

ENERGY AUDIT MAN



AN ENERGY-EFFICIENT SUPERHERO



Tri-County
EMC

ABOUT ENERGY AUDIT MAN

1

A superhero designed to look like Tri-County EMC's Energy Services Representative

2

His goal is to promote energy efficiency and energy conservation to Tri-County EMC members

3

He was used in short, educational videos, on social media, Tri-County EMC's website, in member newsletters, in the office lobby and on Energy Savings Kits to promote energy efficiency

TRI-COUNTY EMC'S ROLE IN PROJECT ●●●

Employees in Tri-County EMC's member services department worked together to create Energy Tip videos to help promote energy efficiency and our Energy Audit Program. Kim Broun, Communications Specialist, coordinated the project and created the graphic print materials. Jonathan Stewart, Energy Services Representative, supplied the background knowledge on energy efficiency and also served as the face of Energy Audit Man for the campaign. Stephanie Breitenbach, Video Intern, helped film and edit our Energy Audit Videos. Videos were created using the Adobe Creative Suite.

OUTSIDE SOURCES

Energy Audit Man was created through Fiverr, an online source for freelance graphic design. Stock music for the video was purchased through Audionautix. Stock graphics were purchased through CanStock Photo.

BUDGET●●●

The total budget was \$1,000. This included the Video Intern's pay, the purchase of stock music and photos and the cost of Facebook ads.

TARGET... AUDIENCE

1

Tri-County EMC's general membership

2

Tri-County EMC members wanting to conserve energy and be more energy efficient

PROJECT OBJECTIVES ●●●

A recent survey showed that many of our members were not aware of our energy efficiency programs. We wanted to bring awareness to those efforts and educate members on simple ways to be more energy efficient. We also wanted to teach members that behavior can be just as important, or more important, in saving energy than replacing appliances and other costly home upgrades.

To do this, we wanted to make energy efficiency sound fun. We created an animated energy superhero, Energy Audit Man, using the likeness of Jonathan Stewart - our Energy Services Representative who performs all of our energy audits. Energy Audit Man was used in a series of short, educational videos to promote simple ways to conserve energy in the home. These videos were distributed on Facebook using targeted ads to focus on the Tri-County EMC service area. They were also used on Twitter, YouTube and tri-countyemc.com.

In addition to videos, Energy Audit Man is also featured in our Energy Audit Kits, which are delivered to members when an energy audit is performed on their home. The kit also includes an Energy Efficiency Handout with energy tips, links to the Energy Audit Man videos and links to Tri-County's online energy calculators. After the energy audit, members receive an exhaustive report of how energy is used in their home, and what improvements they could make to reduce energy use.

Energy Audit Man was also featured in our newsletter, on our website and on the television our office lobby.

PROJECT RESTRICTIONS ●●●

With a budget of only \$1,000 for the project, we knew we could not hire a professional videographer or design firm and get the end goal we desired. We were able to leverage low-cost ways to create our campaign in-house using online graphic design tools, such as Fiverr, and low-cost stock music. In addition, we partnered with a local college to hire a summer video intern to work on this project, along with many other video projects for the cooperative, at a low cost.

CREATION OF ●●● ENERGY AUDIT MAN



+ Creativity + \$31.50 =



Using Fiverr, an online freelance design service, we were able to replicate Jonathan Stewart, our Energy Services Representative, in cartoon superhero form.

For a little creativity and \$31.50, Energy Audit Man was born.

VIDEO LINKS

Energy Audit Man was featured in 5 Videos. The goal of the videos was to educate members on energy efficiency in a fun way.

Please take a few minute to view the Energy Audit Man videos using the link below:
<http://www.tri-countyemc.com/spotlightonexcellence.cms>

Factoring in Facebook, Twitter, YouTube and Website views, the Energy Audit Man videos had a reach of 9,419.



9,419
REACH

MAINTAIN AIR FILTERS & HVAC

Video Details



Energy Audit Man

Tri-County EMC

Tri-County EMC: Energy Tip: Maintain Air Filters and HVAC Unit

Summer Energy Tip: Maintain Your Air Filters and HVAC Unit: Well-maintained equipment runs more efficiently, so replace or clean filters as needed. Units that are overcharged or have low coolant levels will cost you more in the long run. Be sure to have your air

1:12 · Uploaded on 07/07/2017 · Owned · Appears Once

Total Video Performance

Minutes Viewed	472
Video Views	1,977
10-Second Views	581
Video Average Watch Time	0:05
Audience and Engagement	

This video is used in 1 post

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 Tri-County EMC Energy Tip: Maintain Air Filters an...	● 07/07/2017 9:43am	3.1K	1.9K 100%	581 100%	1.2K	32	0:05 / 1:12
 6 Deleted Posts	●	0	0	0	0	0	0:00 / 1:12

Total video views on Facebook: 1.9K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

View Video Online:
www.tri-countyemc.com/spotlightonexcellence.cms

ATTIC INSULATION & HATCH COVERS

Video Details



Tri-County EMC: Energy Tip: Attic Insulation & Hatch Covers
Energy Tip: Add Attic Insulation & A Hatch Cover On warm days, attic temperatures can get up to 150°F. Installing recommended levels of insulation (R-30 or higher) in your attic will help lower cooling costs. In addition, adding a hatch cover will keep hot attic air from

0:52 · Uploaded on 07/11/2017 · Owned · Appears Once

Total Video Performance

Minutes Viewed	411
Video Views	1,621
10-Second Views	541
Video Average Watch Time	0:06
Audience and Engagement	

This video is used in 1 post

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 Tri-County EMC Energy Tip: Attic Insulation & Hatc...	● 07/11/2017 4:29pm	2.6K	1.6K 100%	541 100%	1.1K	19	0:06 / 0:52
 10 Deleted Posts	●	0	0	0	0	0	0:00 / 0:52

Total video views on Facebook: 1.6K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

View Video Online:
www.tri-countyemc.com/spotlightonexcellence.cms

STOP CONDITIONED AIR FROM ESCAPING

Video Details



Total Video Performance

- Minutes Viewed: 265
- Video Views: 1,310
- 10-Second Views: 369
- Video Average Watch Time: 0:05
- Audience and Engagement

Tri-County EMC: Energy Tip: Stop Conditioned Air from Escaping
Energy Tip: Stop Conditioned Air From Escaping Add weather-stripping on doors and windows, and caulk the cracks to keep conditioned air inside and outdoor air from leaking into your home. #EnergyAuditMan Find more tips and videos at <https://www.tri-countyemc.com>

0:45 · Uploaded on 07/24/2017 · Owned · Appears Once

This video is used in 1 post

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 Tri-County EMC Energy Tip: Stop Conditioned Air f...	● 07/24/2017 10:19am	1.7K	1.3K 100%	369 100%	863	6	0:05 / 0:45

Total video views on Facebook: 1.3K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

View Video Online:
www.tri-countyemc.com/spotlightonexcellence.cms

SET YOUR THERMOSTAT FOR EFFICIENCY

Video Details



Total Video Performance

- Minutes Viewed: 396
- Video Views: 1,652
- 10-Second Views: 537
- Video Average Watch Time: 0:05
- Audience and Engagement

Tri-County EMC: Energy Tip: Set Your Thermostat For Energy Efficiency

Energy Tip: Set Your Thermostat to 78 Degrees in Summer The smaller the difference between the indoor and outdoor temperatures, the lower your overall heating or cooling bill will be. Setting your thermostat at the recommended temperature of 78°F instead of

0:58 · Uploaded on 08/04/2017 · Owned · Appears Once

This video is used in 1 post

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 Tri-County EMC Energy Tip: Set Your Thermostat ...	08/04/2017 1:08pm	2.7K	1.6K 100%	537 100%	1.1K	10	0:05 / 0:58
 13 Deleted Posts		0	0	0	0	0	0:00 / 0:58

Total video views on Facebook: 1.6K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

View Video Online:
www.tri-countyemc.com/spotlightonexcellence.cms

ENERGY TIPS FOR CEILING FANS & LIGHTS

Video Details



Total Video Performance

- Minutes Viewed: 544
- Video Views: 2,235
- 10-Second Views: 812
- Video Average Watch Time: 0:05
- Audience and Engagement

Tri-County EMC: Energy Tips for Ceiling Fans & Lighting
Energy Tips for Ceiling Fans and Lighting: A ceiling fan can make a room feel 6 or 7 degrees cooler while using less energy than a 100-watt light bulb. Remember to only run fans only when people are present in the room; ceiling fans cool people, not the air.

1:00 · Uploaded on 08/18/2017 · Owned · Appears Once

This video is used in 1 post

Posts	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 Tri-County EMC Energy Tips for Ceiling Fans & Lig...	08/18/2017 11:07 am	3.3K	2.2K 100%	812 100%	1.5K	22	0:05 / 1:00
 6 Deleted Posts		0	0	0	0	0	0:00 / 1:00

Total video views on Facebook: 2.2K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Post With Video

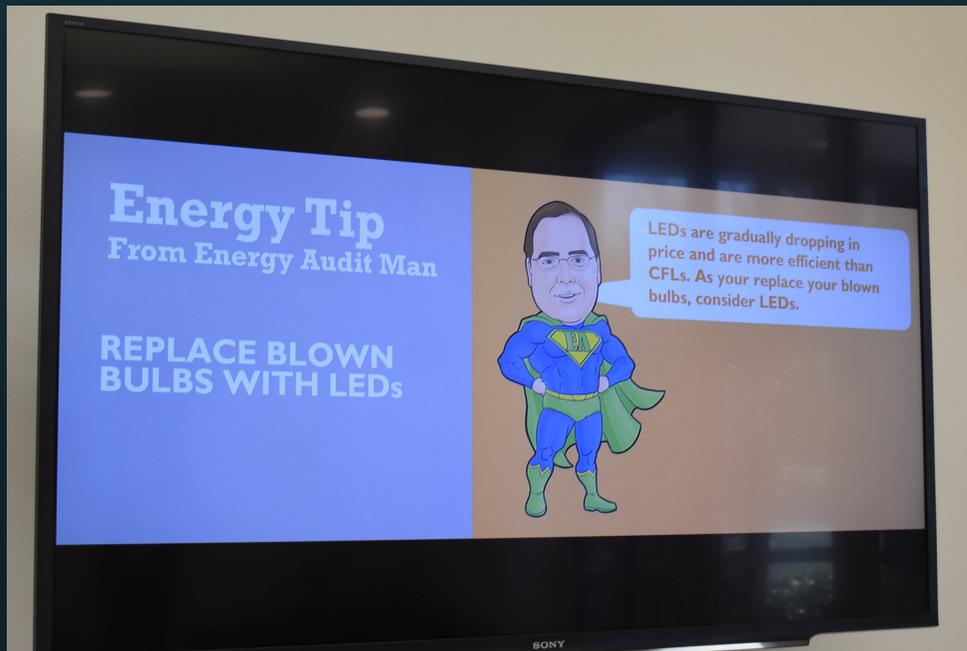
View Video Online:
www.tri-countyemc.com/spotlightonexcellence.cms

ENERGY AUDIT KIT ●●●



One of the benefits of being a member of Tri-County EMC is a free in-home energy audit. Along with a complete audit of the home, our Energy Services Representative delivers an Energy Savings Kit, filled with energy efficient tips and tools, to each member that completes an audit. Tri-County EMC added Energy Audit Man to the branding of the Energy Savings Kit.

OFFICE LOBBY DISPLAY ● ● ●



Energy Audit Man is used on the scrolling screens in the Tri-County EMC Office Lobby to promote simple energy efficient tips.

MEMBER NEWSLETTER

Evaluate Your Home's Energy Efficiency

Getting the most for your energy dollar is important. You want a comfortable home with good indoor air quality and reasonable energy bills. By using information and guidelines from our online Energy Efficiency Center, you can do simple things to cut down your energy usage. For homes with greater challenges, it might be time to call in the experts.

ONLINE ENERGY TOOLS

In the online Energy Efficiency Center, you will find 7 different tools designed specifically to help you lower your energy usage. From calculators to interactive energy use diagrams, these tools can help you save money on your electric bill.

Billing Insights:

This calculator will break down your energy usage using your bills and will allow you to perform energy saving scenarios to pinpoint your opportunities for savings.

Appliance Calculator:

This calculator gives you an estimate of what your home's appliances cost to operate.



Lighting Calculator:

This calculator compares the cost to operate incandescent lamps to halogen, fluorescent and LED bulbs.



Home Energy Library:

This tool will explain different energy terms and answer other energy related questions.



Interactive Energy Home:

This interactive home tells you how and where energy is used in the home and how to use energy wisely.

Space Heater Calculator:

This will detail the monthly cost of running space heaters in your home.

Television Calculator:

This calculator will compare energy usage and cost of LCD, DLP, Plasma and traditional tube TVs.



[www.tri-countyemc.com/
energy-calculator.cms](http://www.tri-countyemc.com/energy-calculator.cms)

IN-HOME ENERGY AUDIT

Tri-County EMC offers free No Sweat Energy Audits, a comprehensive analysis of your home, to all customers. An Energy Audit will examine your HVAC units, duct systems, insulation, ventilation, water heating and appliance usage. After the audit, you will receive a written report detailing recommended upgrades and suggestions for lowering your energy bill. Homeowners experiencing unreasonably low comfort and high bills will benefit from an in-home audit. Visit www.tri-countyemc.com/efficiency-energy-audits.cms or call 1.866.254.8100 to learn more.



ENERGY TIPS

Did you know setting your thermostat to 78°F instead of 72°F in the summer can save 6-18% on your cooling bill! This, along with many other energy tips, are included on our website. This list includes simple things you can do around the house to lower your energy use. For more in-depth explanations of the tips, look for links to our Energy Audit Man Videos on Facebook and Twitter and at tri-countyemc.com/energy-saving-tips.cms



Energy Audit Man was featured in the September 2017 Current Lines Member Newsletter to help promote our energy efficiency tools and programs.

