

BGE Smart Energy Savers ProgramSM

Communicating Sustainability to Diverse Audiences:
Marketing BGE's Demand Side Management Programs

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Luba Abrams, BGE DSM Program Marketing

BGESmartEnergy.com 

BGE Smart Energy Savers ProgramSM

The BGE Smart Energy Savers ProgramSM
Residential

- Lighting Discounts & Appliance Rebates
- Refrigerator/Freezer Recycling
- HVAC Rebates
 - Online Energy Calculator
- Quick Home Energy Check-up
- Home Performance with ENERGY STAR[®]
- ENERGY STAR[®] for New Homes
- Limited Income Energy Efficiency
- PeakRewardsSM



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The BGE Smart Energy Savers ProgramSM
Business

- Small Business Lighting Solutions
- Energy Solutions for Business
- Retrocommissioning

Green Your Business
BGESmartEnergy.com





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BGE Smart Energy Savers Program™

IT'S EARTH DAY, DEAR... WHAT CAN WE DO TO HELP OUT??

I THINK WE SHOULD START BY CONSERVING ENERGY ON THE HOMEFRONT

AND, OF COURSE, WE CAN COUNT ON YOU TO DO YOUR PART!

(ABSOLUTELY!)

BGESmartEnergy.com **BGE** We're on it.

BGE Smart Energy Savers Program™

Lessons learned

- Customer perception and interest vary
- Keep it relevant
- Real details vs. generalizations
- The right marketing tactics


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Keep asking, "How did you hear?"

Source	%
Retailer	53%
Website	9%
Friend	8%
News Report	7%
Newspaper Ad	6%
Utility Bill	6%
TV	6%
Other	6%



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Thank You

Luba Abrams
Marketing, Demand Side
Management Programs
Baltimore Gas and Electric Company
410-470-5166
luba.abrams@constellation.com



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