

December

2013

## Michigan Saves Defines a Moment in Michigan's Energy Efficiency Industry



*A Business Voice for Energy Efficiency*

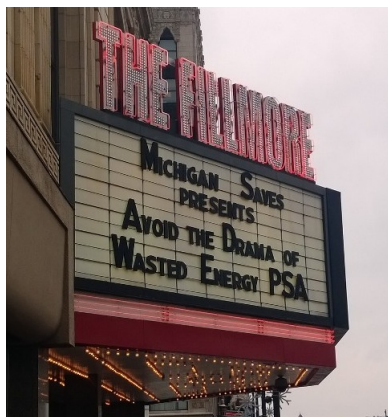
**[WWW.MEECA.INFO](http://WWW.MEECA.INFO)**

---

Michigan Saves Defines a Moment in Michigan's Energy Efficiency Industry  
By: Brindley Byrd

Mary Templeton, Executive Director of Michigan Saves proudly announced that, "We are at a defining moment in Michigan's energy efficiency industry," when she kicked off the Michigan Saves Avoid the Drama of Wasted Energy public service announcement (PSA) campaign debut.

Billed to, "Wake up Michigan residents to their energy problems," Michigan Saves launched their Energy Saver vs. Energy Waster campaign. A debut of the four TV commercials for this campaign was held on December 9, 2013 at The Fillmore Detroit.



Funded in partnership with The Dow Chemical Company, DTE Energy, Consumers Energy and Michigan Saves. Shelton Group, one of the country's foremost energy marketing firms, out of Tennessee is the creative force behind the PSA campaign that pits a well intentioned, but energy-wasting husband against a conscientious and energy-saving wife.

The commercials depict a winter scene and a summer scene. In each, the couple begins discussing what's happening which then escalates into an argument. Suddenly, DING! A bell rings like you'd hear in a boxing match. A microphone drops from the ceiling and a booming-voiced announcer wearing a tuxedo appears and announces the fight. He then steps to the camera and begins offering better solutions to their drama and refers the audience to a website.

The Energy Saver vs. Energy Waster campaign consists of two 60-second TV commercials. The first is titled *The Battle of the Home Improvements* (winter scene). The other is titled, *The Battle of the Thermostat* (summer scene). Each of these commercials will be released in two flights in both 60 and 30-second TV spots. They will be supported by radio and digital promotion and at live events organized by Michigan Saves and its partners. Expect to see and hear this campaign starting in early 2014.

The website portion of this campaign will provide valuable information to homeowners, links to this program's sponsors energy efficiency programs as well as to the list of Michigan Saves authorized energy efficiency contractors that can help homeowners avoid their own energy dramas.

---

Energy audits that follow nationally recognized building performance standards are the best way to diagnose the energy problems in a home. Armed with the scientific information gathered through the audit, homeowners can now better understand their energy problems and the contractors can provide the best solutions for them.

The contractors then take advantage of energy efficiency loans provided by Michigan Saves coupled with incentives and rebates that come through utility energy efficiency programs. All of these tools help the customer make the necessary upgrades to improve the energy performance and comfort of their home.

At the end of the day, the Avoid the Drama of Wasted Energy public service announcements look like a knockout for Michigan's energy efficiency industry...

...A defining moment indeed.

MEECA and all of its members applaud Michigan Saves for investing in such a creative and intriguing campaign to boost business for Michigan's energy efficiency contractors.

###

*MEECA is a non-profit trade association created to support our core members: companies that design, install and evaluate energy savings solutions in Michigan's residential, commercial and industrial buildings.*

*MEECA advocates that Michigan have the most robust, reliable, qualified and predictable energy efficiency industry in the nation.*



3990 Camperdown Drive  
Lansing, MI 48911

**Brindley Byrd**  
Executive Director  
(517) 203-9180  
[brindley@meeca.info](mailto:brindley@meeca.info)



**[WWW.MEECA.INFO](http://WWW.MEECA.INFO)**