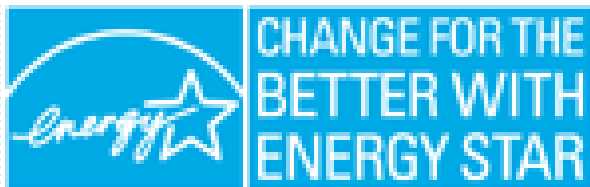


# GEORGIA POWER AWARD WINNING ENERGY STAR® CHANGE A LIGHT CAMPAIGN

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Vicki D. Nichols, Product Manager



# Georgia Power ENERGY STAR Appliance and Lighting Program Plan

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**Strategy: Market Transformation**

**Target:** Georgia Power Residential Customers - 2 M  
Georgia Power Employees, Active and Retired - 15 K

**Objectives:**

- Inspire and educate marketplace to be energy efficient and purchase ENERGY STAR qualified products.
- Build industry relationships and secure new retail and manufacturer partnerships to reach consumers.
- Generate 70,000 ENERGY STAR Change a Light pledges and rally employee force.
- Establish Georgia Power as a recognized national leader for ENERGY STAR and energy efficiency initiatives.



**EXCELLENCE IN ENERGY STAR® PROMOTION**

# Advertising

- Television
- Print Ads
- Radio
- Billboards
- Local Offices
- Online Ads
- Bill Insert
- Electric Living
- CCC VRU
- Web site
- Bill Envelopes



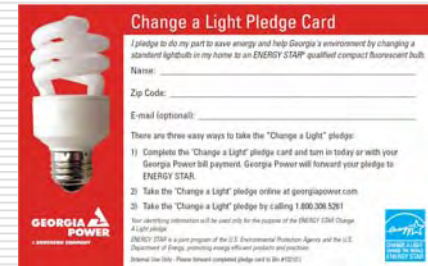
**Approximately 293 Million Impressions**



**EXCELLENCE IN ENERGY STAR® PROMOTION**

# Pledge Enrollment Channels

- ❑ 131 Local Offices
- ❑ The Home Depot store events
- ❑ Bill Insert
- ❑ Corporate Energy Fairs
- ❑ Statewide Employee Pledge Drive
- ❑ Toll-Free Pledge Line
- ❑ Georgia Power Web site
- ❑ Non-profit/low-income
- ❑ Community Events



Over 70,000 Pledges Collected

# Media Coverage

- Press Releases
- Television
- Newspapers
- Internet Articles



## 70,000 ways to save energy

### Utility gives out free light bulbs

By MARGARET NEWKIRK  
mnewkirk@ajc.com

Georgia Power kicked off a push to get Georgians to buy less of its product Wednesday as part of a federal conservation campaign.

At a bells-and-whistles rally that included free ice cream, popcorn and spiral-shaped light bulbs for a small crowd of employees, government officials and conservation advocates, company Chief Executive Mike Garrett sought to get the public's attention by offering a freebie.

Garrett said Georgia Power will give away more than 70,000 energy-efficient bulbs statewide this month to customers who show up at one of the company's region of regional offices and sign a pledge to use the bulbs. The free bulb offer is limited to one per household.

The company will give away another 10,000 through buy-one-get-one-free programs at 10 metro Atlanta Home Depot stores, beginning Saturday, and will work with Georgia Interfaith Power and Light, a church-based conservation group, to put another 2,500 new bulbs in a low-income residential housing complex.

The bulbs cost more upfront than standard bulbs. A 60-watt bulb can cost \$3.97. A pack of four goes for \$7.97.

By dispensing the free bulbs through its regional offices, where many low-income families pay bills in person, the company hopes to reach people who might be scared off by the bulb's higher initial cost.

Over time, the bulbs pay for themselves and then some. The compact fluorescent bulbs Georgia Power will be dispensing last 10 times longer than standard bulbs and use about one-fourth as much energy to produce the same amount of light.

Changing one light bulb to an Energy Star compact fluorescent bulb can save \$30 over the bulb's five-year life in energy costs alone, Georgia Power says.

► Please see BULBS, C6



**EXCELLENCE IN ENERGY STAR® PROMOTION**

# Corporate Energy Fairs

- ❑ Georgia Power
- ❑ The Home Depot
- ❑ Turner Properties (CNN Center)
- ❑ Atlanta City Hall



**EXCELLENCE IN ENERGY STAR® PROMOTION**

# Retail Partnership

- ❑ Field services to 39 metro Atlanta The Home Depot locations
- ❑ 12 events at Atlanta area The Home Depot stores
- ❑ Instant coupon "buy one ENERGY STAR qualified CFL and get one 14-watt CFL free"
- ❑ CAL generated a 1,600% increase in CFL sales versus year-to-date average daily sales



**EXCELLENCE IN ENERGY STAR® PROMOTION**

# Georgia Sales Tax Holiday

- ❑ Two events at Atlanta area The Home Depot stores
- ❑ Over 6,000 customers passed our interactive displays
- ❑ Partnered with TCP Lighting, GE Appliances and Hunter Ceiling Fans
- ❑ Generated a 1,236% increase in CFL sales versus year-to-date daily average sales



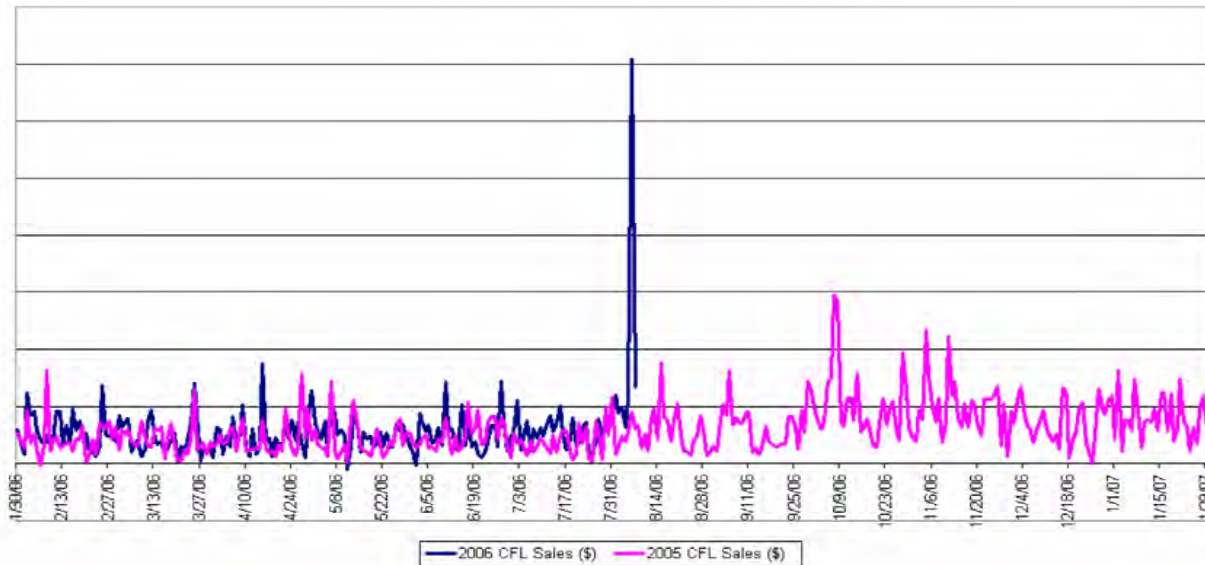
# Sales Results



## CFL Sales: GA Power/APT – ENERGY STAR Event

You can do it. We can help.<sup>SM</sup>

CFL Sales: Store 1755 - Roswell



**Results: +1236% vs YTD Avg. and +141% vs Peak Sales Day**



## EXCELLENCE IN ENERGY STAR® PROMOTION

# Industry Leadership

**2007 ENERGY STAR**  
**Lighting Partner Meeting**  
March 12 -14, 2007 • Atlanta, GA

we're **ON** so you can be.

**ENERGY STAR** CHANGE FOR THE BETTER WITH ENERGY STAR

**GEORGIA POWER**  
A SOUTHERN COMPANY

**EXCELLENCE IN ENERGY STAR® PROMOTION**

# National Pledge Driver

The screenshot shows the 'See the Growing Community' section of the National Pledge Driver website. It features a navigation bar with four steps: 'Take the Pledge', 'Act on the Pledge', and 'See the Growing Community' (highlighted as step 3). Below the navigation, a green banner displays '498,920 people like you have already taken the ENERGY STAR Change a Light Pledge!'. A map of the United States shows participation levels by state, with a legend indicating 'Increasing Participation' from light to dark blue. A table lists the top five organizations by pledges and percentage to goal.

**3 See the Growing Community**

**498,920** people like you have already taken the ENERGY STAR Change a Light Pledge!

See the positive effect your pledge has had across the nation and read about the amazing things individuals and organizations are doing to help protect our environment!

Haven't taken the pledge yet? [Add your pledge to the map.](#)

**State by State Results!**

Increasing Participation

**See Who's Driving the Pledge: The Top Pledge Groups!**

Top Five Organizations	Pledges	% To Goal
<a href="#">The Home Depot</a>	87,833	502%
<a href="#">Georgia Power Company</a>	71,906	107%
<a href="#">DE Energy Office</a>	71,543	143%
<a href="#">GE</a>	33,753	169%
<a href="#">SYLVANIA</a>	14,003	140%

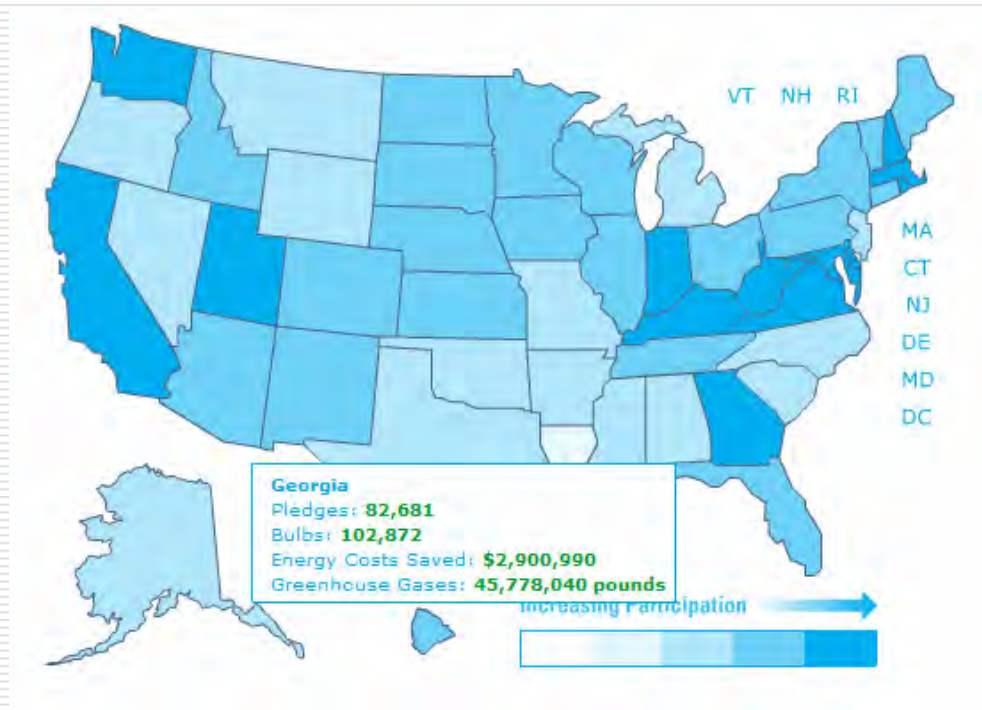
[View All Pledge Groups](#)

[Leaders: Get Your Organization Involved](#)

[What's a Pledge Driver?](#)

**71,906 Pledges**

# Georgia Leads the Nation



## 82,681 Pledges