

MAILER:

Energy Trust of Oregon

OBJECTIVE:

Energy Trust of Oregon faced the challenge of promoting the utility company's energy saving and cash incentives program.

SOLUTION:

eTargetMedia planned and implemented a targeted email marketing campaign that reached grocery store owners and operators who are the decision makers when it comes to purchasing energy saving equipment and products at mid-size businesses with 500 employees or less. The campaign geo-targeted strategic Oregon and Washington zip codes where Energy Trust provides their energy saving services. The campaign targeted grocery business executives in companies that have an annual revenue between \$200k to \$10 million per year. The creative featured the benefits of Energy Trust's cash incentive program which helps grocery store owners reduce upfront costs and make energy saving upgrades more affordable.

OUTCOME:

The email execution exceeded the campaign goals, delivered a high open rate and helped increase interest in the cash incentive program.



**STOCK UP ON ENERGY SAVINGS.
BRING US IN.**



Energy Trust has great news for Washington grocery store owners and operators. We can provide your business with cash incentives to reduce upfront costs and make energy-saving natural gas equipment upgrades more affordable. With upgrades, you can save money and improve comfort for employees and customers alike.

Cash incentives are available for:

- New refrigerated cases with doors
- Add-on doors for open refrigerated cases
- Fryers
- Steam cookers
- Dishwashers
- Additional gas equipment and custom projects

START SAVING WITH ENERGY TRUST



SAVE ENERGY. BRING US IN.

Visit www.energytrust.org/BringUsIn
or call **1.866.605.1676**.



Serving customers of NW Natural in Washington and Oregon.

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