

DATA INTELLIGENCE:

Blu's analytical approach uncovered that the following three groups would be the most likely to respond to the offer of an energy audit. They were:

- Customers whose equipment was entering the replacement time frame
- Customers who had a specific financial capacity threshold
- Customers and Prospects who exhibit Green behaviors



The BluGreen Effect is our proprietary model and methodology of accurately identifying green focused consumers.

Visit us at <http://reflexblu.com/bluGreen.php>



MARKETING CHANNELS:

Blu used a multi-channel approach to ensure that the offer would be considered by our target audience. Channels used:

- Direct mail: 389,033 pieces
- Micro Site (web) www.savegreenproject.com
- Statement Stuffers 200,000+
- Word of Mouth

THE RESULTS:

- Micro site visitors: 9,400+
- Received phone calls 4,300+

We are still working as partners to accomplish the 2010 goals of NJNG but as of 3/30/10 our research has shown that NJNG has the most completed audits in the country. While other gas companies have spent much more money, NJNG has spent more time completing audits, upgrading equipment and making money.

Reflex Blu is where the art and science of influencing behavior lives. We use our 7 questions, 1 answer methodology to discover profitable solutions that put money on our clients' bottom line. If you sense that the questions are puzzling you, give us a call and we will help you unpack the answers!