



5. Target audience

Goal

Prioritize and expand the target audience to engage everyone in the organization to drive participation and achieve conservation results.

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The Energy Wise Network Tier Assessment Tool is designed as an assessment tool that indicates areas of strength and areas where there are opportunities to improve your engagement program and energy conservation campaigns. Use the following table to help guide your “Target Audience” self-assessment using the Tier Assessment Tool.

TIER 1 – Identify and prioritize target audiences and include at least 25% of organization in campaigns	No	You have not yet identified a target audience for your campaigns.
	In Progress	You have identified and prioritized target audiences for your campaigns but they total less than 25% of the organization.
	Yes	You have identified and prioritized target audiences that amount to at least 25% of employees for your campaigns.
TIER 2 – Include at least 50% of staff in your campaigns	No	You have not included at least 50% of employees in the organization in your target audience for campaigns.
	In Progress	You are designing campaigns that include at least 50% of the organization as the target audience.
	Yes	You have launched or implemented campaigns that include at least 50% of the organization as the target audience.
TIER 3 – Include at least 75% of staff in your campaigns	No	You have not included 75% of employees in the organization in your campaigns.
	In Progress	You are designing campaigns that include at least 75% of the organization as the target audience.
	Yes	You have launched or implemented campaigns that include at least 75% of the organization as the target audience.
TIER 4 – Ensure everyone and all departments are involved in campaigns	No	You have not included everyone and all departments in your campaigns
	In Progress	You are designing campaigns that include everyone and all departments.
	Yes	You are targeting everyone and all departments with your campaigns.

Overview

The target audience is a group of staff or stakeholders who are the focus for your conservation campaigns and receive all of your campaign communications. Drawing on marketing best practices, divide your organization into different target audiences based on a variety of factors such as common work areas, tasks and use of equipment and impact on energy use. This practice of “market segmentation” will help you identify the best groups to engage in campaigns and create campaign messaging that is customized to different staff groups.

Campaigns need to be tailored to each target audience. It is important, therefore, to involve your target audience in the planning of your campaigns to determine their motivations and barriers with regards to taking conservation action. This can be done through the campaign planning sessions, green champions programs, focus groups or questionnaires. It is also important to ask for feedback from your target audiences to determine successes and areas of improvement from past campaigns to integrate into future campaigns.

At the same time, consult with members of your target audience to identify the most effective channels of communication to deliver conservation messaging.

Purpose of identifying your target audiences

Selecting a target audience is a key part of your campaign planning process. Often a campaign begins with selecting an action rather than a target audience, but both are of equal importance to the success of your campaign. Identifying and getting to know your target audience will help you design and implement more effective campaigns. It also helps you map out which staff groups in your organization you should engage with first, with the ultimate goal of reaching all staff through your energy conservation campaigns.

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Tier 1—Target audience

IDENTIFY AND PRIORITIZE TARGET AUDIENCES AND INCLUDE AT LEAST 25% OF ORGANIZATION IN CAMPAIGNS

In Tier 1, you may need to do some research to identify potential target audiences. It's helpful to consult an organizational chart and reflect on staff group attributes like location, schedule, tasks, interaction with other employees, and influence within the organization.

Create a table that lists a number of different staff groups you might select as target audiences. To help with your selection process, prioritize them by:

1. Impact – Does this staff group have an impact on energy consumption?
2. Connection – Is this staff group connected to others in a way that their energy conservation might “catch on” with others?
3. Influence – Could behaviour change within this staff group encourage others to adopt new behaviours?

If it's the first energy conservation campaign within your organization, or previous energy conservation campaigns didn't generate high participation rates, it's a good idea to consider a narrow target audience. Focusing your attention and behaviour change efforts on a very specific group will allow you to tailor your communications and monitor how your communications are being received and if any change is occurring. Start by focusing on smaller target groups who have a considerable influence on energy use, such as building operators, IT services department, and people in labs.

The requirement for Tier 1 is that at least 25% of staff in your organization is included in the target audiences for your campaigns.

Check the toolkit

In developing his Energy Efficiency Purchasing Policy, (see the Energy Efficiency Purchasing Policy toolkit, found on the Energy Wise Network SharePoint site) Vincent researches who has purchasing power within his organization and narrows his target audience accordingly.

Toolkit example

After Vincent reaches out to his initial stakeholders and working group, he sets off to do some research. He starts with the existing purchasing guidelines. The guidelines, he finds, are focused primarily on vendor selection for large projects. He decides to focus on staff that have a corporate credit card to make purchases for their department of up to \$3,000.

Through discussions with staff in different departments, Vincent estimates that there are perhaps 75–100 employees who have the purchasing power he is targeting. He identifies a few members of his target audience and conducts a short interview with them to get a better idea of their current purchasing behaviour and motivators. He finds that staff do think it's important to consider energy when making purchases for their offices, but that they don't know what to look for and feel vulnerable going against the status quo or changing purchasing habits that have existed in their departments for a long time.

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Tier 2—Target audience

INCLUDE AT LEAST 50% OF STAFF IN YOUR CAMPAIGNS

In Tier 2, you are working towards accomplishing the following:

- Identifying and prioritizing target audiences for your campaigns (for more information on how to achieve this, see Tier 1)
- Including at least 50% of staff in the target audience for your campaigns.

Check the toolkit

In Olivia's Office Technology campaign, (see the Office Technology campaign toolkit, found on the Energy Wise Network SharePoint site) she focuses on staff at the head office. Olivia sees an opportunity with this group of staff since they represent about half of the organization and have access to desktop computers which are frequently left on and consuming energy overnight.

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Tier 3—Target audience

INCLUDE AT LEAST 75% OF STAFF IN YOUR CAMPAIGNS

In Tier 3, you are working towards accomplishing the following:

- Identifying and prioritizing target audiences for your campaigns
- Including at least 75% of staff in the target audience for your campaigns.

Now that your campaigns are targeting a large portion of your entire organization, you will mostly likely need to create a series of separate campaigns for different target audiences.

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Tier 4—Target audience

ENSURE EVERYONE AND ALL DEPARTMENTS ARE INVOLVED IN CAMPAIGNS

In Tier 4, you're targeting your entire organization for your energy conservation campaigns. At this level, you will need to organize multiple campaigns with customized actions for different groups of staff in your organization. Expansion of the target audience can be achieved through implementing campaigns with a broader reach and running multiple campaigns with different target audiences that identify specific behaviours for each audience.

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