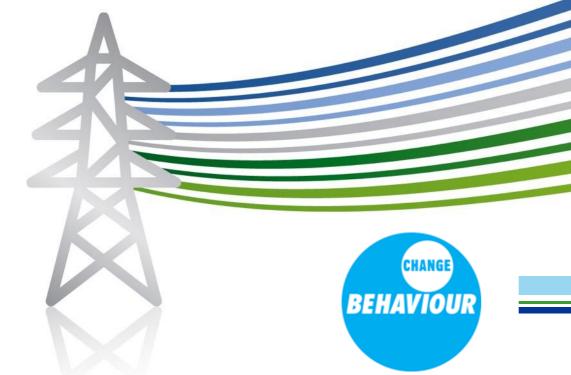# SAVE project

Marketing and Nudge Techniques

Behavioural science insights and delivery mechanisms used in SAVE

Behavioural insights used
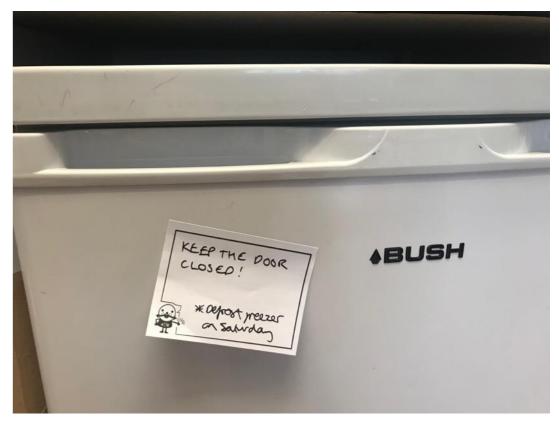
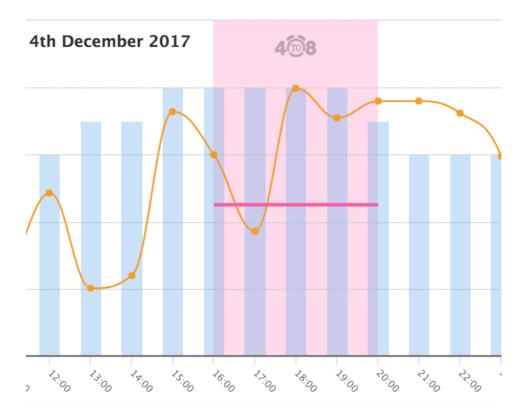# Salience

Messengers

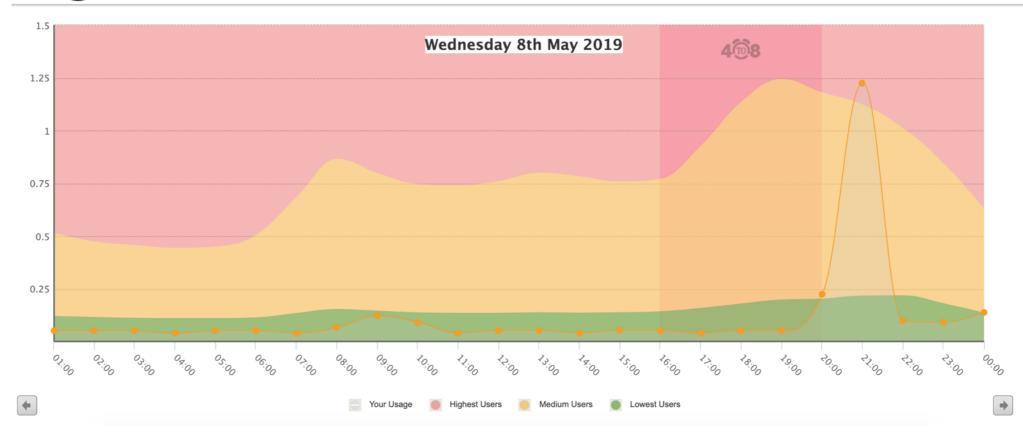# Right time, right place

Goals/ feedback
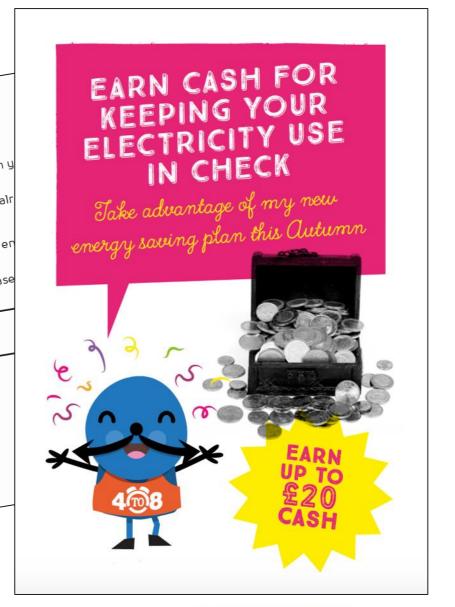
Social norms

Defaults

OPT IN TO THE ENERGY SAVING PLAN

We can only help you benefit from the energy saving plan if you confirm y
take part.

Please tick the box below and post this card back to us. The postage is alr

Alternatively, please follow this link to opt in online: **www.4to8.co.uk**

☐ I confirm I have read the information in the booklet about the en
plan and I would like to opt in

If you would like to receive a weekly text update of your balance please
mobile number here:

Study ID:

You can find out more about what we do with the information we collect
by viewing our Privacy Notice: www.bmgresearch.co.uk/privacy

EARN CASH FOR KEEPING YOUR ELECTRICITY USE IN CHECK

Take advantage of my new energy saving plan this Autumn

4TO8

EARN UP TO £20 CASH

8

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Delivery channels

Post

Online

Mobile app

Email

Save energy: at dinner time — Rob Moore

save@your-loop.com
Save energy: at dinner time
To: Rob Moore

TP2 emails   19 January 2018 at 5:13 pm

Eat up

Planning, shopping, chopping, stirring, pouring, serving. A lot of energy goes into dinner time so don't waste any more of that precious stuff on the things you're not using. This week, I've loads of ideas to help you pinpoint where you might be able to make an easy change.

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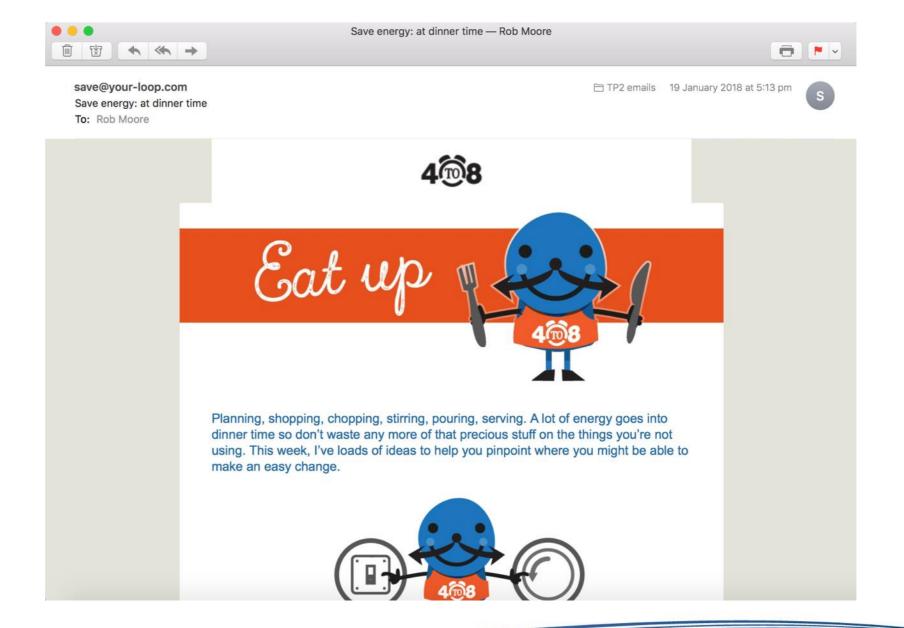
Text

08/10/2018, 11:06 am

From SAVE: Electricity demand will be at peak until 8pm putting the local grid under strain. Please try to cut your use or run appliances later. TXT STOP to end

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Video

| | | | Delivery channels | | | | | | | |
| | | | Postal | | | Digital | | | | |
	Date	Time	Pack of materials	Leaflet	Card	Loop email	Loop notification	SMS	Message	Incentive
E									= event/challenge	
TP2										
	16/10/2017	N/A	X						4 to 8 is peak time / cut usage / helpful tips	
E	20/11/2017	N/A			X				Challenge week: cut usage / 10% target	Restaurant Choice gift card - prize draw, 20 @ £100
	07/12/2017	N/A			X				Challenge results	
	12/01/2018	17:00				X	X		4 to 8 is peak time / cut usage / helpful tips	
	19/01/2018	17:00				X	X		Cut usage / dinner time tips	
E	26/01/2018	17:00				X	X		Challenge week: cut usage / 10% target	Restaurant Choice gift card - prize draw, 20 @ £100
	02/02/2018	17:00				X	X		Cut usage / feet up tips	
	16/02/2018	9:00				X	X		Challenge results	
	23/02/2018	17:00				X	X		Cut usage / Sunday peak	
E	06/03/2018	8:00				X	X		Challenge days: cut usage over 2 days / 20% target	Gift card for your supermarket - prize draw, 1 @ £1,000
E	07/03/2018	8:00				X	X		Challenge days: cut usage over 2 days / 20% target	
	16/03/2018	9:00				X	X		Challenge results	
E	19/03/2018	17:00				X	X		Event: network peak / 5 to 7pm / 10% target	Costa Coffee gift card - £10 to all successful
	30/03/2018	9:00				X	X		Challenge results	
TP3										
	04/06/2018	N/A		X		X			Energy saving plan starting October - opt in	
	01/10/2018	17:00	X			X	X		Energy saving plan started / cut or shift usage / video	10p/h, £20 max
	10/10/2018	18:00						X	Balance update	
	17/10/2018	18:00						X	Balance update	
	24/10/2018	18:00						X	Balance update	
	31/10/2018	18:00						X	Balance update	
	07/11/2018	18:00						X	Balance update	

Learnings

Anecdotal feedback from participants

- High frequency of messaging can be off-putting/lead to fatigue

- Postal or email but not both/not too many emails

- Salience works (e.g. pink envelopes)

- Think about how messaging materials work in a *household* not just on an individual (e.g. kids liked the sticky notes)

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Conclusions

- Peak time is peak time for a reason – people are getting on with busy lives

- No single 'nudge' or channel likely to be sufficient to change entrenched, habitual electricity use, particularly in the absence of any real facilitation

- Over time, we sought to build understanding and engagement through complementary messages via a range of channels

- Engagement via email risks low open rates but postal materials reach the entire audience

- While each message was designed to be simple and singular, it is difficult to pull apart individual effects

- Aiming for a cumulative, long term effect on people's willingness to try specific strategies to reduce their peak usage

- Ultimately, it would appear that one-off events were the moments when behaviour was most likely to shift

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Thank you

David Hall – Behaviour Change

Elizabeth Steele – DNV GL