

July 2017

MARKETING GUIDELINES FOR MASS SAVE® PARTNERS



Review Process

All marketing and advertising materials must be reviewed and approved in advance by the Designated Representative. Failure to do so may warrant program penalties including possible suspension or potential loss of program incentives.

TIMING

Turnaround time for reviewing marketing materials is likely to take approximately 5 business days; however it may be longer if the marketing materials do not abide by Program Administrator (PA) requirements.

APPROVAL REQUIREMENTS

Approvals must be in writing. All final marketing materials approvals and requested edits are at the discretion of the Lead Vendor and Program Administrators. Edits beyond those needed to conform to these Marketing Guidelines and other PA requirements may be required as necessary to ensure the Mass Save Program is properly represented. Marketing communications promoting the Mass Save-sponsored Home Energy Assessments may not also promote non-Mass Save related services, offers, or measures. Every six months, Participating Contractors must submit examples of use of the Mass Save Partner Logo to the Designated Representative.

Program Administrator	Lead Vendor	Designated Representative
Eversource	CLEAResult	Contractor Account Manager
National Grid	Abode (HPCs Only)	
Columbia Gas of Massachusetts	RISE Engineering	Contractor Account Manager
Cape Light Compact		
Liberty Utilities		
Unitil		
Berkshire Gas	Center for EcoTechnology	Contractor Account Manager

Branding

Only Participating Contractors with signed Mass Save Co-Brand License Agreements are eligible to use the Mass Save Partner Logo. The branding of all marketing materials using this mark must be reflective of and follow the provisions set forth in the Co-Brand License Agreement, the Mass Save Partner Brand Identity Guidelines, and these Marketing Guidelines. Additionally, the first instance of “Mass Save” in the copy must include the registration mark as follows: “Mass Save®”.

Logo Use

The Mass Save Partner Logo must be included on all marketing materials intended for use in marketing the Mass Save Program and its incentives in conjunction with the contractor's company logo when sufficient space is available.

- The contractor's company logo must be 125% of the size of the Mass Save Partner Logo.
- The Mass Save Partner Logo must be a minimum size of 1.75" wide to ensure legibility; do not stretch any part of the logo or otherwise skew the dimensions. Reference the Mass Save Partner Brand Identity Guidelines for complete logo guidelines.
- If Mass Save is mentioned on the contractor website, the Mass Save Partner logo must be included on the webpage and hyperlinked to MassSave.com.
- Please see the accompanying Mass Save Partner Brand Identity Guidelines for additional guidelines around logo use.

Note: Only the Program Administrators have rights to the Mass Save word mark and logo and Program Administrator logos. The Mass Save logo and Program Administrator logos may not be used on any contractor marketing materials. Logos may not be copied from the Mass Save website and repurposed.



>1.75" wide



125% of Mass Save Partner logo

Language

Language should closely follow the language used in the subsidized marketing collateral; this sample language has been reviewed and approved by all Program Administrators and is programmatically accurate. Example language is provided below:

SAMPLE HOME ENERGY ASSESSMENT LANGUAGE

A no-cost Home Energy Assessment includes:

- A customized home energy report
- No-cost energy-efficient light bulbs and other energy saving products
- Access to applicable rebates and incentives, including:
 - No-cost sealing of air leaks
 - 75% off up to \$2,000 on recommended insulation improvements
 - 0% financing on qualifying improvements
 - Generous rebates on high-efficiency heating, cooling, and water heating equipment

Note: The word “free” is never to be used. “No-cost” should be used instead.

SAMPLE SPONSORSHIP LANGUAGE

Mass Save is an initiative sponsored by Massachusetts’ natural gas and electric utilities and energy efficiency service providers, including The Berkshire Gas Company, Blackstone Gas Company, Cape Light Compact, Columbia Gas of Massachusetts, Eversource, Liberty Utilities, National Grid, and Unitil. The sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

SAMPLE INCOME ELIGIBLE LANGUAGE

Customers who receive fuel assistance and/or are on a utility discount rate may be eligible to receive energy efficiency services at no cost. Visit MassSave.com/IncomeEligible to learn more.

Disclaimers

All marketing materials used by Participating Contractors should include the following standard disclaimer, as applicable. However, where space is limited (radio ads, etc.), the shortened disclaimer set forth below may be used, or customers can be driven to a web page where the standard disclaimer is included. In instances where none of the following disclaimers can be included due to space or the nature of the marketing piece (i.e. event table cloth, vehicle wrap, etc.), the Mass Save Partner Logo only may be used.

HOME PERFORMANCE CONTRACTORS

As a Participating Home Performance Contractor in the Mass Save Home Energy Services Program, we are eligible to provide customers with Home Energy Assessments, insulation, air sealing, duct insulation, duct sealing and thermostat installation services. While incentives and work quality assurance are provided by the Mass Save Program Sponsors and Lead Vendors, the Home Performance Contractor is responsible for the actual Work and warranties provided through the program. Other services outside of the Mass Save Program may be offered for which contractor selection is solely at the customer's discretion, and the Mass Save Program Sponsors and Lead Vendors will not be financially liable or responsible for services beyond the noted measures. Mass Save is an initiative sponsored by Massachusetts' natural gas and electric utilities and energy efficiency service providers. Program eligibility requirements and restrictions apply and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

INDEPENDENT INSTALLATION CONTRACTORS

As an Independent Installation Contractor in the Mass Save Home Energy Services Program, we are eligible to provide customers with insulation, air sealing, duct insulation, and duct sealing and thermostat installation services. Other services outside of the Mass Save Program may be offered for which contractor selection is solely at the customer's discretion, and the Mass Save Program and Lead Vendors will not be financially liable or responsible for services beyond the noted measures. Mass Save is an initiative sponsored by Massachusetts' natural gas and electric utilities and energy efficiency service providers. Program eligibility requirements and restrictions apply and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

SHORTENED DISCLAIMER

Some restrictions apply and offers are subject to change or cancellation. Visit MassSave.com/HEA for full details.

Marketing Schedules

All media and advertising schedules or distribution plans for marketing materials promoting the Mass Save Program are to be shared with the designated contact **at least five business days** prior to launch.

Paid Search Advertising

Any term containing “Mass Save” or any variation thereof, or any term including the words “Mass” and “Save” together or with the names of any Program Administrators or Lead Vendors may not be bid on or purchased for paid search campaigns, including, but not limited to, a campaign.

Digital Advertising

The Mass Save Partner logo must be used within digital advertisements where space allows. The digital banners are to drive to the contractor’s website. The campaign landing page must include the full disclaimer along with the Mass Save Partner logo hyperlinked to MassSave.com.

Social Media

- Social media advertising must follow the digital advertising guidelines noted on the previous page.
- When sharing information with customers regarding Mass Save offers, the contractor is to direct customers to the appropriate links with full details.
- Confidential customer information may not be shared or requested in a public forum. Any request for information or responses should be done within a direct message or taken offline.
 - Sample response: Hi _____, thank you for reaching out. Will you please send us a direct message with your contact information? We will contact you to discuss this further.
- All contractor social media communications, related or unrelated to the Mass Save Program, must be professional in nature. The Program Administrators reserve the right to require that a contractor remove any language that the PA deems unprofessional or counter to the goals of the sponsors.
- Contractors may not represent themselves as sponsors or operators of the Mass Save Program on social media channels or elsewhere.
- Contractors may not interact with customers on the designated Mass Save or Program Administrator social media accounts.

Professionalism of Ads

All marketing materials promoting the Mass Save Program must be professional in nature from both a design and content perspective. All marketing materials must be grammatically accurate.