



Marketing and Communications: Strategic and Evaluative Efficiency Marketing

Leaders in the Art of Marketing and Evaluation

At Cadmus, we consider great marketing an art *and* a science. That's why we enhance our evaluation research for energy-efficiency marketing with intelligence gained from our **applied** marketing experience—and vice-versa.

In fact, Cadmus brings you **the industry's only marketing evaluation team that can claim expertise in both marketing and evaluation**. Our staff not only perform marketing research and analysis, but have designed and implemented some of the energy efficiency industry's most iconic, award-winning energy-efficiency marketing campaigns, such as: the U.S. Environmental Protection Agency (EPA)'s *Change the World, Start with ENERGY STAR®* campaign; Efficiency Maine's *Save Like a Mainer* Campaign; and the Mass Save Lighting and Consumer Products Program's *Like to Save* campaign.

Cross-Cutting Consulting Services

Our marketing professionals offer multidisciplinary backgrounds, from social science and engineering to communications and program management. Cadmus applies this diverse knowledge to support a wide variety of research disciplines, including: energy-efficiency programs; portfolio marketing; workforce and education training programs; and energy-efficiency brand communications.

Cadmus provides expertise in the following areas:

- Marketing and behavioral change program evaluations
- Strategic marketing planning and design
- Marketing management
- Marketing training
- Industry intelligence and alliances

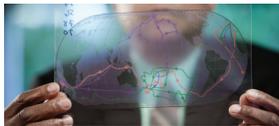
Execution + Assessment = Continuous Improvement

Our unique approach builds upon a deep understanding of marketing and evaluation that goes beyond standard methodologies, creating a continuous loop where one discipline enhances the other. The result? You receive actionable recommendations that **continuously improve** the effectiveness of your marketing efforts.

Marketing and Behavior Program Evaluation. By using multiple methods, Cadmus ensures you receive the complete picture of how your marketing is performing, whether assessing internal marketing operations, illuminating customer experiences, or evaluating behavioral interventions. We understand the elements required to evaluate and benchmark the success of energy-efficiency marketing, education, and behavioral change programs. In 2013 alone, we evaluated marketing and outreach programs for more than a dozen clients throughout North America, including: the Arkansas Energy Office, Consumers Energy, Focus on Energy, Snohomish Public Utility District, Michigan Saves, the Northwest Energy Efficiency Alliance, Ameren Missouri, Tacoma Power, and EmPOWER.

Strategic Marketing Planning and Design. Tailored to fit your specific needs, our strategic advisory services include marketing management support that extends beyond traditional marketing implementation, management, and evaluation services. Customized services address current state assessments, best practices research, benchmarking, gap and opportunity analyses, channel strategy assessments, and plan development for maximized and targeted marketing outreach.

Marketing Management Services. Understaffed energy-efficiency departments can find it difficult to oversee marketing and communication programs adequately. Our marketing experts support your team, efficiently managing your marketing resources to deliver powerful results. Customized to your needs, services include: marketing and



public relations campaign design and execution, quality control, monitoring, measurement—and more. Our team has won multiple Association of Energy Service Professionals (AESP) awards for outstanding marketing communications as well as awards from the U.S. EPA's ENERGY STAR program for Excellence in ENERGY STAR Promotion.

Marketing Training. Our experienced trainers provide new and veteran utility staff, industry professionals, and community partners with the tools to successfully develop and implement marketing and communications campaigns. Training courses incorporate emerging trends, case studies, and group exercises. Our team trains utility clients across the country for the AESP Strategic Marketing Course.

Industry Intelligence and Alliances. Cadmus experts access the most up-to-date industry technologies and partnerships with manufacturers, trade organizations, and local and national retailers; we can negotiate, broker, and facilitate promotions and partnerships. By connecting, leveraging, and maintaining such relationships, we provide a valuable resource to clients across a vast array of projects and focus areas.

Representative Projects and Clients

- Massachusetts Statewide Education, Marketing and Outreach Initiative
- Massachusetts and Rhode Island ENERGY STAR Lighting and Consumer Products Program
- Efficiency Maine Trust
- Black Hills Energy
- Consumers Energy
- Tacoma Power
- Xcel Energy
- Focus on Energy
- Energy Efficiency Arkansas

Social Media Expertise

Cadmus is leading the innovative use of social media to promote and market energy-efficiency programs through our work on the groundbreaking Mass Savers Facebook page, a distinction that has been recognized with the inaugural AESP award for Outstanding Achievement in Social Media.

Our communications professionals can train you to use social media to:

- Connect with your customers and drive program results
- Create buzz about your upcoming events and campaigns through Twitter, Facebook, and blogs
- Reach your commercial customers through LinkedIn

In combination, these methods provide essential feedback regarding your initiatives and enable up-to-the-minute, two-way conversations with your customers.

Putting Social Networks to Work

To understand and optimize your social media efforts, Cadmus provides in-depth examinations of communication paths and information flow via Social Network Analysis (SNA). By coupling network analytic techniques with data derived from sources such as market surveys, we identify areas for improvements. Recently, we used SNA to evaluate the effectiveness of climate change messaging among key market actors in California for the National Science Foundation.

Contact

Karen Horkitz
(503) 467-7169
karen.horkitz@cadmusgroup.com

Mark Michalski
(617) 673-7249
mark.michalski@cadmusgroup.com

About Cadmus

Cadmus is an employee-owned consultancy committed to helping our clients address complex challenges by applying diverse skills and experiences in a highly collaborative environment. By assisting our clients in achieving their goals, we create social and economic value today and for future generations. Founded in 1983, we leverage exceptional expertise across a staff of more than 400 professionals in the physical and life sciences, engineering, social sciences, strategic communication, architecture and design, law, policy analysis, and the liberal arts who provide an array of research and analytical services in the United States and abroad. See more at www.cadmusgroup.com.