

January 25, 2008

Green Building Public Awareness Campaign Plan

Prepared by
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Focus

Florida's per-household consumption of electricity is among the highest in the United States, largely because the state's hot and humid weather drives up electricity demand for air-conditioning. Florida builds an average of 160,000 new homes each year, and housing currently totals 7.3 million. Census Bureau data reveals that Florida will rank third in terms of population in 2010. With these growing numbers, the construction of energy-efficient buildings alone would significantly reduce Florida's energy consumption. Energy efficient improvements to existing homes would have an even greater impact.

"Green" building programs seek to maximize performance rather than comply with minimum codes. Beyond-code programs such as these also tend to address the number one obstacle to energy-efficient homes – quality control of installed energy components. While it is true that codes impact the largest number of new buildings, some of the voluntary programs are gaining market share because consumers and builders are interested in "doing what's right."

There clearly is a surge in consumer appetite for information about energy efficiency. According to the National Association of Business Journalists, the number of news reports about 'green business practices' more than doubled in the last year, and has grown by almost 800 percent in the last five years in the country's top 10 newspapers.

At the same time, it is generally recognized that consumers have difficulty:

- Deciphering what "works" and what "doesn't work" in terms of energy-efficient and water-saving strategies for their homes.
- Determining the rate of return on costs for energy-efficiency and water-conservation products and appliances.
- Understanding in simple terms how their decisions to conserve water and energy add up to overall savings that benefit the community.

While attention to "green" seems more prominent now than ever, it's a perfect time to implement a strong public awareness campaign. In order to continue to keep "green" efficiency and conservation strategies in the forefront of people's minds, however, an on-going campaign is necessary.

Goals

Increase public awareness of the benefits of green building practices (energy, water, and materials) for new and existing buildings.

Increase public awareness of energy efficiency and water conservation strategies in new and existing buildings.

Increase public awareness and understanding of green building ratings systems.

Increase public awareness of how individual decisions to be energy and water efficient contribute to overall savings by communities.

Objectives

- Increase consumer awareness of energy-efficiency and water-conservation strategies by 20% by 2010.
- Increase consumer implementation of energy-efficiency and water-conservation strategies by 10% by 2010.
- Increase consumer awareness of home energy ratings in Florida by 15% by 2010.
- Create brand recognition of the term “green buildings” and increase market awareness of brand to 25% by 2010.
- Increase consumer awareness of green building practices and the impact of individual decisions on the community at large by 20% by 2010.
- Help increase the number of green buildings in Florida by 50% by 2010.
- Draw at least 20,000 unique visitors to the campaign Web site by 2010.
- Garner at least four stories featuring the campaign’s key messages in major media (TV, print, radio, online) in each Florida target region by 2010, for at least 100,000 impressions per market.

Target Audiences

Primary – consumers

- Home buyers
 - “First-time,” or starter-home buyers
 - “Move-up” buyers
 - Upscale or luxury-home buyers
- Homeowners

Secondary – industry

- Home builders
 - Luxury
 - Mid-level
 - Low-income housing
- Developers
- Designers/architects
- Realtors®
- Lenders
- Appraisers, real estate attorneys, building material suppliers and others in industries affiliated with home building
- Local governments
 - Elected officials
 - Senior appointed officials
- Media (print, TV, radio, online)

Key Messages

The foundation of any public awareness campaign is a set of “Key Messages” — core statements repeated throughout all outreach efforts to ensure that the public hears and understands the campaign’s purpose.

The green building, energy efficiency and water conservation key messages conveyed will be informative and expressed in layman’s terms, defining “green building” in consumer-friendly “brand” terminology. They will answer the following:

- What’s in it for me?
- What’s in it for Florida?
- What’s in it for the environment?
- How does my “small part” contribute to the whole?

How the messages are conveyed – the words and images that are used – will be determined as part of the creative process and should be tested with focus groups to make certain they are effective.

Market Research

Market research should be conducted to determine a baseline of the public's awareness of green buildings, energy efficiency and water conservation strategies and also what motivates people to participate in green building programs. Surveys may also be used to determine current awareness levels by geographic region, in order to identify regions in which resources can be allocated for maximum results. A post-campaign survey should be conducted to help determine the campaign's effectiveness.

A telephone survey is the most appropriate tool to obtain wide representation of the state of Florida.

Sample questions may include:

- What does the Energy Star label mean?
- Have you purchased any Energy Star appliances or products in the last year?
- What does "green" mean to you?
- Are "green" features important in your next home purchase?
- If so, what "green" features are important?
- How much more would you be willing to pay for a "green" home?
- Do you know of any tools available to help you learn about "green building," energy efficiency or water conservation?
- Do you know how to determine the energy efficiency of your home?
- Do you participate in water-conservation activities? How so?
- Are you aware of utility efficiency programs, rebates, state and federal financial incentives?

The telephone survey will not only serve as a baseline for campaign metrics, but will be used to develop a comprehensive campaign plan with tactics designed to achieve maximum results. The research should also guide development of messages and creative tools.

Once preliminary messaging and campaign tools have been developed, they should be further tested through focus groups.

Focus groups should be conducted in all targeted geographic areas, and should represent a cross-section of target audiences. Qualitative data from focus groups will serve to further refine messages and tools for maximum effectiveness.

Strategies

Years of market analysis, advertising frequency research and observation of communication trends show that people must be exposed to a message multiple times before that message becomes effective. Although the actual number of exposures for optimal message recall is debated, it's clear that a multi-faceted communications and marketing campaign is the best way to get results – particularly when reaching multiple audiences.

Advances in technology have created additional avenues to deliver and receive information. For example, one-third of home buyers go online first to look for properties, according to National Association of Realtors' 2007 Profile of Home Buyers and Sellers. One-fifth of all buyers contact a real estate agent first. At least half of all home buyers reported using a combination of sources to gather information about their upcoming home purchase – real estate professionals, the Internet, yard signs and print newspaper advertisements.

Considering the number of potential audience touchpoints available today, a campaign with the right marketing mix can be exceptionally effective. For instance, this campaign should include the following elements:

- **Media Relations** – Develop news releases, bylined articles, letters to the editor, tip sheets and other media materials for distribution to targeted editors and reporters in order to reach audiences through “earned” media
- **Community Relations** – Develop “direct-connect” opportunities to reach audiences, such as tradeshow participation, speaking engagements with community groups, event sponsorship, strategic partnerships and more
- **Web site Development** – Create a Web site that brings campaign messages directly to target audiences, including interactive tools such as energy efficiency calculators
- **Advertising** – Create effective, key message-based advertisements for print, TV, radio and online media; negotiate additional “runs” through media public service announcement coordinators

Tactics

Specific tactics to be used in this campaign in order to reach each target audience will be dictated by budgetary constraints, data from market research and other factors. As such, a comprehensive tactical plan will be designed later in the campaign planning process. The following elements are the result of some preliminary brainstorming and research, intended to serve as a starting point for further development of the public awareness campaign.

Outreach, Training and Partnerships

- Leverage Florida Home Builders Association Sales and Marketing Council to spread message to home builders
- Provide training with continuing education credits
- Leverage existing outreach resources at utilities focused on energy efficiency
- Target outreach efforts to local governments, Builders Association of South Florida, home building trade schools and other related industry associations and groups

Print Advertising

Newspapers Ads – daily and weekly

- Parade of Homes (multiple locations throughout the state)

Magazines

- Fine Homebuilding
- Southern Living
- Florida Coastal Living
- Florida Trend
- Florida Homebuilder
- Coastal Construction
- Wood Source

Internet Ads

Real estate Web sites

Newspaper Web sites

Broadcast

Broadcast Television

Cable Television

Radio

- 30-second Public Service Announcement
- Interviews with experts

News Releases

- Notable events, such as a Campaign Kick-off, sent to major newspapers
 - Florida Times Union
 - Miami Herald
 - Orlando Sentinel
 - Palm Beach Post
 - Sarasota Herald Tribune
 - South Florida Sun Sentinel
 - St. Petersburg Times
 - Tampa Tribune

Tradeshows

– For Consumers

- Living Green Expo
St. Petersburg, FL
<http://www.pinellaslivinggreenexpo.org/>
- Florida Keys Green Living Energy Expo
Marathon, FL
http://www.keysglee.com/html/08_expo/2008expo.htm
- Green Earth Expo
Orlando, FL
<http://www.globalgreenalliance.com/>
“The World’s Largest Sustainable Commerce & Lifestyle Trade Show Event!”
- Tampa Bay Home Expo (Tropicana Field)
Tampa Bay, FL
- Suburban Orlando Home Show
Osceola Heritage Park Kissimmee, FL
- Campus & Community Sustainability Conference
Different Florida University every year
- Renewable Energy Expo
<http://www.floridareexpo.com>

– For Builders

Southeast Builders Conference & Green Trends Conference and Trade Show
Orlando, Florida

Web Site

<http://www.myfloridagreenbuilding.info/>

Phase One – Completed January 1, 2008

Phase Two – Completion by June 20, 2008

- Develop Florida-specific energy calculation tools
- Showcase Florida green buildings
- Provide testimonials of green building owners
- Provide case studies of high efficiency and green homes and buildings
- Provide green maintenance and operation practices for building owners
- Develop database of local and state green ordinances
- Develop database of financial incentives, including rebates and energy-efficient mortgages

Measuring Results

The success of the campaign will be measured by:

- a post-campaign survey of the public's awareness of
 - energy-efficiency strategies
 - home energy ratings
 - "green building" brand language
 - green building practices and the impact of individual decisions on the community at large
- a post-campaign survey as well as anecdotal evidence from industry leaders on the increase in implementation of energy-efficiency strategies and participation in utility DSM and home builder programs
- the increased number of green buildings and building energy ratings in Florida
- the number of Web site hits
- the amount of media coverage and number of impressions generated

Budget

For a public awareness campaign to be successful, it must be a sustained effort and include multiple “touch points.” For budgetary purposes, we have created two campaign options for the first year. Market research, tradeshow participation and website development are included in both options.

Budget Summary

Option 1 **\$245,000 – \$307,000**
Includes market research, tradeshows, website development and public relations for four months with eight months of ongoing PR support.

Option 2 **\$2,332,570 - \$2, 409,570**
Includes market research, tradeshows, website development, public relations for four months and print and broadcast advertising for eight weeks.

Option 3 **\$2,380,570 - \$2,457,570**
Includes market research, tradeshows, website development, public relations for four months with eight months of ongoing PR support, and print and broadcast advertising for eight weeks.

Option 4 **\$4,478,570 - \$4,555,570**
Includes market research, tradeshows, website development, public relations for four months with eight months of ongoing PR support, and print and broadcast advertising for 16 weeks.

**Note: These are very preliminary costs that are subject to change depending on ad rate schedules, production costs, and campaign tactics, etc. We estimate that this budget will enable development and implementation of a comprehensive, effective campaign with measurable results.*

Budget Outline

Market Research

\$14,000-\$28,000

Includes telephone surveys which will be collected from a random sample of sufficient (~500 – 700) Florida residents to achieve a 5% margin of error. This will take approximately eight weeks.

Focus Groups

\$126,000

Includes testing of key messages and tools to all targeted audiences.

Tradeshows

\$35,000

Includes design and production of an attention-grabbing tradeshow booth, giveaways and fees to participate in targeted shows.

Website

\$20,000

Includes enhancing existing website and incorporating interactive elements to create a sense of community and to encourage grassroots participation.

Public Relations

\$50,000 (4 months)

\$98,000 (12 months)

Includes developing a campaign theme; key messages; detailed tactical strategy; media relations; community relations; grassroots support; speakers bureau development and other ongoing public relations services.

The first option, for \$50,000, includes 100 hours of public relations support for four months. The second option, for \$98,000, includes 100 hours of public relations support for four months as well as 48 hours of support for the remaining eight months.

Broadcast Advertising

\$2,098,000 (8-week buy)

\$4,196,000 (16-week buy)

\$3,000 - \$56,000 (Production)

Includes script development; commercial production; media buying plan; and costs to purchase air time. Final production cost will depend on the number of advertisements created and the desired quality of the commercial.

Print Advertising

\$102,570 (8-week buy)

\$205,140 (16-week buy)

\$10,000 - \$20,000(Production)

Includes ad copywriting, design and layout; media buying plan; costs to purchase ad space.

Media Details

Broadcast Advertising

Target: primary-Adults 25-54; secondary-Adults 18+

Tier I TV Markets:

- Tampa/St Pete/Sarasota (DMA* rank #13)
- Miami/Ft Lauderdale (DMA rank #16)
- Orlando/Daytona/Melbourne (DMA rank #19)
- West Palm Bch/Ft Pierce (DMA rank #38)
- Jacksonville (DMA rank #48)
- Ft Myers/Naples (DMA rank #63)

*Note: The cost to buy 8 weeks of Tier I television at a minimum of 150 GRPs***/wk = \$1,240,000*

Tier II TV Markets:

- Pensacola/Mobile (DMA rank #61)
- Tallahassee/Thomasville (DMA rank #108)
- Panama City (DMA rank #154)
- Gainesville (DMA rank #162)

Note: The cost to buy 8 weeks of Tier II television at a minimum of 150 GRPs/wk = \$318,000

(TV & Local Cable) Proposed schedule

- Mar 10 - 2 weeks paid
- Mar 24 - 2 weeks PSA**
- Apr 7 - 2 weeks paid
- Apr 21 - 3 weeks PSA
- May 26 - 2 weeks paid
- Jun 9 - 3 weeks PSA
- Jun 30 - 2 weeks paid
- Jul 14 - 2 weeks PSA

The political window starts July 26 and goes thru Nov 4. Network TV will be very expensive – use Cable and Radio during this period.

For the Jul 28 - 11/2 flight (using hiatus weeks to stretch the budget)

Radio - look at Traffic Pulse and Total Traffic radio networks. These two networks seem to have the top stations in most of the Florida markets (plus they're very good at running PSA's when there is unsold inventory available).

Note: The cost to buy 8-12 weeks on both Radio Network weeks in the Tier I markets = \$300,000

Cable - concentrate on higher rated networks (the cable news programming may get hit with political advertising also which will push up those rates), concentrating on HGTV, ESPN and networks with first run Prime (TNT, TBS, Bravo, FX)

Note: The cost to buy 8-12 weeks of Cable in the Tier I markets = \$240,000

*DMA (Designated Market Area)

** PSA (Public Service Announcement)

*** GRP (Gross Rating Point) is the sum of ratings achieved by a specific media vehicle or schedule. It represents the percentage of the target audience reached by an advertisement. If the advertisement appears more than once, the GRP figure represents the sum of each individual GRP. In the case of a TV advertisement that is aired 5 times reaching 50% of the target audience, it would have 250 GRP = 5 x 50% -- i.e., GRPs = frequency x % reach.

Options for Production of a 30-second TV Spot

- Low Budget - \$3,000 - \$8,000
Includes: Graphics, animation, stock and existing footage, and voiceover artist.
- Middle Budget - \$15,000 - \$18,000
Includes: Graphics, animation, 1 day on-location video shoot filmed in High Definition 1080i, 2 cameras, lighting, audio, with makeup.
- High Budget - \$27,000 - \$56,000
Includes: Graphics, animation, 1 day on-location video shoot, 1 day in studio video shoot on green screen or existing in warehouse production set filmed in High Definition 1080i, 2 cameras, lighting, audio, with makeup.

Variables: Complexity of the animation, number of crew necessary, number of hours for special effects, editing and post production.

Prices include: Research, Preproduction Planning, Storyboarding, and Scriptwriting.

Print Advertising

Newspapers Ads – daily and weekly

- Parade of Homes (multiple locations throughout the state)

Magazines

- Southern Living
- Florida Trend
- Florida Coast Living
- Fine Homebuilding

Name	Description	Circulation	Cost Per Insertion (X4)
Southern Living	Full page 4-color ad	(FL) 260,000	\$29,500
	1/2 page 4-color ad		\$16,900
Florida Trend	Full page 4-color ad	56,000	\$11,070
	1/2 page vertical 4-color ad		\$8,820
Florida Coastal Living	Full page 4-color ad	200,000	\$1,605
	1/2 page vertical 4-color ad		\$955
Fine Homebuilding	Full page 4-color ad	315,000	\$21,340
	1/2 page 4-color ad		\$12,380

Timeline

General Activities	Elapsed Time**
Begin market research	At least four months prior to launching tactics
Rework campaign messages and objectives/tactics	At least three months prior to launching tactics
Test messages with focus groups	3 months prior to launch
Web site campaign-specific development	One month prior to launch
Begin launch of tactics	

Tactics	Elapsed Time**
News releases sent to major periodicals	3 months, once a month until end of campaign
Internet ads begin circulation on real estate and periodical Web sites	3 ½ months
Newspaper ads begin circulation	4 months
Magazine ads begin circulation	4 ½ months
Radio PSAs begin airing	4 ½ months
Radio interviews with experts begin airing	5 months
Broadcast TV ads begin airing	6 months
Cable TV ads begin airing	6 months
Web site updates	Continuous
Begin measuring campaign results	One year

* Timeline refers to Budget Option 4 and is the recommended schedule for the first year of campaign implementation. For best results, campaign should be implemented every year.

** Refers to amount of time from beginning of campaign until action, respective to any start date