



DRIVING TRANSFORMATION

Behavior, Energy & Climate Change (BECC) / November 12-15, 2023 / Sacramento, CA

Co-Convened by

Stanford

Environmental and Energy
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ACEEE ::

Using social marketing principles to engage complex markets

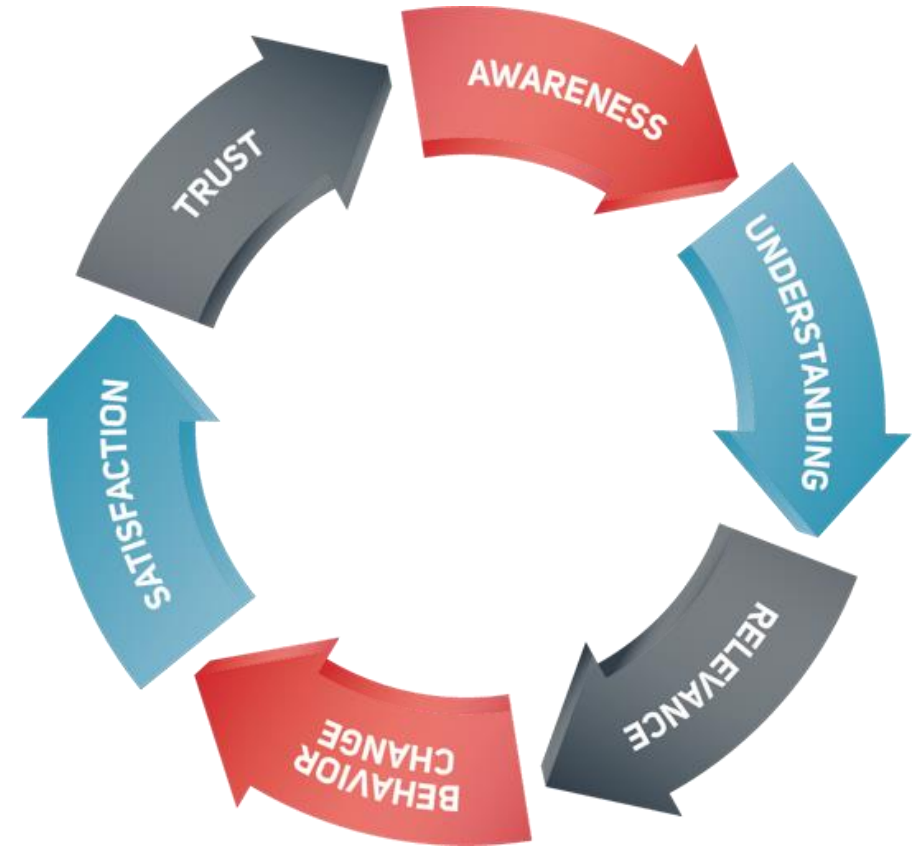
November 14, 2023

Trevor Rasmussen | C+C

Convened by:

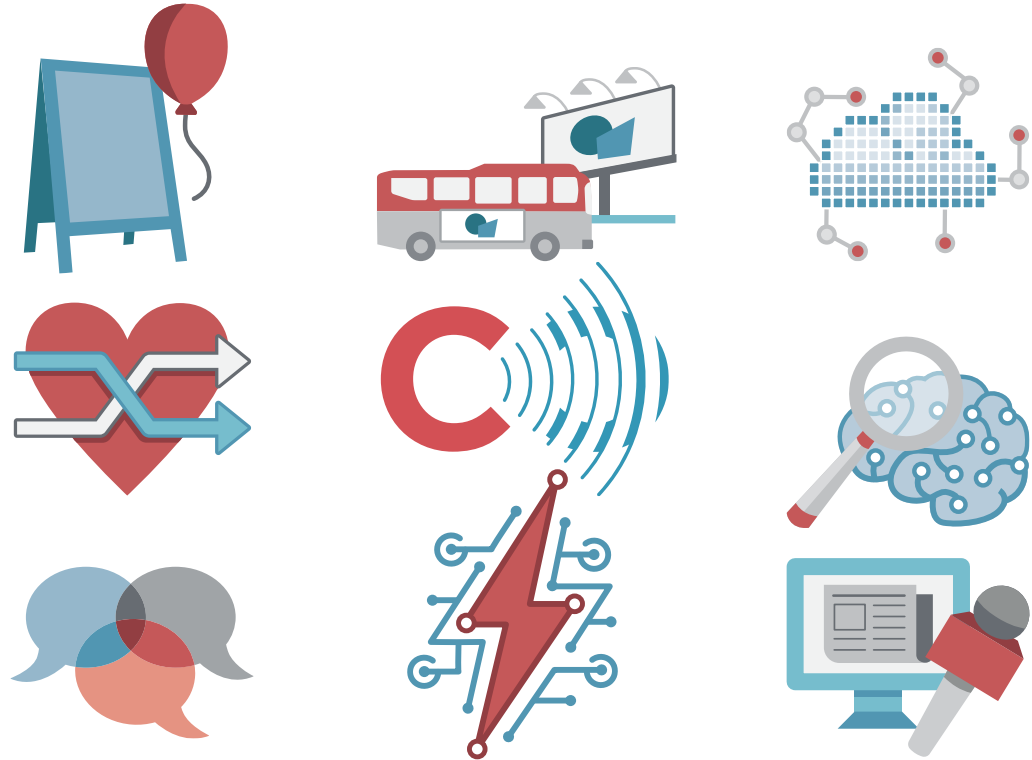
Vision and Mission

Create awesome behavior changing market engagement solutions for energy clients across the country.



We Work On

- Public Relations
- Advertising & Branding
- Digital & Social
- Behavior Change
- Market Intelligence
- Multicultural
- Utility Program Solutions
- Events & Outreach



Setting the stage

Overview

NEEA's Luminaire Level Lighting Controls (LLLC) program aims to transform lighting in the commercial building space.

Key Challenges

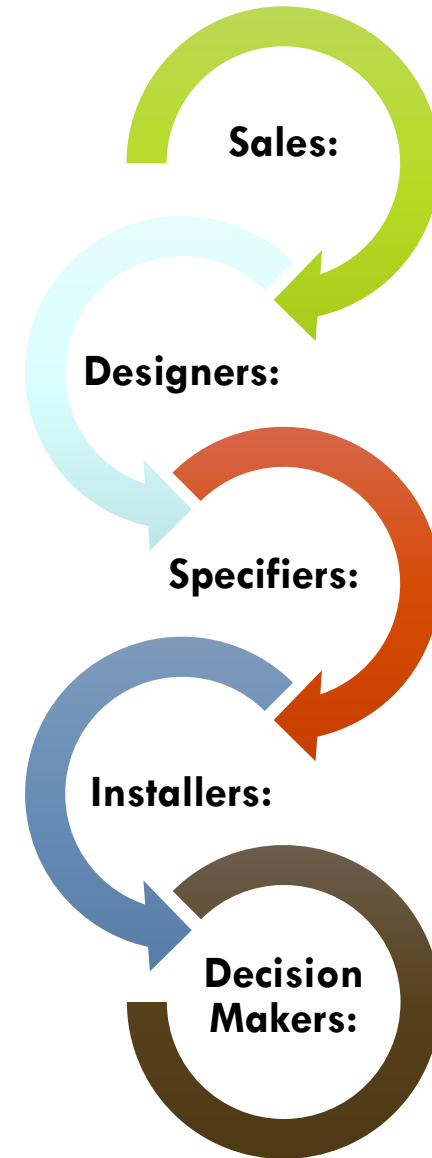
LLLC are advanced wireless lighting technology for commercial buildings.

Multiple market actors influence consideration and approval.

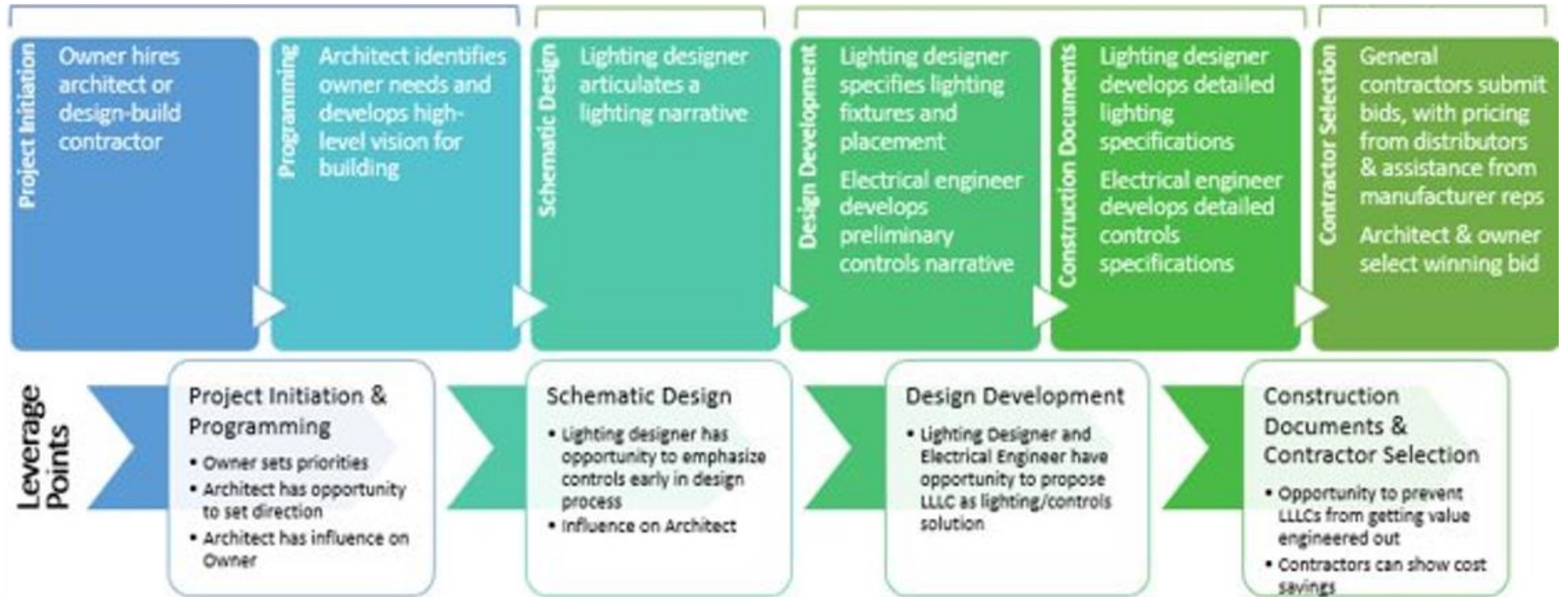
Several teams implementing, marketing, market engagement

Insight

Use Social Marketing principles to create a comprehensive guide to messaging and program strategy



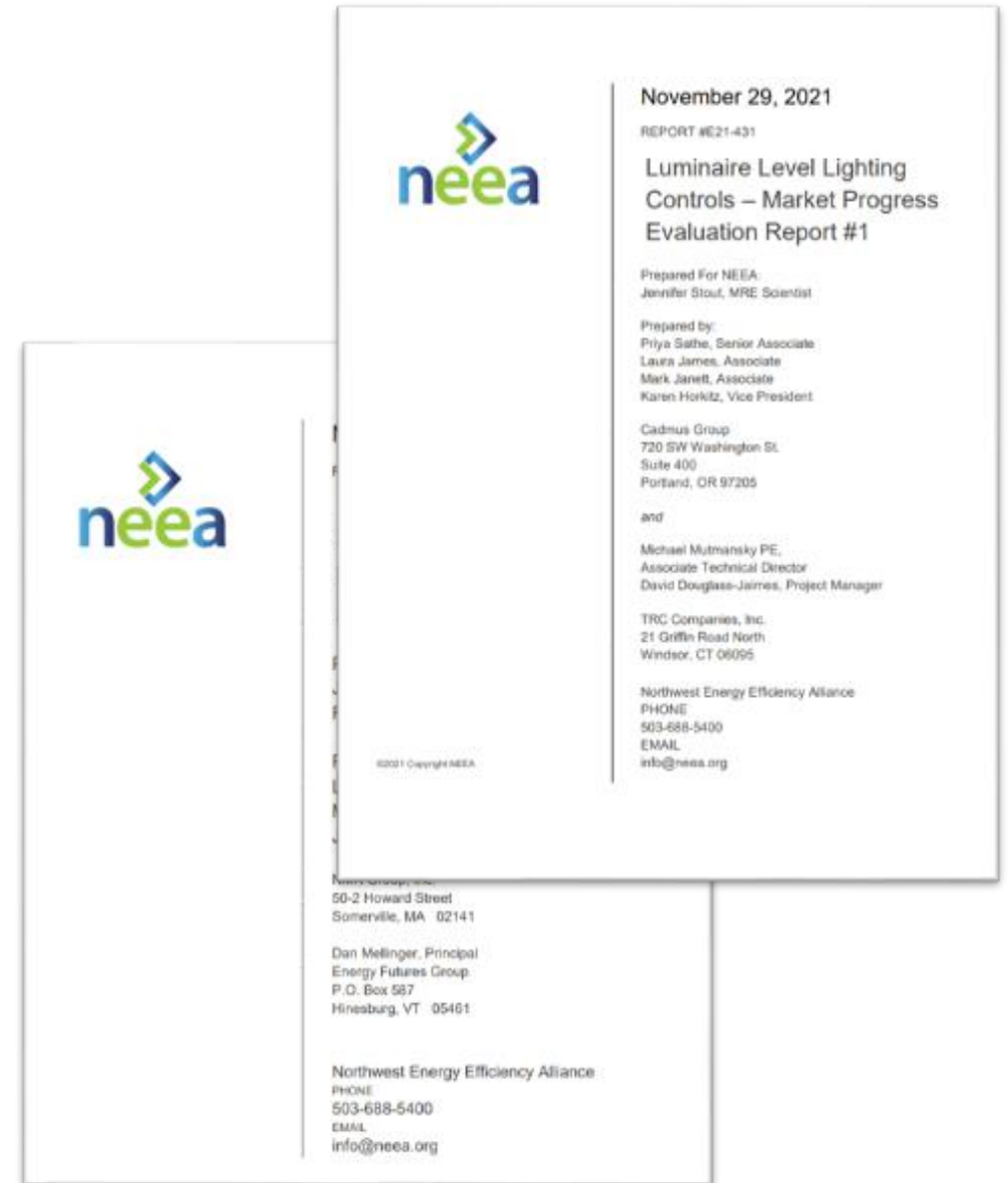
Path to purchase



Literature review

Research, reports, and industry knowledge to deepen our understanding of the market and key audiences.

- Several audience research projects
- 3 market progress evaluations

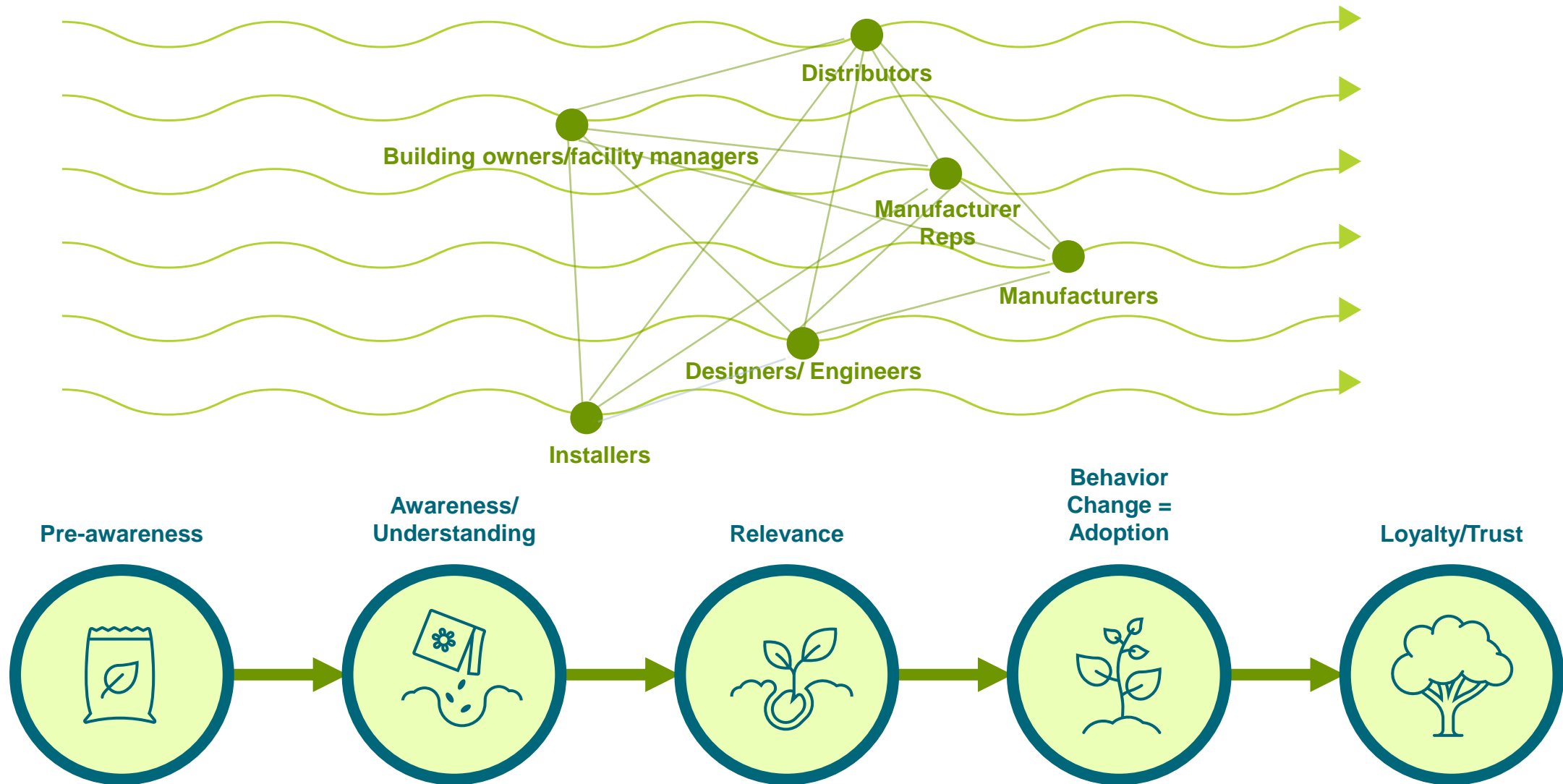


Social Marketing Workshop

	Current State →	Barriers →	Motivators →	Interventions →	Desired State
Decision Makers Facility Manager, Building Owner, Property Managers, Tenants	Low proactive requests (higher among more sophisticated audiences.)	<ul style="list-style-type: none"> •Low awareness and understanding of LLLC systems and their value •Costs •Perceived complexity •IT consideration/coordination 	<ul style="list-style-type: none"> •ROI, utility incentives •Lighting quality •Tenant satisfaction and ease of use 		Ask for/be receptive to LLLC
Design Lighting Designer, Architect, Installer, Distributor	Some awareness, some recommending	<ul style="list-style-type: none"> •Aesthetics (fixture availability, uneven lighting) •Low understanding of simplicity of design •Low understanding of energy and business benefits •Product availability/compatibility challenges 	<ul style="list-style-type: none"> •Aesthetics •Meet functional needs •Meet decision-maker and end-user needs •Prestige reputation •Futureproofing, intelligent building design 		Include LLLC systems where applicable in designs and plans
Specifiers Electrical Engineers, Installers, Distributors (Project Teams), Design-Build Contractors	Some awareness, some have experience; Some have experience	<ul style="list-style-type: none"> •Don't see LLLC as a proven solution; default to cookie-cutter solution; risk averse •Default to meet basic code requirements (low cost) •Lack of fluency in product details for labor/set-up cost savings vs. wired system •Concerned that specific system may become obsolete 	<ul style="list-style-type: none"> •Code compliance, easy, low cost •Trusted and proven technologies •Owner, user positive experience •Meeting intent of designer •Efficient specification time 		Include LLLC in project specifications where applicable
Sales Electrical, General Contractor, Manufacturer/Factory Reps, Distributors	High awareness, mixed level of support	<ul style="list-style-type: none"> •Not seen as easiest path to sale •Don't understand benefits and use case •Lack of skills or confidence to sell •Perceived higher cost of LLLCs compared to other options •Stocking/lead times 	<ul style="list-style-type: none"> •Sell their products •Meeting business targets •Loyal relationships •Maximize user satisfaction; offer utility incentives •Decision makers asking about LLLC 		Recommend LLLC to clients, do not value engineer out of project
Installers Electrical Contractor, General Contractor	Lack of understanding of value proposition or benefits of LLLC compared with alternatives; Lack of experience or knowledge in installation and/or programming	<ul style="list-style-type: none"> •Lack familiarity with simple installation and/or programming of LLLCs; increased costs during time of bid •Don't understand the cost savings / customer benefits of LLLC vs. other alternatives •IT coordination 	<ul style="list-style-type: none"> •Maximize profit •Being competitive in the market •Fewer callbacks •Happy customers •Using products that meet code out-of-the-box 		Proactively sell benefits of LLLC to clients and include in project bids



Market Transformation Progress



Behavior & Message Map

- LLLC definitions
- Key features and benefits
- Audience – barriers and motivators
- Value proposition
- Overarching messages
- Audience-specific messages
- Program icon library
- LLLC term glossary

Luminaire Level Lighting Message Map

LLLC Target Audiences



Audience Snapshot: Designers

Micro Audience	Lighting designers, Architects, Distributors, Installers				
Current Status	Continuum Phase Awareness: <ul style="list-style-type: none"> • General awareness • Some recommending 				
Desired Status	Include LLLC systems where applicable in design and plans				
Barriers	Aesthetics (fixture availability)	Woriness of controls (negative past experience)	Low understanding of simplicity of design	Low understanding of energy and business benefits	
Motivators	Prestige/	Meet decision maker and end-user	Aesthetics,	Future-proofing, intelligent	Meet functional

Program and Content Strategy Alignment

LLLC Behavior & Message Map

Program Goals
and Objectives

Program
Implementation

Content
Strategy

Marketing and
Content

Market
Engagement



Content Strategy

Audience	Barriers Addressed	Key Messages	Marketing & Content Strategy
Specifiers (Designers and Electrical Engineers)	<ul style="list-style-type: none">• Perceived complexity, IT challenges• Not seen as a proven solution	<ul style="list-style-type: none">• LLLC helps you meet and exceed client expectations and simplifies the effort to meet code.• LLLC provides a quality lighting experience and design flexibility	<ul style="list-style-type: none">• Key industry influencer content/case studies to discuss benefits of LLLC and real life applications• Targeted digital, trade media, and trade organization partner plan



Influencers & Umbrellas

Chose practitioners, influencers, and case studies that that would reinforce our message to specific audiences

#BECC2023



Seattle 2030 District
930 followers
3mo •

"Lighting control goes hand in hand with the lighting itself. It's a critical part of the #design for a comfortable environment," says **Aprille Balangue**, Engineer and Principal at TWFB Engineers. "Luminaire Level Lighting Controls (LLLC) truly allows us to fully grasp the benefits and groundbreaking possibilities of controls #technology."

Read more about the advantages of specifying LLLC. <https://lnkd.in/gpdStxT6>



BetterBricks Industry Voices Series: Aprille Balangue

betterbricks.com • 5 min read



1 comment • 1 repost



James R. Benya PE, FIES, FIALD
Principal Consulting Engineer and Lighting Designer,
Benya Burnett Consultancy

Questions to ask if you're going wireless in lighting

Whether you are connecting to Bluetooth headphones, sending a text message, or opening a garage door you are already familiar with the benefits of wireless technologies. While most of us readily adopt and benefit from wireless technologies in our personal lives, fully embracing wireless solutions in business can be daunting and complicated. As you consider going wireless with systems like Luminaire Level Lighting Controls, it's important to ask yourself a range of questions and understand whether wireless technology can work as well for your business as it does for your personal life.

Don't Be Afraid to Ask the Following Questions

Everyone understands the value of comparison shopping, but getting an apples-to-apples comparison with networked lighting systems can be tricky. Potential system owners and facility operators can use the following outline to document their own system needs—and better understand the capabilities of competing products.

- Does this system require a gateway for desired capabilities?
- Does this system offer configuration with an app-based device?
- If the system is based on an open protocol, is it developed on the latest standard?
- Will multiple users be able to access and manage the system on multiple devices?
- What is the rated battery life for the wireless devices and does the system offer low battery alerts?
- What capabilities are available remotely and which are limited to onsite?

Downloads

LLLC Wireless Guide
View and Download

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Don't Be Afraid to Ask the Following Questions
Are you ready for



Trends in Lighting Controls

A recent study examines current costs to control Luminaire Level Lighting Controls in facilities.

Nov 25, 2021



By Chris Weigandt, CEM and Teddy Klack, CE
From the April 2021 issue

Since the start of the COVID-19 pandemic, facility managers and owners have faced several challenges, from navigating security and maintenance issues with an increasingly remote workforce to adapting to changes in how and where spaces are used, all while working to control operational costs. The pandemic has also placed greater emphasis on the importance of health and safety in commercial buildings. As a result, owners better deal with these types of / Connected lighting systems are one part



EC&M On Air Podcast — A Bright Future for LLLC Technology

By Chris Weigandt, CEM and Teddy Klack, CE
In the episode of EC&M On Air, Editor-in-Chief Ellen Perrow discusses Luminaire Level Lighting Controls (LLLC) with a panel of industry experts: Karin Van Der Weide, Chris Klack, and Aprille Balangue. The week in conversation with BetterBricks, a monumental resource of Northwest Energy Efficiency Alliance, to help building professionals gain a competitive edge in the market.



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Specific Media, Audiences

- Social channels - LinkedIn
- Trade media - focused
- Organizational partnerships



Trends in Lighting Controls

A recent study measures current control systems and lighting controls in facilities.

May 19, 2022



By Chris Wiggan, CEM and Teddy Mack, CE
From the April 2022 issue

Since the start of the COVID-19 pandemic, facility managers and owners have faced several challenges, from navigating security and maintenance issues with an increasingly remote workforce to adapting to changes in how and when spaces are used, all while working to control operational costs. The pandemic has also placed greater emphasis on the importance of health and safety in commercial buildings. Access to more granular data and increased flexibility can help facility managers and owners better deal with these types of disruptions as the world of commercial spaces continues to evolve. Connected lighting systems are one potential solution that offer both robust data and enhanced flexibility.



NEEA Report: Luminaire-Level Lighting Control Costs Decline

By Barbara J. Orndorff, LEED AP BD+C

Commercial building energy codes are requiring increasing lighting control criteria with each new revision. In many spaces, strategies must be layered to ensure lighting is used only when needed, where needed, and at the needed output.

Luminaire-level lighting controls (LLLC) integrate these strategies into networked



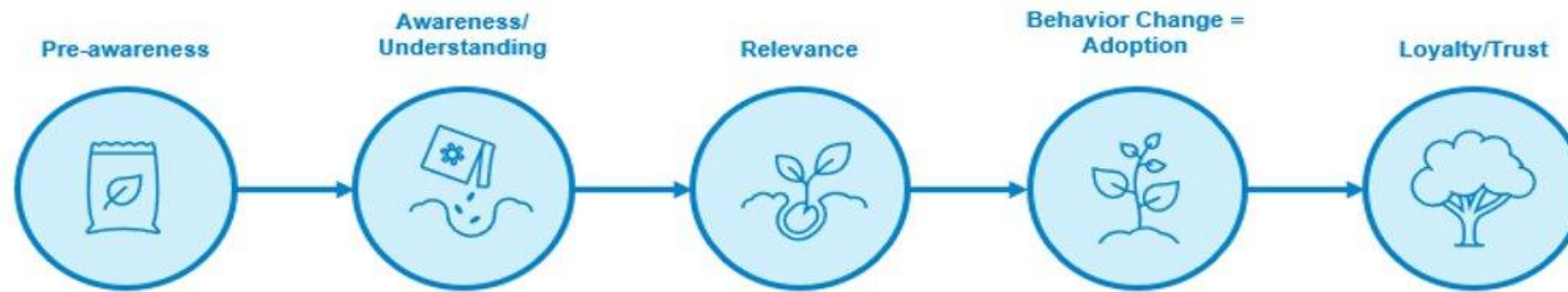
Program Implementation

- More focused market engagement efforts
- Collateral that is audience focused
- Aid decisions on where and to whom to present to



Measurement and Moving Forward

- 2023 market progress evaluation indicated significant uptake
- In Q4 2023 assessing and placing our key audiences on the behavior change spectrum
- Adjust 2024 messages, strategies and tactics based on results



Lessons Learned

- Before our strategies were scattered, one off campaigns
- Now, focused, more intentional across marketing and program
- Easier to make program, marketing decisions
- Moving forward, putting this into place for other marketing and implementation projects



Thank you!

Trevor Rasmussen | trasmussen@cplusc.com

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