



**DON'T WAIT TIL YEAR END:
MAXIMIZE YOUR
CO-OP MARKETING DOLLARS NOW**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 25, 2021

Recent & Upcoming Webinars

~~**August 11** – Retrofit Market Learnings from the Passive House Movement, with PHIUS's James Ortega~~

~~**August 18** – Revisiting Ventilation Demand as Fall Approaches~~

August 25 - Don't Wait Til Year End: Maximize Your Co-op Dollars Now

Sept 8 - Live Chat vs Instant Messaging: Homeowner's Want Quick Answers; What's the Right Approach for Your Business?

Sept 22 - Efficiency, Solar and the Infrastructure Bill—What's the Latest?

Sept 29 - The Ever Evolving Landscape of IAQ Monitoring Devices





The State of the Passive House Market & What It Means for Retrofit Contractors



By Lily Collins | August 18, 2021

Homebuyers of nearly every generation are looking for homes that are easy and affordable to maintain, and passive homes fit the bill perfectly. As these impressively efficient properties increase in popularity and availability, unique third-party organizations like the Passive House Institute US Inc. will be increasingly helpful and worth watching.

Ready to learn more about the current state of the passive house movement? Read on!

What Is the Passive House Movement?

The passive house movement took off in the 1970s when the US Department of Energy (DOE) and the Canadian government partnered to fund the creation of a passive house performance standard.

From there, the concept took off around the world, most notably in Germany in the 80s, but it was soon understood that a universal standard was impossible—factors like climate and lifestyle vary too much across regions for a one-size-fits-all solution.

Since 2003, non-profit organization [PHIUS \(Passive House Institute US, Inc.\)](#) has been “committed to making high-performance passive building the mainstream market standard,” and with that goal comes a lot of responsibilities. As confirmed by their website, the organization:

- Trains and certifies professionals
- Maintains the PHIUS+ climate-specific passive building standard
- Certifies and quality assures passive buildings

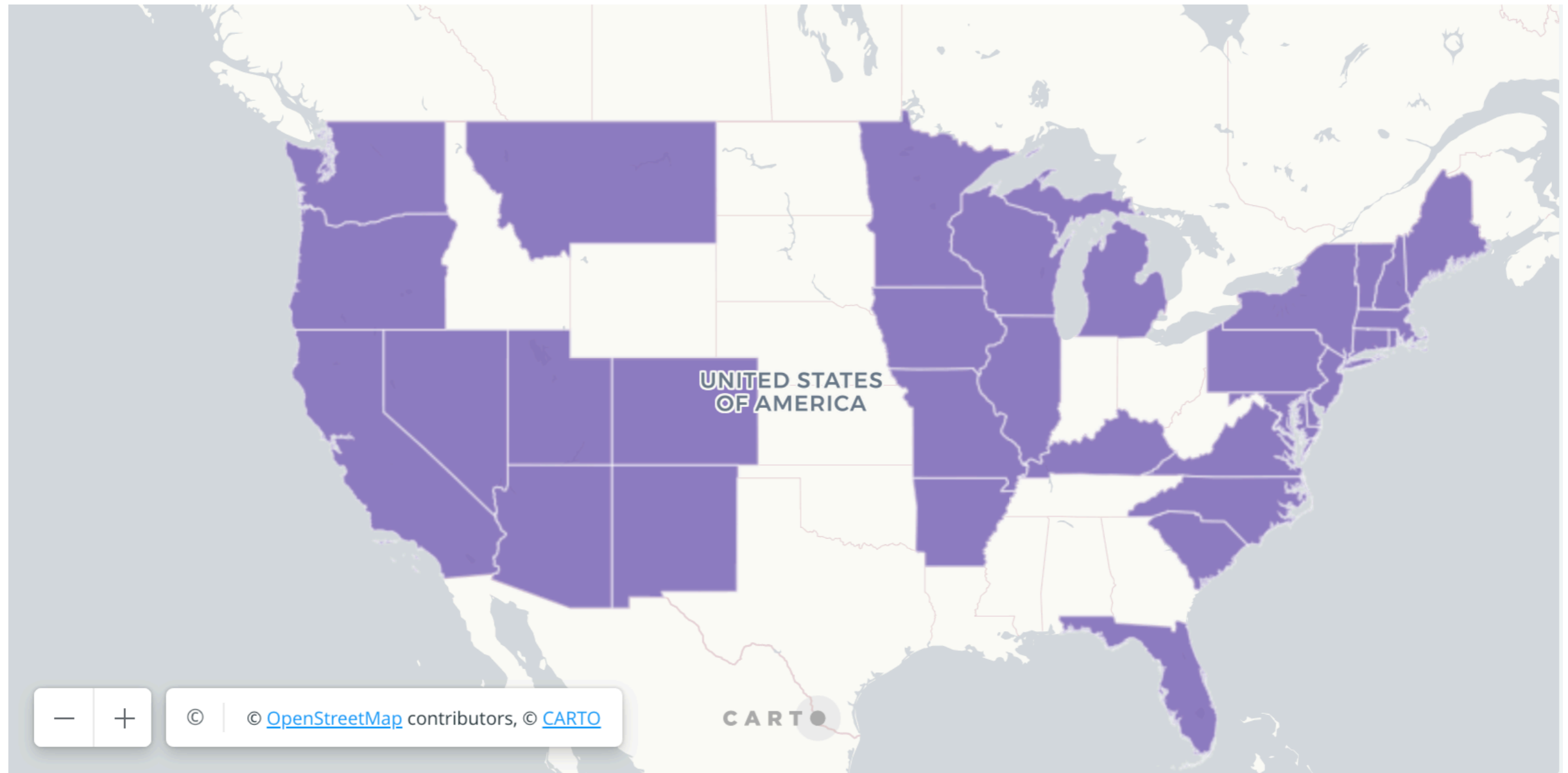
Massachusetts should be converting 100,000 homes a year to electric heat. The actual number: 461

By [Sabrina Shankman](#) Globe Staff, Updated August 21, 2021, 2:36 p.m.

✉️ 250



Climate Action Goals



City of Seattle: Carbon Neutrality by 2050

And the Answer IS ...

Total Installation Cost	\$3,217,559,698
Admin/Overhead	20%
Admin/Overhead Cost	\$643,511,940
Total Cost	\$3,861,071,637
Average Cost per Home	\$19,183
Average Cost per Home/Year	\$1,918

CLEARresult®

How Much Work Is This?

- 346 finished homes per week
- 70 per day
- About 2,000 active projects at any given time
- 8,000 gas furnace converted per year
- 10,000 attics insulated per year

CLEARresult®

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Bruce Manclark

Sr Business Intelligence Consultant
CLEARresult
BECC Conference 2019



What We'll Discuss

- 1 Co-op Marketing Basics**
- 2 Typical Program Formats in Efficiency & Solar**
- 3 Advantages of Co-op Marketing**
- 4 Overcoming the Hurdles & Challenges to Maximize Marketing Impact**





CO-OP MARKETING BASICS

Co-op Marketing in Efficiency & Solar

Cooperative marketing is a way that manufacturers, distributors, suppliers and programs support contractors by aligning marketing resources. The most common form of co-op marketing is by funding specific advertising campaigns or through matching co-op dollars.

everyone is pushing value-added programs to differentiate their brands & products



Many Programs



One Consistent Truth: UNDER-UTILIZATION



50% up to \$5000

Flexible, Easy

<10% Participation





TYPICAL PROGRAM FORMATS IN EFFICIENCY & SOLAR

Co-op Program Types

- **Manufacturer Matching Fund Programs for Specific Marketing Tactics**

Typically 30-50% match (Mitsubishi, Trane, Nu-Wool)

Some split programs (manufacturer, distributor, contractor)

- **Dealer Incentive Programs with Marketing as Eligible Expense**

Formula based on purchase volume. (Owens Corning)

- **Efficiency Program Matching Funds**

Incentive program promotions. (Efficiency Maine, NJ Clean Energy)

- **Dealer Network Benefit Packages**

Pre-developed marketing assets & discounts (National Energy Improvement Fund, NEIF)

- **Discretionary**

One off programs for specific initiatives



Mitsubishi: Very Flexible

Eligible Contractor Activities

Advertising options include but are not limited to:

Digital Advertising (see details below)

- Paid Search Advertising (i.e. Google Adwords)
- Banner Display Advertising (i.e. Google Display Network)
- Social Media Advertising (i.e. Facebook Lead Gen Ads & Sponsored Posts)
- Targeted/Paid Email Campaigns
- Mitsubishi Electric branded website/landing page development (co-op available only for percentage of website devoted to Mitsubishi Electric)

Traditional Advertising

- Newspaper & Magazine Ads
- Billboards and out-of-home advertising
- Direct Mail including list procurement and postage
- Broadcast Media - Radio & TV Commercials (if using MECH TV spots, please submit Consent Form found on Canto)

Branding

- Branded Apparel – requires prior approval from Mitsubishi Electric’s Marketing Manager
- Home Shows, Displays, & Demo Units (must provide photo of whole booth with MECH products displayed). If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Truck wraps that are exclusive to Mitsubishi Electric. If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Yard Signs



Programs: Still Somewhat Old School

PRINT (NEWSPAPER, MAGAZINE, NEWSLETTER)

- Please refer to the “Requirements for All Ads” section.
- Minimum size eligible is one quarter page.
- The logo must be proportional (at least 1.5” for a quarter or half-page ad and at least 2” for a full-page ad).
- Please note that a multi-page piece, e.g. a newsletter, must include program messaging on all sides. The overall theme of the multi-page piece must include energy efficiency related topics.
- The details of all sponsorship ads and ad journal advertisements including description of event or sponsorship, location (if applicable), dates, audience (number and type), ad cost and placement type must be sent with the approval request notification and provided program approval before the ad is placed.

YELLOW PAGES

- Please refer to the “Requirements for All Ads” section.
- Size is subject to contractor’s discretion.

DIRECT MAIL

- Please refer to the “Requirements for All Ads” section.
- Eligible direct mail expenses include: third-party printing, fulfillment, postage, mailing list rentals or list purchases. Creative design or agency costs are not eligible. All costs should be itemized separately. Printing and postage requests must correlate with each other.
- The logo must be at least 1” for a 4.25” x 6” postcard and at least 1.5” for a 6” x 9” postcard or 8.5” x 11” letter.

TELEVISION

- Please refer to the “Requirements for All Ads” section.
- Minimum 30-second spot. The NJCEP logo must be recognizable and prominent. The logo must appear for at least 5 seconds in a 30-second commercial; 8 seconds in a 45-second commercial; and 10 seconds in a 60-second commercial.
- The appearance of the logo must be prominent and accompanied by the following verbal tag: "Rebates are

available from the New Jersey Board of Public Utilities and its *Clean Energy Program*.”

- Please note TV scripts must be submitted and pre-approved before production.

RADIO

- Please refer to the “Requirements for All Ads” section.
- Minimum 30-second spot.
- The following verbal tagline should be mentioned at the end of the spot: “Rebates are available from the New Jersey Board of Public Utilities and its *Clean Energy Program*.”
- Please note radio scripts must be submitted and pre-approved before production.

WEB BANNER

- Please refer to the “Requirements for All Ads” section.
- Web banners are intended for external websites and not the contractor website.
- The NJCEP logo is optional, but preferred.
- The consumer benefit statement is not required, but language highlighting the program should be featured.
- Web banners will be reviewed on a case-by-case basis and requirements are subject to program approval.

SIGNAGE

- Please refer to the “Requirements for All Ads” section.
- Signage includes lawn signs, banners, banner stands and door hangers.
- The NJCEP logo should be recognizable and prominent.
- The primary message should be about the program and its benefits.

BILLBOARD REQUIREMENT

- Please refer to the “Requirements for All Ads” section.
- Billboards are required to include the NJCEP logo and the logo must be predominant (ideally 1/8 of the image).
- Billboards will be reviewed on a case-by-case basis and requirements are subject to program approval.
- The consumer benefit statement is optional, but preferred.



Sometimes: Lots of Requirements

REQUIREMENTS FOR ALL ADS

- The NJCEP logo is required and should be proportional to the size of the ad.
- This consumer benefit statement is required and must be of equal text size to that used in the body copy: “Look for heating and cooling equipment with high energy efficiency ratings to maximize your energy savings.”
- The following sponsorship statement is also required: “*New Jersey’s Clean Energy Program*™ is brought to you by the New Jersey Board of Public Utilities and does not endorse any one particular contractor. Information can be found at NJCleanEnergy.com.” There is no size requirement for the sponsorship statement (this may be noted in small print at the bottom), but it should be clearly legible.
- An explanation must be included in a footnote when combining rebates from various sources, e.g. “up to \$1,500 in rebates.*” “*Up to \$500 COOLAdvantage rebate and \$1,000 manufacturer rebate”.





ADVANTAGES OF CO-OP MARKETING

Other People's Money



Advantages of Co-op Programs

- **Other People's Money**

- **Stretch your Marketing Dollars**

Tactics you might not utilize on your own

More marginal tactics (print, billboards, etc) that might not ROI at 100% cost

- **Use Large Company Creative Assets & Images**

- **Leverage Big Company Brand Recognition & Advertising Campaigns**



Mitsubishi:

Photo assets
Brand on
landing page

Sponsored · 

Want to harness the energy source of the future?



Embrace the all electric home

[Learn More](#)

Discover the benefits of switching to an all electric home....

 Like

 Comment

 Share

Mitsubishi:

Facebook Ad

Photo asset

Branded

Sponsored · 

Want to feel more comfortable at home and save money?



Get a Mitsubishi Electric heat pump

[Learn More](#)

A heat pump system by Mitsubishi Electric Heating &...

 Like

 Comment

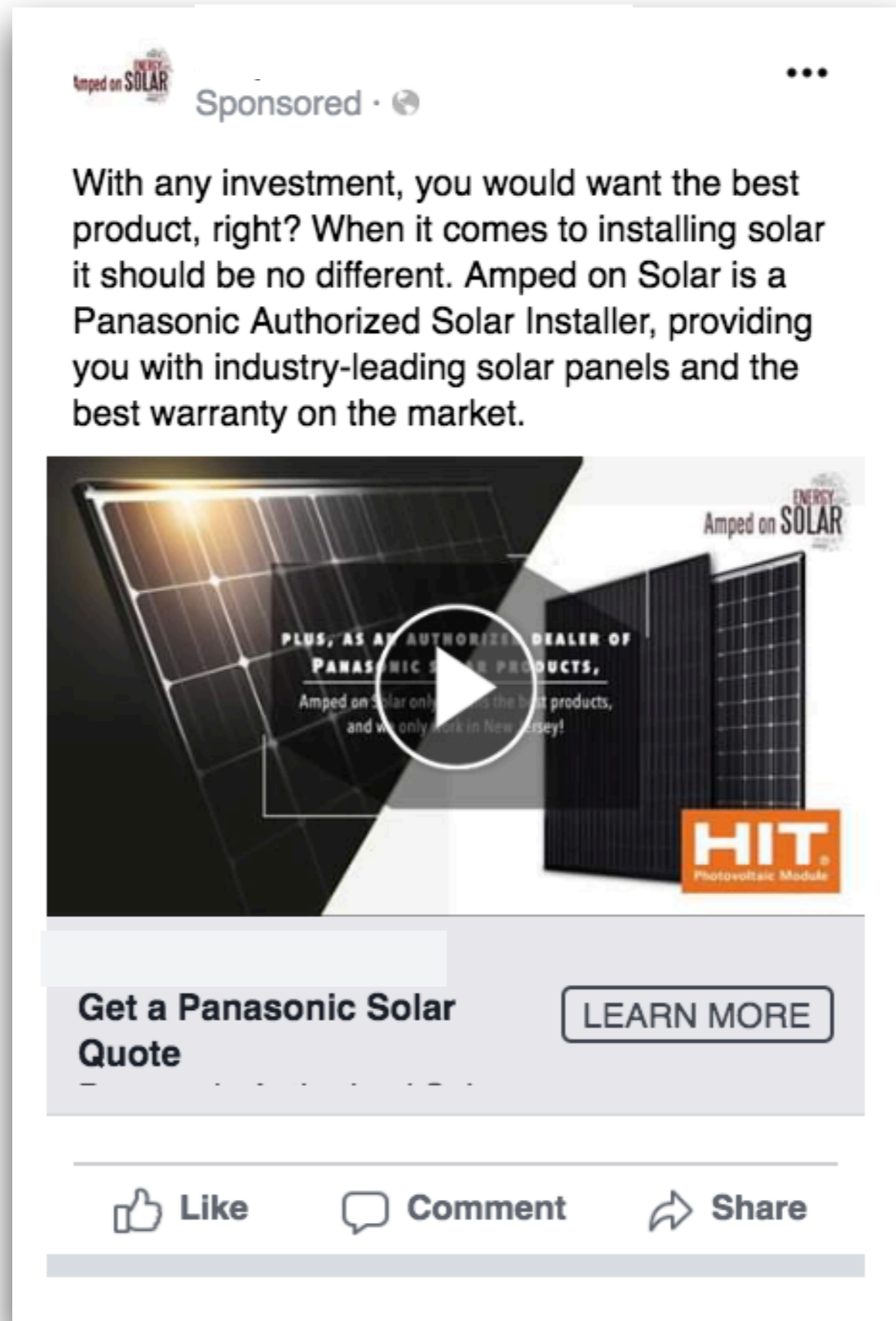
 Share

Panasonic:

Facebook Ad

Photo asset

Branded



Amped on SOLAR Sponsored · 🌐

With any investment, you would want the best product, right? When it comes to installing solar it should be no different. Amped on Solar is a Panasonic Authorized Solar Installer, providing you with industry-leading solar panels and the best warranty on the market.

PLUS, AS AN AUTHORIZED DEALER OF PANASONIC SOLAR PRODUCTS,
Amped on Solar only provides the best products, and we only work in New Jersey!

Amped on SOLAR

HIT
Photovoltaic Module

Get a Panasonic Solar Quote [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Mitsubishi:

Facebook Ad

Photo asset

Branded

 **Kearney HVAC, Inc**
Sponsored · 

Did you know heat pumps both heat and cool? Find out more about Mitsubishi Electric Heating and Cooling heat pumps installed by Kearney HVAC!



KEARNEYHVAC.COM

How Does a Heat Pump Work? [Learn More](#)

 13 4 Comments 1 Share 41K Views

 Like  Comment  Share

Video

The video player shows a background image of a construction worker in a grey shirt and dark pants working on a wall. A large white circle is centered over the image, containing promotional text. At the bottom left of the video frame is the Nu-Wool logo, and at the bottom right is the Energy Smart Home Improvement logo. The video player controls at the bottom include a play button, a volume icon, a progress bar showing 1:02 / 1:08, and icons for closed captions, HD, and full screen.

**HAVE THE EXPERTS AT
ENERGY SMART HOME IMPROVEMENT**

**INSTALL Nu-Wool® Premium Cellulose Insulation
IN YOUR HOME**

Schedule your installation today
PAENERGYSMART.COM | 215-344-7142

NU-WOOL®
PREMIUM CELLULOSE INSULATION
GREEN Since 1949

ENERGY SMART
Home Improvement

1:02 / 1:08



Truck Wraps





OVERCOMING CO-OP HURDLES TO MAXIMIZE MARKETING IMPACT

Free Money is Never Free



I am a bit suspicious... In my experience, there is no such thing as a "Free Lunch"...

- **Expectation of exclusivity**
- **Complicated processes & approvals**



Overcoming Co-op's Major Challenges

- **Complicated Processes & Paperwork**

Embrace the system

Let us do it

- **Uncertain or Inconsistent Approval Processes**

Campaign approach: consistent monthly program

Use co-op for specific, recurring campaigns (seasonal)

- **Cash Flow Timing (Reimbursement)**

Spread campaigns evenly across the year

Avoid the year end rush

- **Creative Requirements**

Leverage big company creative assets



the
LAST WORD

**DON'T WAIT UNTIL
DECEMBER**





QUESTIONS?

Peter Troast

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