

Case Study

How BEworks Designed a Successful Direct Mail Campaign for Energy-Efficient Upgrades

The Challenge

The Ontario government is offering rebates for energy-efficient upgrades, yet uptake is relatively low (~30%) among mid-market organizations.

In addition to this money being left on the table, misconceptions exist regarding the nature of applicable upgrades (e.g., not limited to LED lighting, not limited to equipment, not limited to retrofitting old equipment).

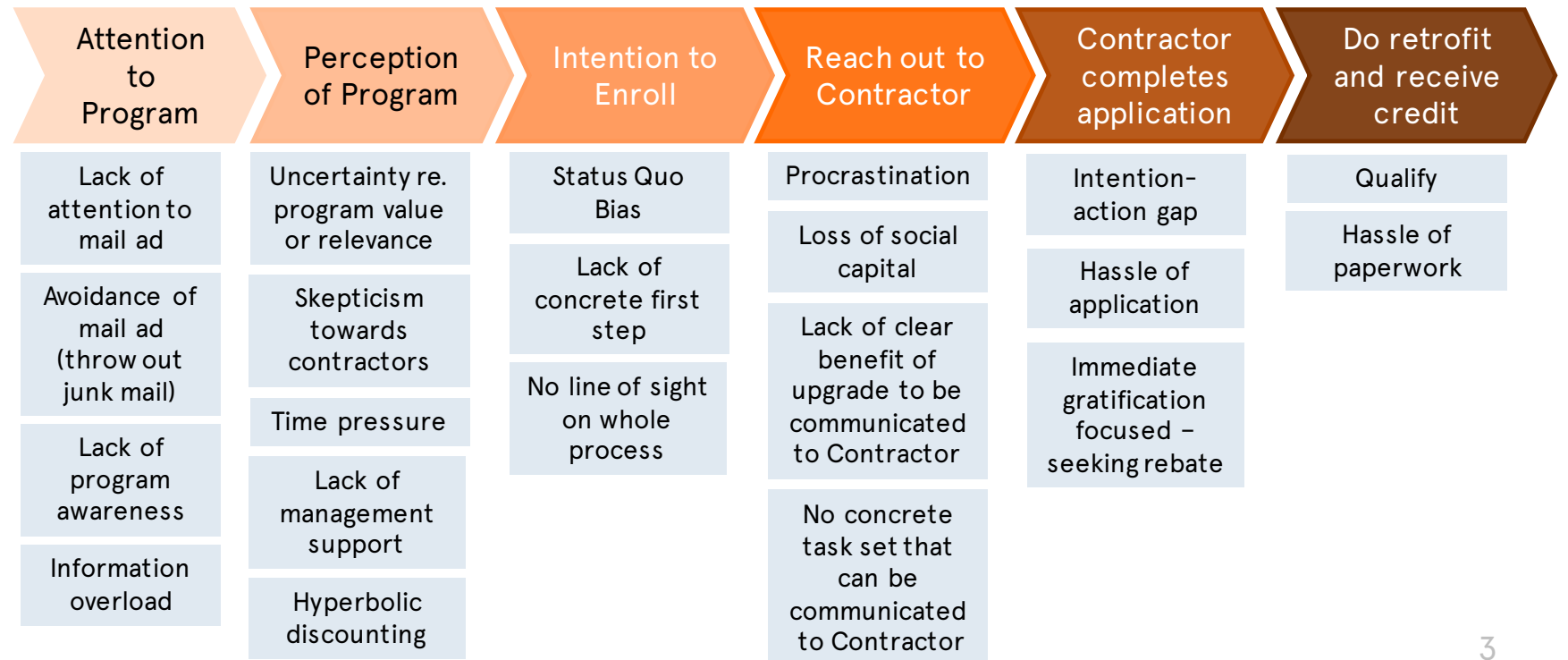
Behavioural Diagnostics

We mapped out the customer journey to reveal barriers to rebate uptake

Business Owner Barriers: Potential customers may be skeptical of sales attempts, wary of hassles involved, and prefer the status quo

Contractor Barriers: Contractors generally complete applications, but the onerous application can create reluctance

The section of the customer journey with **greatest potential impact** was identified as visits to the campaign website **after receiving a mailer**



Ideation

We developed strategies to nudge customers to visit the rebate campaign website

Our collective of Behavioral Science experts identified key BE concepts that can be applied in a direct mail campaign and developed numerous strategies as a result.

The key concepts our team focused on were:

1

Demonstrate Authority & Credibility

Ensure the customer that the letter is not junk mail

2

Leverage Social Proof

Demonstrate that other business owners are taking up rebate offers

3

Improve Call-to-Action Saliency

Make the desired behavioral outcome striking and notable so it isn't missed

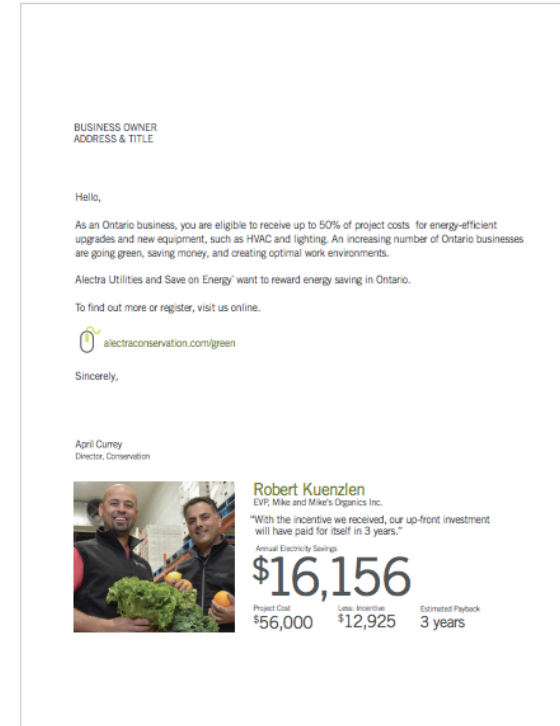
Behavioral Design Lab

Designing a letter that leverages key concepts and increases campaign website visits

A “business-style” letter was designed to come across as a credible message from an authority as well as peers.

In contrast to the letter, a less formal “Postcard” was designed to present the breadth and benefits of upgrades

“Business-style” letter



Credibility

A business-style design ensures the mail is not spam

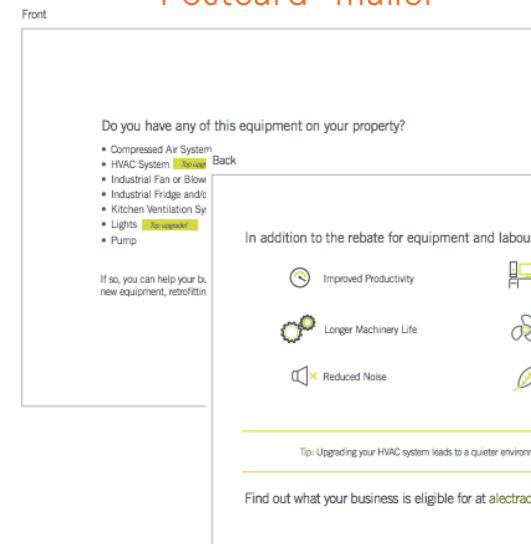
Social Proof

When something is common or typical amongst a peer group, members may be more likely to follow suit

Concretization

Benefits are presented in a concrete manner rather than in general terms

“Postcard” mailer



Relevance

Description of varied benefits to overcome assumptions about limitations

Short-term gains

Overcoming time discounting by describing short- and long-term gains

Experiment & Analyze

What we found

We advised our client on experimental design, and they conducted an experiment in order to compare the influence of each direct-mail campaign on access to the campaign website.

Our results demonstrate that participants were 81% more likely to access the campaign website when presented with a credible, business-style letter versus the original mailer

