

CONSUMERS ENERGY
Omnichannel Campaign
Air Conditioning Peak Cycling
CASE STUDY



Objective

Consumers Energy (CE) provides energy to Michigan residents... and they have an ambitious goal: By 2040, Consumers Energy plans to achieve net zero carbon emissions and meet 90% of Michigan's energy needs with clean resources.

It's all part of their Clean Energy Plan... a bold but important goal to combat climate change and ensure a brighter future for Michiganders.

But to do that, Consumers Energy needed to convince customers to opt into their new "green" initiatives. One of these initiatives was the AC Peak Cycling program.

Those who joined would get a switch installed on their outdoor AC unit. On select days in the summer, CE could cycle the power on the AC unit... which would lessen the strain on the energy grid. As a customer, your home still stayed cool – and you would get a nice credit on your bill.

But CE had to educate their customers on AC Peak Cycling... explain the benefits... and get them to join – and they had to do it by a deadline. They wanted at least 2,500 new enrollments by June 4.



Custom Photo Shoot Images

Target Audience Consumers Energy customers in Michigan

Marketing and Creative Strategy

Omnichannel Campaign

The marketing strategy started with direct mail. It would be done in three drops.

Since urgency was key, we included an incentive. But it was a “diminishing” reward... If you enrolled by April 24, you would be rewarded with a \$35 gift card. If you waited until May 8, you’d get a \$30 reward. And if you enrolled by May 29, it would be \$25. Each mailing would coincide with the three “reply by” dates... and remove one reward.

The #10 outer envelope was designed to look official, featuring copy in the upper right corner that said “Utility Service Notice.” There was also a peek-a-boo window that revealed the gift card reward and bill credits. Finally, a teaser on the back encouraged customers to “open now” – all these techniques were designed to do ONE thing – get this envelope opened.

Inside, the 14” letter format was built using proven direct mail techniques. A hierarchy of design led the reader through the package from top to bottom. The upper portion had a scannable bulleted list showing the recipient’s name, the gift card bonus, the bill credit amount they would receive and the number they could call to enroll.

Clear, concise and convincing copy shared the benefits of joining: you would lower your bills, get a gift card and participate in a “green” initiative. To make the program more exciting, we named the participants “Peak Power Savers.” It positioned the action as a green initiative and encouraged them to join to be part of this group.

The letter also reduced any barriers that might stop people from joining: Installation happens outside the home in compliance with COVID safety guideline, your home would stay comfortable and it’s free to join.

(continued)



Marketing and Creative Strategy (continued)

At the bottom, there was an eye-catching graphic that showed the shrinking gift card offer. A compelling buckslip was also included in the package. It reiterated the deadlines and gift card offer on one side. The other side boiled down the top benefits to three short bullets. Combined with the letter, it provided a potent one-two punch.

The package was bolstered by an email follow-up that went out with the first drop. It promoted the \$35 gift card bonus and supported the direct mail messaging. The call-to-action appealed directly to eco-minded individuals who wanted to do their part to help make a difference for the environment.



Entire Omnichannel Campaign

AC Peak Cycling Direct Mail Campaign

Drop 1

Join AC Peak Cycling and claim your \$35* Gift Card
Call 877-789-9883 to sign up and use PROMO CODE SUMMER35

Drop 2

Join AC Peak Cycling today and save on your summer energy bill
Call 877-789-9883 to sign up and use PROMO CODE SUMMER30

AC Peak Cycling Email Campaign 1 of 3

Join AC Peak Cycling and claim your \$35 Gift Card
Do it today and get a \$35 Gift Card. Plus, get \$32 in bill credits every summer.

It pays to sign up early
Do it today and get a \$35 Gift Card. Plus, get \$32 in bill credits every summer.

Join the Peak Power Savers AC Peak Cycling Program
Sign up today and get a bonus \$35 Gift Card

As a Peak Power Saver, you get these benefits when you enroll in the AC Peak Cycling Program:

- \$32 in bill credits each summer
- FREE air conditioner cycling device and installation (no hidden costs)
- A cleaner energy future for Michigan

Sign up for AC Peak Cycling
Call 877-789-9883
Or go to PeakPowerSavers.com/ac

AC Peak Cycling Program

Sample, sign up before 4/24 to cash in on this offer

Good news — you are eligible to take part in the new AC Peak Cycling program. It's FREE to join and you get \$32 in bill credits every summer. Plus, if you sign up before 4/24, you'll also get a \$35 Gift Card.

Here's How AC Peak Cycling Works:

- Sign up and a Consumers Energy technician will install a device near your AC unit.
- You pay nothing, you don't even need to be home.
- You conserve energy and help protect the environment.

A few days this summer, when energy demand is high, your device will lower the runtime on your AC. But your home stays comfortable because your AC fan still circulates the air.

Sample, make Michigan cleaner and greener for future generations.

Sign up now + Or call 877-789-9883 or 424230 to sign up and get your \$35 Gift Card.

OPEN NOW — INFORMATION REGARDING YOUR ENERGY BILL

Results

Consumers Energy was hoping to get at least 2,500 new enrollments.

From April 8 through June 4, the campaign garnered 3,092 enrollments — a 24% lift over target.

Consumers Energy not only surpassed their enrollment goals for AC Peak Cycling... they also made an important stride in their Clean Energy Plan.

Client Goal
2,500
New Enrollments

Actual Result
3,092
New Enrollments

Actual Result
24%
Lift Over Target

