



Appendix 9

Portfolio of Advertisements
2012

wattsmart Advertising Campaign

The *wattsmart* advertising campaign is comprised of a multi-media mix designed to reach as many customers as possible with the greatest frequency.

wattsmart habits TV

:30's

- [wattsmart Tuba \(using energy wisely\)](#)
- [wattsmart Math \(using energy wisely\)](#)







:15's

- [Evaporative cooling](#)
- [Summer Rates](#)
- [Energy Break/Peak Demand](#)
- [Cool Keeper](#)



wattsmart radio

- [Peak Demand](#)
- [Thermostat](#)
- [Tune Up](#)

wattsmart habits print

-  [Summer rates](#)
-  [Set your thermostat to 78](#)
-  [Peak demand/Avoid large appliance use between 2 and 8 p.m.](#)
-  [Cool Keeper](#)
-  [Evaporative cooling](#)
-  [wattsmart new homes](#)

wattsmart habits transit

-  [Kongs - Power Button/Ceiling Fans/Large Appliances/Off Switch/Thermostat \(PDF\)](#)
-  [Queens - Thermostat/off switch/Peak demand/Ceiling fan/Power button \(PDF\)](#)

wattsmart habits web banners

- [Thermostat](#)
- [Evaporative Cooling](#)

- [Peak demand](#)
- [Ceiling fan](#)
- [Summer rates](#)
- [Cool Keeper](#)