

- 1 **Q. Reference: CA-NP-76: has NP undertaken a review of whether other means of**
2 **energy advertising such as radio may be more cost-effective.**
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- 4 A. The Company has not performed any *formal* review of other means of energy advertising.
5 However, the Company does consider the cost and effectiveness of other means of
6 delivering energy efficiency information to customers.
7
- 8 The Company currently delivers energy efficiency information to customers through
9 various means including print advertisements, bill inserts, the Company website, billboard
10 messages, trade shows, mall displays, in-store promotions, seminars and presentations
11 such as those in conjunction with the Newfoundland and Labrador Housing Corporation
12 and the Seniors Resource Centre, TV appearances on local news programs and through
13 the Customer Contact Centre.
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- 15 For further information on the Company's energy efficiency initiatives please refer to the
16 Company's prefiled evidence at pp. 35 *et. seq.* and the response to CA-NP-420.