Horizon Solar Power: “Partnering for a Brighter Tomorrow”

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Creative Brief

Overview: We are launching a series of advertisement proposals for Horizon Solar Power with the purpose to bring awareness to Southern California on how to save money on their electricity bill and improve the environment. Essentially, our main goal is to bring increase the number of new customers to the company.

Background: Horizon Solar Power has been one of California's top designers and installers for residential commercial solar systems since 2008. The company partners with utility companies such as: Southern California Edison, San Diego Gas & Electric, and Pacific Gas & Electric. Horizon Solar Power's mission is to create a brighter future for Californians by partnering with local businesses. The company's target is to help their consumers save money and preserve the environment through efficient energy services.

Competitors: The top two competitors are SolarCity and Vivint Solar. SolarCity was founded in 2016 and is America's #1 full-service provided. Vivint Solar is listed #2 on Solar Power World's Top 500 Solar Contractors in North America list and has been dedicated to improving the way people create power. These solar companies all aim to provide affordable clean energy to potential consumers.

Product: Horizon Solar Power works exclusively in Southern California areas in offering solar installation with top designer quality since 2008. Horizon Solar Power's outstanding service has ranked the company #7 in the 2015 Top Solar Power Contractors in the U.S.

Audience: Our audience are potential homeowners and commercial businesses that are interested in investing in solar panels for the long run.

Tone: These sets of advertisements are intended to be eye-catching, amusing, and appealing to potential Horizon Solar Power customers.

Visual: For our advertisements, we will use high-quality photos of beautiful sunsets and astonishing homes to appeal to our audience through intriguing photos.

Message: Horizon Solar Power aims to provide customers with a quality solar system investment.

Mission Statement:

The mission of this advertising campaign is to bring awareness to the residents of Southern California about how Horizon Solar Power installation packages will save them money. The intention is also to inform potential customers that Horizon Solar Power installers have partnered with many different solar panel brands, which will allow the customer to choose the solar panels that best fit their needs. Therefore, our advertising campaign aims to attract potential customers who will invest in solar panels with Horizon Solar Power instead of its competitors.

Vision Statement:

The vision of this advertising campaign is to show potential solar panel buyers why Horizon Solar Power will fit their needs best, and to gain more clients who live in the Southern California Region. By utilizing straight-sell advertisements, Horizon Solar Power aims to attract potential customers by bringing awareness about its solar panel products. With a straight-sell advertisement form, we hope for potential clients to know they will be saving money on their electricity bill compared to our competitors. This concept will work the best because of the high-quality advertisements our team has created. Lastly, we will keep the phrase “For a Brighter Tomorrow” to further promote the brand.

Target Audience Analysis/ Segmentation

Previously mentioned before, our target audience are customers that are located in Southern California. Horizon Solar Power reaches customers from Los Angeles, Palm Springs, Riverside, and San Diego counties. The socio-demographics we are focusing on are homeowners, families, and income. More specifically, the target audience we are aiming for are single family homes and men/women that have a high electricity bill. Survey conducted from *BrightStar Sola*r says, "single family homes… had a one or two member household. Most had a household income over $100K, however about 1/3 of respondents had an income between $50K and $100K. A strong majority of households also said that they have joint financial decision makers so both parties had to agree to making this decision." Our target audience's most pressing issue is saving money. Customers that are already interested in solar panels know they want a system for their home to obtain savings, and lower local electricity rates throughout the years to come. Because California can get so hot during it's high season, 6 months out of the year (May-October), utility provider rates rise. According to the *EIA's 2009 Residential Energy Consumption Survey*, "California households use 62 million BTU of energy per home. The lower than average site consumption results in households spending 30% less energy than the U.S. average." Specifically, these statistics show California residents pay one of the highest rates towards their utility provider in the country. The option of solar panels is a replacement to lower electricity bills. Based on our surveys we distributed, our audience gets information from different mediums such as: technology (television/radio), internet (social media), and print material (magazines, newspapers, journals). The benefit our product solves for our target audience is lowering their electricity bill. The Horizon Solar Power website, says they are "making going solar easy." Ultimately, our target audience will have control over their electricity bill because they will be given different options and can choose which option is best for them. Customers will have the power to have a personalized estimate for their home, at no cost, and can work with customers to get exactly what they want. An additional benefit of solar energy is that it will "significantly reduce nitrous oxides, sulfur dioxide, and particulate matter emissions, all of which can cause health problems…, among other health benefits, solar power results in fewer cases of chronic bronchitis, respiratory and cardiovascular problems." The problem that will set off our target audience's bs detector are the aesthetics of the panels, the overall cost of a system, and whether the performance of panels are reliable. Consumers are concerned with the appearance of the panels and how it will visually affect their home (Bao, 2017). A medium our target audience will trust are sources they are familiar with them. The way to see reviews about a certain establishment/ product in our technological society today is by the opinions of what other people have already experienced. One example is Yelp. One articles says "if consumers cannot identify the relative advantage of solar power over their current sources of power, which is supplied readily and cheaply through a mains system, it is unlikely that adoption will follow"

(Faiers, 2016). This is why face to face interactions from familiar faces plays a key trust factor in decision making: family, friends, churches, schools, etc.

Segmentation: Our group decided not to segment or audience because Horizon Solar Power, in the end, does not segment their audience. There are a few guidelines that need to be followed, but Horizon Solar Power makes clear showing future savings towards their electricity bill is the main importance when going through their company.

http://www.horizonsolarpower.com/
https://www.eia.gov/consumption/residential/reports/2009/state_briefs/pdf/ca.pdf
http://news.energysage.com/health-environmental-benefits-of-solar-energy/
http://brightstarsolar.net/who-buys-solar-panels-and-why/

SWOT Analysis

Strengths	Weaknesses
❖ Horizon Solar has been in business since 2008 ❖ Ranked #7 in the 2015 Top Solar Power Contractors in the U.S. ❖ Clients have the option to lease or own panels ❖ Southern California's #1 solar installer	❖ Limited to installing only in Southern California ❖ Low social media following (Less than 2,500 likes on Facebook) ❖ Low Yelp Rating based on 101 reviews (1.5 stars)
Opportunities	**Threats**
❖ Expanding into Northern California. San Jose and San Francisco among top solar cities in the U.S. (Alt, 2015). ❖ Increase overall social media presence ❖ Produce television commercials targeted toward homeowners in the entire Western region of the United States	❖ Competing with Solar Installers in Northern California that are already established ❖ Negative reviews from previous customers could resurface ❖ May not have the resources to install further North right away

Competitive Analysis

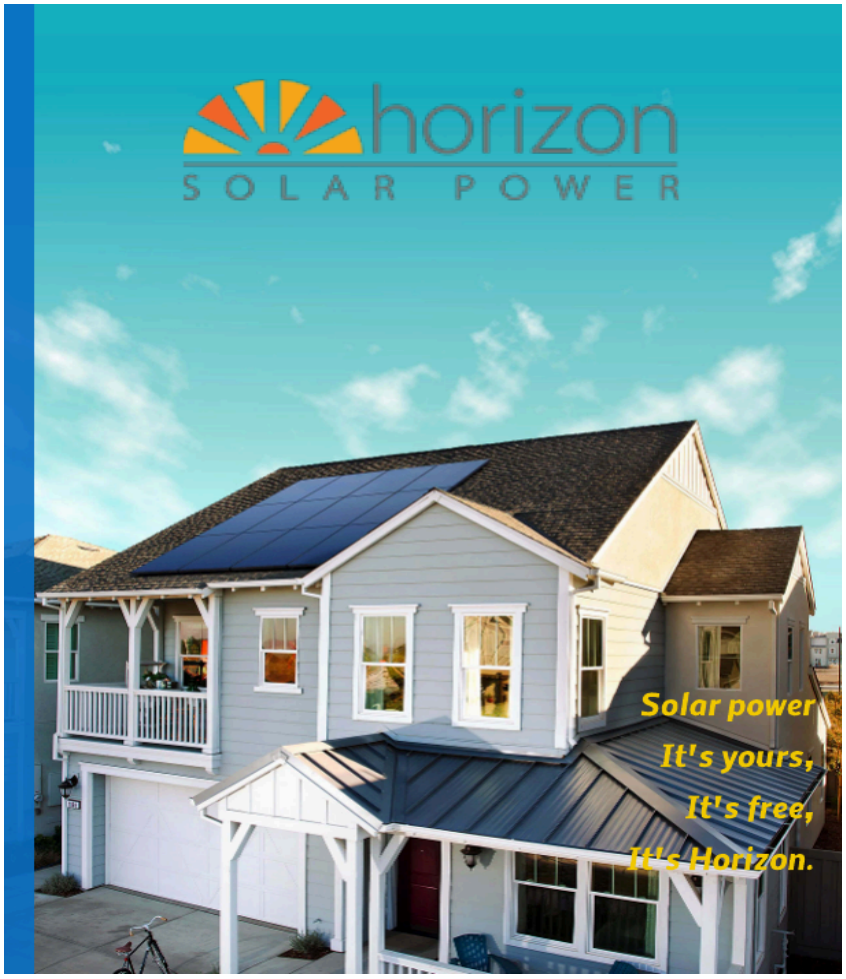
Company	Strengths	Weaknesses
horizon SOLAR POWER	❖ Horizon Solar Power has been in business since 2008 ❖ Ranked #7 in the 2015 Top Solar Power Contractors in the U.S. ❖ California's top solar installer ❖ Clients have the option to lease or own panels ❖ Horizon Solar Power will beat other solar company prices	❖ Lack of media presence. ❖ Bad installation experience for customers. ❖ Mainly, Southern California based clientele. ❖ Low social media following (Less than 2,500 likes on Facebook) ❖ Low Yelp Rating based on 101 reviews (1.5 stars)
SolarCity	❖ Partnership with Tesla ❖ Innovation of new single solar power roofing. ❖ Pricing power ❖ Leader in full-service Solar power systems for homes, businesses and government agencies. ❖ Provides custom design, multiple financing options and free installation ❖ Directly responsible for trying to make the Earth "Greener" by being completely independent from fossil fuels, leading by example.	❖ The Justice Department has been investigating SolarCity since 2012, claiming it overstated the costs of its installations in order to receive inflated grant payments. ❖ New shingle roofing says the typical homeowner will pay $21.85 per square foot for the solar roof. For a 3,000-square-foot home, that would amount to about $65,000. Customers must place a $1,000 deposit to order the solar roof.
vivintsolar.com	❖ 25 year warranty ❖ Custom design your solar system ❖ Vivint Solar is listed #27 on Business Insider's 50 Best Places to Work list ❖ Easy to navigate website ❖ Strong owned media.	❖ SunEdison partnership deal fell through. ❖ Chinese made panels. ❖ Stock value drop off. ❖ Slow expansion to various states ❖ Door to door sales model. ❖ Customers experienced negative installation experience.

Competitive Advantage

Although Horizon Solar Power does not have many years in the business, Horizon Solar Power became a recent merger with Solar Spectrum and has better prices than its competitors. Since 2008, Horizon Solar Power has served as a leading designer and installer of residential and commercial solar systems in Southern California. Rated an A+ by the Better Business Bureau.

We have also undergone a new merger, under the merger, we will be merging with Solar spectrum, which will preserve their unique brand identities while partnering to fulfill a collective vision to be the nation's leading and progressive solar solutions leader. Through the merger of both Solar Spectrum and Horizon we will be creating the second largest provider of residential solar systems in California and the fourth largest in the country. Leveraging Solar Spectrum's strong proprietary technology platform and Horizon's broad span of capabilities and exemplary service support, the merger will better position both our companies to expand its footprint across America and provide customers with the very best in solar solutions, backed by the highest engineering standards and customer experience practices, giving us a competitive advantage over a large portion of our competitors, moreover allowing us to make greater strides in the solar power business.

Creatives



To bring a greater sense of awareness about Horizon Solar Power to new customers, we decided to renovate the company's current advertisements. On this advertisement we included a picture of an ordinary home with solar panels. This is to highlight Horizon Solar Power's goal in selling solar panels to homeowners. Therefore, when people take a quick glance at the advertisement they can have an idea about what Horizon Solar Panel offers. Horizon Solar Power's logo is above the home and located in the sky to make the logo stand out. The tagline "Solar Power: It's Yours, It's Free, It's Horizon" explains how solar power is a homeowner's decision. Moreover, the tagline explains how solar power is free when investing in solar panels because homeowners will not have to pay a monthly electricity bill. Therefore, all these features are possible with Horizon Solar Power. The tagline is in yellow because we wanted people to think of the sun when they see the advertisement and for the words to stand out. Overall, our goal was to renovate the advertisements with a more appealing design that effective in making the advertisement memorable to people.

This creative will be placed on buses and bus shelters throughout Orange County, Los Angeles County, San Bernardino County, and San Diego County. In accordance with our client, who did not want any new catch phrases or slogans, we used one that could be found on their website as well as previous advertisements. For the background we chose a simple sunset in light of what the client wants to see in their advertisements. After surveying 30 people who fall into our demographics we decided to leave this advertisement as is, because people seemed to be overall pleased with it and most importantly our client liked it. The only thing we did change was we added the Horizon Solar Power sun logo above the name, which was requested by the client.

Media Plan

Channel	**Tactic**	**Rationale**	**Units**	**Timing**	**Budget Allocation**	**Considered Partners**
Printed Materials	- Include advertisements in home related magazines	- Printing quality	- Pitch in a concise manner solar panels	- April- May	- $300 - $500	- Home Power - Solar Today
Printed Materials	- Include newsletters in local newspapers	- Local: Easy to target audience	- Promote the services of Horizon Solar Power	- April- May	- $2,000 - $5,000	-Inland Valley Daily Bulletin - The Press-Enterprise - Printing For Less
Transport Advertising	- Advertisements placed on buses and bus stops	- Easily visible	- Reach out to a larger audience base in different locations	- April- May	- $1,000 - $5,000	- Blue Line Media - OmniTrans - SilverStreak - Metropolitan Transit System

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Call Reports

Wednesday, August 23, 2017:

- Met with client to propose the idea of creating a marketing plan for Horizon Solar Power.

Tuesday, August 29, 2017:

- Met with group and exchanged email addresses.
- Created a Google Doc to start on the background summary of the client.
- We still needed to get the written permission from the client.

Saturday, September 2, 2017:

- Met with client and obtained a written permission to execute marketing plan.
- Asked the client questions regarding the goals the company wanted us to meet with the campaign project.

Sunday, September 3, 2017:

- Everyone met on Google Doc to contribute on writing the background summary of the client.
- Our group edited, corrected citations, and fixed the format of the paper.

Tuesday, September 5, 2017:

- Stefanie Lewis turned in the background summary and client's written permission to Dr. Tindage.

Thursday, September 7, 2017:

- Our group met to execute the secondary research.
- We did research about the marketplace and target audience
- We discussed what types of advertisements the company already had.
- We discussed what type of advertisements were best to implement according to the client's budget.

Sunday, September 10, 2017:

- Our group met on Google Doc to compile in one document the research we found from the client.
- After we compiled our work, we read over the secondary research to make necessary corrections.

Tuesday, September 12, 2017:

- Stefanie Lewis turned in secondary research for the group to Dr. Tindage's office.

Wednesday, September 13, 2017:

- Stefanie Lewis met with the Vice President of Horizon Solar Power.
- She asked questions regarding the budget and opinions of the advertising method we had in mind.
- The client let us know what they are expecting from the marketing plan and in areas the company needs to improve.
- As a group, we divided sections for the advertising campaign rough draft for everyone to work on in the Google Doc.

Sunday, September 17, 2017:

- Our group met on Google Doc to read over each others work for the advertising campaign rough draft.
- We edited eachothers section by adding and eliminating information.
- We also discussed in ways to improve the advertising campaign rough draft with information that was necessary.

Tuesday, September 19, 2017:

- Our group met in the library to make finishing touches on the advertising campaign rough draft.
- We were able to agree on advertisements for the creatives section.
- We met with Dr. Tindage for an instructor's meeting to get feedback on our advertising campaign rough draft.
- We asked Dr. Tindage questions we still had on the advertising campaign.

Saturday, September 23, 2017

- Our group met on Google Doc to make the edits and suggestions from Dr. Tindage.

Monday, September 25, 2017

- Our group met on Google Doc to format the advertising campaign rough draft in APA style.
- Everyone read over the advertising campaign rough draft and made final corrections.

Tuesday, September 26, 2017

- Stefanie Lewis turned in advertising campaign rough draft to Dr. Tindage.

Tuesday, October 10, 2017

- Stefanie Lewis got our advertising campaign back from Dr. Tindage and sent us pictures of her comments in order to change for our final draft.

Tuesday, November 14, 2017

- We met with Dr. Tindage one last time in her office to review any final questions we had.
- Dr. Tindage gave us feedback on what creatives we wanted to use for each medium.

Tuesday, November 21, 2017

- Group met together at 6pm on campus, during class time, to officially who will present in what order.
- We talked about retrieving the results from our primary research questionnaires.

Friday, November 24, 2017

- Our group started on our PowerPoint presentation and continued to work on the final draft of the campaign.

Monday, November 27, 2017

- Our group met on Google Doc to make final adjustments.

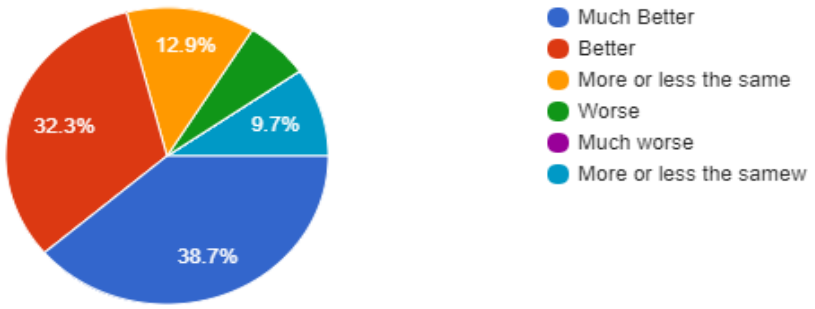
Monday, November 27, 2017

- Our group rehearsed our sections as if we were presenting our final pitches.

Appendix

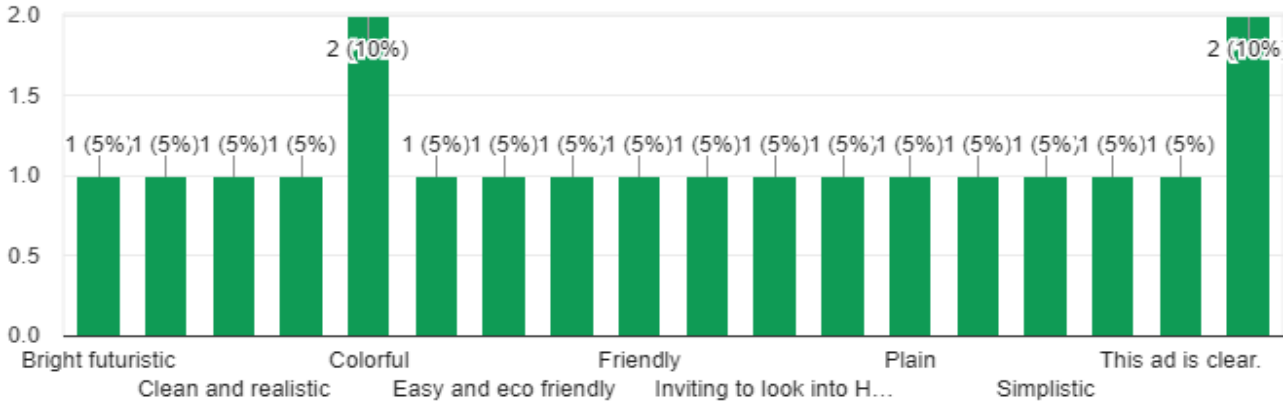
How would you rate this advertisement compared to others you have seen?

31 responses



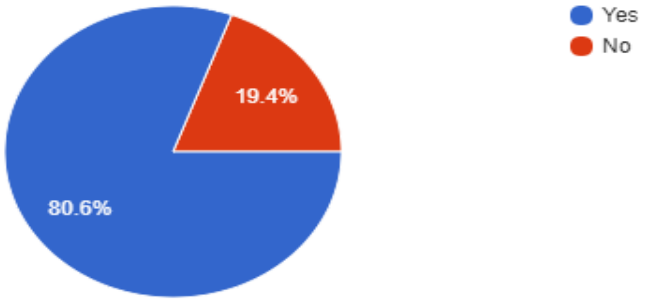
If you were describing this ad to a friend, would you say this ad is...

20 responses



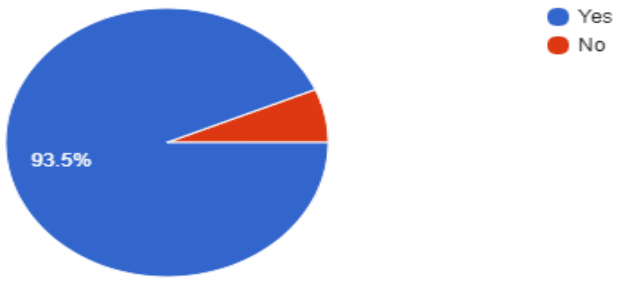
Is this advertisement memorable?

31 responses



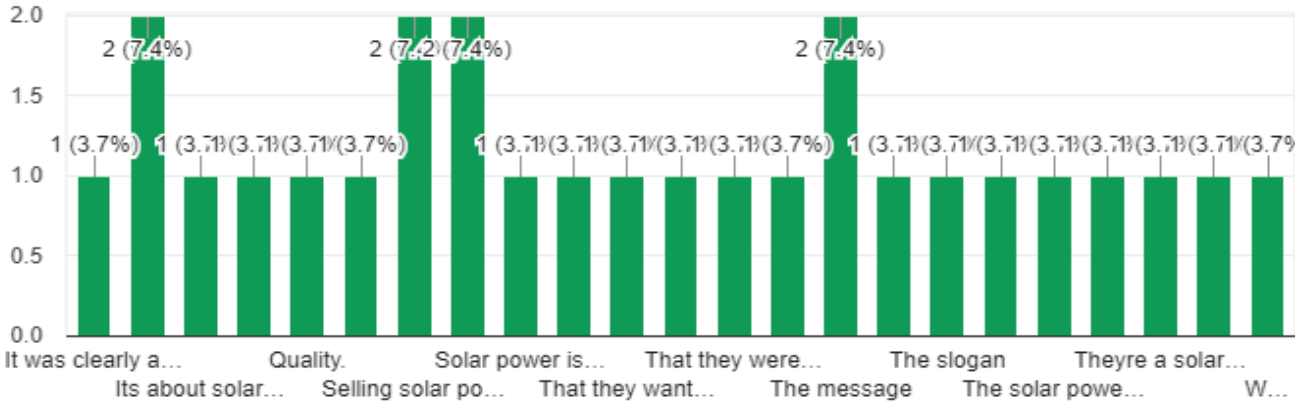
Was this advertisement clear?

31 responses



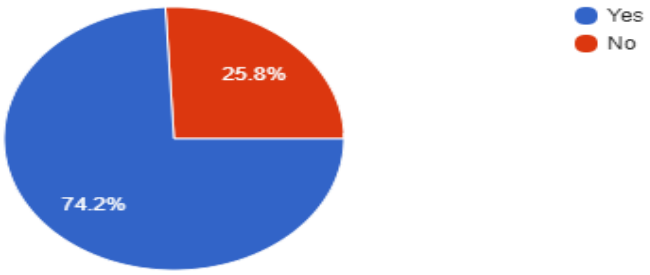
What was clear about this advertisement?

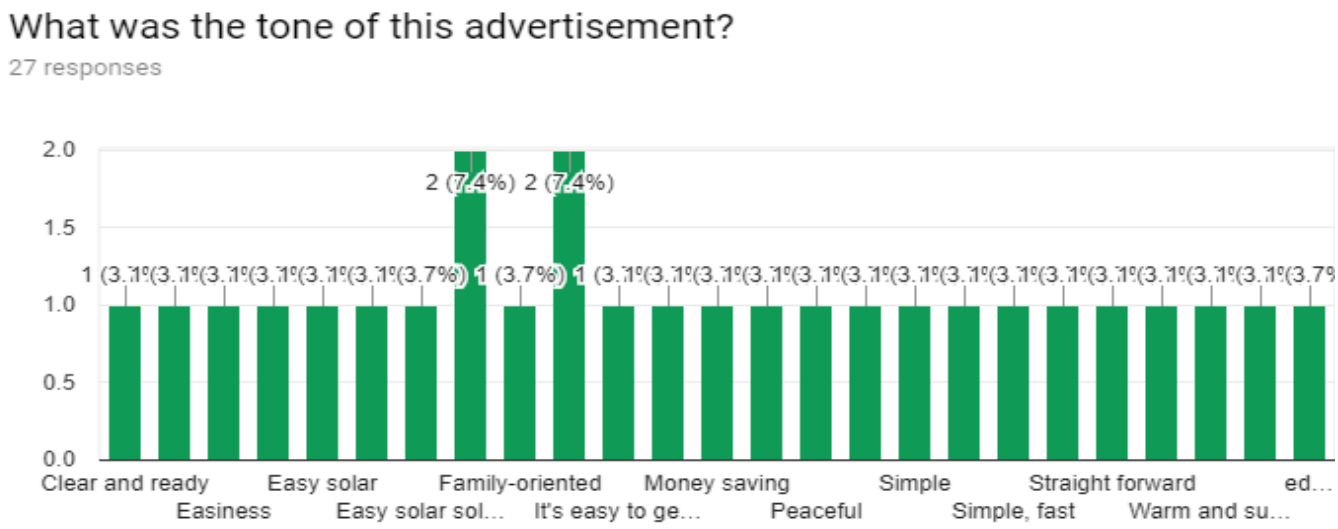
27 responses

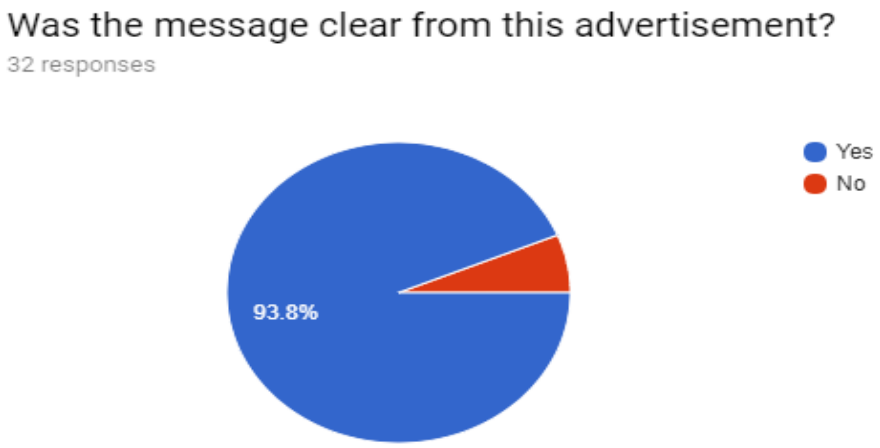


Did this advertisement persuade you to purchase solar panels through Horizon Solar Power?

31 responses

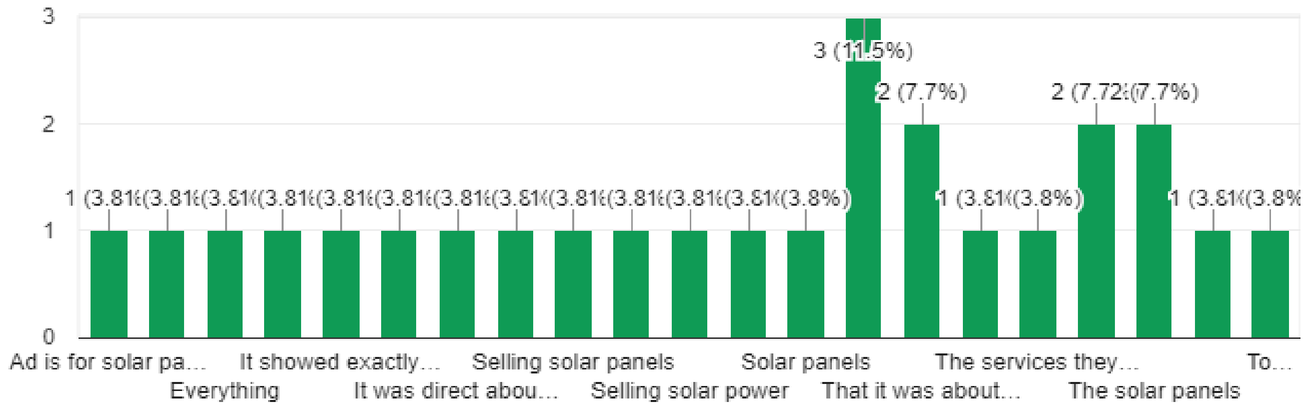



What was the tone of this advertisement?
27 responses
2.0
1.5
1.0
0.5
0.0
2 (7.4%)
2 (7.4%)
1 (3.7%)
1 (3.7%)
Clear and ready
Easiness
Easy solar
Easy solar sol...
Family-oriented
It's easy to ge...
Money saving
Peaceful
Simple
Simple, fast
Straight forward
Warm and su...
ed...


Was the message clear from this advertisement?
32 responses
93.8%
Yes
No

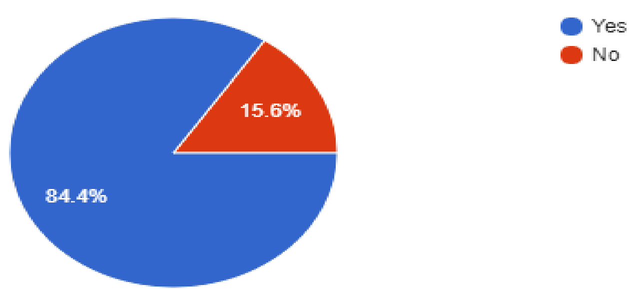
What about the message was clear in this advertisement?

26 responses



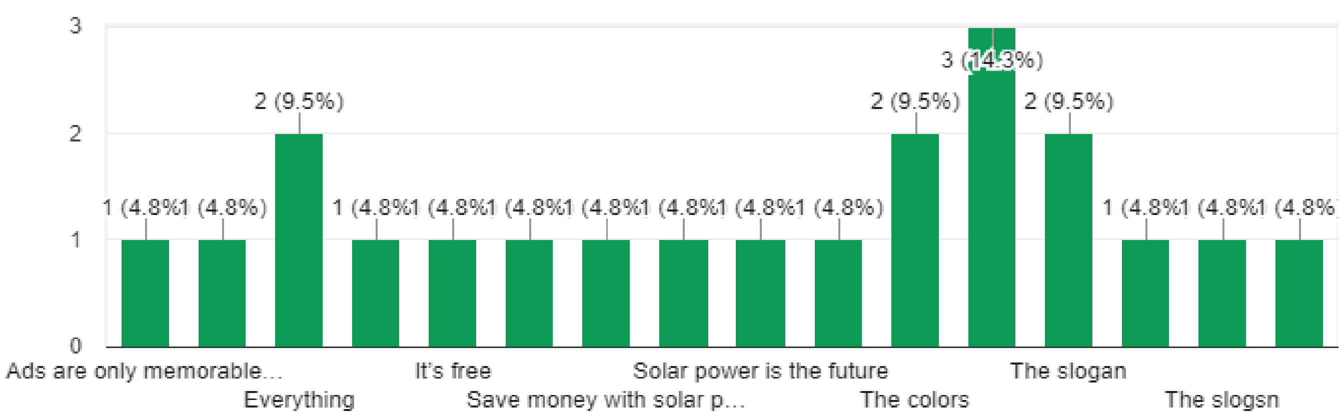
Was the message in this advertisement memorable?

32 responses



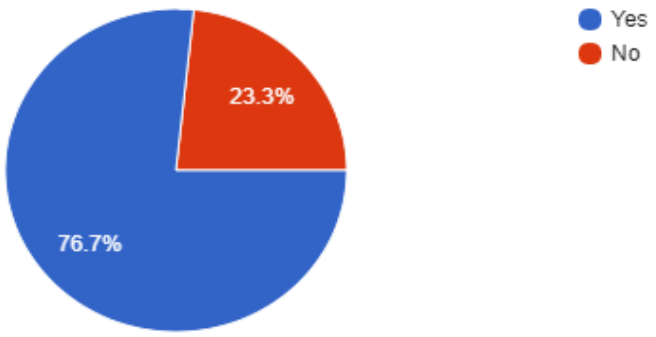
What was memorable about the message in this advertisement?

21 responses



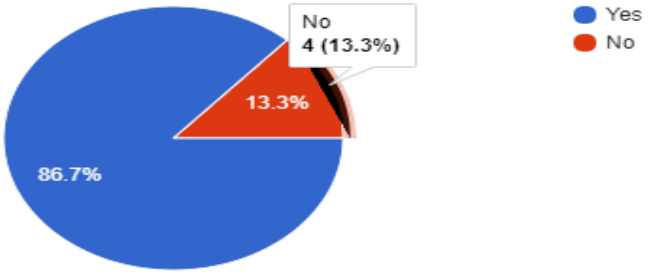
Did the message in this advertisement persuade you use Horizon Solar Power?

30 responses



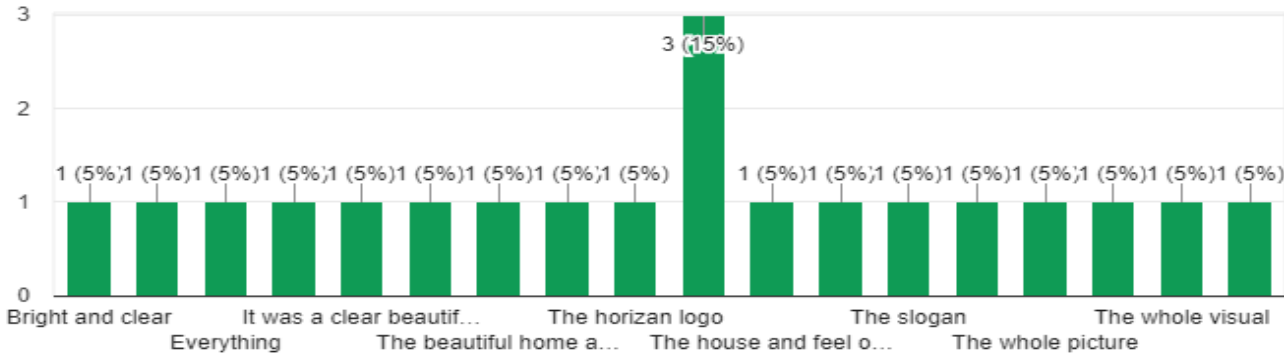
Were the visuals in this advertisment memorable?

30 responses



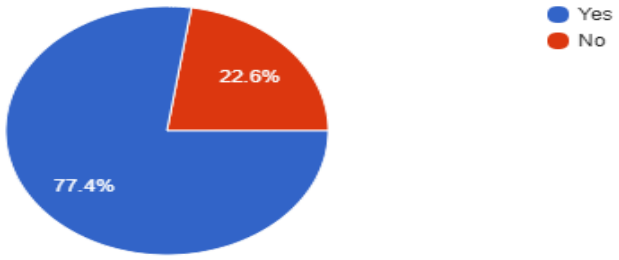
What was memorable about the visuals in this advertisement?

20 responses



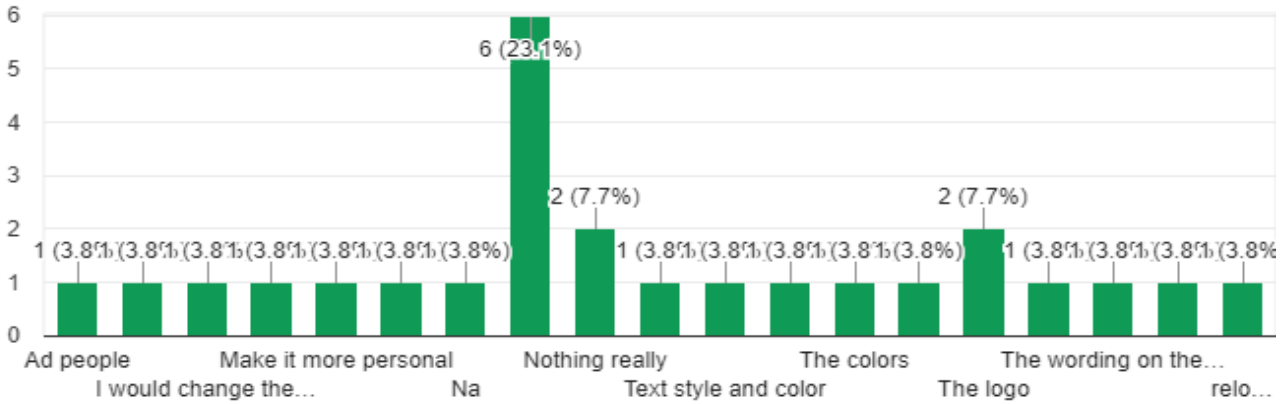
Did the visuals persuade you to want to use Horizon Solar Power in the future?

31 responses



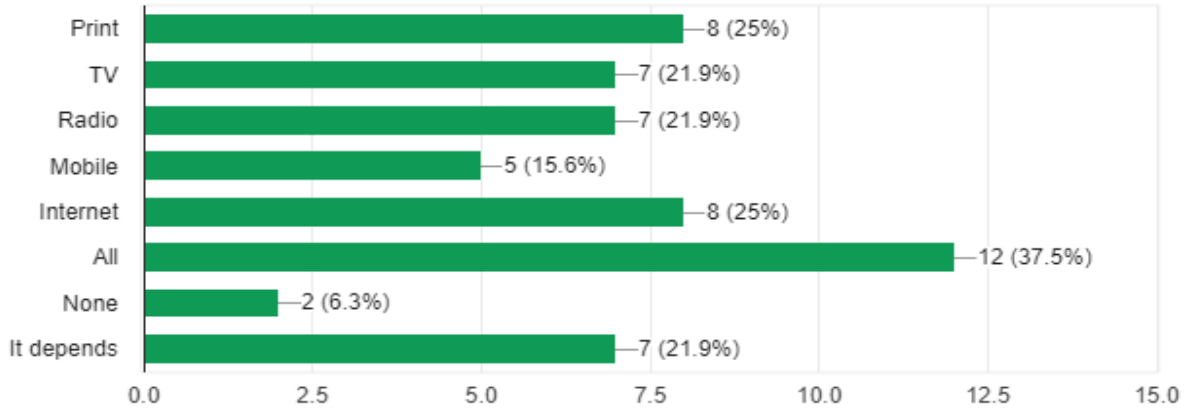
What would you change about this advertisement?

26 responses



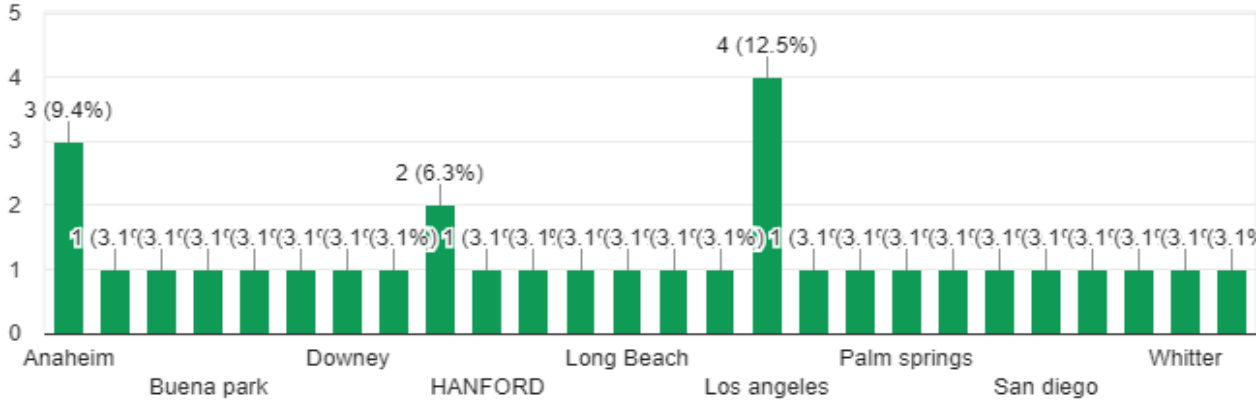
How do you prefer to receive advertising? (Choose all that apply.)

32 responses



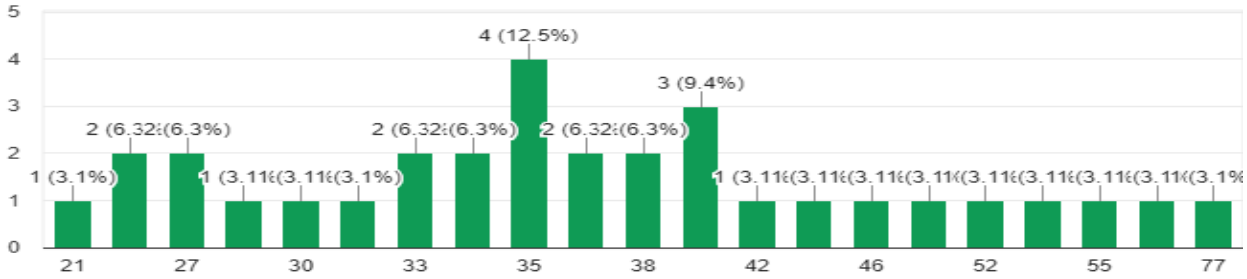
What city do you live in?

32 responses



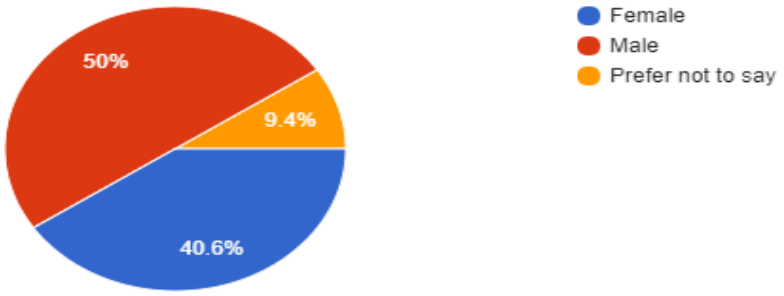
Age

32 responses



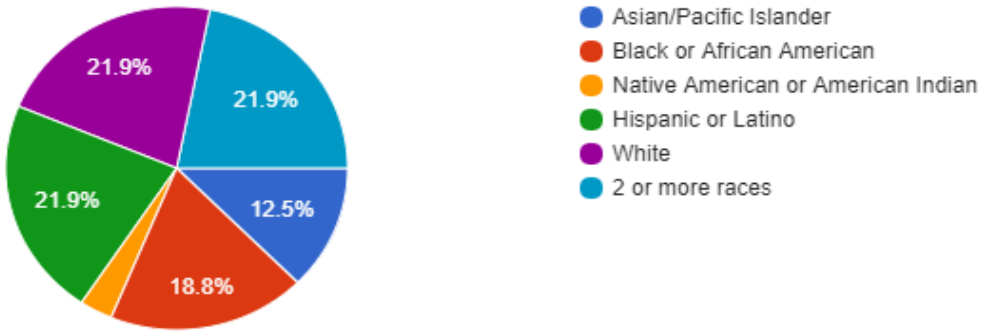
Sex

32 responses



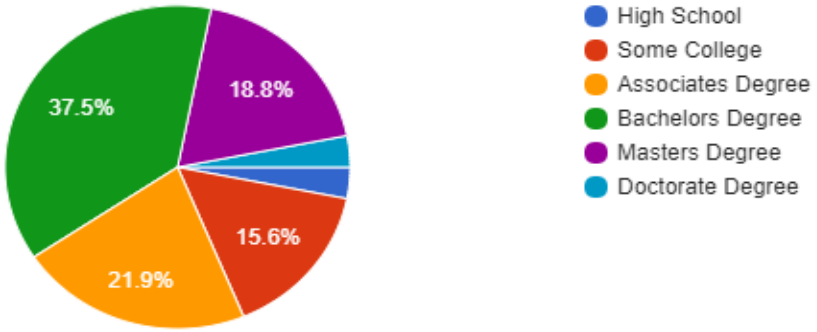
Ethnicity

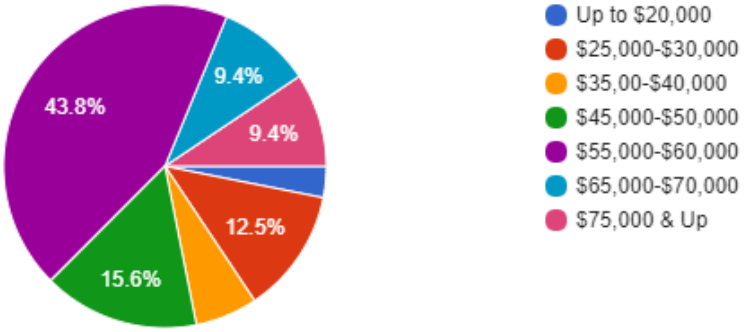
32 responses



What is your highest level of education completed?

32 responses



What is your annual net income?

32 responses