



2/23/2022

## PACIFICORP COMMUNICATIONS, OUTREACH, AND EDUCATION

### WASHINGTON Program Year 2021 Activities

#### *Preface*

The Company uses customer communications, paid media, earned media and program specific outreach to communicate the value of energy efficiency and provide information regarding low-cost and no-cost energy efficiency measures. The Company strives to educate customers on the availability of technical assistance, services and incentives with the overall goal to engage customers in reducing their energy use.

#### **CUSTOMER COMMUNICATIONS**

As part of the Company's regular communications to its customers, newsletters and bill statement communications promote energy efficiency programs and solutions. The Company uses its website and social media, such as Twitter and Facebook, to communicate and engage customers with its energy services.

#### **EARNED MEDIA**

Earned media is managed by the Company's external communications department in cooperation with the regional business managers in Washington. "Earned media" generally refers to favorable television, radio, newspaper, or internet news coverage gained through press releases, media events, opinion pieces, story pitches, or other communication with news editors and reporters.

#### **PAID MEDIA / WATTSMART CAMPAIGN**

In 2021, the Company introduced a new Wattsmart advertising campaign to inform and educate customers about the benefits energy efficiency. The campaign encourages customers to take meaningful actions to reduce energy use and lower their bills. Most campaign messages are in English and Spanish.

#### **Key strategies include:**

- Implement an integrated advertising campaign that features Wattsmart energy efficiency messaging in English and Spanish to encourage customers to reduce energy use.
- Increase customer awareness of energy efficiency and encourage participation in the Company's Wattsmart programs.
- Educate customers on how Wattsmart incentives and savings tools can help them turn a to-do item into a job well done.
- Demonstrate by example how business customers are saving energy and enjoying the benefits of being Wattsmart.

## General Key Messages:

- Using energy wisely at home and in your business saves you money so you can achieve your goals.
- Pacific Power empowers customers with meaningful energy choices.
  - We want to help you keep your costs down.
  - We offer Wattsmart programs, cash incentives and expertise to help you save money in your home or business.

To reach customers, the Company used a combination of cable TV, radio, social media, print, digital video, digital display and search engine advertising. The Wattsmart campaign features images of customers taking small steps around their homes or businesses to save energy. The messages help establish Pacific Power as an energy partner with a portfolio of programs and services built around customer needs.

Table 1 outlines the Washington media channels used and the impressions achieved.

Table 1  
2021 Media Channels

Communication Channel & Language(s)	Description	2021 Media Impressions
Cable TV (Spanish)	Cable TV ads on Spanish-language stations help reach diverse communities and audiences.	1,404 spots
Radio (English and Spanish)	Radio helps extend reach and amplify other communications channels.	520 TRPs (target rating points)
Newspaper (English and Spanish)	Newspaper is used for additional outreach in local papers.	412,075 impressions
Digital Video (English and Spanish)	Short video ads that play before feature videos on YouTube, social media or other digital platforms.	588,122 impressions
Digital Display (English)	Banner ads on local news sites and other websites.	7,258,062 impressions
OTT (English and Spanish)	OTT stands for “Over The Top” and refers to advertising on streaming services (Netflix, Hulu, Amazon Prime Video, etc).	186,831 impressions
Social Media Advertising (English and Spanish)	Advertising on Facebook and Instagram.	4,045,759 impressions
Search Engine Marketing (English)	Internet search ads focused on energy efficiency key words.	46,501 impressions
Twitter @PacificPower_WA	Tweets about energy efficiency a few times per month.	1,201 followers

Communication Channel & Language(s)	Description	2021 Media Impressions
Facebook <a href="http://www.facebook.com/pacificpower">www.facebook.com/pacificpower</a> Instagram @PacificPower	Posts about energy efficiency solutions and more.	26,693 Facebook followers 1,169 Instagram followers

The total number of advertising impressions for the campaign in 2021 was 12,127,199.