



## **FPL Low Income Program Name Study**

### **Evaluation of Candidate Names**

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## Executive Summary

IMAGELAB, LLC conducted a research study on October 24, 2009, with the objective of helping Florida Power and Light to evaluate a list of candidate names for a new, branded program targeting low-income customers.

FPL supplied the research team with 17 candidate names to be evaluating via a demographically diverse, targeted focus group of 18 people. The candidate names were:

- |                          |   |
|--------------------------|---|
| 1. Caring through Energy | 10. Power to Care                         |
| 2. Community Power       | 11. PowerSave                             |
| 3. Energy Affordability  | 12. Energy Education                      |
| 4. Energy Assist         | 13. Energy Empowered                      |
| 5. Energy Empowered      | 14. Energy Essentials                     |
| 6. Energy Savers         | 15. Energy Smart                          |
| 7. Energy to Care        | 16. HEMI: Home Energy Makeover Initiative |
| 8. EnergyCARE            |   |
| 9. EnergyHELP            | 17. Home Energy Savers                    |

IPOR first reduced the candidate names from 17 to 16 by combining two substantially similar names. (“EnergyCARE” and “Energy to Care”) to a single name (“Energy Care.”)

Next, a group of 18 focus group participants performed a written task in which they were asked to compare the 16 names in serial fashion to determine which were the most unique. The exercise is called “triads,” and utilizes a statistical algorithm to test for a given variable (in this case, “uniqueness,”) based on the frequency with which a term is chosen versus others, over a series of repetitions.

The four most unique names as determined by the “triads” exercise were:

- Energy Care
- PowerSave
- Energy Assist
- Energy Smart

Next, the respondents were assigned numbers based on age, and divided into two focus groups. Focus Group 1 consisted of men and women aged 50 and older (10 members.) Focus Group 2 consisted of men and women under age 50 (8 members.) The focus groups separately completed both written and oral exercises designed to further evaluate the four finalist names. Seventeen (17) participants completed the entire focus group evaluation, with one participant leaving the group early, causing his partially-completed focus group exercises to be discounted in the final results.

Each focus group was asked to evaluate various aspects of each of the names according to the following criteria:

- Memorability
- Likeability
- Distinctiveness
- Embodiment of program benefits
- Ability to evoke positive attitudes toward FPL

### Evaluation Criteria

#### Memorability

Across both focus groups, the name “Energy Assist” was consistently found to be the most difficult name both to say and to spell, and thus to be the least “memorable” of the four names.

“PowerSave” was considered the easiest name to say and to spell by a majority of respondents in both groups.

#### Likeability

Across both focus groups, “PowerSave” and “Energy Smart” were found to be the first and second most “likeable,” respectively, across all demographic groups.

#### Distinctiveness

In both focus groups, “PowerSave” was found to be the most “distinctive” in Group 1 (4 out of 9 respondents rated it number one), followed by “Energy Smart” (3 out of 9). “Energy Assist” was found to be the most “distinctive” by a majority of respondents in Group 2 (4 out of 8 respondents) though it was also most often rated as “least likeable” (5 out of 8). “PowerSave” was rated as the second most “distinctive” name by Group 2 (3 out of 8 participants), and was also rated “most likeable” (by 6 out of 8 respondents).

#### Embodiment of program benefits

Once the program benefits were described to the focus groups, “Energy Smart” was rated highest on four out of five programs benefits (Save money, Comfort, Security, and Safety) overall. However, “Energy Care” ranked highest (or just as high) for the benefits of “comfort” and “health.”

#### Fit for described program

Near the end of each focus group, the participants were informed by the focus group moderators that FPL was the client in the study, and the planned Low Income Program was described in general terms (without specifying that the target was “low income” customers specifically). Across both focus groups, “Energy Smart” was rated as the most appropriate name for the program as described, followed by “PowerSave”, “Energy Care” and “Energy Assist.”

**Analysis**

Based on an analysis of the written and oral focus group results, two name candidates emerged as providing the best fit for FPL's program and messaging goals. Those two brand names, "Energy Smart" and "PowerSave" scored highest on the largest number of supplied criteria. However an analysis of the written surveys, broken down by focus group, revealed that "Energy Smart" presents an overall better program fit.

**Project Background and Objectives**

**Purpose**

The purpose of the FPL Low Income Program name study was to assist Florida Power and Light (FPL) in identifying a brand name that can encompass a suite of cost-saving programs the company plans to introduce, which are targeted at low-income customers. The programs will generally focus on steps households can take to increase the efficiency of their energy usage, thereby reducing their monthly electric bills, along with the incidence of non-payment or late payment. The programs will complement other FPL and government programs aimed at helping people afford their electric bills, and will include tips for using energy more efficiently, kits for “weatherizing” homes or apartments, rebates for the purchase of energy-efficient appliances, and the completion of “Home Energy Surveys” to help FPL representatives educate customers on how to modulate their energy use in order to reduce their energy bills.

Several potential program names were suggested internally at FPL. The study was intended to help the company determine which names best embody the desired program benefits, and which will resonate most with the target demographic.

**Background - Low income customer demographics**

FPL has defined its low-income customer base in both demographic and geographic terms, to include customers residing in zip codes with a high concentration of households meeting the federal poverty threshold based on household size. IMAGELAB/IPOR utilized these criteria in selecting a survey sample for this study:

**Income Threshold – Low Income Households**

<b>Household Size</b>	<b>Income</b>
One person	\$15,885
Two people	20,310
Three people	24,795
Four people	31,805
Five people	37,620
Six people	42,485
Seven people	48,350
Eight people	53,724
Nine people or more	64,109

**Research Team**

The research team consisted of Joy-Ann Reid, managing partner of IMAGELAB, who served as a co-moderator of the focus groups, Hugh Gladwin, Ph.D., director and senior researcher at IPOR, who oversaw the sampling and recruitment of respondents, as well as data collection and

analysis, and Brian Parker Ph.D., branding expert and assistant professor in the School of Journalism and Mass Communications at Florida International University, who served as lead moderator of the focus groups, and also designed the moderator guide and focus group exercises. (See Appendices B through F.)

### **Research and field methodology**

#### **Demographic targeting, recruitment**

The research team began by designing a telephone survey to be used to recruit 25 participants to participate in a focus group and research study. The telephone survey consisted of a five-minute interview incorporating about 10 open-ended and closed-ended questions, including demographic data collection. The questionnaire/script was submitted for review and approval to FPL's program, marketing and research departments. (See Appendix B)

#### **Sampling and respondent selection**

A GIS<sup>1</sup>-based sample was generated by IPOR from U.S. Census data based on the demographic criteria supplied by FPL. Target participants were located who fit the low-income profile and who resided in the geographic area that includes central and northern Miami-Dade and south Broward counties. Random phone calls were placed to potential respondents in order to select 25 low-income persons willing to participate in the study. Respondents were offered \$75 as payment for participating the study, plus \$15 for transportation costs.

Of the thirty (30) respondents who expressed interest in participating in the study and who fit the profile based on such criteria as ethnicity and income status, twenty-five (25) were selected and called back.

On the day of the study, which took place on Saturday, October 24, 2009. A total of 18 respondents who RSVP'd for the study actually came to Florida International University to participate in the study, including one respondent (male, Haitian, 50s) who left the focus group portion of the study before it was completed. This subject's responses are included in the pre-focus group evaluations or "triads," but not taken into account in the focus group evaluations.

#### **Candidate names**

FPL supplied 17 candidate names for the research study, which were chosen internally by corporate management. The names were as follows:

- Caring through Energy
- Community Power

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<sup>1</sup> A geographic information system (GIS) is a computer-based statistical modeling platform that captures, analyzes and manages data that is based on geographic information.

- Energy Affordability
- Energy Assist
- Energy Empowered
- Energy Savers
- Energy to Care
- EnergyCARE
- EnergyHELP
- Power to Care
- PowerSave
- Energy Education
- Energy Empowered
- Energy Essentials
- Energy Smart
- HEMI: Home Energy Makeover Initiative
- Home Energy Savers

#### Substantial similarity

Before allowing the participants to begin the exercise portion of the research study, procedure two names that were differentiated only by a preposition, “EnergyCARE” and “Energy to Care” were consolidated to “Energy Care.” It was the opinion of the researchers that the names were so similar that they could not be differentiated in the survey results, and any evaluation involving both names would be statistically insignificant.

#### Pre-focus group demographic exercise

After enough participants had arrived to conduct a statistically significant evaluation, the 18 participants were gathered and the project explained to them. At this stage, the researchers had not identified FPL as the client.

Each participant was asked to individually complete a one-page demographic worksheet, in which they supplied general information about themselves – their age, household income range, household size and sex. The only significance of the worksheet was to allow the researchers to group the respondents by age.<sup>2</sup> Each respondent was assigned a number, which was written on their nametags: 0 through 9 for respondents 50 years of age and older, and 10 through 17 for those under age 50.<sup>3</sup>

#### “Triads” exercise

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<sup>2</sup> The researchers felt it was likely that older and younger respondents would answer more freely and participate more vigorously in groups of people of similar age.

<sup>3</sup> Group 1 initially had 10 members.



As a group, the 18 participants were asked to complete a written, cognitive exercise called “triads.” The goal of the “triads” exercise was to determine which of the 16 names were the most unique. The “triads” exercise consisted of multiple pages containing a series rows containing three brand names each (See Appendix C). The participants were asked to circle the term in each row that was *most different* from the other two in meaning. This procedure is an efficient way to group names that respondents see as similar.

While the participants took a refreshment break, the results of the “triads” exercise were taken to the IPOR research lab, scanned and analyzed using a computer algorithm. The names were ranked for “uniqueness” based on the number of times they were selected from among the three names in a row. The ranking resulted in four names that were judged to be the most unique/distinctive of the 16. Those names were:

1. PowerSave
2. Energy Smart
3. Energy Assist
4. Energy Care

### **Focus group procedure**

Once the four names were selected for further evaluation, respondents 0 through 9 were taken to the focus group room for a qualitative discussion of the four brands obtained from the pre-focus group exercise. After Group 1 completed its written and oral focus group exercises, they were released and Group 2 was brought into the focus group room.

The purpose of the qualitative discussions was to establish reasons why individual brands were found to be motivating and clearly identifiable. The groups were led to discuss ways that the four brand names differed, and to assess their strengths and weaknesses in the opinions of participants.

### **Participant demographics**

All 18 participants in the research study were Miami-Dade and Broward County residents who represented low-income FPL’s low-income customer base.

The two focus groups included participants of multiple ethnicities, but similar age characteristics. Group 1 was the older group (50 years and older) and Group 2 was the younger (less 50 years of age.) The participants overall consisted of 11 women (65 percent) and 6 men (35 percent). The average age was 43.8 years and ranged from 25-70 years. The ethnicities represented included Hispanic, white/Anglo, African-American, Caribbean-American, Haitian/Haitian-American.

The demographics of the groups are compared below to an analysis obtained by FPL from The Futures Company, which profiled the low-income customer in general terms.

**Table A: Focus Group Demographics**

<b>Category</b>	<b>Number</b>	<b>Percentage</b>	<b>Low Income Customers Futures Co.</b>
Female	11	65%	60%
Male	6	35%	40%
18-49	8	47%	38%
50+	9	53%	62%
Median Age	43.8		37

**Ethnicity**

Hispanic	4	24%	27%
White	5	29%	
Black (all)	8	47%	
African-American	3	17%	18%
Caribbean	2	12%	
Haitian	3	18%	

**Table B: Focus Group Demographics, Group 1**

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
Female	5	29%
Male	4	24%

**Ethnicity**

Hispanic	3	18%
White	3	18%
Black (all)	3	18%
Caribbean	1	6%
Haitian	-	0%

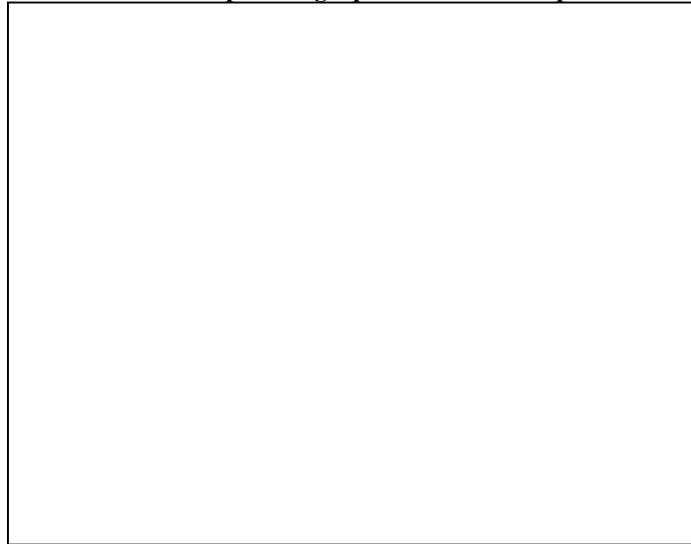
**Table C: Focus Group Demographics, Group 2**

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
Female	6	65%
Male	2	35%

**Ethnicity**

Hispanic	1	24%
White	2	29%
Black (all)	5	47%
Caribbean	1	12%
Haitian	3	18%

**Focus Group Demographics – All Participants**



Evaluating the brands:

The brands selected for the focus groups were evaluated according to four main criteria that are critical to brand development:

Memorability	How easily a given brand name can be spoken or written, and thus remembered
Likeability	How positively participants respond to each name.
Distinctiveness	How unique the name appears to be, and how distinct from the others.
Embodiment of program benefits	Which names best evoke desired benefits like “saving money,” comfort, health, security or safety.
Corporate goodwill	Ability of the brand name to evoke positive attitudes toward the company. In the case of FPL, does the brand cause the participant to believe that FPL “cares about customers like them?”

Focus group structured discussion and worksheets

The focus group discussions began with general issues related to the memorability of each brand name, looking at ease of spelling and pronunciation. Next, the study gathered participants’ free associations with each name in order to determine the type of information associated with each name, the consistency of associations, the uniqueness of associations, and associations that are positive/negative. Frequency of free association is often used in brand and product research as a preliminary assessment of a brand’s image (Malhotra, 1981) [Appendices E and F]

The discussion moved to the uniqueness of each brand name. This consisted of open discussion in response to questions and probes issued by the moderators, initiated with the question, ““In general which name do you find most vivid and unique?” Next, the favorability of each name was measured, first by having participants rank each of the four names based on the one they liked most to least, after which the moderators probed for reasons why they liked and disliked each of the names.

The researchers next examined the linkage of program benefits (i.e., save money, comfort, health, security/safety) to each brand name (embodiment of program benefits) using the prepared worksheets. The written responses were corroborated through a discussion of the benefits. Respondents first indicated their agreement with each statement displayed in the table below, using a five-point Likert-scale anchored at 1 = “strongly disagree” and 5 = “strongly agree”. After participants responded to these benefit statements, discussion was initiated, to better understand which name(s) participants believed embodied these benefits best.

<b>Scale Item</b>
The name “[INSERT NAME]” makes me think of saving money.
The name “[INSERT NAME]” makes me think of comfort.
The name “[INSERT NAME]” makes me think of health.
The name “[INSERT NAME]” makes me think of security.
The name “[INSERT NAME]” makes me think of safety.

The final sections of the focus groups looked at each brand name’s “fit” to the program as described to the groups, as well as each name’s ability to generate goodwill toward FPL, and the feeling that FPL “cares about its customers.” The program concept under discussion was described to participants with the following statement:

“FPL is introducing some new educational programs and services to help you use less energy and reduce your light bill. We would like your opinion on the appropriateness of the names we are discussing for the program.”

Prior to the discussion, participants were asked to rate the four names in terms of appropriateness for the described program concept, ranking the names from the one they believed best fit the program to the name they believed least fit the program.

**Focus group worksheet analysis, group comparisons**

**Name Likeability Ranking**

Likeability is perhaps the single most important factor in brand success. Table 1 displays the frequency of name likeability ranking for the four names discussed in focus groups for all participants. The mode shows that “PowerSave” (1) was most often ranked as the most likeable name, followed by “Energy Smart” (2), “Energy Care” (3), “Energy Assist” (4).

**Table 1: Name Likeability Ranking - Overall Sample**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>PowerSave</b>	1	8	4	1	4
<b>Energy Smart</b>	2	4	8	3	1
<b>Energy Care</b>	3	2	3	9	3
<b>Energy Assist</b>	4	3	1	4	8

**Name Likeability Ranking – All Groups**

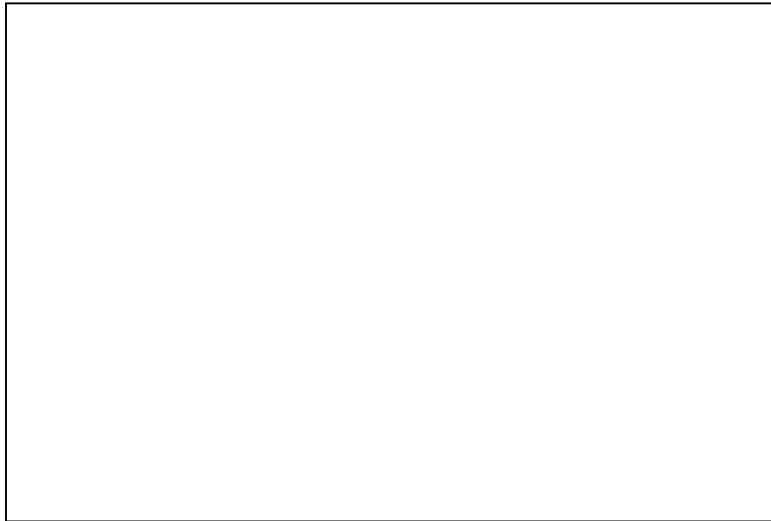
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In Group 1, “PowerSave” was chosen as the most likeable name four times, and as the second most likeable name 3 times. “Energy Smart” was the only other name to be ranked as most likeable more than once in Group 1.

**Table 2: Name Likeability Ranking - Group 1**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>PowerSave</b>	1	4	3	0	2
<b>Energy Smart</b>	2	3	3	2	0
<b>Energy Care</b>	3	1	2	3	3
<b>Energy Assist</b>	3	1	0	4	3

**Name Likeability – Group 1**



In Group 2, “PowerSave” was ranked first four times, and “Energy Assist” was ranked first twice.

**Table 3: Name Likeability Ranking - Group 2**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>PowerSave</b>	1	4	1	1	2
<b>Energy Smart</b>	2	1	5	1	1
<b>Energy Care</b>	3	1	1	6	0
<b>Energy Assist</b>	4	2	1	0	5

**Name Likeability – Group 2**



**Summary:** Table 2 (Group 1) and Table 3 (Group 2) show that both groups ranked the names in the same order of likeability. However, for Group 2 the participants were more consistent in ranking name likeability noticeable in the frequency of responses. In sum, the brand name “PowerSave” was shown to be the most likeable name across demographic age groups.

**Brand Name Embodiment of Program Benefits**

Table 4 displays the mean scores for the evaluation of each name’s ability to project the program benefits described to the respondents on the worksheet. The table shows that “Energy Smart” rated highest on four of five programs benefits (Save money, Comfort, Security, and Safety).

**Table 4: Embodiment of Program Benefits - Overall Sample**

	<b>Save Money</b>	<b>Comfort</b>	<b>Health</b>	<b>Security</b>	<b>Safety</b>
<b>PowerSave</b>	4.29	3.29	3.29	3.41	3.59
<b>Energy Smart</b>	<b>4.65</b>	<b>3.82</b>	3.12	<b>3.65</b>	<b>4.06</b>
<b>Energy Care</b>	3.12	<b>3.82</b>	<b>3.47</b>	3.35	3.76
<b>Energy Assist</b>	3.53	3.29	2.53	3.53	3.35

**Embodiment of Program Benefits - Overall Sample**



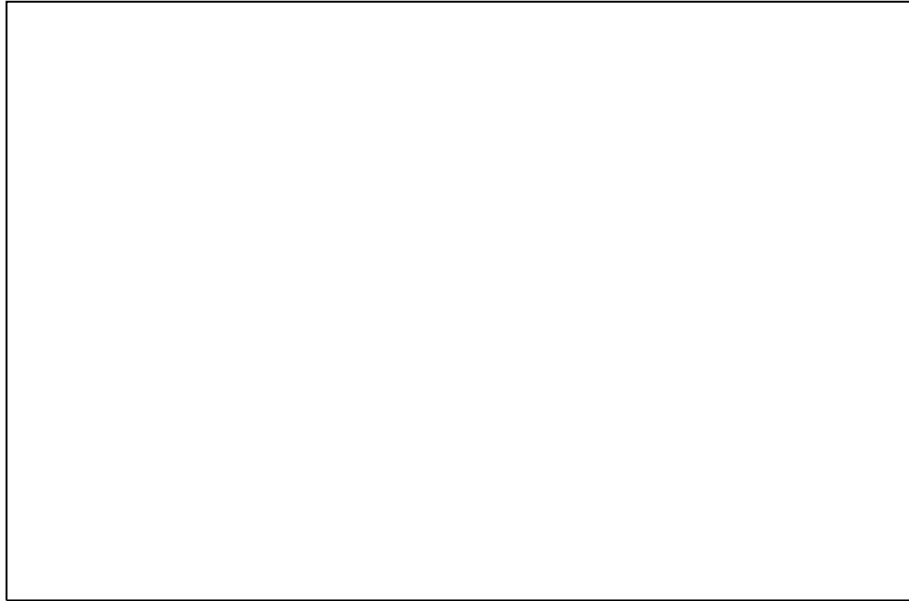
Table 5 (Group 1) and Table 6 (Group 2) show somewhat different results between the two focus groups on each names ability to embody the program benefits. For Group 1, “Energy Smart” resulted in higher scores for the names ability to embody each tested benefit. However, “PowerSave” tied “Energy Smart” on three benefits (health, security, and safety).

For Group 2, no single name scored highest for all benefits as “Energy Smart” did for Group 1. Rather, for this group, “Energy Smart” rated highest on its ability to embody three benefits (save money, security, and safety), while “Energy Care” scored highest on its ability to embody two benefits (comfort and health). Also notable, the name “PowerSave” did not rate highest on any of the program benefits for Group 2, unlike the name did on three benefits for Group 1.

**Table 5: Embodiment of Program Benefits - Group 1**

	Save Money	Comfort	Health	Security	Safety
PowerSave	4.56	3.56	<b>2.89</b>	<b>3.22</b>	<b>3.44</b>
Energy Smart	<b>4.78</b>	<b>4.00</b>	<b>2.89</b>	<b>3.22</b>	<b>3.44</b>
Energy Care	3.33	3.67	2.67	2.89	3.22
Energy Assist	4.11	2.89	2.00	3.11	2.78

**Embodiment of Program Benefits - Group 1**



**Table 6: Embodiment of Program Benefits - Group 2**

	Save Money	Comfort	Health	Security	Safety
PowerSave	4.00	3.00	3.75	3.62	3.75
Energy Smart	<b>4.50</b>	3.63	3.38	<b>4.13</b>	<b>4.75</b>
Energy Care	2.87	<b>4.00</b>	<b>4.37</b>	3.88	4.38
Energy Assist	2.88	3.75	3.13	4.00	4.00



**Embodiment of Program Benefits - Group 2**



**Fit to Program**

Table 7 displays the frequency of name ranking based on appropriateness of fit for the program described in each focus group. The mode shows that “Energy Smart” (1) was most often ranked as “most appropriate” followed by “Power Save” (2), “Energy Care” (3), and “Energy Assist” (4) for the overall sample. However, when comparing the two focus group session the results were not similar across the board.

**Table 7: Appropriateness to Fit of Described Program - Overall Sample**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>Energy Smart</b>	1	9	2	4	1
<b>PowerSave</b>	2	2	8	3	3
<b>Energy Care</b>	3	3	4	4	5
<b>Energy Assist</b>	4	2	1	5	8

**Appropriateness to Fit of Described Program - Overall Sample**

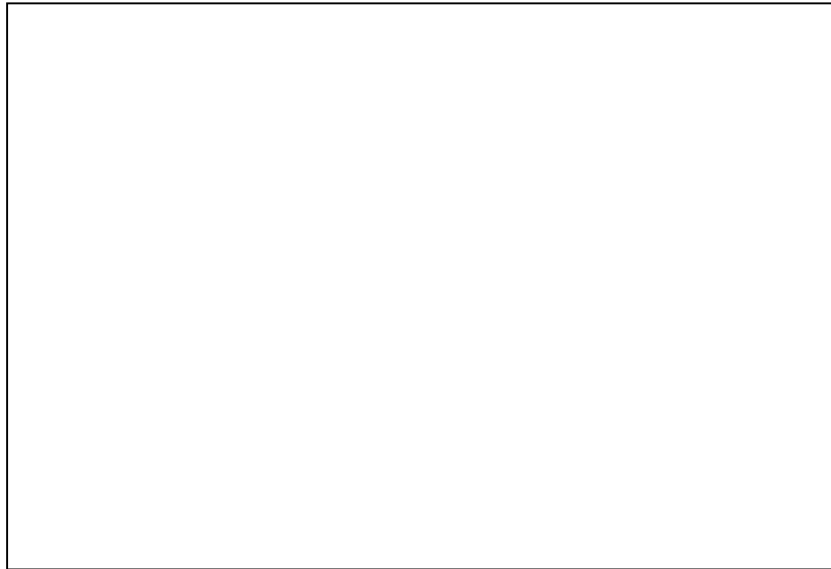
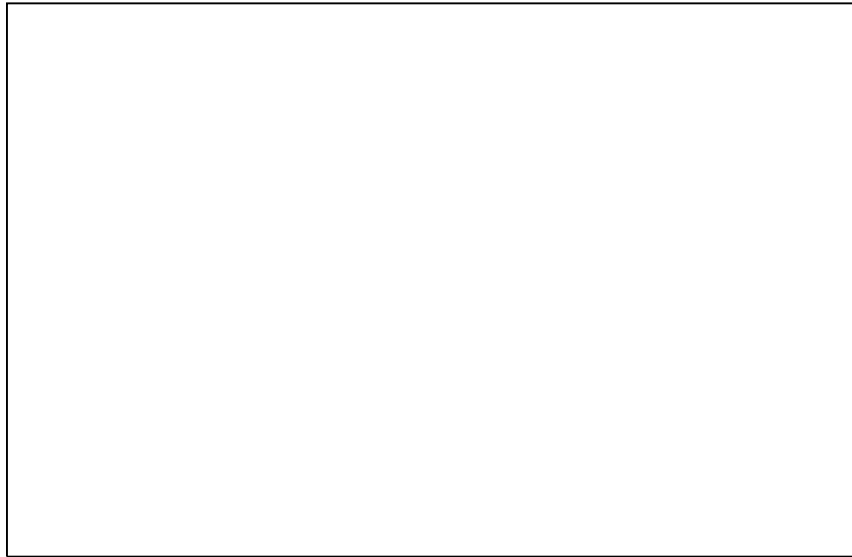


Table 8 (Group 1) and Table 9 (Group 2) show that similar to the overall sample, the name “Energy Smart” ranked first and “PowerSave” second in appropriateness or fit for the described program. The groups differed in that group 1 ranked “Energy Assist” more often as third best for appropriateness of fit and “Energy Care” last, whereas Group 2 did the opposite for these two names.

**Table 8: Appropriateness to Fit for Described Program - Group 1**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>Energy Smart</b>	1	6	1	1	1
<b>PowerSave</b>	2	1	5	3	0
<b>Energy Assist</b>	3	0	1	4	4
<b>Energy Care</b>	4	2	2	1	4

**Appropriateness of Fit for Described Program – Group 1**



**Table 9: Appropriateness to Fit for Described Program - Group 2**

	<b>Mode</b>	<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
<b>Energy Smart</b>	1	3	1	3	0
<b>PowerSave</b>	2	1	3	0	3
<b>Energy Care</b>	3	1	2	3	1
<b>Energy Assist</b>	4	2	0	1	4

**Appropriateness to Fit for Described Program - Group 2**



**Summary:** In sum, a comparison across groups illustrates that “Energy Smart” and “PowerSave” are the two brand name choices that best fit the program concept.

## Conclusions, recommendations

Overall, based on the participant worksheets, the following conclusions can be drawn:

- (1) “PowerSave” is the brand name liked most across respondents of all demographics;
- (2) The brand name “Energy Smart” embodies more of the program benefits across all participants, and is the only name that scores highly on at least three benefits for both demographic groups; and
- (3) “Energy Smart” ranked as the best name to fit the program benefits overall and across both focus groups.

Based on the worksheet exercises alone, **the optimal brand name is “Energy Smart”** since it embodies the most program benefits across all groups, is perceived to have the best fit for the program concept, and has a high Likeability ranking, consistently second.

## Focus Group - Narrative Analysis

### Brand Memorability

In both focus groups, the name “Energy Assist” was consistently found to be the most difficult to say and to spell. Several respondents in both groups pointed out that “Assist” is a word that’s “not commonly used,” and which is difficult to spell (“too many “S” characters in the word.)

“It’s not a word people commonly use.”  
-- Farrelo, male in his 20s, Focus Group 2

“PowerSave” was rated the easiest name to say and to spell by all but one respondent in Group 1 (50+ demo) and by all but two respondents in Group 2.

Besides “PowerSave,” “Energy Care” was the only other name among the four which was found to be “easiest to say and to spell” by either focus group.

**Summary:** Based on the discussions across both groups, “PowerSave” was shown to be the most memorable, accessible name across demographic age groups.

### Distinctiveness

Respondents in both groups were asked to supply adjectives or short descriptions that best describe each of the names. The most commonly supplied adjectives for each name can be considered a measure of how distinct and evocative each of the names were for the respondents.

The following adjectives were supplied across the two groups for the brand name “Energy Assist”:

**“Energy Assist” – Adjectives**

<b>Focus Group 1</b>	<b>Focus Group 2</b>
Grant	Help and money
Getting help	Assistance and help
Help and assistance	Help to pay for electricity
“Help with bill”	Help and electricity
Electric help	Help
Help and discount	Help and safety
Money and help	Help, stimulus
“To save money”	“A push, or a boost”

Respondents in both groups suggested that “Energy Assist” evoked the idea of “receiving a grant,” or “getting help.” Patricia, a respondent in Group 2, concluded that “Energy Assist” could signify that “your bill is covered for one month for you to catch up.” For another member of Group 2, Shawn, a white male aged 25, such an association was negative: “‘Energy Assist’ would be negative because people don’t want to feel they’re being assisted, even if they need it.” Similarly, in Focus Group 1, some respondents felt that “Assist” raised negative connotations. Barry, a white male in his 60s, said he thought the name evoked “help and assistance,” but added, “I don’t like it at all.”

The following adjectives were supplied across the two groups for the brand name “Energy Care”:

**“Energy Care” – Adjectives**

<b>Focus Group 1</b>	<b>Focus Group 2</b>
Economize, help	Feelings
“Save or take care of the energy you have”	“Makes you feel better”
Watchfulness, electricity	“Responsible because you care”
“Tips to save”	“Feeling good about your energy use”
Recycle	“Safety, green energy”
“Don’t waste energy”	“If you abuse energy, you pay more for it.”
“Emotional help or care”	
Maintenance	

A common theme among respondents in both groups was “you have to take care of the energy you have,” although one respondent, Alice (a white woman in her 50s) also focused on “care” in terms of “caring for your family” or loved ones, or “caring about the environment/going green/recycling.”

The following adjectives were supplied across the two groups for the brand name “PowerSave”:

**“PowerSave” – Adjectives**

Focus Group 1	Focus Group 2
Preserve, save power Save money Taking care of the environment “Going green” Conservation, reduction Strength “If I take certain steps in my house, I save money”	“Turn off appliances when you’re not using them to save money” “Save electricity, and things you can do to save money.” Smart, save Money and electricity “Save money to be smart” Value, budget

In Group 2, a common response for PowerSave was, “turn off the lights when you leave a room to save money,” “things you can do to save money,” and “by saving power, you save money.”

In Group 2, Theodore, a Caribbean-American man in his 60s, was typical of respondents who favored “PowerSave,” saying the name gave the clearest meaning: “It’s simple: it’s power, and you save. Power-Save,”

The following adjectives were supplied across the two groups for the brand name “Energy Smart”:

**“Energy Smart” – Adjectives**

Focus Group 1	Focus Group 2
“Economical, smart use of energy” Save Electricity usage to save money” Efficiency, wise Intelligent and save Wise	“Key information, education” Smart energy “Waste management” “Pay attention to how you’re using energy, be involved.” “Smart lights” “Maintenance on your house.”

“Energy Smart” had strong proponents in both groups, particularly among African-American women. In Group 2, Marion, in her 40s, strongly favored “Energy Smart” because it evoked self-help, and because she has already begun to do things in her home to save money, like turning off lights when she leaves a room, or lowering the thermostat during the summer. “These are the things I do, and it saves me money.” Likewise, in Group 1, Mary, an African-American woman in her 50s, strongly favored “Energy Smart” because it evoked the idea of “saving money.”

However, one respondent in Group 1, Barry, a white male in his 60s, thought “Energy Smart” reminded him of “the thought of buying big, expensive equipment,” which he said was “a negative.”

### **Program fit – shifting preferences**

When respondents in both groups were informed that FPL was the corporation for whom the focus group was being conducted, and the general outline of the proposed program was described, three participants in Group 2: Bianca (Hispanic woman, 20s,) Altamis (Haitian woman, 40s) and Shawn (white male, 20s,) changing their minds about which name they thought was the best fit for the program. All three switched their preference from “PowerSave” to “Energy Smart” based on the program description.

In Group 1, a similar shift occurred, with Electra (Hispanic woman, 60s,) explaining that “Energy Smart” best embodied the program as described to the group, because “it implies that you’re using power intelligently, to save money and to save energy.” Electra added that she felt the program “should be applied not only to the private home but also to public buildings.” Similarly, Mary (African-American woman, 60s) said that “Energy Smart” was most appropriate because it implied “changing to new appliances, which they say is high efficiency, which I have done, trying to save the energy and trying to cut my light bill.” Edmund, an Hispanic man in his 50s, also chose “Energy Smart,” saying “to me that encompasses all aspects of conserving energy,” including “being more efficient, turning out lights when you’re not in the room,” and “unplugging cell phone chargers when not being used.”

### **Building corporate goodwill**

When the discussion turned to which of the names implied that “FPL cares about customers” like them, participants in Group 1 gravitated toward “Energy Care.” Mary, a white woman in her 50s, who preferred “Energy Care” throughout the exercises, said that she “stuck with Energy Care for that reason.” However, other respondents, including Diamantina, an Hispanic woman in her 50s, said “Energy Smart” remained her choice, because it “covers more the concept ... to save energy” and FPL caring about “saving money to them and to us.” Theodore, a Caribbean man in his 70s, said “Energy Assist” most evokes corporate concern, but that “PowerSave” remained his choice, because the other names, “in order to benefit you,” eventually “lead to PowerSave,” meaning that saving power creates all of the other benefits described.

In Group 2, Marion (an African-American woman in her 40s) expressed strong doubts that “FPL cares,” and described personal experiences regarding her energy bills that she said demonstrated that FPL cares about being paid, rather than about their customers per se. Marion was a strong proponent of “Energy Smart” and remained so, because she was strongly compelled by the idea of self-directed ways to lower her electric bill and save money. Other members of Group 2 began to gravitate toward “Energy Care” based on the prompt “which one of the names makes you feel that FPL cares about customers like you,” and when Group 2 was asked to supply their own ideas for potential names for a

program like the one described, many included a “Care” component. However, “Energy Smart” continued to have strong affinity within both groups.

### Name suggestions – open prompt

In both groups, participants were asked, based on all of the program descriptions supplied to them, and all of the factors discussed, to suggest their own brand names that would fit the FPL program. The purpose of the freeform discussion was to determine whether any adjectives not already included in the original FPL list might emerge. The names supplied by the groups were as follows:

#### **Focus Group 1:**

- EnerSav
- EnergySave
- Power Smart
- HELP (High Energy Loss Prevention)
- Power Care

#### **Focus Group 2:**

- FPL Cares
- I Care
- We Care
- Energy Assistance Cares
- We Can
- EnerSave
- Help Together
- Energenie

The only adjectives not already supplied as a name candidate to emerge from the freeform exercise were “We,” and “Together,” neither of which significantly alter the results.

### **Conclusions**

Based on the broad responses across both focus groups, “PowerSave” and “Energy Smart” are both strong potential brand names. **However, “Energy Smart” appears to be the stronger of the two, based on a complete analysis of the written exercises and oral interviews.** “Energy Smart” evoked the most consistently positive responses for the criteria evaluated in this study (likeability, memorability, program fit and promotion of corporate good will.)



**Brand Strengths:**

The core strengths of “Energy Smart” as a brand name are

- (1) **Likeability** – “Energy Smart” was the second most likeable brand name overall, and was durable across the various prompts and criteria, including embodiment of program benefits, distinctiveness, and evocation of corporate goodwill.
- (2) **Program fit** – “Energy Smart” fits the program concept according to most respondents.
- (3) **Memorability** – The name is easily remembered, and can be easily spelled and recalled by consumers, either as separate words or combined into a single word as “EnergySmart.”
- (4) **Reinforcement of positive attributes** – The “EnergySmart” brand name was associated by a majority of respondents with positive attributes such as self-help, self-sufficiency, energy efficiency and “saving money” – highly desirable characteristics for a program that involves self-directed, proactive action on the part of customers to save electricity. The name appeals to positive characteristics a customer wants to associate himself or herself with (i.e., “being smart about my use of electricity so that I can save money,”) and is read as empowering and aspirational.

**Brand weaknesses**

“EnergySmart” is a term that is already in use in the marketing of energy-related programs and products, including by General Electric as a brand name for its line of Compact Fluorescent light bulbs, and GetEnergySmart.org, an energy efficiency initiative of the State of New York. As such, Energy Smart (or EnergySmart) is not optimally distinctive compared to external brand names, and respondents may have gravitated to the name at least in part based on an indistinct familiarity with the term.

At the same time, the familiarity of the name also makes it easy to recall, which is a positive attribute for any brand.

**Next steps**

FPL should undertake a series of evaluations to support and further evaluate “EnergySmart” (or “Energy Smart”) as a brand name.

**Trademark**

Because it contains two common words, it is unlikely that “Energy Smart” presents a trademark infringement issue, however FPL should fully evaluate this.

**Follow-up survey**

To further evaluate the strength of the brand name, “EmergySmart” should be re-evaluated in a follow-up telephone survey that tests the brand against the same criteria used in this name study, among a larger group of respondents, and paired with more specific attributes of the planned Low Income program. In addition, the follow up survey should include additional demographic qualifiers, such as whether respondents live in a house or apartment, and whether they generally pay their bills in person, by mail, by phone, or online (to help determine the best locations for brand/product signage.) The name should be retested for likeability, memorability, and for other desired traits included in this study.

It is further recommended that since “PowerSave” and “EnergySmart” tested so closely, that both names be included in at least some of the scaled questions in a follow-up survey. (See Appendix A)

**Logo evaluation**

In addition to such criteria as “memoriability” and likeability, part of the strength of any brand lies in its visual presentation. FPL should test “EnergySmart” (or “Energy Smart”) using different logo presentations, to determine how the name might appear visually, to further enhance its brand value. Various versions of the logo should be tested via focus group.

**Language translation**

The name “Energy Smart” can be translated a number of ways, depending on the Spanish, Creole or other dialect desired. The name should be separately tested via telephone survey in both Spanish and Creole. Given the unusual diversity of the South Florida market, any translation should take into account the possible ethnic variations of terms translated into Spanish, including Cuban, Colombian, Venezuelan and Puerto Rican dialects. Also, it should be noted that translation for Haitian audiences must take into account the significant differences between Haitian Creole (Kreyol) and French. It should be noted that in some cases, a brand name may not be translatable, and is best marketed to all audiences in its English form.

The table below demonstrates the many meanings and variations that can be ascribed to the brand name components when translated into Spanish.

**“Energy” and “Smart”  
Varying Definitions, Translations  
Spanish (General)**

<b>Term</b>	<b>Possible definitions</b>
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**Energy / Electricity**

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Energía	Energy
Electricidad	Electricity
La Luz	Lights

**Smart**

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Inteligente	Intelligent, clever or smart
Vivo	Bright, lively or vibrant, “alive.”
Astuto	Canny, smart or clever, but can also mean “dodgy.”

## Focus Group Worksheets – All Data

### Demographics

**Table A: Focus Group Demographics**

Category	Number	Percentage
Female	11	65%
Male	6	35%
Age		
18-49	8	47%
50+	9	53%
Ethnicity		
Hispanic	4	24%
White	5	29%
Black (all)	8	47%
Caribbean	2	12%
Haitian	3	18%

**Table B: Focus Group Demographics, Group 1**

Category	Number	Percentage
Female	5	29%
Male	4	24%
Ethnicity		
Hispanic	3	18%
White	3	18%
Black (all)	3	18%
Caribbean	1	6%
Haitian	-	0%

**Table C: Focus Group Demographics, Group 2**

Category	Number	Percentage
Female	6	65%
Male	2	35%
Ethnicity		
Hispanic	1	24%
White	2	29%
Black (all)	5	47%
Caribbean	1	12%
Haitian	3	18%

**Name Likeability Ranking**

Tables 1-3 display the frequency of name likability ranking for the four names discussed in focus groups for all participants, and for Groups 1 and 2.

**Table 1: Name Likability Ranking Overall Sample**

	Mode	First	Second	Third	Fourth
PowerSave	1	8	4	1	4
Energy Smart	2	4	8	3	1
Energy Care	3	2	3	9	3
Energy Assist	4	3	1	4	8

**Table 2: Name Likability Ranking - Group 1**

	Mode	First	Second	Third	Fourth
PowerSave	1	4	3	0	2
Energy Smart	2	3	3	2	0
Energy Care	3	1	2	3	3
Energy Assist	3	1	0	4	3

**Table 3: Name Likability Ranking - Group 2**

	Mode	First	Second	Third	Fourth
PowerSave	1	4	1	1	2
Energy Smart	2	1	5	1	1
Energy Care	3	1	1	6	0
Energy Assist	4	2	1	0	5

**Brand Name Embodiment of Program Benefits**

Tables 4-6 display the mean scores for the evaluation of each name’s ability to project program benefits.

**Table 4: Embodiment of Program Benefits - Overall Sample**

	Save Money	Comfort	Health	Security	Safety
PowerSave	4.29	3.29	3.29	3.41	3.59
Energy Smart	<b>4.65</b>	<b>3.82</b>	3.12	<b>3.65</b>	<b>4.06</b>
Energy Care	3.12	<b>3.82</b>	<b>3.47</b>	3.35	3.76
Energy Assist	3.53	3.29	2.53	3.53	3.35

**Table 5: Embodiment of Program Benefits - Group 1**

	Save Money	Comfort	Health	Security	Safety
PowerSave	4.56	3.56	<b>2.89</b>	<b>3.22</b>	<b>3.44</b>
Energy Smart	<b>4.78</b>	<b>4.00</b>	<b>2.89</b>	<b>3.22</b>	<b>3.44</b>
Energy Care	3.33	3.67	2.67	2.89	3.22
Energy Assist	4.11	2.89	2.00	3.11	2.78

**Table 6: Embodiment of Program Benefits - Group 2**

	Save Money	Comfort	Health	Security	Safety
PowerSave	4.00	3.00	3.75	3.62	3.75
Energy Smart	<b>4.50</b>	3.63	3.38	<b>4.13</b>	<b>4.75</b>
Energy Care	2.87	<b>4.00</b>	<b>4.37</b>	3.88	4.38
Energy Assist	2.88	3.75	3.13	4.00	4.00

**Fit to Program**

Tables 7-9 display the frequency of name ranking based on appropriateness of fit for the program described in each focus group.

**Table 7: Appropriateness to Fit of Described Program Overall Sample**

	Mode	First	Second	Third	Fourth
Energy Smart	1	9	2	4	1
PowerSave	2	2	8	3	3
Energy Care	3	3	4	4	5
Energy Assist	4	2	1	5	8

**Table 8: Appropriateness to Fit of Described Program Group 1**

	Mode	First	Second	Third	Fourth
Energy Smart	1	6	1	1	1
PowerSave	2	1	5	3	0
Energy Assist	3	0	1	4	4
Energy Care	4	2	2	1	4

**Table 9: Appropriateness to Fit of Described Program Group 2**

	Mode	First	Second	Third	Fourth
Energy Smart	1	3	1	3	0
PowerSave	2	1	3	0	3
Energy Care	3	1	2	3	1
Energy Assist	4	2	0	1	4