



# Campaign Launch

May 2026



# Agenda



Creative overview



Paid media



Homeowner survey



Questions?

# Creative Overview





It Heats. It Cools.  
It's a Heat Pump!



FIND OUT MORE

Cozier Winters.  
Chiller Summers.  
Thanks, Heat Pump.



WHAT'S A HEAT PUMP?

Cleaner Heat.  
Cooler Air.  
That's a Heat Pump!



FIND OUT MORE

Why Chase the  
Future When You  
Can Install It?



GROW YOUR CAREER



# It Heats. It Cools. It's a Heat Pump!

Need some extra comfort this season, Colorado?  
Treat yourself with a heat pump. Cleaner heat,  
cooler air. All thanks to heat pumps.

Learn More at [PowerAheadColorado.org](https://PowerAheadColorado.org)



## Calienta. Enfriá. ¡Es una bomba de calor!

Averigüe si una bomba de calor es ideal para usted,  
con [Power Ahead Colorado](https://PowerAheadColorado.org).



[PowerAheadColorado.org](https://PowerAheadColorado.org)



# Paid Media



# Live Media

## Awareness

Media Impressions

### Linear TV



### CTV



### Audio



## Consideration

Engagement & Education

### OLV



### Paid Social



## Conversions

Newsletter Signups

### Standard Display



### Meta Form Fill



# Audience Summary

**Broad Reach**

**Homeowners**

**Small Biz  
Owners**

**Workforce /  
Contractors**

**Impressions: 1.5 million**

**Reach: 467,000**

**Frequency: 2.4x**



# Homeowner Survey



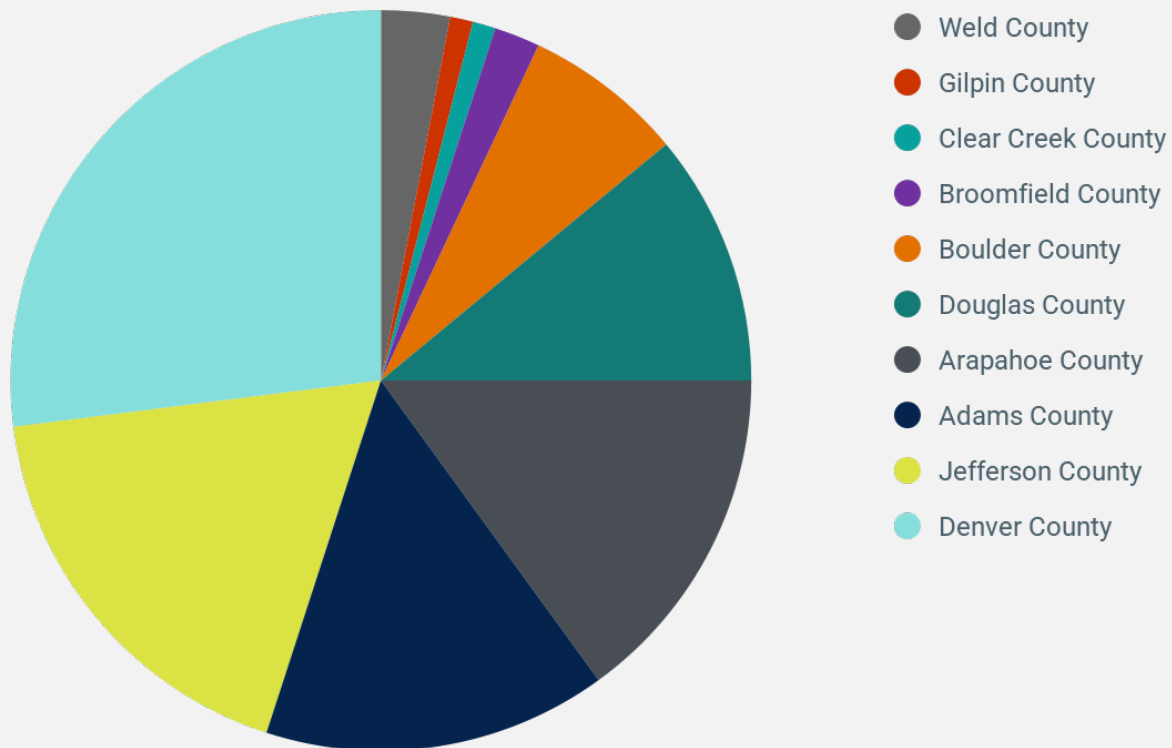
# Baseline Survey Methodology

317 completed surveys

95% confidence,  
5.5% margin of error

Online Survey fielded  
from 11/ 10 to 12/ 17 2025

## Denver MSA Split



Key Findings

# Heat Pump Awareness

Unaided  
Heat Pump  
Awareness

**<4%**

Aided  
Heat Pump  
Awareness

**57%**

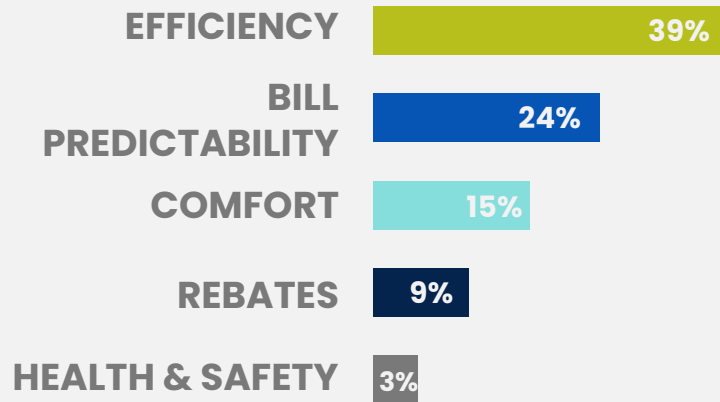
Awareness of  
Heating &  
Cooling Benefit

**56%**

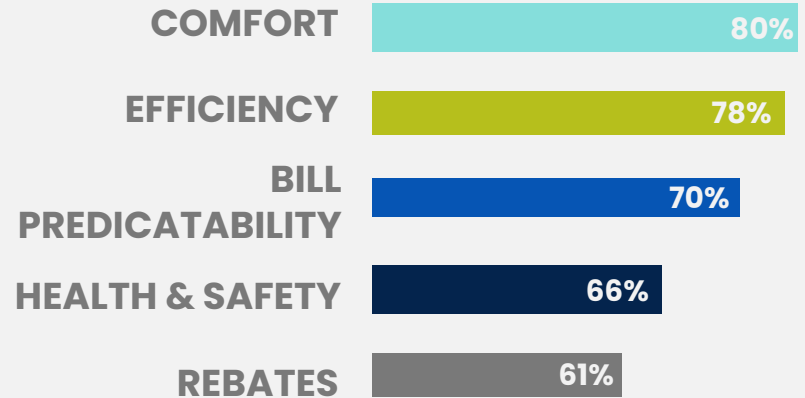
Key Learnings

# Perceived Benefits

## UNAIDED BENEFITS



## AIDED BENEFITS

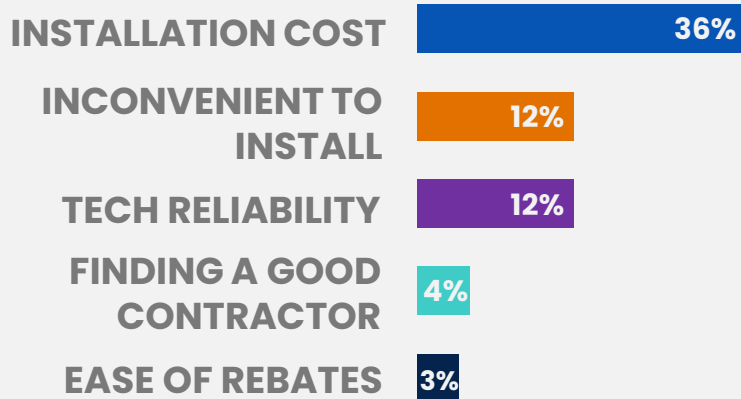




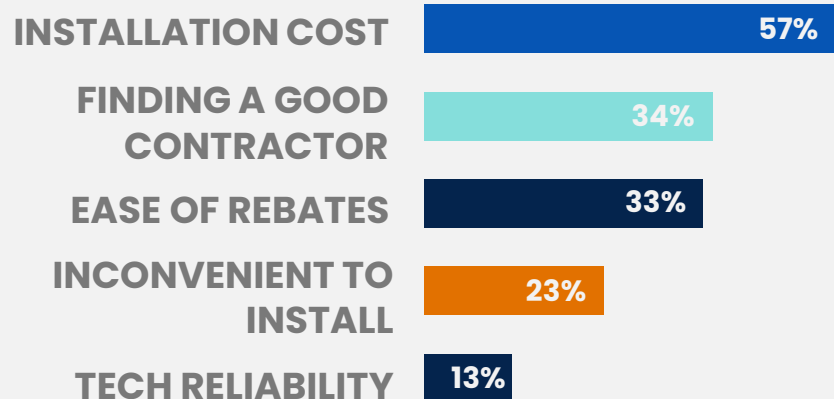
# Key Learnings

## Perceived Barriers

### UNAIDED BARRIERS

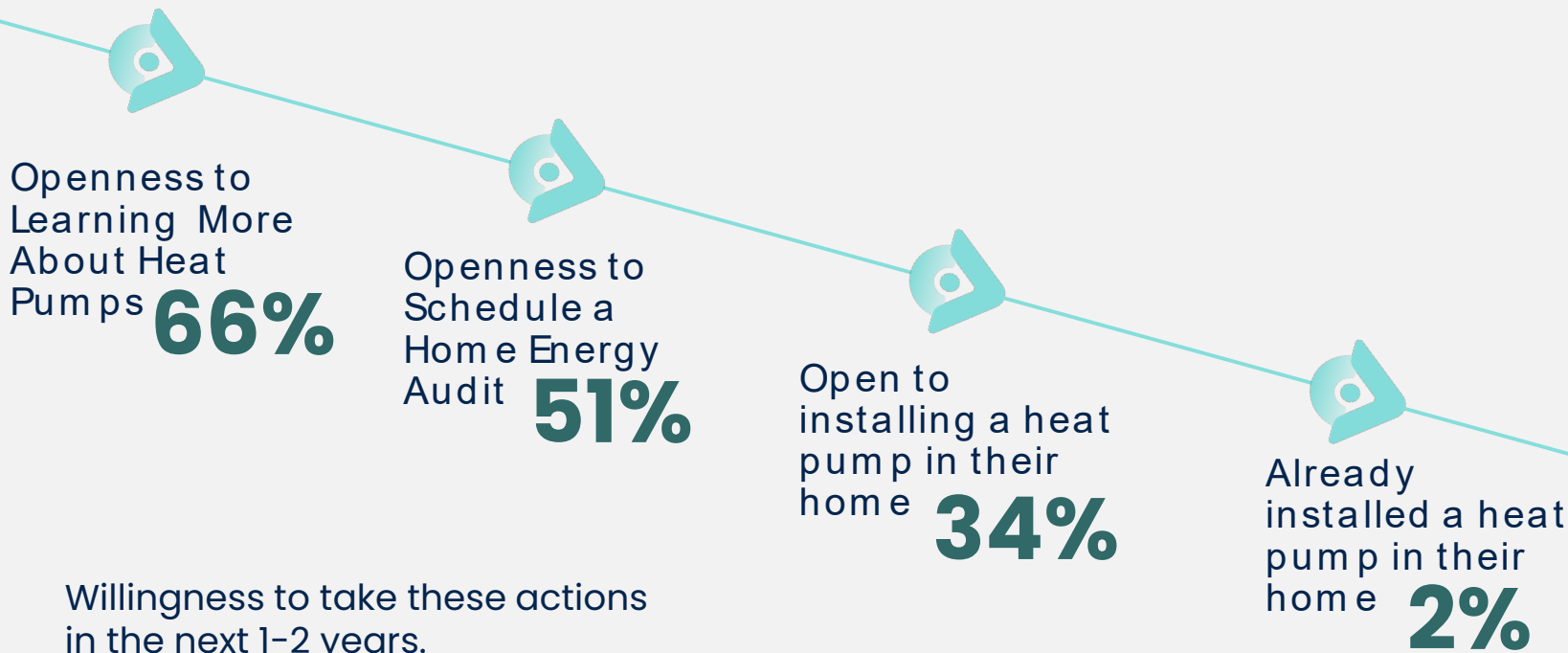


### AIDED BARRIERS



# Key Learnings

## Customer Behavior

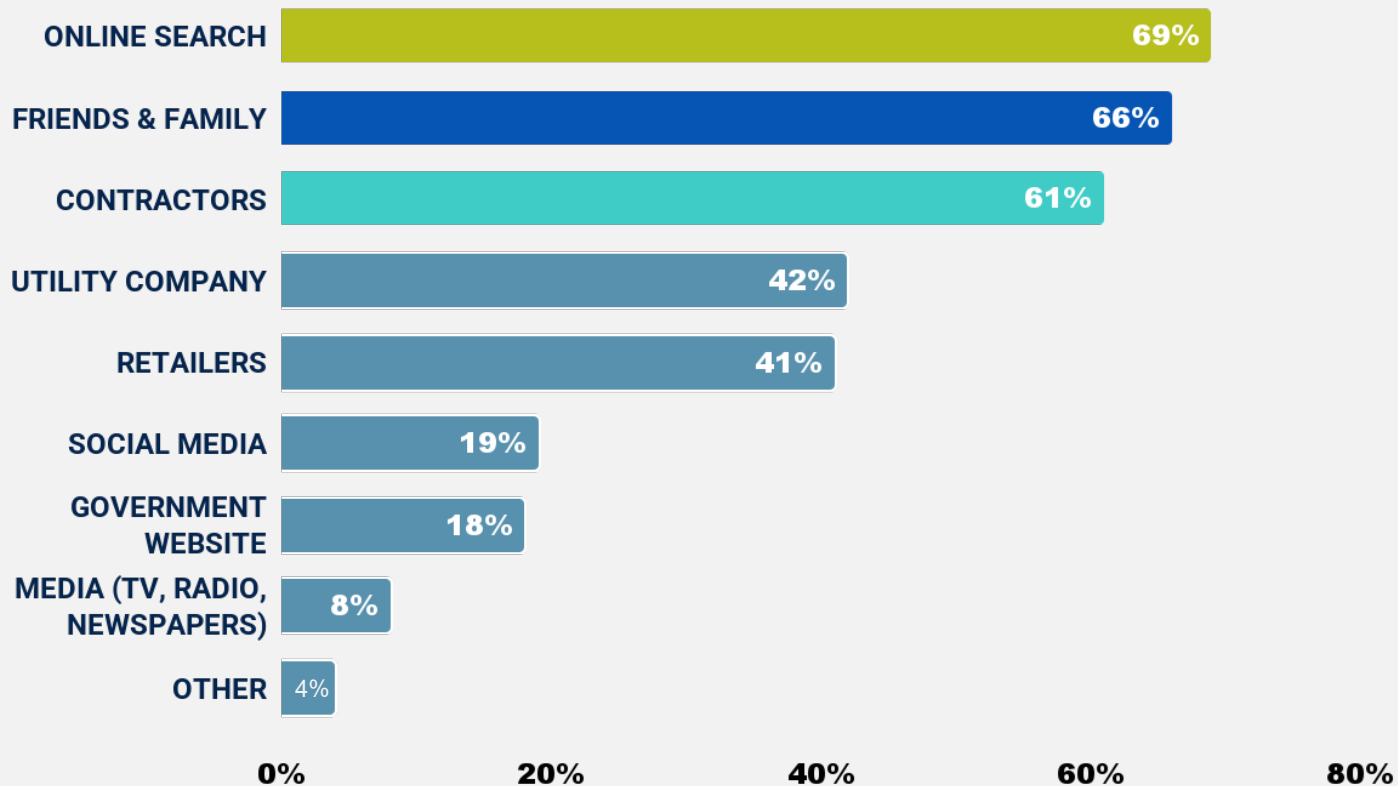


Willingness to take these actions in the next 1-2 years.



## Key Learnings

# Trusted Sources





# Demographic Segments

Low - Income

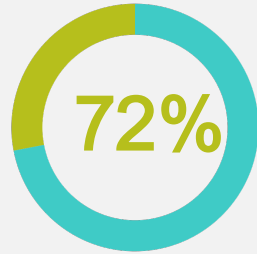
**AWARENESS**

Heat Pumps



**TOP TRUSTED SOURCE**

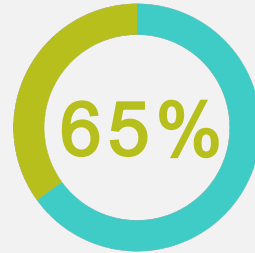
Friends & Family



Hispanic

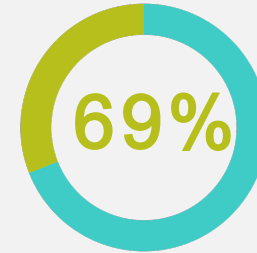
**AWARENESS**

Heat Pumps



**TOP TRUSTED SOURCE**

Contractor



**RECOMMENDATION:** Focus on identifying and leveraging peer advocacy network.

**RECOMMENDATION:** Leverage trust in contractors and focus on busting barrier myths.





# Questions?



**POWER  
AHEAD**  
COLORADO