
NW DUCTLESS HEAT PUMP PROJECT

Messaging Matrix



MESSAGING MATRIX

As Northwest consumers are largely familiar with ductless heating and cooling systems, this messaging will help us move beyond general awareness and motivate utility customers to make a purchase.

The Northwest Energy Efficiency Alliance conducted primary quantitative and qualitative research to identify product perceptions of and purchase motivators, influencers and barriers for ductless heat pumps. The following messaging matrix reflects the top motivators for consumers, presented in order of importance—primary messages that resonate most with consumers, followed by secondary and tertiary messages.

To best position the below benefits, avoid using the term “upgrade.” The Project’s market research found that homeowners believe this positioning implies that the ductless transition is complex and expensive.

PRIMARY MESSAGING

Cost and energy savings

Use the primary message by itself in communications with little space, such as online banner ads, billboards and small print ads. Cost and energy-savings messaging can be conveyed with the statements below.

Ductless heating and cooling systems:

- Reduce energy use/electric heating bills
- Eliminate energy waste

For energy-savings messaging, the Project’s market research has found that using the savings percentage (“up to 50% on electric heating costs”) resonates more with homeowners than annual money savings (“up to \$200 per year”).

EXAMPLES

“Save up to 50% on your electric heating costs with a ductless heating and cooling system.”

“Cutting your heating and cooling costs is easy with ductless heating and cooling systems. They use up to 50% less energy than existing electric heating.”

SECONDARY MESSAGING

Comfort and control

Primary and secondary messages should be included in pieces with additional but still limited space, such as medium-sized print ads, in-store signage and postcards. Comfort and control messaging can be conveyed with the statements below.

Ductless heating and cooling systems:

- Provide more direct temperature control
- Eliminate hot and cold spots with even, balanced heating
- Offer both heating and air conditioning

EXAMPLES

“Ductless heating and cooling systems work with your electric heating system to give you more control over your home’s temperature.”

“Ductless heating and cooling systems give you more control over your home’s heating and air conditioning. That means you’ll be comfortable all year long.”

“Ductless heating and cooling systems eliminate hot and cold spots by providing even, balanced heating.”

TERTIARY MESSAGING

A smart long-term investment

Primary, secondary and tertiary messages should all be included in pieces with ample space, such as brochures, letters and bill stuffers. Smart long-term investment messaging can be conveyed with the statements below.

Ductless heating and cooling systems:

- Are durably constructed
- Last a long time

EXAMPLES

“Durable and efficient ductless heating and cooling systems provide immediate and long-term savings on your electric heating costs.”

“Durably constructed ductless heating and cooling systems help you save energy for years to come, making them a smart long-term investment.”

PURCHASE INCENTIVES

Whenever possible, include utility incentives, manufacturer rebates, tax credits or other money-saving offers in your communications. We recommend tying that information into the call to action.

EXAMPLE

“Act now to instantly save \$200 at The Home Depot. Visit <campaignwebsite.com>.”

For Project deliverables, the default URL is GoingDuctless.com.

CUSTOMER TESTIMONIALS

Use these customer testimonials on your materials to give prospective buyers compelling peer recommendations from their Northwest neighbors.

“The ductless heat pump is user-friendly and has decreased my heating bill by 75%. It is so quiet I don’t even notice it. My installer walked me through the entire process of using the remote and operating the heat pump.”

–Rebecca, Tacoma, Wash.

“We absolutely LOVE our ductless heat pump—it’s the best invention since indoor plumbing. Our system keeps our whole house an even temperature—no more cold spots.”

–Gene & Connie, Troy, Mont.

“Our heating bill is at least half. I tell everyone that listens they need to get a ductless heating and cooling system if they want to save and keep warm.”

–Doris, Corvallis, Ore.

For more ductless heating and cooling testimonials, visit GoingDuctless.com/testimonials.

WEB & NEWSLETTER

MESSAGING FOR GENERAL CUSTOMERS

If appropriate, replace the GoingDuctless.com URL with your own, or preferred, web address.

Save up to 50% on your electric heating bill

Ductless heating and cooling systems provide year-round comfort and save you 25–50% on your electric heating bill. [Insert the following if your utility is offering an incentive] With a [incentive amount] incentive from [utility name], installing a ductless heat pump has never been this easy and affordable. Get started now by finding an experienced local installer at GoingDuctless.com.

Take control of your comfort

Ductless heating and cooling systems give you more control over your home's temperature and can save you hundreds of dollars per year on your electric heating bill. [Insert the following if your utility is offering an incentive] With a [incentive amount] incentive from [utility name], installing a ductless heat pump has never been this easy and affordable. Visit GoingDuctless.com to learn more and find an experienced installer in your area.

Introducing a smart, comfortable investment

Durable and super-efficient ductless heating and cooling systems provide immediate and long-lasting comfort and control of your home. And that's not even the best part: They can also save you up to 50% on electric heating costs. Make your investment today—you'll thank yourself for years to come. Visit GoingDuctless.com to find an experienced installer in your area.

Utility incentives and tax credits available

By offering a [incentive amount] installation incentive on top of state [if state tax credits are available in your area] and federal tax credits available for qualified units, [utility name] is making a ductless heating and cooling system more affordable than ever. Financing options may also be available. Visit GoingDuctless.com to learn about available incentives and find an experienced installer in your area.

Air conditioning comes standard

A ductless system makes your home comfortable in every season. Ductless systems come standard with air conditioning, offering you an efficient, effective cooling solution. Visit GoingDuctless.com to find an experienced installer in your area.

Easy installation

It takes a professional installer less than a day to install your ductless system, meaning you'll be in control of your comfort in no time. Visit GoingDuctless.com to find an experienced installer in your area.

MESSAGING FOR HOME SELLERS AND REAL ESTATE PROFESSIONALS

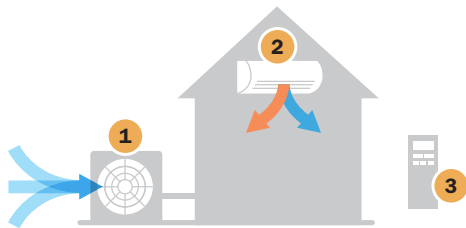
Add value to your home: go ductless before you sell

They'll love the added comfort, you'll love the added value. Offer potential buyers year-round comfort and up to 50% savings on their electric heating bill. Visit GoingDuctless.com to learn more.

SOCIAL MEDIA EXAMPLES

- When it comes to energy bills, less is always more. Ductless systems can save you up to 50% on electric heating costs. Find out how: [\[URL\]](#)
- Ductless systems give you more control of your comfort and your energy costs. Click here to find out if you can save even more with instant rebates or state and federal tax credits. [\[URL\]](#)
- Durable and super-efficient ductless systems provide more comfort and up to 50% savings on your electric heating costs. Find out how to improve your comfort, and save your money, for years to come. Visit [\[URL\]](#).

We encourage you to use the graphic below with the provided marketing copy. If you would like high-resolution graphics, please contact the NW Ductless Heat Pump Project at marketing@goingductless.com.



- 1. An outdoor unit that sits on the ground**
- 2. An indoor unit mounted on a centrally located wall**
- 3. A remote control to adjust settings**

