

CONSUMERS ENERGY
Radio Spot Campaign
for Appliance Service Plan
CASE STUDY

Objective

Most Michigan homeowners know that Consumers Energy (CE) provides natural gas and electricity to power their appliances. But what many folks didn't know was that CE also offers a useful appliance protection service – The Appliance Service Plan (ASP).

The Plan helps homeowners cover unexpected repair costs should an appliance break down or malfunction.

So CE turned to us to help get the word out about it.

Now, in the past, we've helped Consumers Energy promote ASP through direct mail, digital ads, videos and social media campaigns.

But somehow... it didn't feel like we had all of our bases covered.

So with another steamy Michigan summer setting in, we started kicking around ideas... and there it was – what about radio?

Of course.

In fact, we could leverage Consumers Energy's long-standing relationship with the West Michigan Whitecaps baseball team. For the past few summers, CE had included ads for ASP in game programs, on the Whitecaps website, in their fan newsletter, even on the stadium scoreboard.

So an impactful, new radio spot would complete the cycle.

The Whitecaps flagship station was 107.3 FM – The Thunder. With a powerful 50,000-watt signal, their broadcast range could easily reach listeners in Grand Rapids, Muskegon and Holland – for a combined potential listening audience of 1.3 million.

That would certainly go a long way toward helping us reach our goal of 110,000 impressions during the peak summer months (when folks would be using their A/C more frequently).



Target Audience

Michigan homeowners who were also fans of the West Michigan Whitecaps and regularly listened to Whitecaps games (home and away) on 107.3 FM.



Press this Play Button to Hear the Radio Spot

Marketing and Creative Strategy

We chose a 30-second spot. Enough time to get our message across without imposing on the listener or requiring a big time investment (between innings is the best time to get a hot dog or freshen up your drink).

The spot would air during all June, July and August games. And the only mandates the client had were that we use the newly established ASP Messaging Hierarchy:

- 1.) Introduce the Plan
- 2.) Explain its benefits and that it's affordable
- 3.) Drive home the fact that the Plan gives homeowners peace of mind.

Three last pieces of input from the brief were:

CTA: Go to ApplianceServicePlan.com

TAGLINE: Appliances break down.
Your Appliance Plan won't.

ADD the standard disclaimer at the end.

(continued)



Marketing and Creative Strategy *(continued)*

We took all that information in and got to work.

But first, we put ourselves in the listeners' shoes. If they were enjoying the game on the radio, there's a good chance they were fans – and most likely, they had been to a game. And if they had been to a game, most likely it was in the summertime and it was warm outside – which would make coming home to a cool, comfortable house that much more refreshing.

We built our message around that experience. We kept the tone conversational, the pace lively and the language entertaining. We needed to hold the listener's attention through to the CTA.

And we thought the best way to do that was to give the listener a “familiar” voice. So we used the Whitecaps own play-by-play announcer – Dan Hasty. He is a trusted, well-known personality among Whitecaps fans, so we knew his voice would resonate with listeners.

Plus, when the broadcast transitioned away from the game action and into a commercial break, the shift wouldn't be so obvious. When listeners heard Dan's voice, they'd be less inclined to tune out or go get that snack.

Scoreboard Digital Ad

Consumers Energy
Count on Us®

APPLIANCE SERVICE PLAN

**Appliances break down.
Your appliance plan won't.**

Appliance Service Plans are not regulated by the Michigan Public Service Commission.

Brochure Handout at Baseball Game



YOU HAVE 8 PLANS TO CHOOSE FROM. TAKE A LOOK AT THE LINEUP AND CHOOSE YOUR PLAN.

Use this chart below to find the Appliance Service Plan that's right for your needs and budget.* You can also add Custom Care Appliances options to your plan, too.

Basic plan	Refrigerator	All Dishwasher	Water Heater	Range	Washing Machine	Clothes Dryer	Clothes Washer	Freezer	Subsampler	Garage Opener	Motorcycle	Low Monthly Payment*
Whole Home Care	•	•	•	•	•	•	•	•	•	•	•	\$40.99
Ultra Care	•	•	•	•	•	•	•	•	•	•	•	\$31.99
Ultra Lite	•	•	•	•	•	•	•	•	•	•	•	\$24.99
Premium Care	•	•	•	•	•	•	•	•	•	•	•	\$26.99
Premium Lite	•	•	•	•	•	•	•	•	•	•	•	\$19.99
Comfort Care	•	•	•	•	•	•	•	•	•	•	•	\$18.99
Essential Care	•	•	•	•	•	•	•	•	•	•	•	\$15.99
Farmhouse Care	•	•	•	•	•	•	•	•	•	•	•	\$12.40

*Each plan covers one of each designated appliance. For additional appliance coverage, add Custom Care options by calling 1-800-230-1397. You must purchase under coverage for \$7.99 more per month if your home is heated with a hot water boiler.

MAKE A GOOD DECISION TODAY.
SO YOU'RE READY FOR TROUBLE WHEN IT HAPPENS.

For just \$99 a day, you can choose the Premium Care Plan and get protection for the appliances you use most. Or simply use the chart above to find the plan that's right for you.

Compare that to what a single service call from a repair person would cost you and the choice is clear.



SWING BY THE CONSUMERS ENERGY TABLE DURING TODAY'S GAME AND GET 1/2 OFF YOUR FIRST 3 MONTHS.
Or call 1-800-230-1397 and mention code WHITECAPS2018.



Results

So, was this radio spot a hit?

Did we convince listeners that the best way to beat the heat all summer was to sign up for the Appliance Service Plan?

Here are the results:

- Over the three-month run, Consumers Energy's goal was to get 110,000 impressions
- Actual Results: After a 3-month run, impressions were: 125,400

Our 30-second radio spot not only made our case, it beat the client's goal by 15,400 impressions (over 14%).

Best of all, in terms of new enrollees, the radio spot helped make it the best year EVER for the Appliance Service Plan from Consumers Energy.

