



What's the problem to be solved?

Soaring energy prices and demand on energy use are putting households under increasing financial pressure in Australia. Rebates are only a temporary solution and do not help with future bills. They do not create lasting behaviour change to reduce energy consumption.

What's the solution?

CitySmart has developed an energy reduction program, called Reduce Your Juice, that can help relieve this pressure on vulnerable households who are now at risk.

How will this help your customers?

Reduce Your Juice is the best way for households to lower their electricity bills.

- Reduce Your Juice really engages and makes learning fun.
- Every member of the household contributes to the size of their energy bills, so Reduce Your Juice involves the whole family in the learning process.
- The program builds trust that delivers results.
- Rewards good behaviour to embed the learnings.
- Engages customers on channels they love to use - their mobile phones, email and social media (in their time, on their terms).
- It is more cost effective and provides better results than traditional education programs such as in-home audits, workshops and brochures.

Until Reduce Your Juice was developed it was very difficult to find a behaviour change program that was effective, widely enjoyed and made measuring return on investment simple.

Program results

Reduce Your Juice takes every participant on an eight week, high touch learning journey. CitySmart has run his program 6 times with over 3,000 Australian households:

Households saved! \$52 average saving on quarterly electricity bills

Households reduced energy consumption: 12.3% improvement in energy consumption on previous year

Households saw the value: 82% said the program helped them monitor their energy usage on average

Households had fun: 90% liked the program and would recommend it to friends and family

Households engaged:

- With up to 180 touchpoints
- Immersed in educational activities for 90 minutes on average
- Saw over 60 educational messages
- An average email open rate of 60%, almost triple the education industry average

What powers the success of Reduce Your Juice?

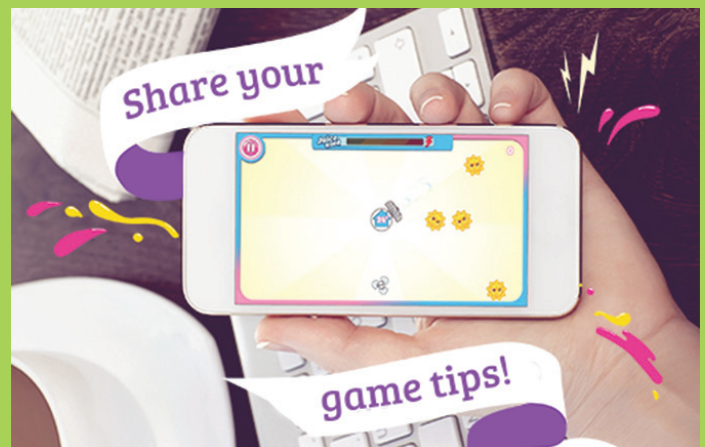
CitySmart partnered with Queensland University of Technology (QUT) to design this leading-edge program, drawing on QUT's expertise in consumer behaviour research which has been instrumental to the program's success. It was designed with the objective of combining best practice digital, change management and social marketing research with a real-world application to help people reduce energy bills.

The program harnesses the power of gamified learning, which is the new learning frontier. Reduce Your Juice focuses on simple actions that everyone can take and aren't dependent on whether the customer is an owner or renter, where a customer lives, or what they earn. Customers can engage any time and place via their smartphone and their activity can be measured through individual tracking via the app. An investment in Reduce Your Juice will pay off multiple times because the program creates lasting behaviour change.

Who is the audience?

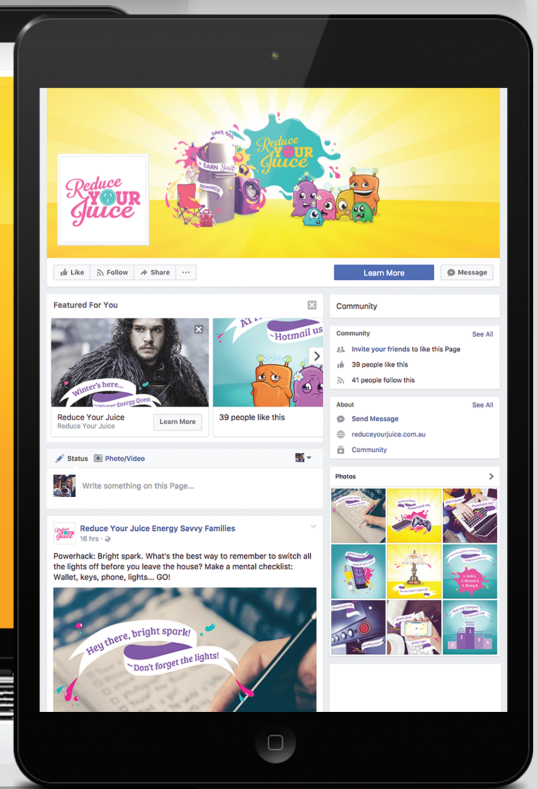
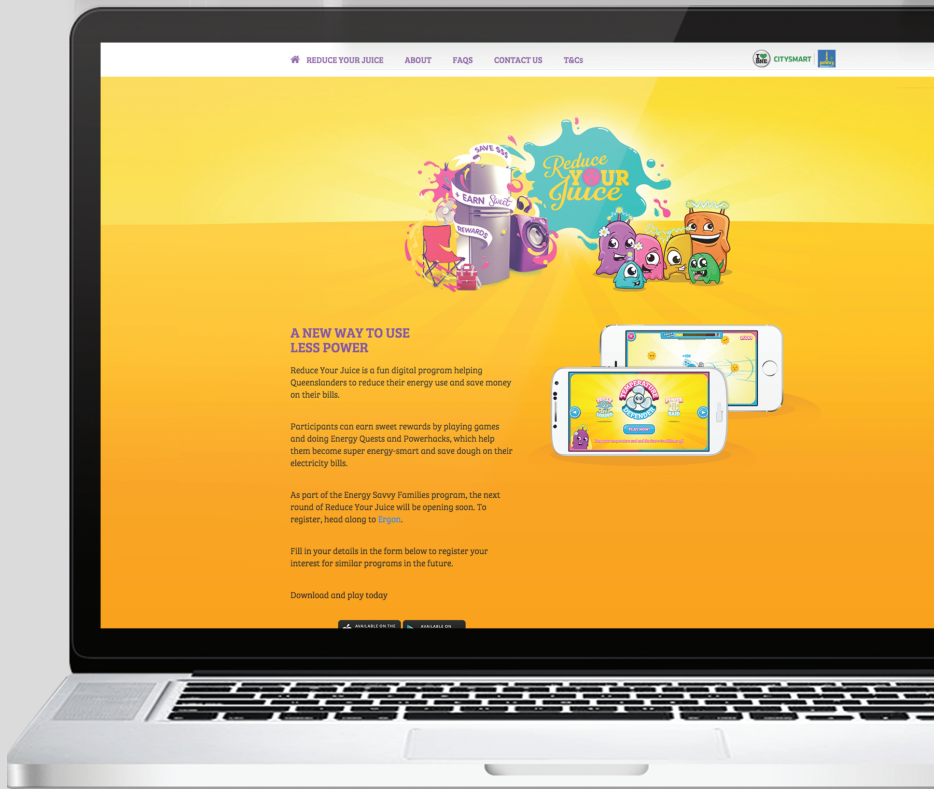
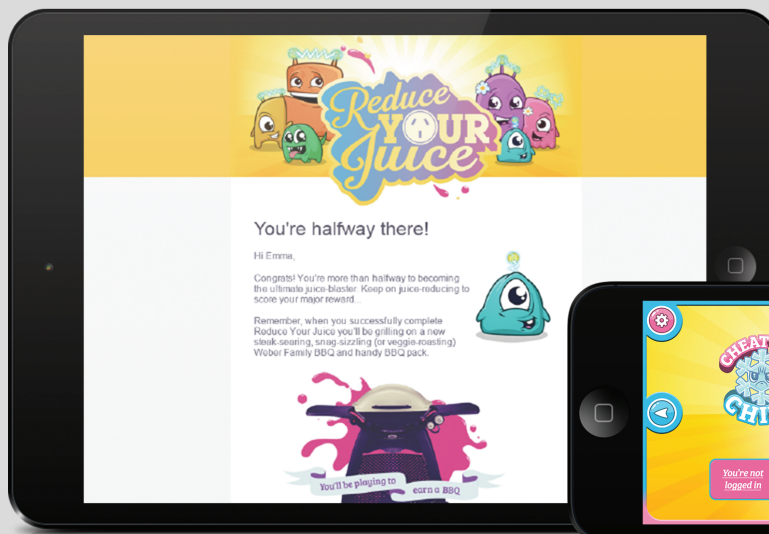
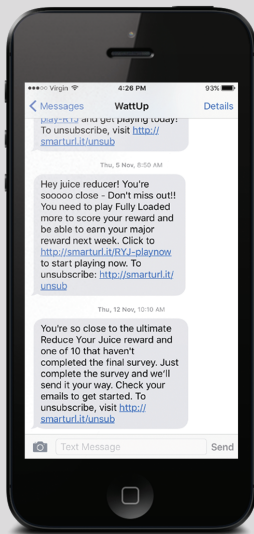
While all households can benefit from participating in Reduce Your Juice, the program's design has a particular appeal to vulnerable adult customers. The program has already been completed by 3,000 customers and another 4,000 will experience the program in the coming months. Other digitally connected household segments suited to the program may include:

- Families with mortgage stress who are looking to cut energy usage
- Renters who feel they have limited control over their energy costs
- Customers who use above average amounts of energy for their household.



What are the benefits?

Benefit	How?
Innovation	Gamified learning applies elements of game playing (scoring, competition, rules of play) to engage the audience in understanding electricity
Branding	The program can be customised with your brand
Speed to market	The program is quick to implement. 3 months from enrolment to completion in any area
Customer satisfaction	High satisfaction from households. Significant improvement in attitudes, bill control, self-efficacy
Low effort	CitySmart runs the entire program for you and reports regularly on progress
Scalable	The program can be scaled to help tens of thousands of households with little extra effort
Low cost at scale	As participant numbers grow, the cost per participant falls
Lowers carbon emissions	The program challenges participants to take the learnings from online to offline in the real-life environment thereby reducing energy bills and reducing carbon emissions
Socio-economic outcomes	Health and well-being impacts. Advances social objectives for families, energy and emissions
Builds community	Provides an opportunity for your customers to connect on social media and share their learning experience
It works!	Helps households with real savings long-term
Measurable	Real time analytics and customer feedback to accurately measure results



Digital engagement: apps, emails, facebook, website, CRM and marketing automation.

A closer look: how the program works

Reduce Your Juice is seamlessly delivered using the design components of gaming via smart phones and tablets.

Digital gameplay, competitions, challenges, rewards, scoring, entertainment and social media conversation engage participants.

The result is an apparently simple yet highly relevant experience that makes saving on power bills easy and rewarding for participants.

During the 8 weeks customer program the following interventions are received:

Mobile gamification

At the heart of the program is a series of custom designed mobile app-based games to virtually engage players in key areas where they can 'reduce their juice'.

Players learn about turning off lights and appliances, heating and cooling, and washing and drying efficiently through mini-games 'Power Raid,' 'Temperature Defender,' 'Cheat the Chill' and 'Fully Loaded'.

The rules of the games are some key energy behaviours and these are embeded with repetitive gameplay.

Social media

The online social community element provides interaction with like-minded people and creates conversations. The community of 'juice-reducers' encourages interaction and allows them to share and compare their experiences with their peers. Importantly, this builds high levels of trust that are pivotal to the program success.

Simple energy saving tips

Reduce Your Juice includes a series of fun Powerhacks which provide participants with simple activities that make a big difference and which they can easily implement at home. These practical tips and ideas help participants think differently about energy efficiency, and apply their new knowledge to save money on their electricity bills.

Energy challenges

The program includes Energy Quest challenges which are competitions that take the learnings offline into the home and engage with other household members. This creates a fun experience that drives behaviour change and provides excellent content on social media.

Rewards to embed behaviour

The Rewards are instrumental to program success. These include both intrinsic rewards that build self-belief in a participants ability to take action and extrinsic rewards designed to reinforce the right behaviour.



What do others say?

“People on low incomes are constantly battling to pay their electricity bills. There are a lot of reasons behind this including a lack of funds, high electricity prices and old energy appliances that just aren’t energy efficient.

Awareness of energy efficiency is just so critical”.

“The program was very successful because it equipped low income renters with the tools to change their behaviour.”

**MARK HENLEY, DIRECTOR
QUEENSLAND COUNCIL OF
SOCIAL SERVICE (QCOSS),
PROGRAM SPONSOR.**

“My most recent monthly bill was \$55, the one before that was about the same, and the one before that was \$40. Compare that with last year, where I was paying well over \$100 a month in the summer and \$80-\$90 the rest of the time.”

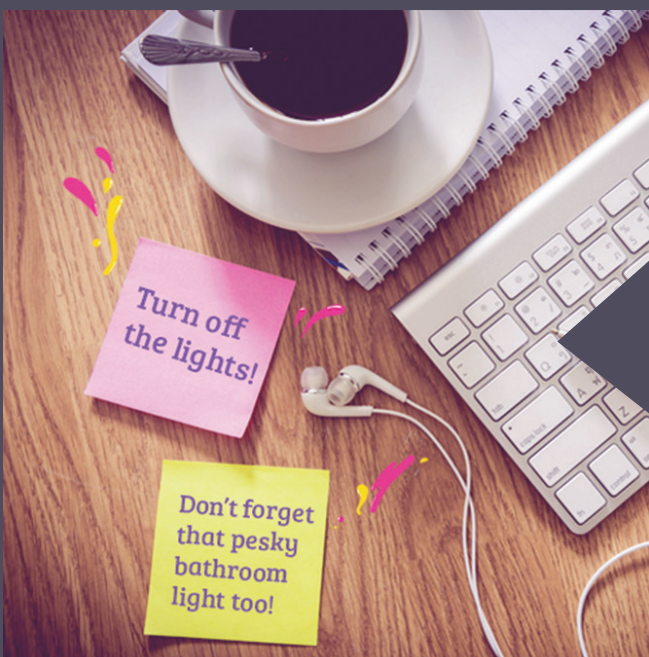
“My kids now walk around and flip off the fans in the morning, they help hang out the washing. Generally, if it’s not in use they turn it off. It’s become second nature to them.”

**LEILA, MUM OF 5,
TOWNSVILLE.**

“A real fun and educational way of learning to save energy and also have chances to win prizes along the way.”

ROMONA, HERVEY BAY.

**Reduce Your Juice
helps customers
play down their
electricity use.**



**A revolutionary
consumer behaviour
change program built
on research insights
and the latest
digital engagement
tools including
gamification and
social media.**

**Reduce Your Juice has
also been recognised
with multiple
marketing and
sustainability
awards including:**

- National Energy Efficiency Council Award
- Banksia Sustainability Award
- Brisbane Advertising & Design Club (BADC) Award
- Australian Information Industry Association Award (iAwards)
- Australian Marketing Institute Award
- Australian Interactive Media Industry Association (AIMIA) Award
- W3 Web award
- International Webby Award.