

## NW Ductless Heat Pump PROJECT

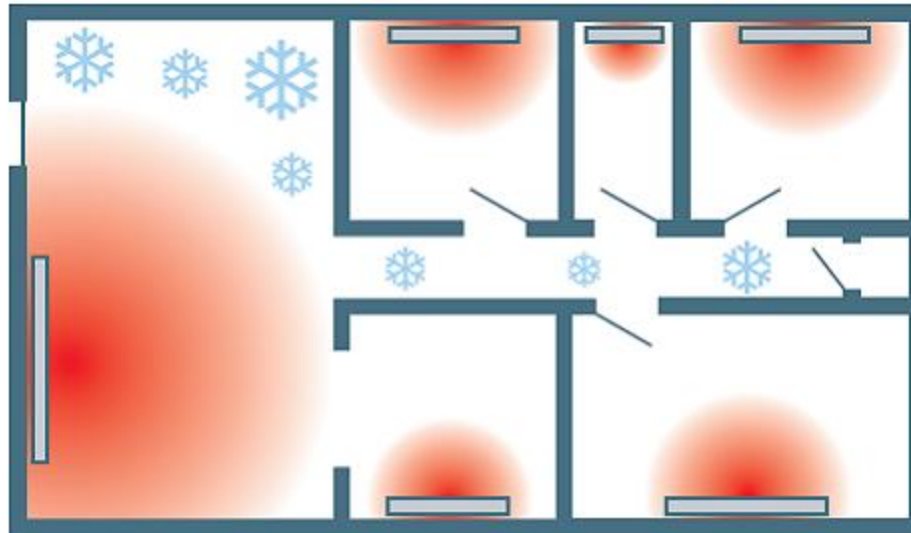


# Marketing and Selling Ductless Systems

Dennis Rominger, Puget Sound Energy

# Ductless Messages That Work

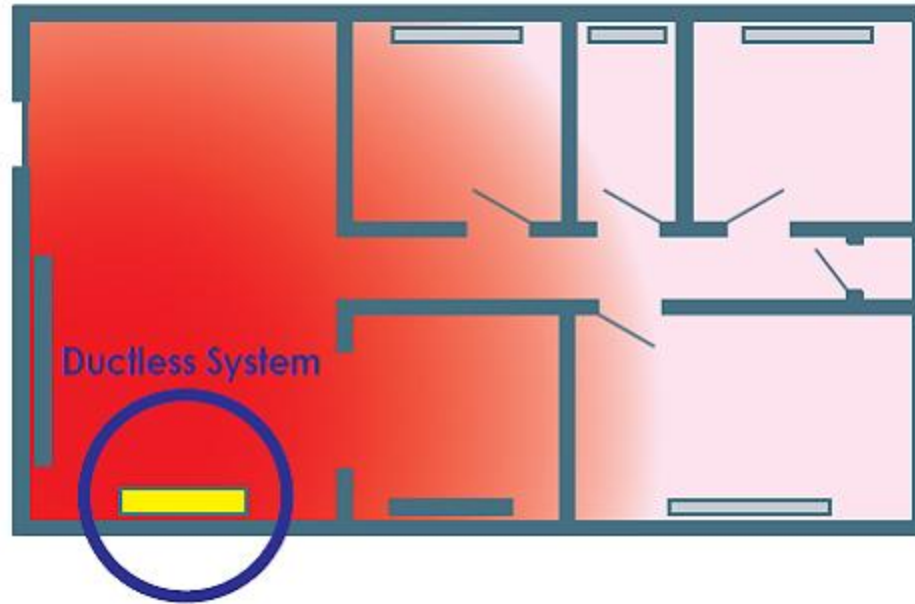
Displace NOT Replace— Let the DHP displace the majority of your usage and let existing system provide the additional load, if needed. A single DHP will bleed air throughout the home especially smaller homes that are under 1800 SF. It will do the majority of the work.



Baseboard Heated Home

# Ductless Messages That Work

## Ductless Heat Pump Home



Math is hard! Single headed Ductless Heat Pump units cost between \$3,500 to \$5,000 installed and last about 20-years with minimal maintenance. At roughly \$350/year KWH savings it quickly pays for itself.

1. Payback 6-10 years
2. Customer can now live in comfort
3. Cooling in the summer

# Ductless Testimonial

Mount Vernon, WA

We bought the Ductless Heat Pump because our heat source was baseboard heating. We have had the heat pump for about 3 months and are extremely happy with it. We have noticed that we are getting warm air not only in our living and dining room but also in the kitchen and office. The kitchen and office are in L shaped rooms off the living room and we were quite surprised that the heat pump warmed and cooled these areas so effectively. Overall we find this system to be outstanding!

David and Carla H.  
Mount Vernon, WA



NW Ductless Heat Pump P

## GOING DUCTLESS IS RE-ENERGIZING

Get an \$800 re-bate from Puget Sound Energy for an energy-efficient ductless heat pump system

Ducts? Who needs 'em? With an efficient ductless heat pump system you stay warm in the winter, cool in the summer and save energy all year round. PSE offers an \$800 rebate when you Re-Energize your electric heating equipment by upgrading to a ductless heat pump.

**FUJITSU**

**MITSUBISHI  
ELECTRIC**  
Cooling and Heating Solutions



Who qualifies? Residents living in an existing property with four units or less, heated mainly by electricity from PSE. Must install AHRI-certified equipment that is a least 1.0 ton and uses inverter technology. Additional qualifications apply.

[GOINGDUCTLESS.COM/PSE](http://GOINGDUCTLESS.COM/PSE)

need

# Consumers' Concerns Before Installing

- Overall, consumers had few major concerns
- **Most frequent concerns:**
  - Price
  - Operating cost
  - Maintenance
- **Less frequent concerns (mostly from Baseboard/Wall Unit customers):**
  - Effectiveness/Comfort
  - Appearance
- **Installers believe consumers most concerned with appearance and effectiveness but this was only a secondary concern**



# Just Try to Take Away My Microwave



# What does PSE Offer to Help Contractors?

- Energy Advisor Hotline - 1 (800)-562-1482 Monday through Friday 8:00 AM to 5:00 PM
- Program has available FREE Co-branded fliers for contractors interested in selling Ductless Heat Pumps.
  - Need contractor logo and contact information.
  - Will print & send out FREE.
- FREE Brochures, Forms, and Energy Efficiency Guides available to our contractors for distribution to their customers
- [www.PSE.com/rebates](http://www.PSE.com/rebates)

## DUCTLESS HEATING & COOLING SYSTEMS



### UPGRADE YOUR ELECTRIC HEAT

**Save Energy & Money**  
Ductless systems use 25% to 50% less energy to heat your home.

**Experience a More Comfortable Home**  
Ultra quiet fans evenly circulate air throughout rooms, eliminating hot and cold spots.

**Utility Rebates & Tax Credits Available**  
Qualifying homeowners can receive \$1,200 from Puget Sound Energy!

**Air Conditioning Comes Standard**  
Systems come standard with air conditioning.

**Low-Cost Easy Installation**  
Installation is quick, simple and inexpensive, which means little or no disruption to your home.

### DISCOVER DUCTLESS HEATING & COOLING SYSTEMS

A ductless heat pump is a highly efficient and easily installed primary heating and cooling system for electrically heated homes. These systems are safe, quiet and heat rooms evenly at a fraction of the cost of baseboards or wall heaters.



SAVE UP TO  
**25-50%**  
ON YOUR  
HEATING BILL

## NW Ductless Heat Pump PROJECT



# Marketing and Selling Ductless Systems

Alexis Allan, NEEA

# **MARKETING DUCTLESS HEAT PUMPS**

## **IN THE NORTHWEST**

NOVEMBER 1, 2011

# GoingDuctless.com: Consumer website



**NW Ductless Heat Pump PROJECT**



# Regional campaign objectives

- **Influence word-of-mouth** activities across the Northwest, leveraging online and social media channels
- Provide a **flexible regional platform** for utility & trade partners to leverage
- Increase campaign **reach & frequency** by strengthening partner media dollars, utilizing NEEA's non-profit status

# Sweepstakes: Facebook and microsite

**the 70s Called** **New!**  
AND THEY WANT THEIR HEATER BACK.  
Discover Ductless.

LEARN MORE FROM THE KING OF HVAC

Send a 70s Photo Enter to Win \$10,000

18 like this

Like Ductless Time Warp

Create a Page  
Add to My Page's Favorites  
Get Updates via DMS  
Get Updates via RSS  
Unlike  
Report Page  
Share

Sponsored by  
**MITSUBISHI ELECTRIC**  
ductless heating & cooling

Discover Ductless Heating & Cooling

The microsite features a retro 1970s aesthetic with a brown tufted armchair, a vintage television on a side table, and a patterned wallpaper. A central text overlay reads "the 70s Called AND THEY WANT THEIR HEATER BACK. Discover Ductless." Below this, a "Send a 70s Photo" button is positioned next to a "Enter to Win \$10,000" button. A small inset image shows a woman's face in a 70s-style photo booth frame. At the bottom, there is a "Like" button and a "Ductless Time Warp" link. The footer includes the Mitsubishi Electric logo and the text "Discover Ductless Heating & Cooling".

facebook

Going Ductless - Win \$10,000!

Enter to Win \$10,000

GoingDuctless.com

18 like this

Like Ductless Time Warp

Create a Page  
Add to My Page's Favorites  
Get Updates via DMS  
Get Updates via RSS  
Unlike  
Report Page  
Share

**Enter to Win \$10,000!**

**Got A Friend Living In The Past?**

If your friend's heating system is in a time warp, help them discover Ductless Heating & Cooling Systems with a custom 70s photo.

SEND A PHOTO

**Enter to Win \$10,000**

Is your heating system in a time warp? Discover Ductless Heating & Cooling Systems. They can save you up to 50% on your heating bill compared to baseboard wall and ceiling heat. Upgrading is easy and affordable.

ENTER NOW

Recommended Pages  
McMansions Pubs, Breweries & Holo...  
Kim McCreary and 2 other friends like this.  
Sponsored Story  
Frank & Aquiles like Sofros.  
Sephia  
Sponsored  
Create an Ad  
Activia  
Free Activia Selects Yogurt Is Available! Like Us & Receive Great Coupons On All Activia Selects Yogurt Today.  
Portland!  
5 New Things to do in Portland everyday.  
Free Samples USA!

The Facebook post features a purple and orange background with a retro pattern. The main headline is "Going Ductless - Win \$10,000!". Below the headline, there is a "Send a Photo" button and a "Got A Friend Living In The Past?" section. This section includes a small image of a woman's face in a 70s-style photo booth frame and a paragraph of text: "If your friend's heating system is in a time warp, help them discover Ductless Heating & Cooling Systems with a custom 70s photo." Below this, there is a "SEND A PHOTO" button. At the bottom, there is a "Enter to Win \$10,000" button and a paragraph of text: "Is your heating system in a time warp? Discover Ductless Heating & Cooling Systems. They can save you up to 50% on your heating bill compared to baseboard wall and ceiling heat. Upgrading is easy and affordable." Below this, there is an "ENTER NOW" button. The right side of the post shows a sidebar with "Recommended Pages", "Sponsored Story", and "Sponsored" ads.

# YouTube Channel: King of HVAC

The screenshot shows the YouTube channel page for 'Going Ductless'. The channel name is 'Going Ductless' with the handle 'goingductless's Channel'. The main video is titled 'THE WORST WAYS TO HEAT & COOL YOUR HOME' and features a man in a red cape and crown. The video player shows a play button and a progress bar at 0:00 / 1:03. The video title is 'Worst Ways to Heat and Cool your Home' from 'goingductless' on Sep 12, 2011, with 60 views. The channel has 2 subscribers. The sidebar on the right lists uploads: 'Worst Ways to Heat and Cool your Home' (60 views), 'What is a Ductless Heating and Cooling' (34 views), and 'Letters to the King of HVAC' (24 views). The channel description on the left reads 'DUCTLESS HEATING & COOLING SYSTEMS'. The website 'GoingDuctless.com' is listed on the right. The bottom right corner features the 'neea' logo.

# Campaign Advertising: Online

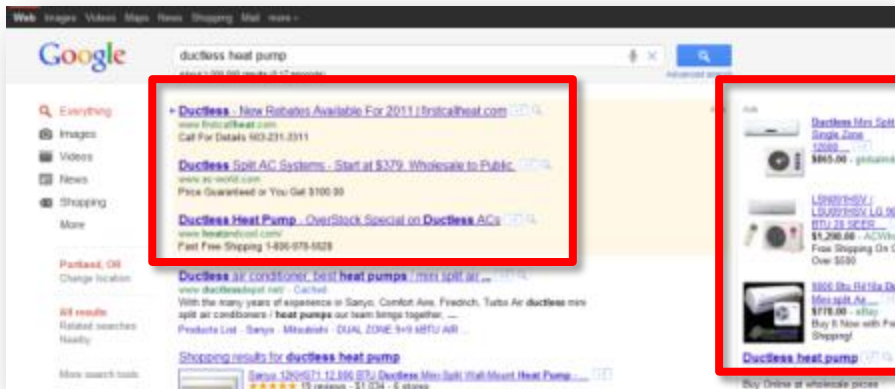
## Facebook



## Online Banner Ads



## Google Adwords



NW Ductless Heat Pump PROJECT



# Campaign Advertising: Print Ads & Billboards

the 70s  
**Called**  
AND THEY WANT THEIR HEATER BACK.

GOINGDUCTLESS.COM

DISCOVER DUCTLESS  
You don't have to live like it's 1975. Discover a ductless heating and cooling system and start saving up to 50% on your heating bill compared to electric baseboard, wall and ceiling heat. Upgrading is easy and affordable.

You can win  
**\$10,000**

Enter now:  
**GoingDuctless.com**

QR Code

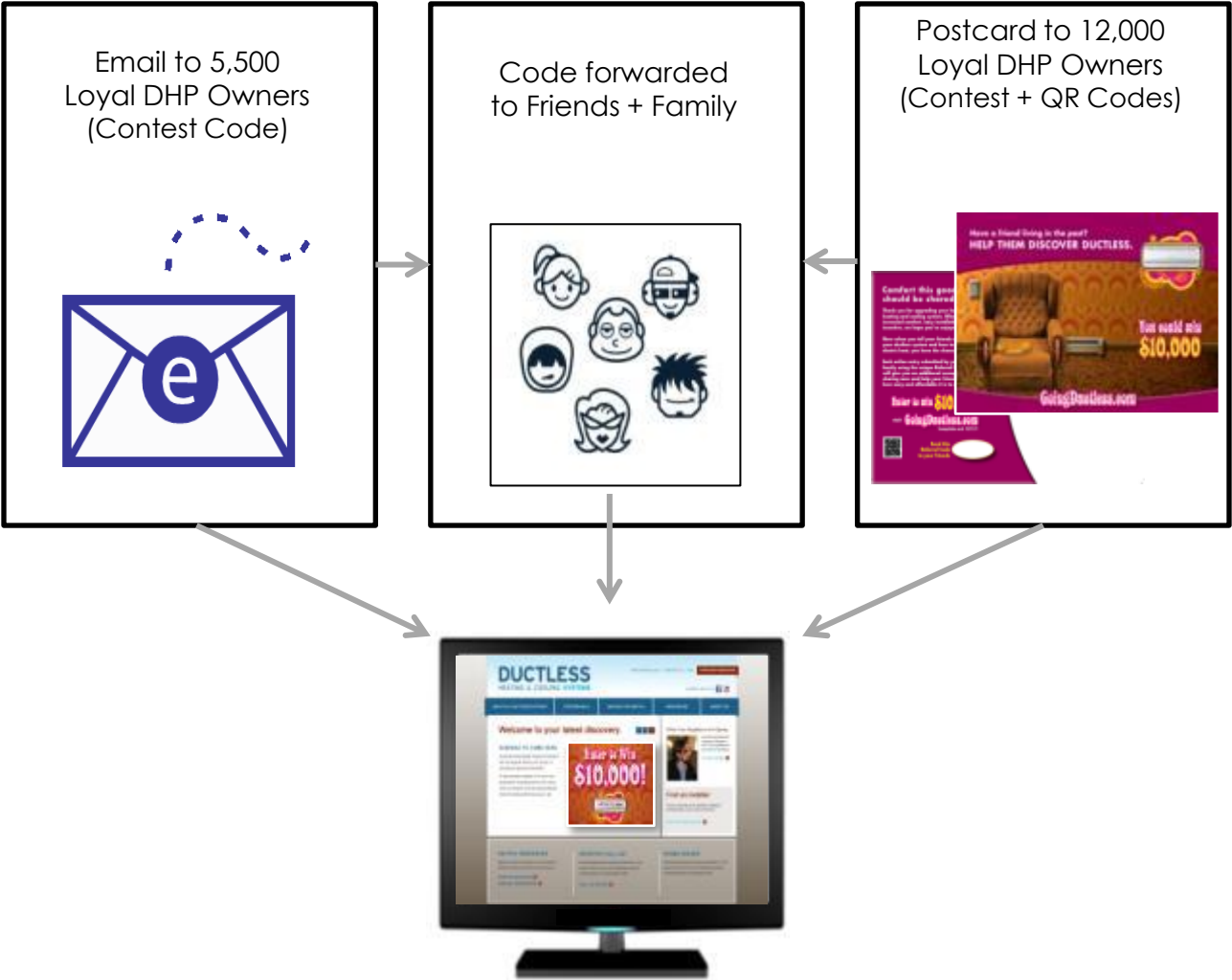
MITSUBISHI ELECTRIC  
Creating new heating solutions.

**GOING DUCTLESS.COM**  
The 70s called & they their heater back.  
**WIN \$10,000**

**NW Ductless Heat Pump PROJECT**



# Postcards and Direct Mail



# Campaign Promotional Tools

**COMFORTZONE**  
HEATING & AIR CONDITIONING  
Portland's most trusted since 1995

Portland Metro: 503 - 667- 5595  
Home News Contact Sitemap A A  
 Search

Home Our Story Our Blog Our Services Our Products Air Quality Info Contact Us Find Us

**Want to win \$10,000 and stay warm? Check this out!**

Happy Monday Everyone!

I know we all dislike the Monday mornings - but I have found a new money saving and money earning promotion for you by \* NW Ductless Heat Pump Project Regional Campaign.

The 70s called, and they want their heater back!  
Discover ductless heating and cooling systems for your home. Get out of that time waga and start living in year-round comfort and save up to 50% on your heating bill compared to electric baseboard, wall and ceiling heat. Upgrading is easy and affordable.

Now through Dec. 31, 2011, you can enter for a chance to win \$10,000 and other prizes just for exploring ductless technology by visiting [www.GoingDuctless.com](http://www.GoingDuctless.com) or follow the link I have set up on our Facebook Page.

Free to Enter! That's the kind of contest I like! If you would like more background information on Ductless Heat I have written a few blogs on the very subject. So, on this very dreary Portland morning check out ductless heat and enter to win \$10,000!

Hope I cheered you up!

Tags: 500 Ductless Contest, Comfort Zone Heating & AC Facebook Link, Heat Pump Contest Oregon, NW Ductless Heat Pump Project, \$10

This entry was posted on Monday, September 26th, 2011 at 4:14 pm and is filed under Uncategorized. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

Leave a Reply

**Popular Services**  
Residential Systems  
Zone Systems  
Natural Gas & Electric Furnaces  
Heat Pumps  
Central Air Conditioners

**Latest News**  
Lights out Portland - A Save the Birds Energy Tip!  
Furnace Tune-Up \$69.00 Pre-Winter Special!  
Want to win \$10,000 and stay warm? Check this out!  
Do you need extra money for vacation? Get a Programmable Thermostat Consider This!

**News Archives**  
Select Month

ACCREDITED BUSINESS  
Trade Ally of EnergyTrust of Oregon  
find us on facebook  
follow us on Twitter

facebook

**Bonneville Power Administration** Like

Government Agency · Portland, Oregon

Wall Bonneville Power Administr... · Everyone (Most Recent)

Share: Post Photo

Write something...

**Bonneville Power Administration**  
Coho salmon returns to the upper Columbia River and boozing! This fall's large coho run highlights the success of tribal programs that have helped restore the species once considered nearly extinct.

**BPA News - Columbia River coho numbers on the rise**  
[www.bpa.gov](http://www.bpa.gov)  
BPA-News.Shorts

Like · Comment · Share · 18 hours ago · 4P

4 people like this.

View 1 share.

**Chelle Beck** So exciting! I am so very hopeful that all salmon returns just keep getting better and better over time!  
12 hours ago · Like · 1 person

Write a comment...

News from: One small California college takes one big step in renewable energy.  
Small College in California Becomes "Largest Solar Follow" - Fox News, Wides - Fox News

# Public Relations



The screenshot shows the Sustainable Business Oregon website. At the top, it features the logo for Sustainable Business Oregon, powered by Business Journal, with a presenting sponsor SKANSI. The navigation menu includes Home, News, Calendar, Green jobs, Video, Resources, Local news, National news, Voices blog, and Archives. The main article is titled "NEEA launches new campaign for ductless heat pumps" by Christina Williams. The article text describes the Northwest Energy Efficiency Alliance's campaign, which aims to promote ductless heat pumps as an efficient choice for replacing electric heat. It mentions a whimsical campaign with a "King of HVAC" and a contest where users can win \$10,000 for looking into the technology. A video player is embedded in the article, showing a man in a red shirt and a crown. Social media sharing options for Twitter, Facebook, LinkedIn, Email, RSS, and Comments are visible.



The screenshot shows the front page of The Olympian website. The main headline is "Utilities want you to go ductless Heating: They tout incentives and savings on monthly bills as reasons to ditch baseboards". The article is by John Dodge, published on October 20, 2011. The text discusses how utilities in the Pacific Northwest are using cash incentives to encourage homeowners to replace aging, inefficient baseboard and wall-mounted heaters with ductless heating and cooling systems. A large graphic for "EASY ST" (Easy Switch) is featured, with the text "Whenever you're going in life, WE CAN HELP YOU GET THERE. EASY ST". The graphic also includes the ANCEW BANK logo. A "REWARD FOR EFFICIENCY" section mentions a \$10,000 cash prize for a homeowner who swaps an electric baseboard or wall heater for a ductless heat pump. A quote from Alexis Allan, residential operations manager for the Northwest Energy Efficiency Alliance, is included: "Baseboards from the 1970s need to go the way of the polyester leisure suit in favor of more efficient technologies that protect our region's environment, save energy and save homeowners money on their heating bill." Another quote from a couple, Dan and Nancy Lyne, is also present: "The heating was very inefficient the way it was," Lyne said. He said the couple's \$4,300 investment in their new heating system should be recouped in about two years, thanks to a \$1,500 rebate from Mason County Public Utility District No. 3, a \$300 federal tax credit and reduced monthly heating.

# Preliminary Results: 9/27 – 10/25

## Sweepstakes/Project Website

- Sweepstakes Entries: 377
- Microsite Visits: 1,743
- Visits since campaign launch: 8,012
- Pageviews since campaign launch: 32,142
- Avg time on site: 3:56 minutes



## Facebook Ads

- Impressions: 400,568
- Clicks: 359
- Click-thru Rate: .050%
- Friends: 507



## YouTube Channel

- Total Views: 1,497



# Marketing Support for the Region: Templates

**DUCTLESS**  
HEATING & COOLING SYSTEMS



**UPGRADE YOUR ELECTRIC HEAT**  
www.goingductless.com  
**Save Energy & Money**  
 Ductless systems use 20% to 50% less energy to heat your home.

**Experience a More Comfortable Home**  
 Ultra quiet fans avoid a circulate air throughout rooms, eliminating hot and cold spots.

**UTILITY Rebates & Tax Credits Available**  
 Reimburse up to \$1,000 in utility rebates. Contact your local utility to find out if you qualify.

**Air Conditioning Comes Standard**  
 Systems come standard with air conditioning.

**Low-Cost Easy Installation**  
 Installation is quick, simple and non-invasive, which makes 80% of us a disruption to your home.

**DISCOVER DUCTLESS HEATING & COOLING SYSTEMS**  
 A ductless heat pump is a highly efficient and quietly installed primary heating and cooling system for electrically heated homes. These systems are safe, quiet and heat rooms evenly at a fraction of the cost of baseboards or wall heaters.

**SAVE UP TO 25-50%<sup>sm</sup> ON YOUR HEATING BILL**

**DUCTLESS**  
HEATING & COOLING SYSTEMS



**DISCOVER DUCTLESS HEATING & COOLING SYSTEMS**  
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**SAVE UP TO 25-50%<sup>sm</sup> ON YOUR HEATING BILL**


**DISCOVER DUCTLESS:** [GoingDuctless.com](http://GoingDuctless.com)

Experience a More Comfortable Home  
 Utility Rebates & Tax Credits Available  
 Air Conditioning Comes Standard  
 Low-Cost Easy Installation

**YOUR LOGO**  
 For More Information Please Call  
 000.000.000

**DISCOVER DUCTLESS:** [GoingDuctless.com](http://GoingDuctless.com)

**DUCTLESS**  
HEATING & COOLING SYSTEMS



**UPGRADE YOUR ELECTRIC HEAT**  
www.goingductless.com  
**Save Energy & Money**  
 Experience a More Comfortable Home  
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 Low-Cost Easy Installation

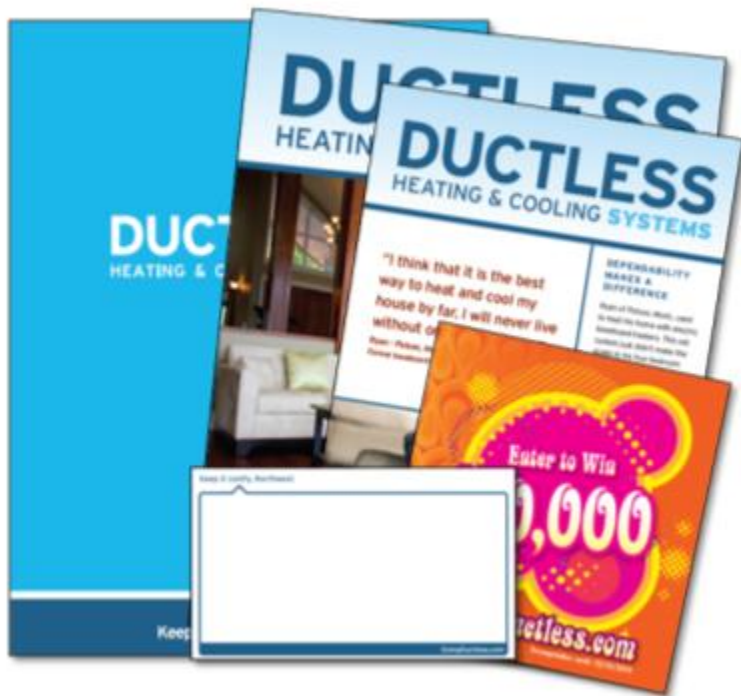
**SAVE UP TO 25-50%<sup>sm</sup> ON YOUR HEATING BILL**

**YOUR LOGO**

FOR MORE INFORMATION PLEASE CALL: 000.000.000

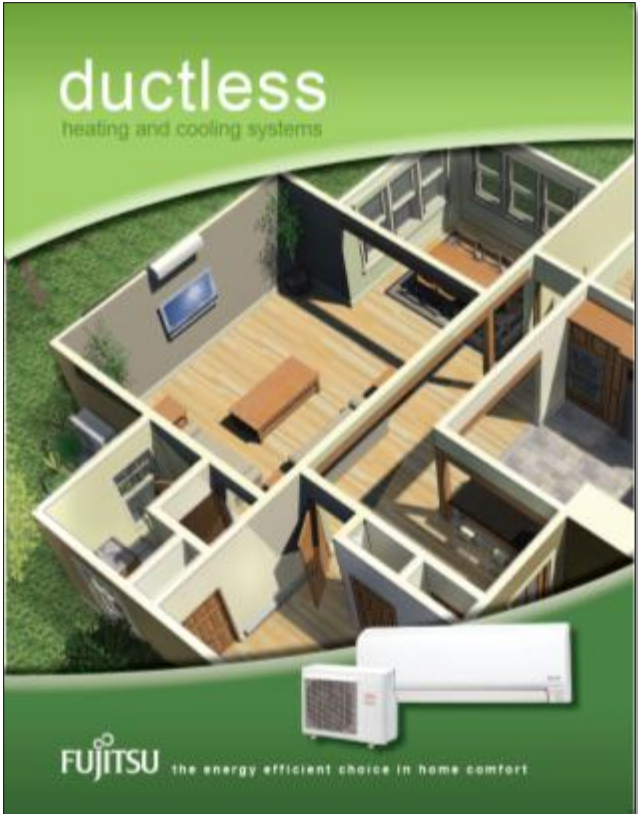
**DISCOVER DUCTLESS:** [GoingDuctless.com](http://GoingDuctless.com)

# Marketing Support for the Region: Collateral & Toolkits



# Marketing Support for the Region: Manufacturer Brochures

1:1 messaging



# Questions?

Contact the team at  
[marketing@goingductless.com](mailto:marketing@goingductless.com)  
or visit the Project booth!



Learn more at  
[www.GoingDuctless.com/Partners](http://www.GoingDuctless.com/Partners)