2: Engage 12,500 customers through attendance at Rock the Bulb exchange events
- Objective #3: Recruit 5,000 customers to expand their energy-efficiency commitment by participating in a contest
- Objective #4: Inspire 500 volunteers to engage with PSE to deliver CFL bulbs door-to-door in their communities

Description: In 2009, PSE engaged with three consultants, Colehour+Cohen, One Change/Project Porchlight and OPOWER (C+C Team), to help develop and execute a high-profile, innovative customer engagement and education campaign focusing on energy-efficient lighting as a gateway for deeper energy savings.

Key Results: Statistics prove Puget Sound Energy's Rock the Bulb™ Campaign achieved its goal to engage PSE residential electric customers about the importance of saving energy while encouraging them to take the action needed to create actual energy savings. Not only were energy-saving tools physically placed into hands, but education was provided, behavior change was encouraged and PSE was effectively positioned as an expert resource for energy-efficiency information.

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