

SunPower

Problem

How does a solar power company gain traction and cement itself as the latest technology in a field that continues to grow?

Solution

Develop an OOH campaign that drives brand awareness, making the company stand out in an ever-competitive market.

Background

Solar power had been a premature commodity and cheapened by SunPower's competitor's tactics and products. Homeowners were unsure how solar products and companies were different. SunPower believed homeowners deserved better. Consumers should have standards as high as SunPower's – pay more for quality products and buy the latest and greatest in tech. SunPower believed consumers should know that they have a choice to demand the best.

Objective

The objective was to drive awareness and preference for SunPower. The team wanted to be bold and have an impact, without being overly aggressive. In addition, they wanted to be interesting and engaging, making customers want to learn more.

Strategy

The strategy was to integrate multi-media efforts and leverage paid media to support PR and experiential programs. In addition, the team wanted to explore multi-media opportunities that provide quality brand alignment.

- TV: Build brand via immediate awareness
- Radio: Connect with local community and reinforce message with frequency
- Out of home: Target based on geography and provide continuity of message utilizing innovative, high profile placements that out-flank the competition

Plan Details

Markets: San Francisco/Bay Area, New York (Long Island, Westchester County, Orange County, Rockland County), San Diego, Sacramento, Fresno, Bakersfield

Flight Dates: February 2016 - July 2016

OOH Formats Used: Bulletins, Bus Posters, Train Wraps, Jitney Wrap, Electric Vehicle Charging Stations, Transit Shelters, Interior



Rail Cards and 2-sheet platform posters

Target Audience: Adults 35-64, specifically “Eco affluent families” (older, affluent, highly educated, and who have a passion for the environment) and “Tech families” (young parents, tech savvy, new homeowners in trendy, green community)

Budget: A base plan was built first to include a healthy weight of TV, Radio, and OOH. Then, additional broadcast weight was added for the launch period. Lastly, high profile OOH placements were included in the larger markets (San Francisco/Bay Area, New York, and San Diego) for added impact.

OOH: 43%

TV: 30%

Radio: 26%

Other: 1%



Results

From Brand Tracker:

- The campaign successfully drove total brand awareness among groups who are closer to purchase (from 22% in benchmark to 34% in mid-wave fielding of tracker at end of April)
- For those who saw the advertising, there were significant increases in brand equity metrics such as differentiation (22% non-recognizers vs 60% recognizers), appeal (29% non-recognizers vs 59% recognizers) and memorability (14% non-recognizers vs 62% recognizers)

Also, SunPower saw +26% increase in website traffic.



Audience Metrics

Target Audience TRPs: 118.7

Target Audience Reach: 76.48%

Target Audience Frequency: 22.7