In its fourth year, the Oklahoma Natural Gas Energy-Efficiency Program’s continued goal was to educate customers about the benefits of natural gas and help them make smart energy choices, specifically by providing rebates on the purchase of new, efficient natural gas appliances.

While this year presented opportunities to catch people’s attention, such as a new range rebate, the program also faced ongoing challenges of higher retail prices for natural gas appliances, reaching customers at the right place and time before they purchase an appliance, and a customer base changing the way it seeks and receives information about products and purchases.

The Energy-Efficiency Program was able to form strategies and tactics for the 2014 “Good News” campaign based on sound quantitative and qualitative research including an annual customer survey and message testing with focus groups.

Through innovative strategies including clever creative, use of traditional and new media channels and development of engaging educational videos for sharing through the website, social channels and more, the result was an arsenal of communications tools to reach all target audiences and continued growth for the program.

The comprehensive, award-winning campaign included:

- Three 30-second television spots;
- Three 30-second radio spots;
- Six print and digital ads;
- Five educational videos for OklahomaNaturalGas.com outlining rebate offerings with information on how to select energy-efficient appliances and apply for rebates; and
- Educational marketing materials designed specifically for residential, commercial, builder and food service audiences.

The Oklahoma Natural Gas Energy-Efficiency Program’s Good News campaign had the following impact:

- The total dollar amount distributed through the Energy-Efficiency Program in 2014 was more than $8.1 million, the largest yearly total to date and an increase of 22 percent from 2013.
- Based on the most recent customer survey, aided brand awareness for the Energy-Efficiency Program increased from 46 percent in 2012 to 63 percent in 2014.
- Based on the most recent customer survey, customer knowledge of the benefits of natural gas increased from 2013 to 2014.
- More than 800 commercial customers participated in the Direct Install Program in 2014. Oklahoma Natural Gas helped educate 2,400 contractors and their employees about appliance technology, efficiency and available rebates through a series of 14 workshops.
- The “Good News” creative campaign received two American Advertising Awards from the Oklahoma City Advertising Club, a local chapter of the American Advertising Federation.

With the new creative campaign and constantly evolving outreach strategy, the Energy-Efficiency Program will continue to see growth in its customers’ awareness of the benefits of natural gas as well as their participation in rebate programs.