

## ENERGY IMPACT ILLINOIS

# ENERGY IMPACT ILLINOIS CAMPAIGN LAUNCH

### What if we helped homeowners lower energy costs by sending them two bills?

For the last several years, the U.S. Department of Energy has been focused on reducing energy consumption nationwide. Fathom was selected by the Chicago Metropolitan Agency for Planning to lead the marketing effort in the Chicago region. Our challenge was to increase public awareness and encourage energy efficient improvements and updates in local residences.

To differentiate our newly named Energy Impact Illinois program from utility-sponsored messages in the market, it was important for us to understand the homeowner mindset. Every month homeowners receive a gas bill, water bill and electric bill, which often add up to one large “Energy Bill.” Our insight was this: depending on the decisions they make, homeowners can either get a big bill or a little bill.

To remind homeowners that the choice is theirs, we personified the two types of energy bills as “Big Bill” and “Little Bill.” Big Bill is the procrastinator in all of us. He’s wasteful, inefficient and yes, a bit of a slacker. Little Bill is just the opposite. As the responsible side of us, he knows what needs to be done to improve his home’s energy efficiency, and he does it. He’s also happy to share his wisdom with anyone who will listen.

By creating this odd couple, we effectively used humor to give homeowners the extra little push they need to complete energy updates in their homes, use less energy, and ward off a “Big Bill.”

# CHOOSE YOUR ★ ENERGY BILL ★

**BIG BILL**

- Ignores Drafts
- Puts Off Furnace Maintenance
- Sticks With Old Appliances

**LITTLE BILL**

- Updates Attic Insulation
- Changes Filters Regularly
- Buys ENERGY STAR® Appliances

**GET THE BILL YOU WANT** ⚡ Saving big on home energy costs has never been easier. For everything you need including tips, rebates, financing information, home energy contractors and more, visit: [TheEnergyBills.org](http://TheEnergyBills.org)









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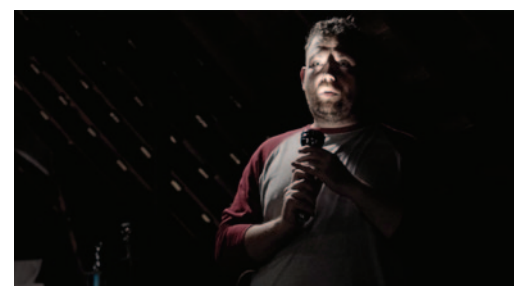
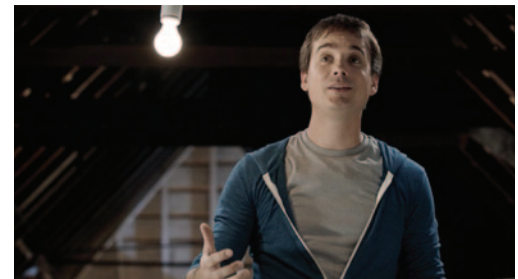
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