

Portfolio Marketing Strategy and Implementation

Peoples Gas and North Shore Gas
Energy Efficiency Programs

Project Catalyst

Erthe Energy Solutions (ERTHE) supported Peoples Gas and North Shore Gas to redefine their energy efficiency program portfolio's marketing strategy, develop resources for ongoing management, and deploy a multi-tactic customer awareness campaign.

The goal was to conclude the 2018–2021 program cycle in a way that tested new initiatives, set the stage for a successful transition into their upcoming four-year cycle, and increase customer awareness of the significant energy savings that program participation provides.

Solution

In collaboration with Peoples Gas, North Shore Gas, and ERTHE's strategic partner, Mulder Consulting, ERTHE developed a marketing plan that defined the vision for the portfolio and the steps to achieve it. The group also worked to ensure portfolio consistency by developing a Marketing Handbook with brand guidelines, writing standards, request forms, and templates for implementation teams. Through extensive collaboration, a customized routing process was built to standardize and streamline collateral reviews and approvals.

A customer awareness campaign was crafted and executed in collaboration with strategic partners Mulder Consulting and PACO Collective to test various tactics. The campaign maximized engagement and reach by incorporating 11 distinct elements: ads (including digital, social media, billboard, transit shelter, radio, audio streaming, salon/barbershop posters, and posters in community facilities), two local events, and a sponsorship with a local park district. This approach of consistent messaging through multiple channels resulted in 41.5 million impressions, increasing awareness and encouraging more customers to participate.



Timeline

March 2021–December 2021

Highlights

- Applied ERTHE's proprietary tracking and reporting tools
- Accomplished project in 10 months
- Standardized and streamlined multiple marketing processes
- Improved visibility with initiative and collateral tracking and reporting
- Built awareness and engaged customers by designing and deploying an extensive promotional campaign

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