

## **"Watt's the Story?" Video Series**

"Watt's the Story?" is a 10-part video series created to tackle common myths about energy efficiency, focusing on both residential and business settings. Each episode addresses a specific misconception pulled directly from comments left by customers on FOCUS ON ENERGY® social media platforms. The series serves as an educational tool, aiming to clear up confusion about topics like cranking thermostats, solar panels, and energy audits. Targeting Wisconsin utility customers, particularly those aged 30-55, the videos make energy efficiency approachable and relatable, blending expert knowledge with everyday language.

The inspiration for the series came from the need to address misinformation circulating among our customer base. By focusing on actual comments and questions, "Watt's the Story?" took a customer-centric approach, ensuring that each episode was grounded in real concerns. The goal was to create content that demystified energy efficiency while remaining engaging and accessible. At the core, this project aligned with our broader mission to increase energy literacy in Wisconsin, with the added challenge of combating prevalent myths in a way that encouraged customer participation.

One of the distinguishing features of this series is its authenticity. The myths addressed were selected from actual customer comments, making the content directly relevant to the audience. Moreover, the series was produced entirely in-house using affordable tools like iPhones and a \$40 green screen, demonstrating that high-quality content can be created without a large budget. The addition of a former Madison, WI news anchor as the host elevated the credibility of the series, while the friendly, conversational tone made potentially complex topics easier to digest.

We brought in a seasoned news anchor who brought professionalism and warmth to the presentation. The teams also used green screen technology for the first time, teaching themselves how to properly produce and edit with the green screen. Through self-teaching and creative problem-solving, we managed to deliver polished, visually consistent videos that exceeded expectations.

The series has had a measurable impact, significantly boosting engagement and awareness. During the run, click-through rates to our website increased by 10%, and Facebook page visits surged by over 100% compared to the previous quarter. Additionally, "Watt's the Story?" provided educational content that our Trade Ally Contractors could use in their interactions with customers, positioning them as experts in energy efficiency. The videos have not only fulfilled their role in promoting energy literacy but will continue to do so as they remain available for future use as evergreen content.

**Produced by:** Ron Giordan

**Edited by:** Casey Davidson

**Hosted by:** Charlotte Deleste

### **Video Series Playlist**

[https://www.youtube.com/playlist?list=PLPnPaoj\\_HMG1mMW9wlc7v31xvGg2zNdFk](https://www.youtube.com/playlist?list=PLPnPaoj_HMG1mMW9wlc7v31xvGg2zNdFk)