



ROCK THE BULB™

THE RE-ENERGIZE TOUR



COLEHOUR + COHEN
Public Relations & Social Marketing

t. d. wang
advertising group, llc



CAMPAIGN MARKETING EFFECTIVENESS DEBRIEF

DECEMBER 2011

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EXECUTIVE SUMMARY

Puget Sound Energy (PSE) is Washington State's oldest local energy utility, serving more than one million electric customers and nearly 750,000 natural gas customers. In 2009 PSE launched a highly successful "Rock the Bulb" campaign – an effort that included weekend bulb exchange events, a vast door-to-door CFL bulb distribution effort and an energy efficiency contest and promotions. The campaign was implemented in dense population centers in PSE's territory and distributed more than 500,000 bulbs at events in 16 distinct communities. In 2011, PSE collaborated with Colehour+Cohen (C+C) and T.D. Wang to build on the success of the 2009 campaign with the Rock the Bulb: The Re-Energize Tour.

Rock the Bulb: The Re-Energize Tour visited eight communities throughout PSE's residential electric service area, aiming to reach underserved populations, specifically focusing on customers for whom English is a second language, and low income and urban customers through retail exchange events and targeted community outreach. Cities included were Federal Way, Bremerton, Kent, Renton, Redmond, Oak Harbor, Lacey and Burlington.

To reach non-English speaking customers, the team focused outreach in communities with high ethnic populations and translated materials in six different languages: Spanish, Russian, Chinese, Vietnamese, Korean, and Tagalog.

The team developed three central tactics to drive participation and engage customers:

- **PSE's Rock the Bulb: The Re-Energize Tour:**

The tour included eight weekend bulb exchange events for PSE electric customers at various retailers. Customers could exchange up to 10 incandescent bulbs for FREE energy-saving CFL bulbs in a variety of styles and sizes. The events had a fun, family-friendly, festival-like atmosphere. Participants enjoyed snacks, energy-efficiency games and activities, and learned about energy efficiency from PSE's Energy Advisors.

- **Community Outreach:** Through a Rock the Bulb street team, PSE distributed "engagement bulbs" to PSE customers at retailers, fairs and events throughout the Puget Sound area. The street teams were present in the community one to three weeks ahead of each Rock the Bulb Tour event and worked with community officials and local organizations to build grassroots support for the campaign.

- **Rock the Bulb: Kittitas County Bulb Exchange:**

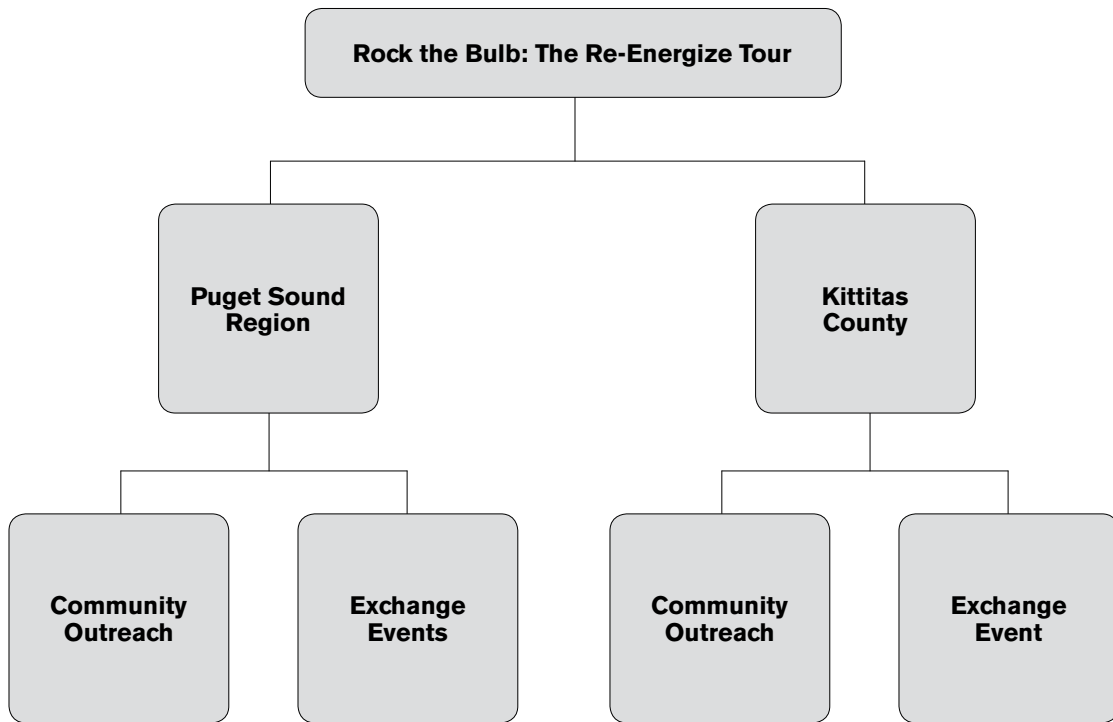
At the conclusion of the successful main campaign, PSE decided to host a trial bulb exchange event targeting its rural customers. Research conducted by PSE showed that rural areas of its service territory had lower adoption of energy-efficient CFLs. Kittitas County was a pilot event designed to see how the Rock the Bulb event concept would translate to a rural community.

Through anecdotal in-person customer feedback at the events, general awareness and adoption of CFL bulbs was high among customers with the exception of ethnic and rural customers. Many of the customers who attended this year's event told event staff that they had also attended the exchange events in 2009. Based on feedback received from customers by staff in the field and at events, some Puget Sound residents have already installed CFLs in their homes or have chosen not to use CFLs. Customers attending the events that had less than 10 bulbs for exchange expressed that they had already switched out their incandescents; some who were offered the engagement bulbs also expressed that they had already installed CFLs or generally disliked CFLs.

Event staff reported seeing a high percentage of ethnic customers at many of the events and there were ongoing requests for in-language materials as well as translation assistance.

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Total Bulbs distributed:	183,689	
<i>Exchange Events:</i>		
Customers who attended exchange events	7,279	
Bulbs distributed at Rock the Bulb events	73,537	
<i>Community Outreach:</i>		
Engagement bulbs distributed	110,152	
Volunteers who participated	150	
Community events/locations attended/visited	178	
Participating community organizations and municipalities	146	
<i>Customer Participation:</i>		
Showerhead requests	5,156	
Customers visiting all three energy education stations	71% uptake	
Appliance contest entries	5,497	
HomePrint sign-ups	1,470	
Green Power sign-ups	717	
Contractor referrals	183	
Emails collected	1,716	
2nd language material request	446	
Direct mail postcards redeemed	1146	2.2% Return
<i>Advertising & Public Relations:</i>		
Total paid media impressions	30,777,696	
Total paid media value	\$143,019	\$22,600 added value above budget
Total earned media impressions	1,400,000	
<i>Energy and Environmental Savings (lifetime):</i>		
Total kWh savings	42,432,159	
Money saved on energy bills	\$7,898,627	
Greenhouse gas emissions avoided (lbs)	46,675,374.9	
Equivalent cars off the road	3,878	

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RESEARCH

Audience

When planning outreach around the Rock The Bulb campaign, the team looked to a detailed customer segmentation study (conducted by PSE) to identify the audiences that would be most receptive to changing their energy use behaviors. The study identified attitudes, beliefs and current energy efficiency behaviors; two primary audience segments were identified:

- **Green Idealists** (~14 percent of PSE customers) who believe that it is socially responsible to limit energy use and are very educated about environmental issues.
- **Practical Idealists** (~ 23 percent of PSE customers) who think it's important to limit energy use but are more motivated by practical reasons to do so (i.e. saving money).

Both audience segments may have made some changes to reduce energy use, but are busy and may not have had time to fully learn about what they can do. They trust PSE and welcome help in becoming more energy-efficient but are not broadly aware of the wide range of programs and services offered by the utility.

Ethnic Demographics

As the 2010 U.S. census data were released, PSE recognized the importance of the ethnic market as an underserved customer group. T.D. Wang worked with PSE and C+C in conducting market research and identifying specific target audiences and concentrations by PSE electric service zip codes, which provided insight into which neighborhoods and ethnic groups were underserved. This research was ultimately used by PSE to determine the target cities and campaign goals for the 2011 campaign.

City	Total Electric Customers	Electric Service	Total Population	Total Ethnic Population	Asian Population	% Asian	Hispanic Population	% Hispanic
Federal Way	36,513	100%	89,306	37,960	12,642	14.20%	14,476	16.20%
Bremerton	35,058	100%	37,729	9,807	2,087	5.50%	3,612	9.60%
Kent	49,352	100%	92,411	41,080	14,008	15.20%	15,386	16.60%
Renton	52,093	100%	90,927	41,243	19,298	21.20%	11,947	13.10%
Redmond	30,416	100%	54,144	18,848	13,733	25.40%	4,214	7.80%
Oak Harbor	15,620	100%	22,075	6,052	2,254	10.20%	2,055	9.30%
Lacey	17,230	100%	42,393	10,947	3,376	8.00%	3,886	9.20%
Mount Vernon <i>(event held in Burlington)</i>	17,162	100%	31,743	8,623	846	2.70%	10,686	33.70%

*Kent had a 2,561 Russian population – 2.8% Russian.

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RESEARCH

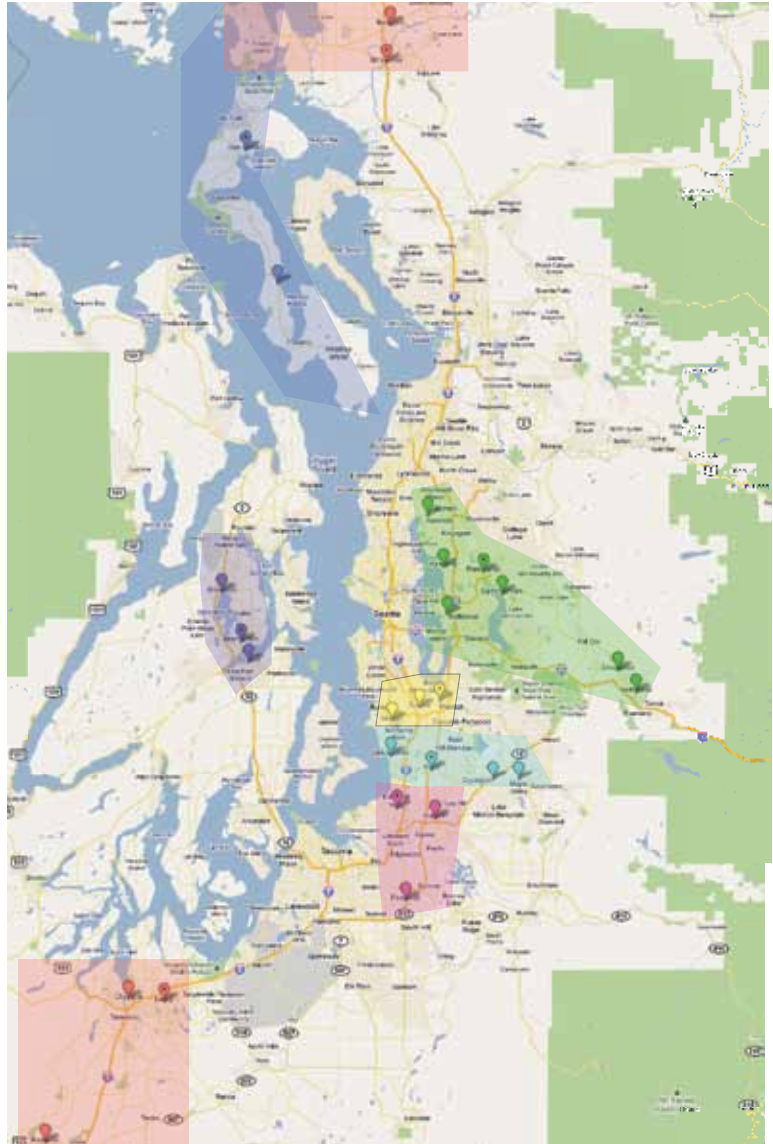
Cities

Several factors were considered when choosing the cities for the Rock the Bulb events and community outreach. The cities were selected based on the following criteria:

- Greater than 2,000 PSE electric customers
- Greater than 2,000 ethnic population
- CFL Rebate Retailers with large enough event space
- CFL Rebate Retailer providing co-marketing partnership activities
- Geographic location (cities were selected to have representation of the North, South, East and West regions of Puget Sound)

Lessons Learned: Planning & Preparation

- Planning for campaign should begin at least six months ahead of first event.
- Weekly committee meetings were key in keeping the team apprised and on track.
- Major sponsors should be approached at least 10 months in advance to ensure consideration in upcoming sponsorship calendars. During the 2011 campaign, outreach to major snack sponsors such as Somersaults and Clif Bar was conducted within the three months leading up to the campaign. Sponsors expressed interest, but due to timing were unable to participate – they recommended contacting them further in advance.



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COMMUNITY OUTREACH

To drive people to the exchange events, PSE and C+C developed an extensive community outreach campaign to distribute more than 80,000 engagement bulbs to PSE electric customers.

Community outreach efforts were led by the PSE-branded Bulb Mobile and supported by the 11-member Rock the Bulb street team. Together they distributed nearly 94,000 engagement bulbs (not including Kittitas County) at more than 140 locations, including community festivals, farmers' markets, transit centers and tabling at various retailers. The team engaged our media partners to expand the events list and to provide more opportunities to educate people and distribute engagement bulbs. Local PSE staff also reached out to 146 community organizations and municipalities to promote the events and volunteer opportunities to their stakeholders through their communication avenues.

The focus on reaching ethnic and underserved populations this year took outreach staff to a number of ethnic-retailer locations including the Renton Uwajimaya, H-Mart in Federal Way, the Great Wall Shopping Mall in Kent, and the Asian Food Center in Redmond.

Through this new community partnership and strengthened grassroots ties, strong results were produced:

- The RTB street team handed out nearly 94,000 CFLs (not including Kittitas County)
- More than 22 million MWh saved (megawatt hours) over the lifetime of the bulbs
- Nearly \$4 million in electricity savings per year
- Almost 24 million lbs CO² avoided
- More than 2,000 cars off the road for a year

Bulb Distribution

Along with each PSE-branded CFL, PSE customers received a Rock the Bulb "tour ticket" that included information on the upcoming retail exchange events. Customers were delighted to discuss energy efficiency at community festivals and local retailers and many told field staff that they had replaced an incandescent light with a CFL in their porch light or other high-use area of their home following the first engagement. Staff answered questions about the PSE Rock the Bulb event, as well as provided information surrounding CFLs, recycling procedures and other energy-efficient practices.



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COMMUNITY OUTREACH

There were seven primary tactics used for community outreach:

- **Bulb Mobile:** This was a truck with PSE Rock the Bulb branding and information on it. The Bulb Mobile made appearances at festivals and fairs across the Puget Sound area.
- **Community Group Presentation:** RTB street team members and volunteers gave a 10-15 minute presentation to community groups about CFLs—what they are, where to put them, and why they should be used over traditional incandescent bulbs. At the end of the presentation every audience member was given an engagement bulb and were encouraged to attend a Rock the Bulb event near them.
- **Ethnic Events:** Eight events with high attendance of ethnic populations were staffed by T.D. Wang. These events targeted PSE's underserved populations.
- **Event Booth:** At community festivals such as Meeker Days and Kent Cornucopia days, staff were on hand to distribute engagement bulbs and encourage people to attend a Rock the Bulb event.
- **Retail Tabling:** At various grocery, hardware and other retail stores, the outreach team set up tables with Rock the Bulb branding and handed out free engagement bulbs to customers as they came or left.
- **Partnership with community entities:** Cities, counties and nonprofit organizations also promoted the exchange events to their audiences through bill inserts in city mailings, slides on public television, information on web sites, city halls, etc.
- **Street Team:** Members of the outreach team were sent out to roam among festival and fair attendees to grab their attention with the offer of a free light bulb.



At Rock the Bulb events, customers brought in incandescent bulbs in the branded engagement bulb packaging, brought in tour tickets with their account numbers and told event staff how they were excited to see the Bulb Mobile at community events.

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COMMUNITY OUTREACH

Ethnic Events

More than 6,000 engagement bulbs were distributed at ethnic focused events.

To introduce the “rock” concept to the ethnic customers to become energy rock stars, a kick-off ethnic event was held at H-Mart Supermarket in Federal Way. The event featured bulb rocker cardboard cutouts and an Elvis impersonator—more than 2,000 CFL bulbs were distributed. The bulb rocker cardboard cutouts attracted shoppers to literally “rock the bulb,” take photos and post them on social media sites, and spread the word virally. Hundreds of photos were taken and posted on Facebook and other social media sites. Local Asian TV and radio stations as well as newspapers were present to cover the event.



In addition, more than 5,000 engagement bulbs were handed out at seven other community events or venues—SeaTac International Festival, Renton River Days, Kent Cornucopia Days, Bon Odori in Lacey, Great Wall Shopping Mall in Kent, Asian Food Center in Bellevue, and Whidbey General Hospital in Coupeville.

Many ethnic customers had not heard of Rock the Bulb prior to these engagement events and were excited to engage with the event staff and volunteers to learn about how to obtain more bulbs through the exchange events.

Community Engagement Events

The Rock the Bulb event schedule was designed to coincide with local community events being held in target communities in advance of events to distribute bulbs and recruit volunteers with a focus on public engagement. There was an additional opportunity to engage residents in a dialogue and to answer their questions about CFL bulbs and energy conservation, while simultaneously promoting the upcoming retail exchange event. Examples include Kent Cornucopia Days, Oak Harbor Wal-Mart and State Farm campus in Dupont.

Community events most typically involved either a presentation or an exhibit table. Exhibit tables were set up during fairs and outside retailer locations and included PSE materials and branded bulbs.

See Appendices for Community Outreach Engagements



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COMMUNITY OUTREACH

PSE Employee Engagement

As part of an effort to engage PSE employees in energy efficiency campaigns, there were a few ways the RtB team engaged employees:

- **Customer Service Representatives** at local offices in communities where Rock the Bulb helped hand out engagement bulbs and flyers to promote the events to residential electric customers. Many cashiers were excited about the opportunity to do something different for their customers and had the RtB spirit with their t-shirts and engagement bulbs! Posters and flyers were also placed within the local offices. The local EE Communities staff ensured the cashiers were trained on the events to be able answer questions.
- **Major Accounts and Community Relations Managers** were provided information on the campaign to give to their stakeholders in the communities with RtB events. Many large businesses, counties, cities and others offered booth opportunities in their lobbies at employee lunch time, handed out engagement bulbs to each employee, hung posters in their lobbies and added event information to their newsletters and intranet pages.

To promote the events and to engage employees on EES in general, a team of EES staff presented “The Re-Energize Road Show: Rock the Bulb and Energy Efficiency Services” in six PSE offices. The presentations started with a general EES overview highlighting rebates and programs, followed by a Rock the Bulb overview. They closed with an ask for volunteers for the retail events when appropriate. The presentations were advertised through posters in the offices and included in the Friday Focus the week before. This effort resulted in 10 PSE employee volunteers who worked events, gave presentations and acted as interpreters. Here is the list of offices where we held informational events:

- Bellevue campus
- Bothell campus
- Kitsap office
- South King complex
- Factoria service center
- Skagit service center

Lessons Learned: Community Outreach

- Mapping out roles and an earlier timeline before the on-the-street implementation is key in coordinating all the different PSE teams and their community relations in the outreach execution.
- The branded engagement bulbs were a hit among customers and allowed event staff to track incandescent bulbs that were brought to the event for exchange in engagement bulb packaging.
- The branded Bulb Mobile was very effective. It allowed for large numbers of bulb distribution in one location and was an attractive draw for event attendees and/or passersby.
- Bulb inventory proved to be a challenge this year as staff was required to track multiple brands. Using one brand of bulbs will help to simplify inventory process.
- The outreach period in each community could be extended to three to five weeks ahead of the exchange event. This year outreach was during the two to three weeks prior to each exchange event. Extending the period would allow PSE to attend more community events and benefit from more “face time” with residents.
- Cultural events and ethnic supermarkets were ideal venues for reaching the ethnic audience.
- Community presentations were not an effective method of outreach. Community groups, such as churches were not as open as expected to having someone give a presentation during their worship service – they were more open to having someone come to outside gathering such as picnics. It was also difficult to find groups with large numbers of members or attendees.

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RTB EXCHANGE EVENTS

The Rock the Bulb Tour's eight two-day retail events took place over the summer and early fall of 2011, from mid-July to the last week of August. PSE customers young and old learned about energy efficiency in the home, while engaging in educational activities with community members, event sponsors and PSE.

Two tents, one 30-foot by 60-foot and one 10-foot by 20-foot were set up in the parking lot of Goodwill, Ace or Fred Meyer stores for each event, where eligible customers could turn in their incandescent bulbs for energy-efficient CFL bulbs.

The retail events proved to be engaging and fun for customers. Over 70% of customers who attended the events stayed to visit the three educational stations and learn more about how they could reduce energy use and save money. HomePrint and Green Power recorded a record number of sign-ups and customers expressed their excitement about the campaign and the free CFLs offered by PSE.



Event Set-up

Set-up for the event took place the day prior to the event. The store was instructed to mark off the event area with caution tape a day prior to set-up. Once event set-up staff arrived at the store, bulb inventory was taken while the tent company started set-up of the tents. Depending on the number of staff present, materials and weather factors, set-up took four to six hours to complete. Typically, fire inspections would occur toward the conclusion of set-up the day prior to events.

Event Attendees

PSE customers attending the Rock the Bulb events tended to be very enthusiastic about the events and the opportunity to exchange incandescent bulbs for CFLs. Many had questions about how the exchange worked and which bulbs were available.

The RTB team saw attendees of all ages; people came alone and with their families.

Event attendees seem to represent a wide variety of the population. Event staff reported seeing a high number of second-language speakers go through the events. To better serve these ethnic customers, volunteers with Chinese, Korean, Russian, Spanish, Tagalog, or Vietnamese language capabilities were recruited to work the events. With the help of these in-language volunteers, most ethnic customers went through the educational stations and had a much better understanding and appreciation of the campaign. Ethnic customers with special situations were especially appreciative of the in-language volunteers' help to better explain their situations to retail event staff. Having in-language volunteers proved to be essential for the customer experience. At some of the events, a large senior population attended the events, namely in Lacey, Oak Harbor and Burlington – seniors were generally the first in line at most events.

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RTB EXCHANGE EVENTS



Event Flow

Registration:

While waiting in line to be verified as a PSE residential electric customer, attendees were greeted by volunteers who told customers about the bulbs available and how the event worked. Depending on volume, wait times varied anywhere between zero and 40 minutes. Saturday mornings were often the busiest, while Sunday afternoons were the least busy. Once participants reached the front of the line, an event staff member took their account number and/or address to look them up in the database.

Once the customer was found, the number of bulbs they were turning in was recorded in the database and event staff took the bulbs and handed them to Total Reclaim, who would promptly recycle them. Staff wrote down the customer's name, account number and bulbs turned in on a "tour ticket." The customer would then be informed more thoroughly about the event and where they should go next.

Event Stations:

In addition to exchanging their bulbs, customers participated in a number of activities to boost their energy efficiency knowledge. To encourage customers to visit all three stations, customers were incentivized with a showerhead if they got a stamp at each station. After the first event in Federal Way, an additional incentive was added for completing all three stations—an additional CFL bulb!

THE STATIONS WERE:

- **Appliances that Rock!** Customers learned about how to take the next energy-efficient step, beyond replacing light bulbs, and to consider how much energy their appliances could be saving. They could also enter to win a new washer and dryer, or refrigerator from Whirlpool. The stamp here was a blue refrigerator.
- **PSE Energy Center:** Staffed by PSE Energy Advisors, participants could talk directly with PSE employees about reducing their energy usage and different rebates that PSE offers. There was a multitude of information available, highlighting showerheads, fridge decommission and PSE's HomePrint program. The stamp here was a green money sign.
- **Re-Energize your Lighting:** This station encouraged participants to learn more about lighting before they picked out their CFL bulbs. It included two interactive lighting games to demonstrate light color and proper CFL application. The stamp here was a red CFL bulb.

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RTB EXCHANGE EVENTS



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Visit all three stations and receive a free water efficient showerhead from PSE!

Name: _____ Account Number: _____ Email: _____

Stations visited:

Appliances that Rock! PSE Energy Center Re-Energize Your Lighting

YOUR BACKSTAGE PASS

Bulbs Exchanged : _____
CFL bulbs chosen:
 Warm White Spiral: _____ Bright White Spiral: _____
 Globe: _____ A-line: _____ Reflector: _____

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Checkout:

When customers were ready to get their bulbs, they proceeded to Checkout, where an event staffer took their tour ticket. The staff member would help the customer choose the appropriate bulbs, as well as the bonus bulb for completing all three stations. Bulb choices were written on the tour ticket and given to the customer to take to Bulb Pick-Up.

Bulb Pick-Up:

When a customer came up to the Bulb Pick-Up tent, their tour ticket was taken by staff for order fulfillment. Staff placed the appropriate bulbs in a reusable retailer bag and handed the bag to the customer, along with recycling information for the CFL bulbs. Behind them was the “bulb distribution center.” There, boxes containing the bulbs were constantly being opened throughout the day to give staff easy access to the bulbs. Empty boxes were then recycled by retailer staff.

Staffing:

The events were staffed in part by Colehour+Cohen (eight people) and PSE (four to six people), but a large part of each event was staffed by volunteers recruited from the surrounding community. They were instrumental to every aspect of the tour stops, from educating people at stations to breaking down boxes in the back. In total, over 150 volunteers came out to make Rock the Bulb a success.

Event Signage

When designing the event signage an emphasis was placed on making all signage clear and easy to understand. To accommodate the expected ethnic audience the signage focused on using graphical symbols to help guide people through the event as well as a one-through-four numbering system to guide them each step of the way through the process. A multi-language welcome sign was created and staff had translated event one-sheets on hand to share with customers who were non-English speakers.



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ROCK THE BULB INDIVIDUAL EVENT METRICS

Federal Way, July 9-10, Northshore Ace

How many customers attended?	Households: 396 Actual Attendance (approx.): 990
How many bulbs were given away?	3,548
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 36 HomePrint: 40 Space/water Heating Contractor: 2 Contest: 106 Showerhead: 274
How many households visited every station?	274
Direct mail postcards redeemed	N/A

Bremerton, July 16-17, Goodwill

How many customers attended?	Households: 546 Actual Attendance (approx.): 1,365
How many bulbs were given away?	4,987
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 48 HomePrint: 136 Space/water Heating Contractor: 29 Contest: 359 Showerhead: 323
How many households visited every station?	323
Direct mail postcards redeemed	N/A

Kent, July 23-24, Fred Meyer

How many customers attended?	Households: 732 Actual Attendance (approx.): 1,830
How many bulbs were given away?	7,316
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 63 HomePrint: 237 Space/water Heating Contractor: 0 Contest: 648 Showerhead: 593
How many households visited every station?	593
Direct mail postcards redeemed	N/A

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THE RE-ENERGIZE TOUR

ROCK THE BULB INDIVIDUAL EVENT METRICS

Renton, July 30-31, Fred Meyer

How many customers attended?	Households: 898 Actual Attendance (approx.): 2,245
How many bulbs were given away?	8,496
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 147 HomePrint: 413 Space/water Heating Contractor: 31 Contest: 662 Showerhead: 690
How many households visited every station?	690
Direct mail postcards redeemed	N/A

Redmond, August 6-7, Fred Meyer

How many customers attended?	Households: 1101 Actual Attendance (approx.): 2,752
How many bulbs were given away?	11,110
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 110 HomePrint: 127 Space/water Heating Contractor: 50 Contest: 1077 Showerhead: 910
How many households visited every station?	910
Direct mail postcards sent out / redeemed / uptake:	9,983 / 170 / 1.7%

Oak Harbor, August 13-14, Peterson Ace

How many customers attended?	Households: 752 Actual Attendance (approx.): 1,880
How many bulbs were given away?	7,796
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 67 HomePrint: 96 Space/water Heating Contractor: 34 Contest: 549 Showerhead: 625
How many households visited every station?	625
Direct mail postcards sent out / redeemed / uptake:	10,002 / 351 / 3.5%

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ROCK THE BULB INDIVIDUAL EVENT METRICS

Lacey, August 20-21, Fred Meyer

How many customers attended?	Households: 1420 Actual Attendance (approx.): 3,550
How many bulbs were given away?	14,299
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 114 HomePrint: 126 Space/water Heating Contractor: 5 Contest: 1239 Showerhead: 1084
How many households visited every station?	1084
Direct mail postcards sent out / redeemed / uptake:	10,002 / 217 / 2.2%

Burlington, August 27-28, Fred Meyer

How many customers attended?	Households: 782 Actual Attendance (approx.): 1,955
How many bulbs were given away?	8,306
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 89 HomePrint: 225 Space/water Heating Contractor: 32 Contest: 637 Showerhead: 657
How many households visited every station?	657
Direct mail postcards sent out / redeemed / uptake:	10,005 / 254 / 2.5%

Note: "Actual Attendance" figure was calculated by multiplying the # of Households by 2.5

Lessons Learned: Exchange Events

- Exchange event bulb shipping, receiving, storage and inventory could be simplified by following the 2009 model of leveraging a retailer-manufacturer relationship. However, due to PSE's updated quality inventory processes and purchase/ownership/storage of products, the most streamline method is for the implementation contractor to receive, warehouse and manage delivery of products to the events.
- When choosing event locations, it is important to consider proximity to the border of other utility service areas. For example, in Federal Way the retailer was located close to the border of Tacoma PUD's service area.
- Event area (as set up in 2011) should be designated as 100 feet by 100 feet.

- Site survey should include a check for any overhead transmission lines; tent should not be erected directly under transmission lines to avoid a safety hazard. The Renton location created an issue with this that was discovered as the event was being set up.
- Event staff should be reminded each event weekend of check-in procedures.
- The larger bulb pick-up tent incorporated in this year's layout was useful in managing bulb supply. It may also be helpful to designate paid staff to work in the bulb pickup area to avoid inaccuracies in bulb counting.
- Events should not be scheduled by community outreach initiatives but more like the regional impact approach that was executed in 2009.

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THE RE-ENERGIZE TOUR

KITTITAS COUNTY BULB EXCHANGE

In late August, PSE decided to run a pilot program in Kittitas County to test how the Rock the Bulb event concept would translate to a rural community.

Kittitas County was chosen as the community for the rural pilot due to community and local PSE staff interest in more active participation in PSE energy efficiency programs. This community had not been visited with Rock the Bulb type energy efficiency events previously.

There was an opportunity for PSE to create a deeper relationship with the rural customers by introducing CFL lighting and becoming their “trusted resource” for energy efficiency information.

Through Rock the Bulb 2011, PSE aimed to help its rural Kittitas customers think about cutting emissions and preserving resources – all while saving on electricity bills.



Four central tactics drove participation and engaged customers:

- PSE’s Rock the Bulb Event:** Held a two-day event at PSE’s Ellensburg office. Customers exchanged up to 10 incandescent bulbs for CFL bulbs in various styles and sizes. At the events, customers went through various ‘stations’ to learn more about home energy efficiency, Green Power and local community events. Stations included “Home Energy Center”, “Appliances that Rock” and “Lighting is Re-Energizing”.
- Community Engagement Bulb Distribution at Events:** During the month before the event, staff “blitzed” the local community by handing out 1-2 “engagement” bulbs at events, festivals, fairs, retail stores and even high school football games – educating customers about CFLs and encouraging them to “get 10 more” bulbs by attending the upcoming exchange event. More than 16,000 free engagement bulbs were distributed.
- Direct Mail:** Three rounds of direct mail postcards were mailed to more than 10,000 residents during the four weeks before the event, one of them offering them a bonus CFL if they brought the postcard to the event.
- Media/Promotion:** The team ran targeted advertising in local print, broadcast and online media leading up to the event, and distributed flyers and posters to local businesses, libraries/city buildings, and other organizations to help promote the event.

How many customers attended?	Households: 652 Actual Attendance (approx.): 1,630
How many bulbs were given away?	7,579
How many customers signed up for Green Power? HomePrint? Space/water Heating Contractor? Contest? Showerhead?	Green Power: 43 HomePrint: 70 Space/water Heating Contractor: N/A Contest: 220 Showerhead: N/A
How many households visited every station?	N/A
Direct mail postcards sent out / redeemed / uptake:	10,684 / 154 / 1.4%

Note: “Actual Attendance” figure was calculated by multiplying the # of Households by 2.5

ROCK THE BULB™

THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

Rock the Bulb: The Re-Energize Tour attendees were invited to complete a survey about their experience. The survey was distributed to customers via mail and email (for those who provided an email address at the events); they were given the option to respond to the survey online or to mail back a print version. A total of 1,621 attendees completed the survey which was available in seven languages:

- English
- Tagalog
- Vietnamese
- Korean
- Spanish
- Russian
- Chinese

Survey topics included:

- How they heard about the event
- Reasons for attending
- Attitudes about the event
- Number of CFLs received and installed
- Other EE measures taken since attending

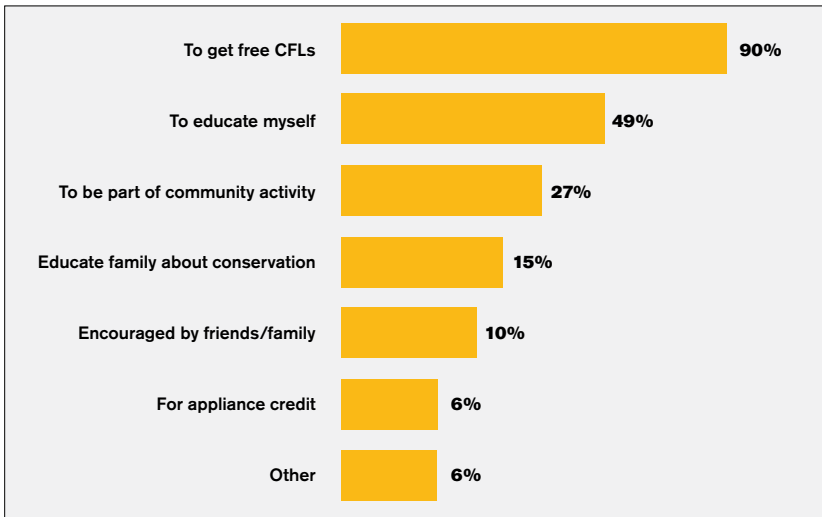
ROCK THE BULB™

THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

Survey Results

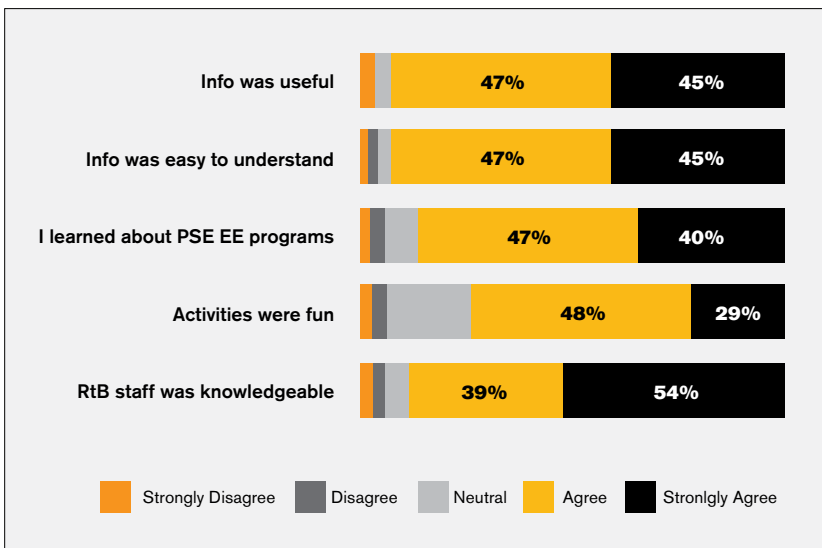
Overall, the survey found that free CFL bulbs were the main draw, followed by education. The installation rate of the CFL bulbs received was 69 percent, about in line with the 2009 campaign.



Why did you attend Rock the Bulb?

- Free CFL was the main draw, though education was also a big reason
- Family education was a slightly bigger reason among Chinese attendees (based on 11 Chinese language respondents, data not shown)

Respondents reported that staff and information are highly-regarded and 80 percent would recommend Rock the Bulb to others. There was widespread agreement that the information was useful and easily understandable, and Rock the Bulb staff was seen as knowledgeable.



Feelings about Rock the Bulb staff and information

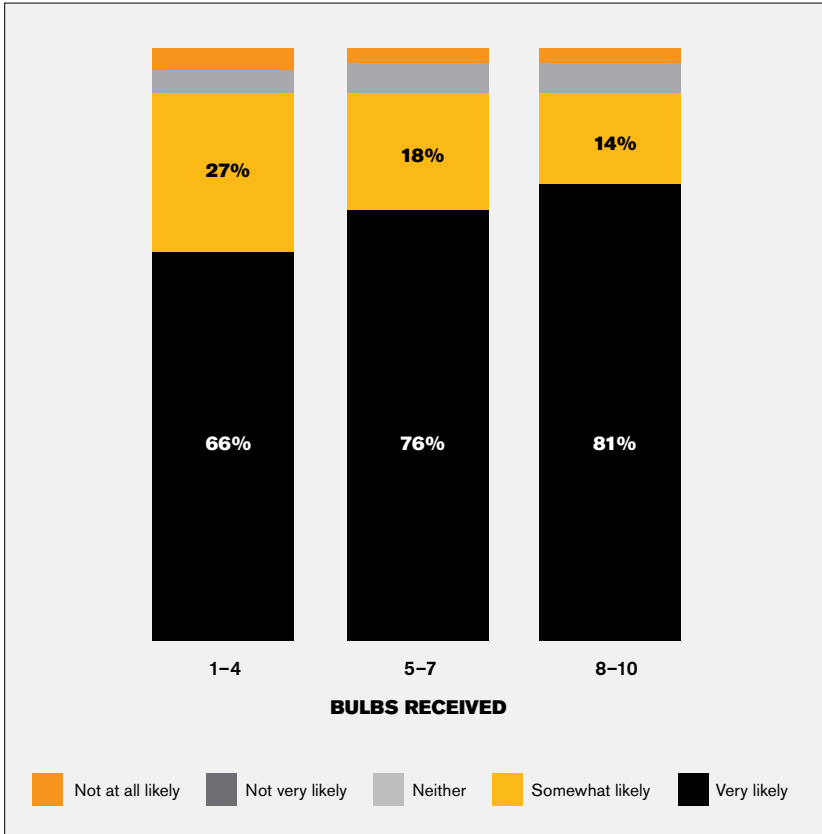
- Rock the Bulb staff was seen as knowledgeable and the information provided was useful and easy to understand
- The activities were considered “fun” by most participants
- Most would recommend Rock the Bulb

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THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

Likelihood to recommend Rock the Bulb to friends or family



Promotion:

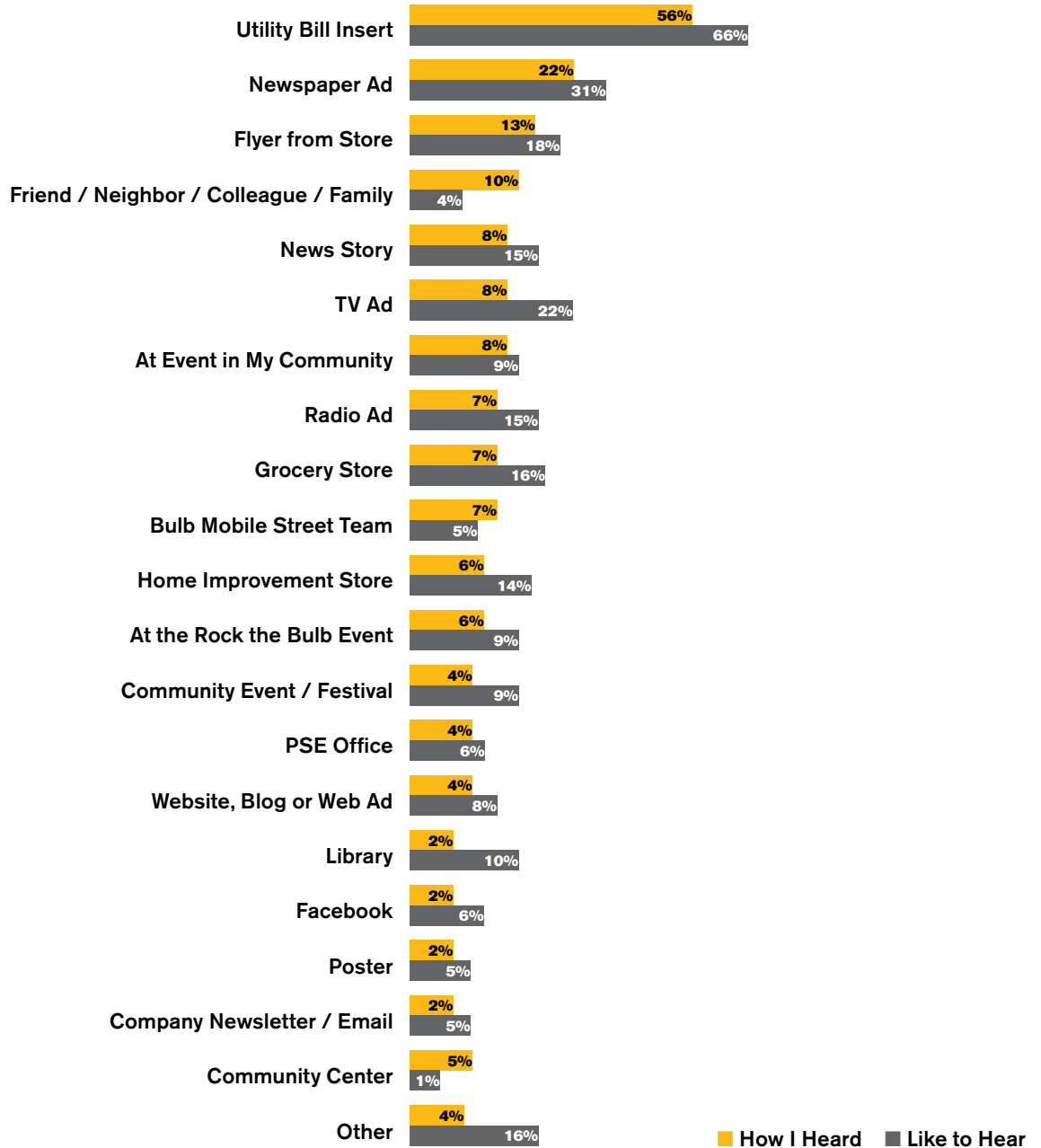
Bill inserts are still very effective at promoting events, as two-thirds list bill inserts as a preferred way of hearing from PSE about similar events. Grocery and home improvement stores were next in terms of preference. General advertising (TV, newspaper, radio) are also ways they'd like to hear about events.

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THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

How did you hear about the campaign?



Question: How did you find out about the Rock the Bulb campaign? (select all tha apply)

Question: How else would you like to hear about PSE campaigns and events? (select all tha apply)

ROCK THE BULB™

THE RE-ENERGIZE TOUR

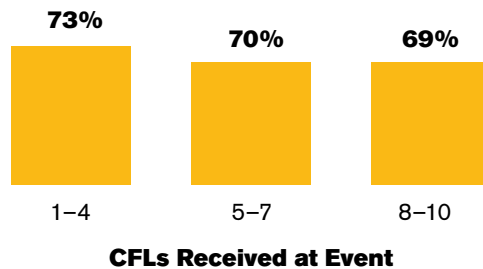
EVENT PARTICIPATION SATISFACTION

Taking Action:

Overall, the CFL installation rate was around 70 percent regardless of housing type—based on actual event data, that’s over 50,000 CFLs installed.

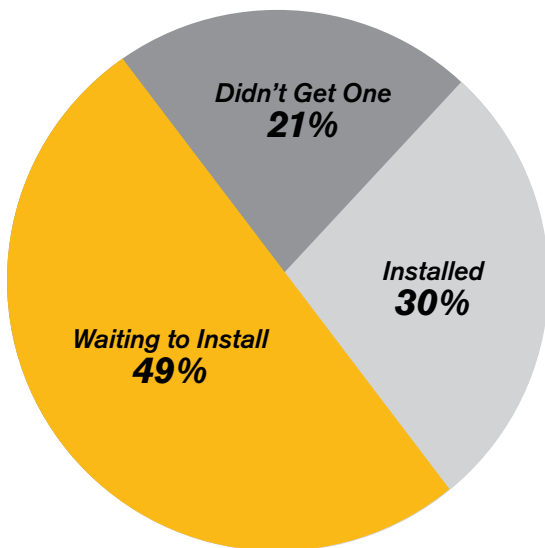
Those who haven’t installed all of their CFLs are either waiting for existing bulbs to burn out or “plan to install them soon.”

CFL Installation Rate



Actual Rock the Bulb event data shows an average of 10 CFLs per attendee. Although 10 CFLs was the maximum allowed, over 80% of participants qualified for a “bonus” 11th CFL.

According to actual event data, 71 percent received a showerhead and survey results show a 30 percent install rate, totaling more than 1,500 installed. Approximately half of all attendees have a showerhead they have yet to install. In other research, a barrier to installing a showerhead is lack of knowledge, customer do not know how to install - this provides supporting evidence for PSE to provide education of this factor to overcome this barrier. Providing installation instructions inside the box may also be helpful for customers.



What did you do with the free showerhead?

5,157 Showerheads Distributed
x 30% Install Rate

1,547 Showerheads Installed

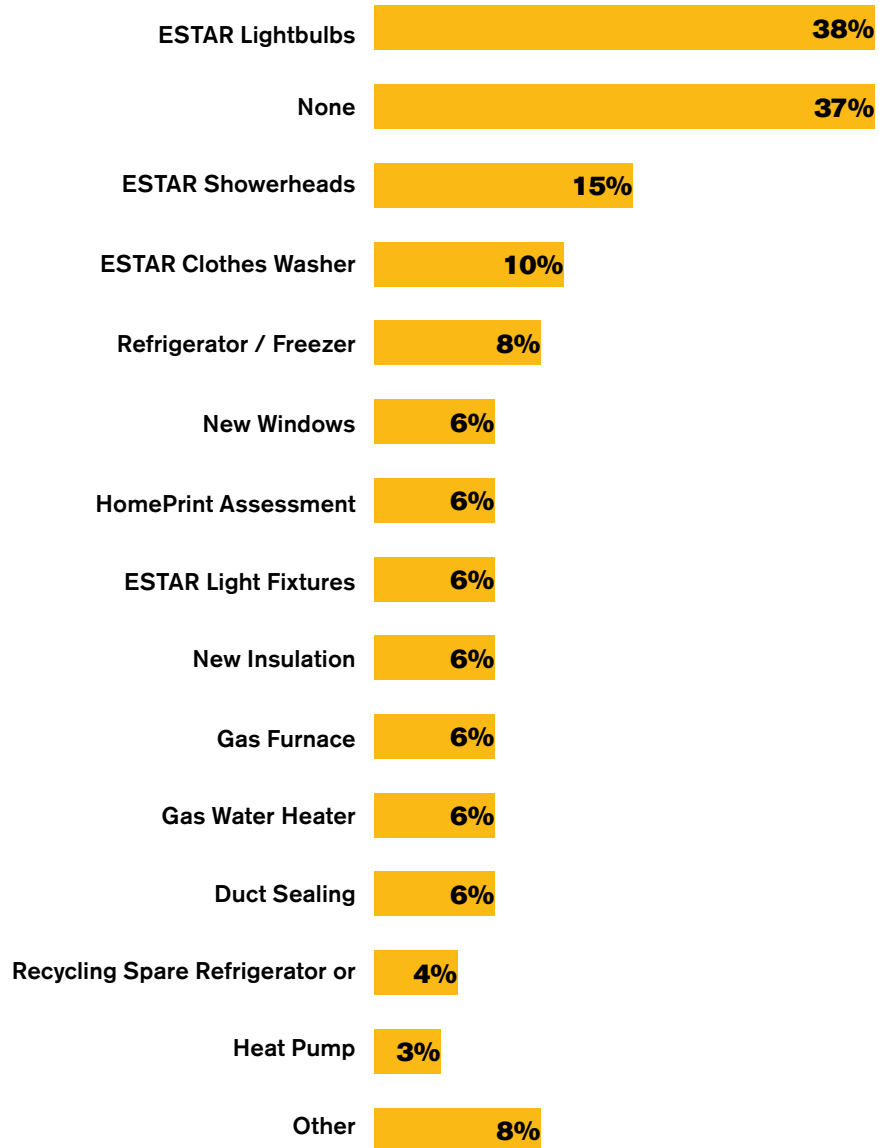
Customers are taking other simple steps toward being energy efficient. While not many have installed new equipment since attending an event, behavior changes such as turning off lights, unplugging devices and adjusting thermostats are common. Future actions are likely to be simple measures, as well, such as improvements in lighting and weather stripping.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

Have you installed any of the following as a result of attending Rock the Bulb?



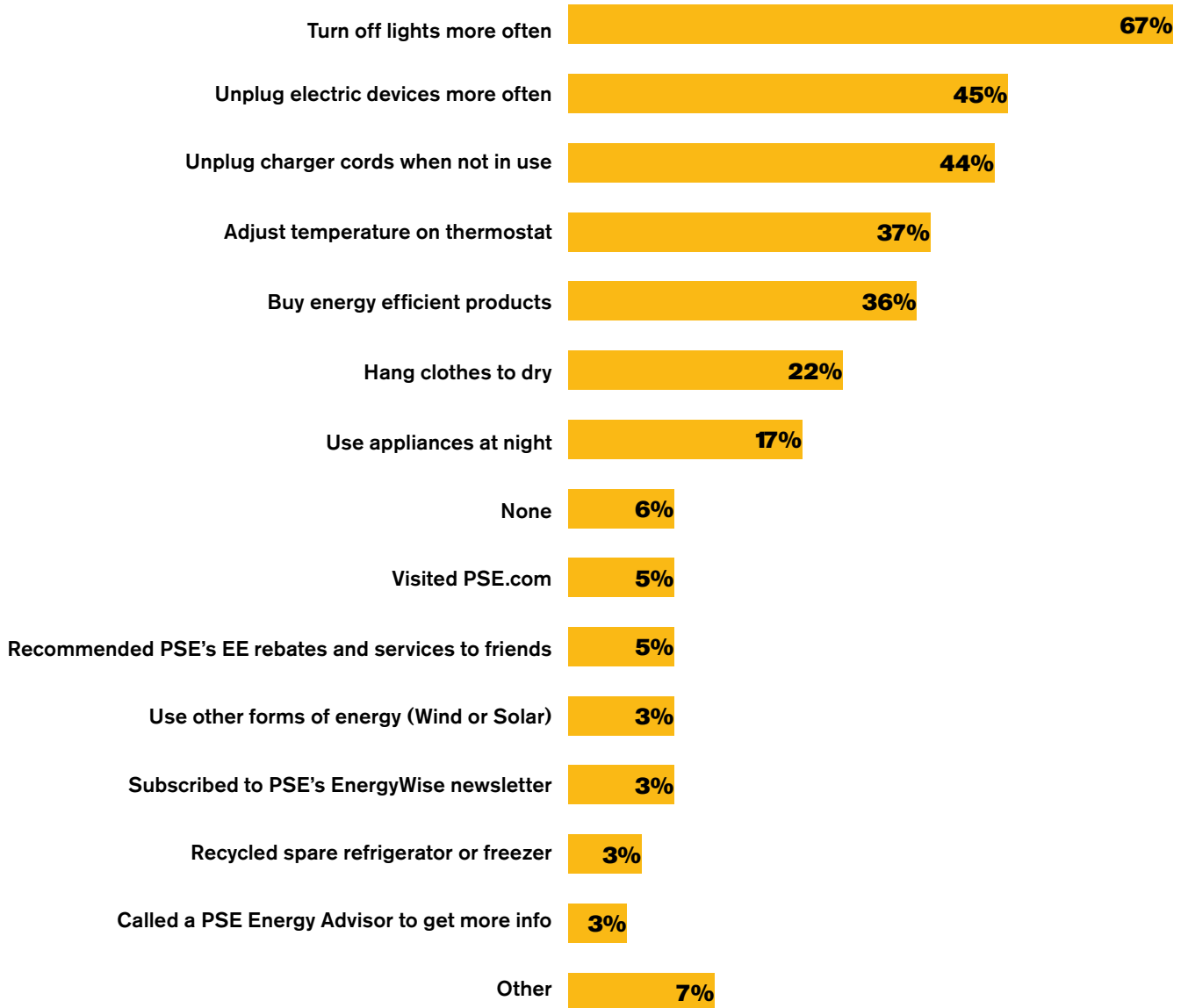
Question: Have you installed any of the following energy efficient measures as a result of attending Rock the Bulb?

ROCK THE BULB™

THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

What other actions have you taken to reduce energy consumption?



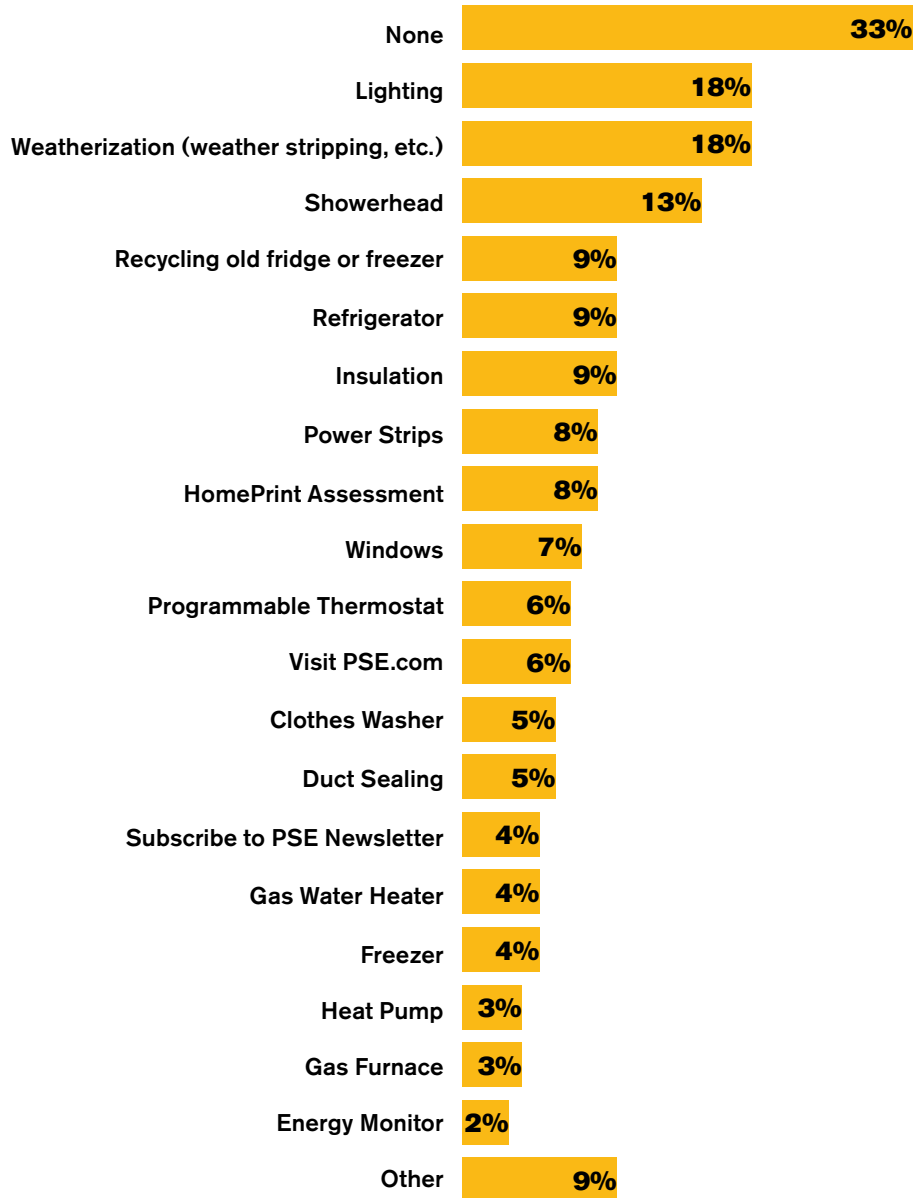
Question: What other actions have you taken to reduce energy consumption, because of what you learned at Rock the Bulb?

ROCK THE BULB™

THE RE-ENERGIZE TOUR

EVENT PARTICIPATION SATISFACTION

Do you plan to purchase or participate in other EE products or services?



Question: Do you plan to purchase or participate in other energy-efficient products and services as a result of attending Rock the Bulb?

ROCK THE BULB™

THE RE-ENERGIZE TOUR

PARTNERSHIPS

Partnerships were a key element to successfully implementing the Rock the Bulb Tour. Below are some of the key partners and their roles in the campaign.

Fred Meyer

Fred Meyer provided the majority of retail locations for the Rock the Bulb events – five took place in the parking lot of a Fred Meyer store. C+C worked hand-in-hand with each store manager, starting with a walkthrough of their store (at least two weeks prior) to talk about logistics of their event. Two weeks prior to the event cashiers began handing out bag stuffers and placed posters up at each entry and exit. The night prior to each event set-up, Fred Meyer's employees would mark off the event area (at least 100-foot by x 100-foot area) with caution tape.

During the two weeks prior and on the days of the event, RTB community outreach staff handed out engagement bulbs inside the store near the main entrance to drive traffic to the event.

They also provided reusable branded bags and staff at each event to assist with the collection and recycling of cardboard and waste generated by the event. Fred Meyer coupons offering a discount on energy-efficient GE lighting products were included in the bags at Bulb Pick-Up to encourage customers to go inside and purchase more CFLs.

In addition, Fred Meyer generously supplied a \$250 gift card at each event to cover staff lunches.

Partner feedback: *Fred Meyer was excited to partner with PSE for Rock the Bulb and each of the participating stores was engaged and helpful. Staff at the customer services counters relayed to RTB staff that they received many requests and calls for more information about Rock the Bulbs and that customers expressed excitement about the events. Many Fred Meyer employees also came to the events to exchange bulbs. Fred Meyer's participation in RTB helped create strong foundation for future partnerships.*

Ace Hardware and Goodwill

To diversify retailer participation, three events were held at retailers other than Fred Meyer – Ace Hardware (Northshore-Federal Way and Petersen Hardware-Oak Harbor) and Bremerton Goodwill. Similar to the other events, C+C worked hand-in-hand with each store manager, starting with a walkthrough of their store (at least two weeks prior) to talk about logistics of their event. Two weeks prior to the event, Ace began distributing bag stuffers and hung posters in the store. The night prior to each event set-up, store managers would mark off the event area with caution tape.

For Bulb Pick-up, reusable retailer-branded bags were provided. Stores also provided staff to assist with the collection and recycling of cardboard generated by the event.

This was the second year that Petersen Ace hosted a RTB event.

Partner Feedback: *John Swodoba, the owner of the Northshore Ace Hardware, was extremely satisfied with the kickoff event. He was able to get a large amount of PR for his store and his customers really enjoyed receiving free CFLs. Also, sales of the bulb for the event weekend increased by almost 400% over other weekends and other businesses in the shopping center enjoyed increased business from the event as well. He was disappointed more people did not attend, but is still eager to get involved in any future promotions PSE may have available.*

Petersen Hardware was thrilled to participate in RTB for a second year. The store saw increased traffic during the event weekend and the store owner, Cheryl Wieldraayer, was on on-site during the events. The store expressed interested in participating in any future RTB/PSE events.

Goodwill was a very engaged RTB partner. During the initial site visit three store managers were present and expressed excitement for hosting the event. The store saw increased traffic and reported that many of their customers had attended or planned to attend the RTB event before or after shopping at the Goodwill store.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

PARTNERSHIPS

Ethnic Retailers

Through the community outreach efforts to reach the ethnic populations, eight grassroots partnerships were established with retailers such as H-Mart Supermarket, Asian Food Center, and the Great Wall Shopping Mall. These retailers hosted events and the Bulb Mobile to help engage customers and educate them about energy efficiency.

Partner Feedback: *These retailers were excited to participate in Rock the Bulb and saw the campaign as a public service opportunity. All of the retailers expressed interest in hosting future Rock the Bulb and/or PSE customer events.*

Energy Mad

Energy Mad, a New-Zealand-based company, was the bulb manufacturing partner for the Rock the Bulb campaign –providing both exchange event bulbs and branded engagement bulbs. C+C was responsible for inventorying the bulbs before and after each event, placing the event orders with the shipping company, and ensuring inventory was in stock for the events. They also provided a staff rep to provide education on CFL bulbs at all eight Rock the Bulb events and \$15,000 sponsorship.

Whirlpool

Whirlpool provided a staff rep to offer education on home appliances at two Rock the Bulb events and provided two pairs of top energy-efficient clothes washers and one refrigerator for the Appliance Contest.

Space and Water Heating Contractors

PSE Contractor Referral Contractors (CRS) were invited to participate. They were chosen by their geographic area and their success within the PSE CRS program. Each participating contractor paid a booth fee of \$300 to participate in the Appliances that Rock! education station to upsell and sign-up customers in upgrading to more energy-efficient versions of space and water heating appliances.

Beyond Traditional

The Seattle-based mobile marketing firm provided the branded Bulb Mobile for the community outreach portion of the campaign. Beyond Traditional and C+C worked hand-in-hand to develop a traffic plan for locations, events and retailers that the Bulb Mobile would visit. They assigned one Bulb Mobile driver who worked with the RTB street team to hand out engagement bulbs.

Partner Feedback: *Beyond Traditional was very pleased with the partnership created by RTB. The educational element that accompanied the engagement bulbs was a new element for them as typically they are just distributing product. They were proud to say that they helped to distribute more than 90,000 bulbs.*

Total Reclaim

Total Reclaim was the recycling partner for the event providing two staff members at each event. They recycled the old incandescent light bulbs that PSE customers brought to exchange at each event and provided recycling services for any CFLs customers brought to the event.

Partner Feedback: *This was the second year that Total Reclaim provided these services for RTB; this helped streamline the process for recycling.*

ROCK THE BULB™

THE RE-ENERGIZE TOUR

PARTNERSHIPS

Partner Sales Data

Over the course of the events, retail stores that hosted the event saw their sales of CFL bulbs increase by an average of 304 percents on the weekends that Rock the Bulb was there.

Participating Retailer Sales of Rebated-CFLs

Name of Retailer	% sales increase on event weekend	% sales increase two weekends before and after event weekend
Northshore Ace Hardware	417%	550%
Bremerton Goodwill	61%	120%
Fred Meyer - Kent	115%	92%
Fred Meyer - Renton	273%	52%
Fred Meyer - Redmond	368%	45%
Fred Meyer - Lacey	452%	196%
Oak Harbor Ace Hardware	22%	48%
Fred Meyer - Burlington	179%	77%
Totals	302%	99%

Lessons Learned: Partnerships

- Partnering with one retailer for the campaign helps to create more synergy and can simplify logistics. In this year's campaign, multiple retailers were engaged which resulted in more coordination time and varied needs.
- It is important to work with one bulb manufacturer. This will simplify inventory and logistics. A manufacturer should be chosen based on ability to guarantee bulb supply. During this year's campaign issues arose due to the fact that New Zealand-based Energy Mad did not have inventory in the US; this caused delays in getting product from overseas. Bulb stock – for events and community outreach should be on hand locally two to three weeks prior to the first event/engagement.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

MARKETING

To drive awareness and participation in the campaign, the team worked to employ a variety of traditional and grassroots promotional tactics.

The main objective for all campaign creative was to convey the main message that PSE's Rock the Bulb Campaign is a fun way to get the whole family engaged in energy efficiency by participating in a variety of activities from July-August, brought to you by your family's energy experts at PSE.

Advertising:

A detailed breakdown can be found in the Appendix. Primary advertising vehicles included:

Radio: The team partnered with radio stations across PSE's service area to drive participation, with a combination of :60 radio spots promoting the events; live remotes at Rock the Bulb events; and other efforts such as social media support, blog postings, listener emails and in-studio interviews.

TV: The team partnered with KSTW to do "live remotes" with the Bulb Mobile and at various Rock the Bulb locations, promoting upcoming retail events.

Print: Ads were placed in community newspapers in retail event communities in the week prior to each event.

Web: The team created web ads to appear on a wide variety of local popular news sites.

Internal PSE Media: The campaign was promoted via PSE bill inserts, Energy at Home newsletter, and Friday Focus employee newsletter.

Ethnic Media: Ethnic media included TV, radio, print, and internet covering seven ethnic segments—English, Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese. PSE staff with second language skills were recruited to be interviewed by ethnic TV and radio stations.

The media buying team leveraged an initial advertising budget of \$120,419 with additional promotional weight from media partners worth more than \$22,600. The campaign achieved more than 8.5 million impressions.

The advertising campaign reach is broken down below (includes Kittitas totals):

Print: 10 newspapers with circulation of 371,815

Television:

Reach = 13%
 Frequency = 8.9x
 Impressions = 1,548,000
 Total # of spots = 231

Radio: 12 stations covering Bellingham through Olympia and Kittitas County (Kittitas radio #'s not available).

Reach = 63%
 Frequency = 6.3x
 Impressions = 4,533,000
 Total # of spots = 1,115

Internet: Ad appeared on key news and community sites in PSE's electric service area.

Impressions = 2,196,696
 CTR = .07 (Note: .05 is industry average)
 Clicks = 1,326

Ethnic Media: 250+ 15-second TV spots, 600+ 60-second radio spots, 40+ print insertions, and 10+ online banners.
 Impressions = 22,500,000

ROCK THE BULB™

THE RE-ENERGIZE TOUR

MARKETING

Campaign Materials

In addition to the advertising, the C+C team developed a variety of materials to promote the Rock the Bulb Tour events. These included:

Item	Primary Function
Bag Stuffer	Event promotion
Bill Stuffer	Events and Contest
Tour ticket	Events, PP and Contest
In-store poster	Event promotion
Campaign One Sheet	Internal communication
3 column print ad	Events & Contest Advertising
4 column print ad	Events & Contest Advertising
TV ads	Events & Contest Advertising
Web banners	Events & Contest Advertising
Backstage Pass	Event Materials
Event T-Shirt	Event Materials
Battle of the Bulbs backdrop	Event Station Materials
Name That Bulb backdrop	Event Station Materials
Which Bulb backdrop	Event Station Materials
BeAnEnergyStar	Event Station Materials
Contest signage	Event Signage
CFL Pick-Up	Event Signage
Checkout	Event Signage
Choosing the Right Color	Event Signage
Entry Banner	Event Signage
Exit, Enter	Event Signage
Exterior Tent Banners	Event Signage
Game Wheel	Event Station Materials
Home Electronics	Event Signage
How They Measure Up	Event Signage
How to Choose	Event Station Materials
LightBox Visual	Event Station Materials
Registration	Event Signage
Parking Lot Signs	Event Signage
Receipt for Checkout	Event Materials
Wattage Differences	Event Materials

ROCK THE BULB™

THE RE-ENERGIZE TOUR

MARKETING

Translated Materials:

To better serve the ethnic population, team member T.D. Wang collaborated with PSE and C+C on concept development, script copywriting, and production of ethnic materials. TV spots were produced in Spanish, Chinese-Mandarin, Korean, and Vietnamese. Radio spots were produced in Spanish, Chinese-Mandarin, Korean, Vietnamese, and Russian. Print ads and materials ran in English, Chinese, Korean, Russian, Spanish, Tagalog, and Vietnamese. Online banners and one-sheets were also available in all languages.

Lessons Learned: Marketing

- Contests with significant prizes – such as a washer/dryer combo – are attractive to customers and are an effective way to gauge customer knowledge and collect customer data such as email addresses. Of the 7,279 households who attended this year's event, 75% participated in the contest. An interactive contest such as the one in 2009 will help to further engage customers.
- Promotion of the events would benefit from a longer lead time in marketing and advertising outreach.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

PUBLIC RELATIONS AND SOCIAL MEDIA

Public Relations

The C+C team conducted public relations efforts at the launch of PSE's Rock the Bulb Tour, and for individual retail and community events. These tactics were designed to educate PSE customers about the overall campaign, drive attendance to the exchange events, engage customers and position PSE as a regional leader in energy-efficiency programs and initiatives.

Primary Media Relations elements included:

Launch Media Event: Media were invited to the opening event at the Federal Way Ace Hardware store with PSE officials and kids from the local Boys & Girls Club. PSE officials discussed the campaign, the retail and community events, and the effort to give away 200,000 bulbs.

Media visuals for the event included PSE's Andy Wappler speaking about energy efficiency to kids from the Federal Way Boys & Girls Club, and kids participating in energy-efficiency activities:

- *Operating a hand crank that powers an incandescent bulb vs. a CFL.*
- *Spinning a lighting wheel to guess where in the house and in what kind of fixture each kind of CFL goes.*
- *Guessing which bulb is an energy (rock) star - comparing lamps and guessing which bulbs are CFLs.*

Ethnic Media: Outreach to ethnic media resulted in eight (8) TV interviews or talk show segments, 20+ radio interviews and live remotes, 20+ print editorials, three (3) special Green or Summer Issues, and 10+ online features.

Interviews were conducted in Spanish, Chinese-Mandarin, and Korean. Editorials were printed in Spanish, Chinese, Korean, Russian, Vietnamese, and English (targeting Filipinos).

Total earned ethnic media was valued at 200% of paid media, and included placements in outlets such as Pinoy Reporter, Chinese Times, International Examiner, Pinoy Reporter, and KUNS-TV.

Social Media: PSE promoted each Rock the Bulb event weekly on the Re-Energize Facebook page.

News Advisories and Releases: Issued at launch and before every weekend event. These were followed up with outreach to local reporters in PSE's service area.

Community Paper Outreach: PSE and the C+C team pitched community papers about each weekend's events. Coverage included articles in Federal Way Mirror, Kent Reporter, Bellevue Reporter, Voice of the Valley, Renton Reporter, Maple Valley Covington Reporter, and Concrete Herald.

Media Results: Public relations efforts generated more than 50 earned media hits in regional, community and ethnic media, with more than 1.4 million impressions. *See appendices for a complete list of media coverage.*

Lessons Learned: Public Relations & Social Media

- Social media should be leveraged to help promote the campaign. Interactive tactics such as the Golden Bulb promotion in 2009 are helpful in raising awareness on social media channels.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

APPENDICES

- Calendar: Print
- Calendar: Web
- Regional Media Coverage Highlights
- Online Advertising
- Ethnic Media Coverage
- Ethnic Outreach Samples
- Traditional and Community Media Placements
- Television
- Radio
- Recap



ROCK THE BULB™

THE RE-ENERGIZE TOUR

CALENDAR: PRINT

EVENT	DATES OF EVENT	NEWSPAPER	AD SIZE	PUBLISH DATE	NET COST (Media + Agency)	CIRCULATION #
Federal Way	July 9/10 Northshore Ace	Federal Way Mirror	9.833" wide x 3" tall 6 col x 3"	Wed, July 6	\$308.33	30,210
Bremerton	July 16/17 Goodwill	Kitsap Sun Mon-Thu publish dates	10.5" x 3" 6 col x 3"	Wed, July 13	\$395.43	21,276
Kent	July 23/24 Lowe's	Kent Reporter	9.833" wide x 3" tall 6 col x 3"	Fri, July 15 Fri, July 22	\$308.33 \$308.33	27,614
Renton	July 30/31 Fred Meyer	Renton Reporter	9.833" wide x 3" tall 6 col x 3"	Fri, July 22 Fri, July 29	\$308.33 \$308.33	29,982
Redmond	Aug 6/7 Fred Meyer	Redmond Reporter	9.833" wide x 3" tall 6 col x 3"	Fri, July 29 Fri, Aug 5	\$381.56 \$381.56	24,635
Oak Harbor	Aug 13/14 Peterson Ace	Whidbey News Times	9.833" wide x 3" tall 6 col x 3"	Wed, Aug 10	\$271.72	6,612
Lacey	Aug 20 Fred Meyer	The Olympian	10" wide x 3" tall 6 col x 10"	Wed, Aug 17 Thu, Aug 18 Fri, Aug 19	\$483.05 \$483.05 \$483.05	24,600
Mt. Vernon	Aug 27 Lowe's	SVH The Argus- Tue publishes	9.998" wide x 3" tall 6 col x 3"	Wed, Aug 24 Tue, Aug 23	\$302.55 \$185.00	14,735 15,120

\$4,908.62

TOTAL EXPENDITURE (Media + Agency): \$3,077.91

ROCK THE BULB™

THE RE-ENERGIZE TOUR

CALENDAR: WEB

WEBSITE	AD SIZE / PAGE	RUN DATES	IMPRESSIONS
KOMOTV.COM	300 x 250 - Home Page 300 x 250 - ROS 728 x 90 - ROS	July 4 - Aug 27	446,000
	300 x 250 - Top Home Page	July 19-Aug 21	231,250
MYNORTHWEST.COM	300 x 250 - ROS	July 4 - Aug 27	200,000
SEATTLEPI.COM	300 x 250 - Local & ROS 728 x 90 - Local & ROS	July 4 - Aug 27	120,000 LOCAL 80,000 ROS
		July 18 - Aug 21	120,000 LOCAL 80,000 ROS
SPECIFIC MEDIA	300 X 250 728 X 90	July 4 - Aug 8	840,000
KING TV	300 X 250 728 X 90	July 20 - Aug 21	305,000
THEOLYMPIAN.COM	300 x 250 - Local & New	Aug 8 - 20	50,000 HOME PAGE 50,000 NEWS PAGE
KSTW TV	300 x 250 728 X 90 300 X 100	July 4 - Aug 27	100,000

**All sites (except TheOlympian.com) will geotarget based on where the tour will be held.*

ROCK THE BULB™

THE RE-ENERGIZE TOUR

REGIONAL MEDIA COVERAGE HIGHLIGHTS

New Day Northwest (KING TV) with Andy Wappler on July 7, 2011

<http://www.king5.com/new-day-northwest/Lets-Rock-the-Bulb-125173194.html>

Seattle Times on July 9, 2011

http://seattletimes.nwsouce.com/html/localnews/2015563309_newbulbs10.html

Rocking the Bulb with KCPQ TV's Mornings with Kaci on July 8, 2011

<http://www.q13fox.com/news/kcpq-rock-the-bulb-20110708,0,7984748.story>

KOMO TV Rocked the Bulb on July 8, 2011

<http://www.komonews.com/news/consumer/125240979.html>

Live at Kent Station with KING 5 Morning News' Christie Johnson on July 14

<http://www.king5.com/video?id=125579558&sec=548932>

KOMO 4 News Radio with Herb Weisbaum on July 8

ROCK THE BULB™

THE RE-ENERGIZE TOUR

ONLINE ADVERTISING



ROCK THE BULB™

THE RE-ENERGIZE TOUR

ONLINE ADVERTISING

The screenshot shows the CBS Seattle website interface. At the top, there are logos for CBS Seattle, CW, and AM 1090. A weather widget displays 68°F with a high of 70°F and a low of 58°F. A navigation bar includes links for Home, News, Sports, Best Of, Watch + Listen, Traffic, Weather, Get Answers, Directory, Autos, Homes, and Deals. Below the navigation bar, there are categories for Latest News, Top Headlines, Politics, Entertainment, Business, National, World, and Galleries.

The main content area features a 'NEWS' section with several headlines:

- VA official to meet with Northwest tribes** (July 11, 2011): AIRWAY HEIGHTS, Wash. (AP) — Representatives of several Northwest Native American tribes plan to meet with U.S. Department of Veterans Affairs' new director of tribal government relations...
- Seattle Storm's Sue Bird a WNBA player of the week** (July 11, 2011): SEATTLE (AP) — The Seattle Storm's Sue Bird has been named the WNBA Western Conference player of the week...
- Sounders' Fredy Montero MLS player of the week** (July 11, 2011): SEATTLE (AP) — Seattle Sounders forward Fredy Montero was voted Major League Soccer Player of the Week...
- Human remains found on beach near Seaview** (July 11, 2011): SEAVIEW, Wash. (AP) — The Pacific County sheriff's office is investigating human remains found on the beach near Seaview...
- Woman arrested in NM in 2003 WA homicide** (July 11, 2011): FARMINGTON, N.M. (AP) — A woman accused of helping kill a man on Whidbey Island, Wash., in 2003 has been arrested in New Mexico on a murder charge...
- Mariners sending 3 players to All-Star game** (July 11, 2011): SEATTLE (AP) — The Mariners are sending three players to Tuesday's All-Star game in Phoenix...

On the right side of the page, there is a 'Listen LIVE' button and a large promotional banner for 'ROCK THE BULB THE RE-ENERGIZE TOUR'. The banner includes the text: '8 cities 16 days 10 free CFL bulbs' and 'Visit PSE.COM/ROCKTHEBULB for dates and locations'. Below the banner is a 'LOCAL OFFERS' section for SEATTLE, which includes a sign-up form for Seattle Daily Deal alerts by email and a 'DEAL OF THE DAY' for 2 for 1 tickets to Grit City Comedy Club (\$36 Value). At the bottom right, there is a 'LATEST WATCH + LISTEN' section.

ROCK THE BULB™

THE RE-ENERGIZE TOUR

ONLINE ADVERTISING

MYNorthwest
news
radio
sports
get out
go local
traffic
deals

Updated Jul 5, 2011 - 9:39 am

Wenatchee man wins Tour de France stage on Fourth of July

By KIRO Radio staff
Staff report

Comments (2)
Print
E-mail

Tweet 0
Recommend 26

Tyler Farrar of the US forms a "W" as he crosses the finish line to win the third stage of the Tour de France cycling race over 199 kilometers (123 miles) starting in Olonne sur Mer, Vendee region, and finishing in Redon, Brittany, western France, Monday July 4, 2011. Farrar held up his hands to form a "W" with his fingers and thumbs to honor his friend and training partner Wouter Weylandt, who died in a crash during the Giro d'Italia in May. Farrar had pulled out of the Giro after Weylandt, a 26-year-old Belgian, clipped a wall in a sharp descent, fell off his bike and slammed his head on the ground in the third stage of the race, dying almost instantly. (AP Photo/Laurent Rebours)

A Wenatchee man has become the first U.S. cyclist to win a stage of the Tour de France on July 4.

"I certainly would have taken it on any day," said Tyler Farrar, a sprint specialist from Wenatchee, Wash., who rides for Garmin-Cervelo. "But as an American, winning on the Fourth of July, it's the icing on the cake...Lucky me."

"Yeah, an American winning on Fourth of July, that's pretty good," said Garmin-Cervelo manager Jonathan Vaughters. "We're going to have to read the Constitution in the bus or something."

Farrar held up his hands to form a "W" with his fingers and thumbs to honor his friend and training partner Wouter Weylandt, who died in a crash during the Giro d'Italia in May.

Weylandt, who died in a crash, was Farrar's best friend since they were teenagers.

"This has been a horrible last two months with everything that happened in the Giro," Farrar said. "I've had a lot of ups and downs. But in the end, I wanted to be able to come back, and do something special to pay tribute, and this is certainly the biggest stage in the world to do that."

Vaughters said that Farrar, who retired from the Giro following the Belgian's death, was so shaken by his friend's tragic end that he spent almost two weeks without riding his bike.

"And sleeping 20 hours every day," Vaughters said. "And totally, totally demoralized."

Farrar returned to competition at the small Ster ZLM Tour, and raced last month in the Criterium du Dauphine Libere.

"There he definitely suffered but he started to regain his condition," Vaughters said. "I was never going to push him to be back on the bike. If he could only come back for the Vuelta or next year, I would understand. I simply said, 'Tyler when you are ready we are ready to support you.' That simple."

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8 cities 16 days 10 free CFL bulbs

Visit PSE.COM/ROCKTHEBULB for dates and locations

PSE PUGET SOUND ENERGY

most popular

- 1. Man reported swept to sea along Washington coast**

The Coast Guard has suspended the search for a man who was reported swept to sea...
- 2. News Chick: Machine gun removed from park sculpture**

The long weekend was a contentious one at a park in the Wallingford neighborhood...
- 3. Rescuers recover body of Washington hiker**

A 21-year-old hiker who died on Aasgard Pass southwest of Leavenworth has been identified...
- 4. Computers damaged in Snohomish High vandalism**

Police have arrested two teenagers suspecting of vandalizing Snohomish High School...
- 5. Wenatchee man wins Tour de France stage on Fourth of July**

A Wenatchee man has become the first U.S. cyclist to win a stage of the Tour de France...

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ETHNIC MEDIA COVERAGE

Ethnic TV Interviews

- KOAM TV interview with Ha Na Park (T.D. Wang on behalf of PSE), July 4, 2011
- AAT TV interview with Paul Wu (PSE), July 7, 2011
- AAT TV interview with Paul Wu (PSE), July 8, 2011
- Latino Northwest Communications interview with Abe Romo (PSE), July 8, 2011
- Univision interview with Abe Romo (PSE), July 8, 2011
- KOAM TV interview with Dan Myers (PSE), July 11, 2011
- Oye TV Online interview with Abe Romo (PSE), July 16-21, 2011
- AAT TV interview with Paul Wu (PSE), July 31, 2011

Ethnic Radio Interviews

- Radio Hankook interview with Ha Na Park (T.D. Wang on behalf of PSE), July 2, 2011
- El Rey interview with Jessica Geenen (PSE), July 9, 2011
- La Gran D interview with Jessica Geenen (PSE), July 9, 2011
- Radio Hankook interview with Dan Myers (PSE), July 11, 2011
- El Rey interview with Ha Na Park (T.D. Wang on behalf of PSE), July 14, 2011
- La Gran D interview with Jessica Geenen (PSE), July 14-15, 2011
- La Gran D interview with Lorena Lopez (C+C on behalf of PSE), July 17, 2011
- Radio Hankook interview with Dan Myers (PSE), July 18, 2011
- El Rey interview with Ha Na Park (T.D. Wang on behalf of PSE), July 20, 2011
- Multicultural Radio interview with Rebecca Deng (T.D. Wang on behalf of PSE), July 21, 2011
- La Gran D interview with Jessica Geenen (PSE), July 22-23, 2011
- Multicultural Radio interview with Rebecca Deng (T.D. Wang on behalf of PSE), July 26, 2011
- La Gran D interview with Jessica Geenen (PSE), July 29, 2011
- El Rey interview with Elisa Filoni (PSE), July 30, 2011
- El Rey interview with Abe Romo (PSE), August 4, 2011
- La Gran D interview with Jessica Geenen (PSE), August 5, 2011
- La Gran D interview with Jessica Geenen (PSE), August 12, 2011
- El Rey interview with Abe Romo (PSE), August 17, 2011
- La Gran D interview with Jessica Geenen (PSE), August 19, 2011
- La Gran D interview with Jessica Geenen (PSE), August 26, 2011

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ETHNIC MEDIA COVERAGE

Ethnic Editorials

- “Save Energy, Save Money.” International Examiner (Green Issue), June 15, 2011
- Rock the Bulb Coverage. Seattle Chinese Times, June 20, 2011
- “Ahorre energía, ahorre dinero.” La Raza del Noroeste (Summer Issue), June 24, 2011
- “Have fun and save energy too with Rock the Bulb.” Nguoi Viet Tay Bac (Summer Issue), June 28, 2011
- “Save Energy, Save Money.” Alegre TV Magazine, July 2011
- “Save Energy, Save Money.” Pinoy Reporter, July 2011
- Rock the Bulb Coverage. Korea Times, July 1, 2011
- Rock the Bulb Coverage. Russian World, July 4, 2011
- “Over 2,000 Free Light Bulbs Given Away at Federal Way H-Mart.” Seattle Chinese Times, July 7, 2011.
- Rock the Bulb Coverage. Washington Chinese Post, July 11, 2011
- Rock the Bulb Coverage. Chinese Seattle News, July 13, 2011
- “Empieza campaña para ahorro de energía en el hogar.” El Mundo, July 14, 2011
- Rock the Bulb Coverage. Seattle Chinese Times, July 14, 2011
- “Re-Energize Your Home.” Nguoi Viet Tay Bac, July 17, 2011
- Rock the Bulb coverage. Russian World, July 18, 2011
- “Over 2,000 Free Light Bulbs Given Away at Federal Way H-Mart.” International Examiner, July 20, 2011
- “Ahorre energía, ahorre dinero (Save Energy, Save Money).” La Raza del Noroeste, August 5, 2011
- Rock the Bulb Coverage. La Raza del Noroeste, August 5, 2011
- Rock the Bulb Coverage. La Raza del Noroeste, August 12, 2011

Ethnic Online Editorials

- “Puget Sound Energy’s Rock the Bulb Event.” IExaminer.org, June 29, 2011
- Rock the Bulb Coverage. SeattleChineseTimes.com, June 30, 2011
- Rock the Bulb Coverage. SeattleChineseTimes.com, July 7, 2011
- Rock the Bulb Coverage. SeattleChineseTimes.com, July 14, 2011
- “Puget Sound Energy: Save Energy, Save Money.” Iexaminer.org, July 15, 2011
- “Rock the Bulb.” NVNorthwest.com, July 8, 2011
- “Campaña Rock the Bulb.” KUNSTV.com, July 15, 2011
- “Ahorre más dinero y energía.” Nuestronoroeste.com, July 15, 2011

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ETHNIC OUTREACH SAMPLES

Ethnic Outreach TV Spots



Spanish Animated Bulb Rocker TV Spot

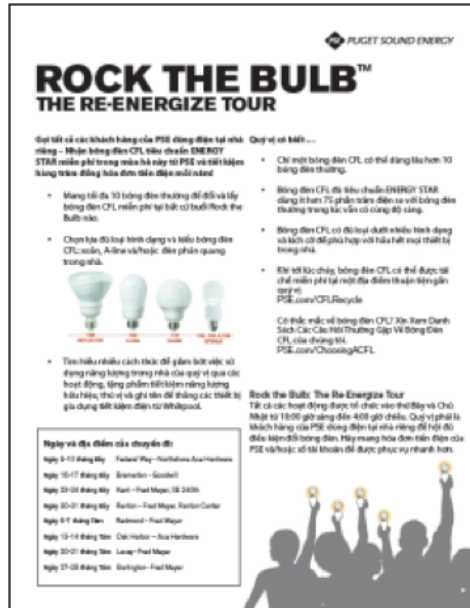


Asian Mother-and-Daughter Heart-Warming TV Spot

Ethnic Outreach Materials



Print Ad, Poster, etc.



Web One-Sheet

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THE RE-ENERGIZE TOUR

TRADITIONAL AND COMMUNITY MEDIA PLACEMENTS

Organization	Title	Date	Impressions	Ad Value
PRINT				
Pinoy Reporter	Save Energy, Save Money	7/2011	NA	
Chinese Times	Over 2,000 Free Light Bulbs Given Away at Federal Way H-Mart	7/7/2011	10,000	
Federal Way Mirror	Rock the Bulb offers free light bulb exchange in Federal Way	7/8/2011	30,700	
Federal Way Mirror	Exchange your light bulbs this weekend	7/9/2011	30,700	
The Seattle Times	PSE events trade new bulbs for old	7/10/2011	462,920	
Bremerton Patriot	Rock the Bulb: the Re-Energize Tour comes to Bremerton	7/15/2011	12,239	
Central Kitsap Reporter	Rock the Bulb: the Re-Energize Tour comes to Bremerton	7/15/2011	18,000	
The Kitsap Sun	Community Planner – Rock the Bulb Re-Energize Tour	7/17/2011	24,000	
Kent Reporter	PSE customers can exchange incandescent bulbs for compact fluorescent bulbs July 23-24 in Kent	7/19/2011	28,000	
Bellevue Reporter	Bellevue joining 'National Night Out' event Aug. 2	7/19/2011	39,248	
Voice of the Valley	It's Health and Wellness Day at Maple Valley Farmers' Market	7/19/2011	19,100	
International Examiner	Over 2,000 Free Light Bulbs Given Away at Federal Way H-Mart	7/20/2011	12,000	
Renton Reporter	Puget Sound Energy offers Rock the Bulb event again	7/21/2011	29,400	
Kent Reporter	PSE customers exchange July 23-24 in Kent	7/22/2011	28,000	
Maple Valley Covington Reporter	Health and Wellness Day at the Maple Valley Farmers Market	7/22/2011	24,114	
Concrete Herald	PSE's "Rock the Bulb" campaign coming to Skagit County	8/2011	5,000	
Pinoy Reporter	Over 2,000 Free Light Bulbs Given Away at Federal Way H0Mart	8/2011	NA	
International Examiner	Local residents to save nearly \$10 million with Puget Sound Energy's Rock the Bulb: The Re-Energize Tour	8/3/2011	12,000	
Skagit Valley Herald	Re-Energize with CFLs	8/5/2011	17,886	
Skagit Valley Herald	Re-Energize with CFLs	8/12/2011	17,886	
Skagit Valley Herald	Meet "Fridgeasaurus"	8/19/2011	17,886	
Skagit Valley Herald	Re-Energize with CFLs	8/19/2011	17,886	
The News Tribune	Program will give out energy-saving light bulbs	8/19/2011	90,000	
The Olympian	Program will give out energy-saving light bulbs rock the bulb: PSE handout at Fred Meyer	8/19/2011	32,810	
Ellensburg Daily Record	PSE Rock the Bulb features free light-bulb exchange	9/22/2011	5,821	
Skagit Valley Herald	Re-Energize with CFLs	9/26/2011	17,886	

ROCK THE BULB™

THE RE-ENERGIZE TOUR

TRADITIONAL AND COMMUNITY MEDIA PLACEMENTS

Organization	Title	Date	Impressions	Ad Value
TV				
New Day Northwest	Let's Rock the Bulb!	7/7/2011	19,891	\$900.46
New Day Northwest	Let's Rock the Bulb!	7/7/2011	19,891	\$900.46
KCPQ-13 Fox News	Rocking the Bulb with KCPQ TV's Mornings with Kaci	7/8/2011	22,080	\$999.56
KCPQ-13 Fox News	Rocking the Bulb with KCPQ TV's Mornings with Kaci	7/8/2011	22,080	\$999.56
KCPQ-13 Fox News	Rocking the Bulb with KCPQ TV's Mornings with Kaci	7/8/2011	18,111	\$819.88
KUNS - Univision	PSE launches Rock the Bulb	7/8/2011	NA	NA
KOMO TV	PSE Rock the Bulb Tour hands out free energy-saving light bulbs	7/8/2011	45,611	\$2,064.81
KOMO TV	PSE Rock the Bulb Tour hands out free energy-saving light bulbs	7/9/2011	36,192	\$1,638.41
KOMO TV	PSE Rock the Bulb Tour hands out free energy-saving light bulbs	7/9/2011	30,728	\$1,391.05
KING TV	Live at Kent Station with KING 5 Morning News' Christie Johnson	7/14/2011	53,183	\$2,407.59
KONG TV	Live at Kent Station with KING 5 Morning News' Christie Johnson	7/14/2011	20,068	\$908.47
KONG TV	Live at Kent Station with KING 5 Morning News' Christie Johnson	7/14/2011	20,068	\$908.47
KING TV	Live at Kent Station with KING 5 Morning News' Christie Johnson	7/14/2011	38,776	\$1,755.38
KONG TV	Live at Kent Station with KING 5 Morning News' Christie Johnson	7/14/2011	8,851	\$400.68
New Day Northwest	PSE launches Rock the Bulb	7/29/2011	22,546	\$1,020.65
KUNS - Univision	Rock the Bulb at Fred Meyer in Renton	7/29/2011	NA	NA
KUNS - Univision	Rock the Bulb Tour	7/29/2011	NA	NA
KUNS - Univision	Rock the Bulb Tour	8/5/2011	NA	NA
KUNS - Univision	Rock the Bulb Tour	8/5/2011	NA	NA
KOMO TV	PSE's Fridgeasaurus will be at Rock the Bulb in Redmond	8/5/2011	60,324	\$2,730.86
KIMA TV	Kittitas County Bulb Exchange	9/14/2011	16,198	\$733.28
KAPP TV	Kittitas County Bulb Exchange	9/30/2011	1,362	\$61.65
KNDO TV	Kittitas County Bulb Exchange	10/1/2011	5,342	\$241.83

ROCK THE BULB™

THE RE-ENERGIZE TOUR

TRADITIONAL AND COMMUNITY MEDIA PLACEMENTS

Organization	Title	Date	Impressions	Ad Value
RADIO				
CBS Radio	Andy Wappler interviewed about Rock the Bulb	6/28/2011		
KOMO Radio	Andy Wappler interviewed by Herb Weisbaum 'ConsumerMan' about Rock the Bulb	7/8/2011		
KGY Radio	Rock the Bulb Tour comes to Lacey	8/16/2011		
ONLINE				
KCPQ-13 Fox News	Rock the Bulb	7/8/2011		
KOMONews.com	'Rock the Bulb': Get free compact fluorescent bulbs	7/8/2011		
Thurston County Chamber	PSE has launched a summer energy efficiency campaign...	7/13/2011		
Redmond Patch	PSE Rock the Bulb Event Comes to Redmond Next Weekend	7/29/2011		
Woodinville Patch	PSE Rock the Bulb Event in Redmond Aug. 6-7	7/31/2011		
Bellevue Patch	Kids Meet Cops at Bellevue's National Night Out - PSE brings Bulb Mobile	8/3/2011		
KOMONews.com	Meet PSE's Fridgeasaurus	8/5/2011		

ROCK THE BULB™

THE RE-ENERGIZE TOUR

TELEVISION

VIEW32 Report

Client: PUGET SOUND ENERGY
 Product: ROCK THE BULB
 Sched Dates: 06/27/11 - 08/27/11

Lengths: 10 ; 30
 Dayparts: ALL

All-Wks Avrg

	Notes	« Tot/Stats »	« Cal/Week »	« Range » « Demo » « Stats »
Total				
Seattle-Tacoma 2BK Feb11- Mar11 DMA Nielsen				
KSTW-TV				
M-F 12n-3p				
M-F 5p-6p				
M-F 6p-8p				
M-F 10p-12m				
M-F 9a-12m				
M-F 9:30a-10a	SQUEEZEBACKS			
M-F 12n-1p	SQUEEZEBACKS			
M-F 2p-3p	SQUEEZEBACKS			
M-F 5p-5:30p	SQUEEZEBACKS			
M-F 5:30p-6p	SQUEEZEBACKS			
M-F 6p-6:30p	SQUEEZEBACKS			
M-F 6:30p-7p	SQUEEZEBACKS			

ROCK THE BULB™

THE RE-ENERGIZE TOUR

RADIO

VIEW32 Report

Client: PUGET SOUND ENERGY
 Product: ROCK THE BULB
 Sched Dates: 06/27/11 - 08/27/11

Lengths: 0 ; 10 ; 15 ; 20 ; 30 ; 60
 Dayparts: ALL

	Notes	Format	Freq	« Tot/Stats »	« Cal/Wed »
Total					
Seattle-Tacoma 2BK Jul11- Aug11 MSA ARB PPM					
KAFE-FM					
M-F 6a-10a					
M-F 10a-3p					
M-F 3p-7p					
M-F 6a-12m	LIVE PROMOS PROMOTING THE				
Sa 10a-1p	REMOTE-OAK HARBOR 8/13				
Sa 10a-1p	REMOTE - MT. VERNON 8/27				
KCMS-FM					
		Cont. Christ.	105.3		
M-F 6a-7p					
M-Su 5:30a-7:30p					
M-Su 5:30a-7:30p					
Su 8a-7p					
Sa-Su 8a-7p					
M-Su 6a-12m	EBLASTS				
M-Su 6a-1a	FACEBOOK				
M-F 6a-12m	LIVE PROMOS PROMOTING THE				
Sa 1p-3p	REMOTE - FEDERAL WAY				
KJR -FM					
		Classic Hits	95.7		
W-F 6a-10a					
W-F 10a-3p					
W-F 3p-7p					
Sa-Su 10a-7p					
Sa 6a-10a					
M-F 6a-7p					
M-F 6a-7p	LIVE PROMOS PROMOTING THE				

ROCK THE BULB™

THE RE-ENERGIZE TOUR

RADIO

	Notes	Format	Freq	« Tot/Stats »	« Cal/Week »
Sa 11a-1p	Remote @ Renton-July 30				
M 6a-12m	EBLASTS				
M 6a-12m	HOT LIST				
M 6a-12m	BANNER ADS				
KMPS-FM		Country	94.1		
Su-M 6a-12m	LIVE & RECORDED PROMOS TELLING				
Su-M 6a-12m	STREAMING PROMOS				
Tu 10a-2p	DAY OF GIVEAWAY, ON AIR WILL				
F-Sa 6a-12m	LIVE & RECORDED PROMOS TELLING				
F-Sa 6a-12m	STREAMING PROMOS				
Su 10a-2p	DAY OF GIVEAWAY, ON AIR WILL				
Su 10a-2p	TICKET STOP 7/17 12N-2PM @				
KMTT-FM		Adult Altern.	103.7		
M-F 6a-7p					
M-F 7p-10p					
Sa-Su 10a-5p					
M-Su 5a-12m					
M-Su 6a-7p					
W-F 6a-7p	ADDED 7/11				
W-F 7p-10p	ADDED 7/11				
W-F 5a-12m	ADDED 7/11				
W-F 6a-7p	ADDED 7/11				
M-Su 5a-5a	BROAD ROS				
M-Su 5a-12m	PROMOS PROMOTING REMOTES				
M-Su 5a-12m	STREAMING				
M-Su 6a-12m	BANNERS				
M-Su 6a-12m	EBLAST				
M-Su 6a-12m	WEBSITE TAKEOVER				
M-Su 6a-12m	VIDEO OVERLAY				
M-Su 6a-12m	ON AIR TECH & TALENT FEE				
KOMO-AM		News	1000		
W-F 6a-10a					
W-F 10a-3p					
W-F 3p-7p					
W-F 6a-10a					

ROCK THE BULB™

THE RE-ENERGIZE TOUR

RADIO

	Notes	Format	Freq	« Tot/Stats »	« Cal/Wee »
Sa 10a-3p					
KRWM-FM		Soft Adult	106.9		
Tu-F 5:30a-7p					
Tu-F 8a-6p					
Sa-Su 8a-7p					
M-Su 6a-12m					
M-F 5a-12m	PROMOS FOR LIVE AT LUNCH EVENT				
KXXO-FM		Adult Cont.	96.1		
M-F 6a-10a					
M-F 10a-3p					
M-F 3p-7p					
Sa 8a-7p					
Su 8a-7p					
Sa 10a-1p	REMOTE 8/20 @ LACEY				
KMPS-FM		Country	94.1		
W-F 6a-10a					
W-F 10a-3p					
KOMO-AM		News	1000		
W-F 6a-7p					
KPLZ-FM		Hot AC	101.5		
W-F 6a-10a					
Sa-Su 9a-5p					
KRWM-FM		Soft Adult	106.9		
Th-F 5:30a-7p					

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THE RE-ENERGIZE TOUR

RECAP

Flight Dates; June 27 - August 28, 2011

Demo: Women 35+

MEDIUM	# of Stations/ Papers/ Sites	Gross Ordered	Gross Ran	\$ Value of Added Value	Highlights	Reach	Freq	IMP / Cir- culation	Total # of Spots /Ads	Avg CTR	Clicks
RADIO	9	\$82,230.00	\$82,230.00	\$14,800.00	Secured inter-views; remotes, no charge spots; facebook postings on stations page; eblasts to listeners; banner ads on stations site; exceeded bulb distribution goals	63%	6.3x	4,533,000	1,115		
TELEVISION	1	\$12,605.00	\$12,605.00	\$5,300.00	Secured prime spot placements; no charge spots	13%	8.9x	1,548,000	231		
PRINT	8	\$5,395.00	\$5,395.00					326,215	14		
ONLINE	7	\$20,189.00	\$20,189.00	\$2,500.00	Secured no charge banner ad			2,176,696		0.07	1,326

* Note: .05 is industry average