

## **“TWIST & SAVE” CF Bulb Retail Program – Seattle City Light**

Nomination Form for Alliance to Save Energy “Galaxy” Award

The goal of the Twist & Save program is to cost effectively acquire conservation savings by increasing sales and installation of ENERGY STAR compact fluorescent (CF) bulbs. Begun in June of 2007, The Twist & Save program is designed to encourage wide-spread use and acceptance of ENERGY STAR CF light bulbs.

In designing our program, we believed one of primary remaining market barriers to wide-spread acceptance and use of CF bulbs was their high price. We considered a dollars-off coupon program like other utilities on our region, but felt there was more cost-effective model. Coupons lock you in to specific discount amounts. We learned with a retail mark-down approach, we had much more flexibility in setting discounts because they are negotiated up front with each retailer and/or manufacturer. In most cases, we were able to negotiate final prices *lower* than what we would have seen with a straight \$2.00 or \$2.50-off coupon. In fact, the average discount is only \$1.40 per bulb, which we reimburse each retailer after receiving their monthly sales data.

Another benefit to this approach is that customers do not need any coupons or rebate forms. The price customers see advertised on the shelves is the price they pay. And most of the Twist & Save bulbs are selling for under \$1, especially in multi-packs. The mark-down approach also supports our desire for aggressive in-store promotion of reduced prices and recognition of SCL’s role as the discount provider.

Currently, our retail participants include a warehouse store – Costco, two big box stores - Home Depot and Lowe’s, drug store chain – Bartell Drug, a department store – Fred Meyer. Lighting store – Seattle Lighting and several independently owned hardware stores. Taken together, there are 42 retail locations in our service territory that offer discounted CF bulbs. Our contractor is in the process of signing up 6 more retailers, including Sam’s club (warehouse) and Kroger (grocery outlet). By middle of 2008, we hope to increase retail locations to 66.

There are 2 full-time field staff whose job is to visit stores who stock Twist & Save bulbs in order to make sure the correct products are on the shelves and priced correctly and point-of-purchase (POP) materials are accurate and visible.

For advertising and promotion, we created a 3-minute video featuring well-known Seattle celebrities “twisting and saving” with a catchy jingle (think “Twist and Shout”) as background music. We also used the jingle for radio spots. Print material includes posters, banners and brochures at libraries, neighborhood centers and bill-paying locations; and POP materials such as in-store shelf signs, end-cap displays and shelf talkers. We also had pens and stickers made with the full-color logo. We have an easy-to-remember URL: [www.seattle.gov/twistandsave](http://www.seattle.gov/twistandsave) where we post a list of current stores, products and prices; disposal information, and a link to the video on Youtube.

We featured Twist & Save at “ENDFEST” where we reached about 5,000 young adults as they rocked out to a number of local punk and rock bands. This event was surprisingly successful. The program has also been featured on several radio programs, TV news shows and newspaper articles.

The Twist & Save program has been phenomenally successful. Together with the large variety of participating retailers, their deeply discounted prices and our aggressive marketing, our sales figures for 2007 were *four times higher* than our original estimates. Our 2008 goal is 1.2 million.