



# HERS Index and Utility Brand Make a Powerful Partnership



# THE H|E|R|S INDEX



## **DISTINGUISH YOURSELF.** **BUILD EARTHCENTS NEW HOMES.**

### **GIVE YOURSELF A SELLING ADVANTAGE.**

Today's buyers are looking for energy savings, comfort and quality. That's why our EarthCents New Home program gives builders and developers an obvious selling advantage. The EarthCents New Home construction requirements exceed Georgia's current standard building codes, resulting in more energy-efficient and quality-built homes. Each home's energy performance is rated by an independent, third-party inspector using the Home Energy Rating System (HERS) Index. To learn how you can get rebates beginning at \$600 for each single-family detached, all-electric EarthCents home you build, call 1-800-524-2421 or visit [georgiapower.com/newhome](http://georgiapower.com/newhome).



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# THE H|E|R|S INDEX



## MAKE YOUR NEXT HOME AN EARTHCENTS HOME.

**SAVE MONEY AND ENERGY FOR YEARS TO COME.**

If you're in the market for a new home, you should know about the benefits of a Georgia Power EarthCents New Home. Compared with houses built to standard building codes, EarthCents homes are much more efficient, saving hundreds of dollars in energy costs year after year. Each home's energy performance is rated by an independent, third-party inspector using the Home Energy Rating System (HERS) Index. When you're looking for your next home, ask your real estate professional about an EarthCents New Home—built for comfort and energy savings.

To learn more, call **1-800-524-2421** or visit [georgiapower.com/newhome](http://georgiapower.com/newhome).



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## HERS Consumer Awareness

- Stakeholder Meeting
- Awareness Campaign
  - Advertising and Media Strategy
- Focus Groups



## Key Findings

- Energy Efficiency is a consideration
- Very low awareness of HERS Index
- Desire for one metric to help define home energy efficiency
- Confusion created by acronym
- Confusion based on scale
- No clear design concept favorite

# THE HERS INDEX



**KNOW AN ENERGY EFFICIENT HOME WHEN YOU SEE IT.**



## THE HERS INDEX



Learn how to save money and energy with the **Home Energy Rating System**. It's the national standard for measuring energy efficiency. The score of an average existing home is 130, while an EarthCents® New Home scores 77 or less. That difference can add up to hundreds of dollars a year. So look for the HERS index, buy smart and save big. Learn more at [georgiapower.com/HERS](http://georgiapower.com/HERS).

# THE HERS INDEX



## 3 BED/2 BATH **77 HERS** THE HOME ENERGY RATING SYSTEM THE NEWEST NUMBER IN REAL ESTATE



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## Media Strategy

- Radio [Hidden](#) [Numbers](#)
- Digital



# THE H|E|R|S INDEX



## Online Digital Ads

**H|E|R|S** THE HOME ENERGY RATING SYSTEM

Learn how it can save you money. [CLICK HERE >](#)

**GEORGIA POWER**  
A SOUTHERN COMPANY

**THE HOME ENERGY RATING SYSTEM.**  
THE NEWEST NUMBER IN REAL ESTATE.



Learn how it can save you money.

[CLICK HERE >](#)

**GEORGIA POWER**  
A SOUTHERN COMPANY

**H|E|R|S** THE HOME ENERGY RATING SYSTEM

Learn how it can save you money. [CLICK HERE](#)

**GEORGIA POWER**  
A SOUTHERN COMPANY



## Media Strategy

- Radio
- Digital
- Billboard
- Newspaper/Magazine
- [Georgiapower.com/HERS](http://Georgiapower.com/HERS)

# THE HERS INDEX



- Secure Account Login
- Back to Home
- Residential
  - Home Energy Improvement
  - Multi Family
  - Appliance Rebate
  - Lighting
  - Home Saving Tips
  - Seasonal Tips
  - New Home
  - The HERS Index
  - Benefits of Energy-Efficient Construction
  - Refrigerator Recycling
  - Water Heating
  - Rebates and Incentives
  - Energy Checkup
- Business
- Green Energy
  - Residential
  - Business
  - FAQs
  - Solar Buyback



How can you tell if a home is energy efficient?

00:03 01:04

PLAY email share get code MENU

Find a<sup>+</sup> New Home

Map

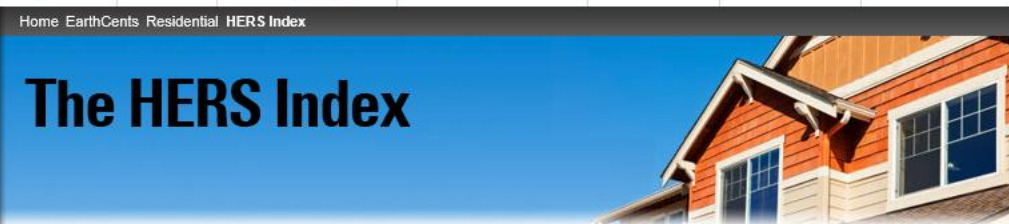


- + How do you know?
- + Understanding the index
- + What makes a home energy efficient?

# THE HERS INDEX



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- + How do you know?
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# THE H|E|R|S INDEX



## - How do you know?

How do you know which house is more energy efficient and can save you money? If you are in the market for a newly constructed home, you may wish there was one simple number to help. Well, there is. It's the HERS Index.

The HERS Index is the industry standard for measuring a home's energy efficiency. HERS – or Home Energy Rating System – was developed by RESNET and is the nationally recognized system for inspecting and calculating a home's energy performance. Certified RESNET home energy raters conduct inspections to verify a home's energy performance and determine what improvements can be made to increase it. Learn more about the [RESNET HERS Index](#).

## + Understanding the index

## + What makes a home energy efficient?



## Media Plan

	Radio	Digital	Billboard	Print	Web
Expected	7,614	25M	5.6M (weekly)	5.6M	
Actual	8,498	37M			



## Web Analytics

	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>HERS Page Unique Visits</b>	64	1,098	6,332	10,735	6,589	5,102	4,755	83

# THE H|E|R|S INDEX



Tim,

I thought you'd be interested to know that in the past few weeks, I've received 2 calls regarding HERS ratings. The HERS Awareness Campaign is definitely working!

An administrative person for a local EarthCents builder called me and said they had a customer contact them wanting to know what the HERS rating was on one of their homes.

I also had a builder call me last week to say he was finally ready to sign up his homes under the EarthCents program. What convinced him was he had a customer ask him what the HERS rating was on one of the homes he had completed!





## Copy testing

- Barriers to attention
- Increase readability
- HERS acronym is understood when spelled out and explained
- Confusion about which house was more energy efficient

# THE HERS INDEX



**KNOW AN ENERGY EFFICIENT HOME WHEN YOU SEE IT.**



## THE HERS INDEX



Learn how to save money and energy with the **Home Energy Rating System**. It's the national standard for measuring energy efficiency. The score of an average existing home is 130, while an EarthCents® New Home scores 77 or less. That difference can add up to hundreds of dollars a year. So look for the HERS index, buy smart and save big. Learn more at [georgiapower.com/HERS](http://georgiapower.com/HERS).

# THE HERS INDEX



**KNOW AN ENERGY EFFICIENT HOME WHEN YOU SEE IT.**

**THE HERS INDEX**

Learn how to save money and energy with the Home Energy Rating System. It's the national standard for measuring energy efficiency. The score of an average existing home is 130, while an EarthCents® Low Home scores 77 or less. That difference can add up to hundreds of dollars a year. So look for the HERS index, buy smart and save big. Learn more at georgiapower.com/HERS

**61%** **5%**

**KNOW AN ENERGY EFFICIENT HOME WHEN YOU SEE IT.**

**74%** **2%**

**63%** **5%**

**48%** **1%**

**59%** **9%**

Learn how to save money and energy with the Home Energy Rating System. It's the national standard for measuring energy efficiency. The score of an average existing home is 130, while an EarthCents® Low Home scores 77 or less. That difference can add up to hundreds of dollars a year. So look for the HERS index, buy smart and save big. Learn more at georgiapower.com/HERS

**48%** **17%**

**GEORGIA POWER**  
A SOUTHERN COMPANY

**65%** **7%**

**earthcents®**

**50%** **4%**

**130** HERS **77** HERS

**40%** **13%**

**THE HERS INDEX**

**42%** **11%**

**H E R S**

**37%** **9%**

Q: Please indicate how you felt about it [the image] as you viewed the ad.

# THE H|E|R|S INDEX



## KNOW AN ENERGY EFFICIENT HOME WHEN YOU SEE IT. The H|E|R|S Home Energy Rating System

Learn how to save money and energy with the Home Energy Rating System. It's the national standard for measuring energy efficiency. The score of an average existing home is 130, while an EarthCents® New Home scores 77 or less. That difference can add up to hundreds of dollars a year. So look for the HERS index, buy smart and save big. Learn more at [georgiapower.com/HERS](http://georgiapower.com/HERS).

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POWER**  
A SOUTHERN COMPANY

**KNOW AN ENERGY EFFICIENT  
HOME WHEN YOU SEE IT.**

**THE HERS INDEX**

**What's Next?**



# THE HERS INDEX



**BUY A HOME WITH GREAT ENERGY APPEAL.**

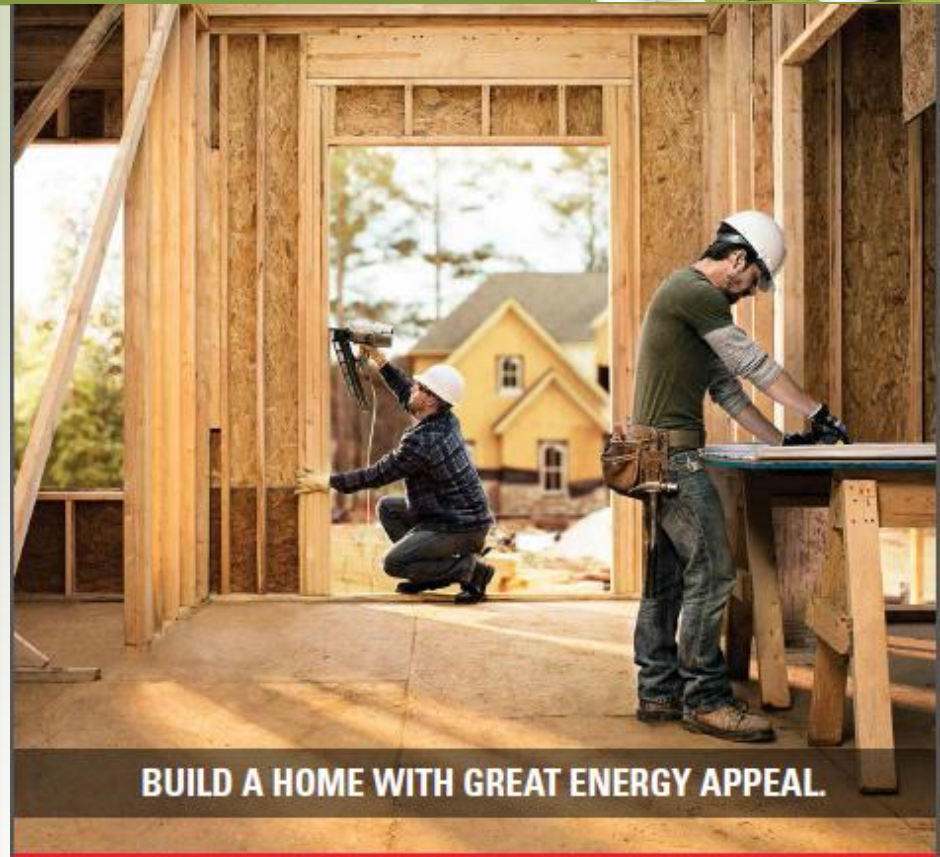
## SAVE ON ENERGY WITH AN EARTHCENTS NEW HOME.™

Designed and built to be energy efficient, EarthCents New Homes feature high-performance windows, insulation, ductwork and heating and cooling systems. So you'll save money every year and feel more comfortable, too. And to back it up, each EarthCents New Home has been independently rated with a HERS (Home Energy Rating System) score. Live well and save, in an EarthCents New Home.

To learn more, call us at 1-800-524-2421 or go to [georgiapower.com/newhome](http://georgiapower.com/newhome).



**earthcents  
newhome™**



**BUILD A HOME WITH GREAT ENERGY APPEAL.**

## HELP BUYERS SAVE WITH AN EARTHCENTS NEW HOME.™

When you build an EarthCents new home, you'll attract buyers looking for comfort and long-term energy savings. You'll also qualify for rebates starting at \$600.\* Every EarthCents new home features high-performance windows, insulation, ductwork and heating and cooling systems. And these homes are independently rated with a HERS (Home Energy Rating System) score. Build smart. Build EarthCents. To learn more, call us at 1-800-524-2421 or go to [georgiapower.com/builder](http://georgiapower.com/builder).



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newhome™**

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## Program Support

- Realtor Training
- Truck / car magnets

# THE H|E|R|S INDEX



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**POWER**

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**earthcents**  
**newhome**<sup>TM</sup>

# Participating Builder

[georgiapower.com/newhome](http://georgiapower.com/newhome)





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- Realtor Training
- Truck / car magnets
- Yard signs

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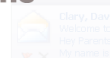


Learn about the  
**HERS** Index

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- Model home kits

# THE HERS INDEX





## Program Support

- Realtor Training
- Truck / car magnets
- Yard signs
- Model home kits
- Web tile ads

# THE H|E|R|S INDEX



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## Program Support

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- Videos



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