



## Case Study: Natural Resources Canada

The ENERGY STAR® initiative is a voluntary partnership between the Government of Canada and more than 1,500 organizations working to use Canadian natural resources more wisely through greater energy efficiency. Natural Resources Canada (NRCan), which administers ENERGY STAR in Canada on behalf of the EPA, partnered with Carrot Rewards as a cost-effective way to engage with Canadians and develop ENERGY STAR brand awareness. Prior to the Carrot Rewards campaign, NRCan relied on the marketing efforts of its program participants such as utility companies, retailers, manufacturers, and builders, as well as online efforts through its website and social media accounts to educate Canadians on energy efficiency and promote the ENERGY STAR brand. Lacking the resources to undertake a large-scale, national advertising campaign, NRCan sought out innovative ways to reach consumers. Carrot Rewards proved the ideal solution.

### A CAMPAIGN TO INCREASE BRAND AWARENESS

In collaboration with NRCan, Carrot Rewards developed an eight-offer campaign to educate Canadians on energy efficiency and increase awareness of the ENERGY STAR brand. The offers were available to all users of the app in British Columbia and Newfoundland and Labrador. The offers included surveys, quizzes, and videos, as well as link-outs (users had the opportunity to click out to NRCan resources at the end of the offer) to their website and social media platforms (i.e. Twitter and Facebook).

The first, fourth and eighth offer of the campaign, each set 3 weeks apart, asked users if they were familiar with the ENERGY STAR brand. Offers 1 and 4 also asked users what they associated the brand with. Two offers pertaining to EnerGuide and ENERGY STAR for New Homes, were delivered to all users between the first and fourth offer. Three of the eight offers included a rewarded link out (users were rewarded with bonus points or miles) that drove users to ENERGY STAR Canada's Twitter and Facebook accounts.

### CAMPAIGN RESULTS

22,974 participants completed offers 1, 4, and 8.



#### Brand Awareness

##### Increased to 97%

Users familiar with the ENERGY STAR brand jumped from 70% to 97%.



#### Brand Association

##### Better understanding

Participants reported their perceptions towards the ENERGY STAR brand



#### Social Reach

##### More social followers

The brand got 13x more social followers by the end of the 4th offer.

## CAMPAIGN RESULTS

26,820 participants completed both offers 1 and 4.

Answer option	Selected in Offer 1	Selected in Offer 4	Variance
I don't know anything about ENERGY STAR	20.6%	7.1%	-13.5%
Energy efficiency	79.2%	92.9%	+13.5
Cost savings	68.5%	84.2%	+15.7
Environmentally friendly	66.3%	82.9%	+16.6
High-quality products	41.3%	58.8%	+17.5
High-efficiency new homes	46.1%	72.2%	+26.1
Government approved	47.6%	65.1%	+17.5
Third-party certified	29.4%	40%	+10.6
Other	3.4%	5.3%	+1.9

In addition to measuring brand awareness, NRCan used rewarded link-outs at the end of three offers to point users towards the ENERGY STAR Canada Twitter and Facebook pages, where they regularly share useful energy conservation resources and tips. This resulted in a dramatic increase in the number of people who like and/or follow ENERGY STAR Canada, allowing NRCan to share ENERGY STAR messaging directly with consumers. Over the course of the entire campaign, Carrot Rewards significantly increased ENERGY STAR's Twitter following by 760%, Facebook Likes by 2,156% and Facebook following by 2,408%.

## A RESOUNDING SUCCESS



Helping Canadians find their way to the most energy efficient products and homes on the market is a critical component of the ENERGY STAR in Canada initiative. Carrot Rewards has enabled us to considerably grow our reach and our social media following, allowing us to directly engage with Canadians. Among Carrot users, our brand recognition has increased by 27% in just a few weeks, and many Canadians now have a much better understanding of what ENERGY STAR stands for.



**Patricia Fuller**

Director General, Office of Energy Efficiency & Natural Resources Canada

Natural Resources Canada's goal is the better use and protection of Canada's natural resources and this is in part achieved by educating Canadians on the impact of their purchasing decisions and their energy consumption habits. The strong success of the eight-offer campaign has emboldened NRCan to deliver more offers on a variety of topics to Carrot Rewards users across the country.

About Natural Resources Canada  
[www.nrcan.gc.ca](http://www.nrcan.gc.ca)

Natural Resources Canada (NRCan) seeks to enhance the responsible development and use of Canada's natural resources, and improve the quality of life for all Canadians.

About ENERGY STAR Canada  
[www.energystar.gc.ca](http://www.energystar.gc.ca)

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