

## Market & Message Statement

### Strategic Planning

In this magazine spread I covered solar energy, specifically the new company Sagefield Power that was started here in Chico. My feature story is a bio about how the company got started and the key players behind the identity.

For my side bar I did a Q & A with the Assistant Manager/Account Executive of Sagefield Power, Dwight Aitkens. I asked him frequently asked questions that would be useful to the reader when making decisions about going solar. For the second sidebar I used a line graph to represent the fluctuation of PG&E cost over the past 10 years in California. I created the infographic using Microsoft Power Point; all of the rest was constructed in InDesign.

Sagefield Power is a local start up company that began in August of 2010. For the past eight months Owner Michael Courtier and Assistant Manager Dwight Aitkens have been focusing on forming an identity for Sagefield Power, marketing messages and outlets for reaching their wide audience. The parent company that is responsible for the production, installation and maintenance for the solar panels is Pristine Sun Solar Solutions. Sagefield Power represents the northern California branch of their sub companies.

The target audience for this magazine spread would be homeowners of any age who are interested in sustainability. The infographic looks at PG&E for residential homes in California and the rest of the information is based on who to contact if you're interested in getting solar and is meant to give background of an up and coming business.

The most important message from this magazine spread is that solar energy can save you money and is affordable. This is demonstrated primarily through the infographic and is supported by the Q & A and feature story.

Two objectives for measuring the effectiveness of this magazine spread are the amount of responses Sagefield Power receives by phone or email regarding the spread. Another way is to look at the number of increased site visits and click through's as a result of clicking from the digital PDF copy.

### The Final Product

The tone of this magazine spread is earthy, sustainable and eco friendly.

The colors used coincide with Sagefield Power's logo that utilizes a bright green and a gold color, which is present throughout the entire spread. The energy flower in the top left corner helps with the earthy tone to act as a sun shining over the feature article.

I chose "cracked" type as my main header because it reminded me of land and the earth and was big, bold and demanded a lot of attention to accentuate the title "Go Green or Go Home" for the entire spread. For the body I used Lucinda Bright because it is a wider serif font that made it easier to read in bulk and the spacing was very even.

I used the line graph to represent my data and to show change over time. I chose to use different colors than the green and gold to make the lines stand out as separate from the design elements and make sure that the readers eye identified it as part of the infographic.

I think the strength of this spread is the composition and the color scheme. I think that energy flower art really helped to reinforce the theme and made it look professional. I also thought that the "cracked" font was a good choice that also tied well to the theme.

I think that the weakness is the set-up of the feature story. I think it would have been more aesthetically pleasing if the block of text were broken up into columns. I believe that would have made it easier to read and also look more appealing from far away.

## **Sources**

Images:

Energy Flower and Sage Power Logo: Created for Sagefield Power by Max Zavala

PG&E Infographic: Created in Microsoft Power Point by Kait Manning

Resources:

California Public Utilities Commission

<http://www.cpuc.ca.gov/puc/>

Contact:

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# Go Green or Go Home

Feeling sunk by rising PG&E costs? Does it feel like electricity bills are holding you down like an anchor? Join the solar wave and keep your head above water with Sagefield Power's green energy solutions.

Sagefield Power is a start-up company which began to take root in August of last year after Chico resident Michael Courtier, 35, first discovered Pristine Sun Solar Solutions, the parent company to Sagefield Power. He contacted the company about expanding their solar capacities to the town of Chico and surrounding areas, which would later become his territory covering the southern edge of Butte County all the way up to the Oregon border.

With the approval of Pristine Sun he connected with long time friend and Chico local, Dwight Aitkens, 23, to get on board and begin hashing out some ideas for their new business.

"When Mike first contacted me about teaming up to start a solar company I was thrilled," said Dwight Aitkens, Assistant Manager and Account Executive of Sagefield Power. "It seemed like a great opportunity to get a foot in the door into the solar business, but I didn't really know where to start."

After months of deliberation and forming an identity Sagefield Power had emerged. With logo designs by Chico State student Max Zavala and hours of brainstorming, they were ready to get started.

"The hardest part was getting it off the ground," Courtier said. "We had a lot of great ideas but it took time to gather all of the information we needed to start contacting potential clients."

One month ago today, Sagefield Solar launched their first ad in the Chico News and Review. Since that time they have received a lot of interest.

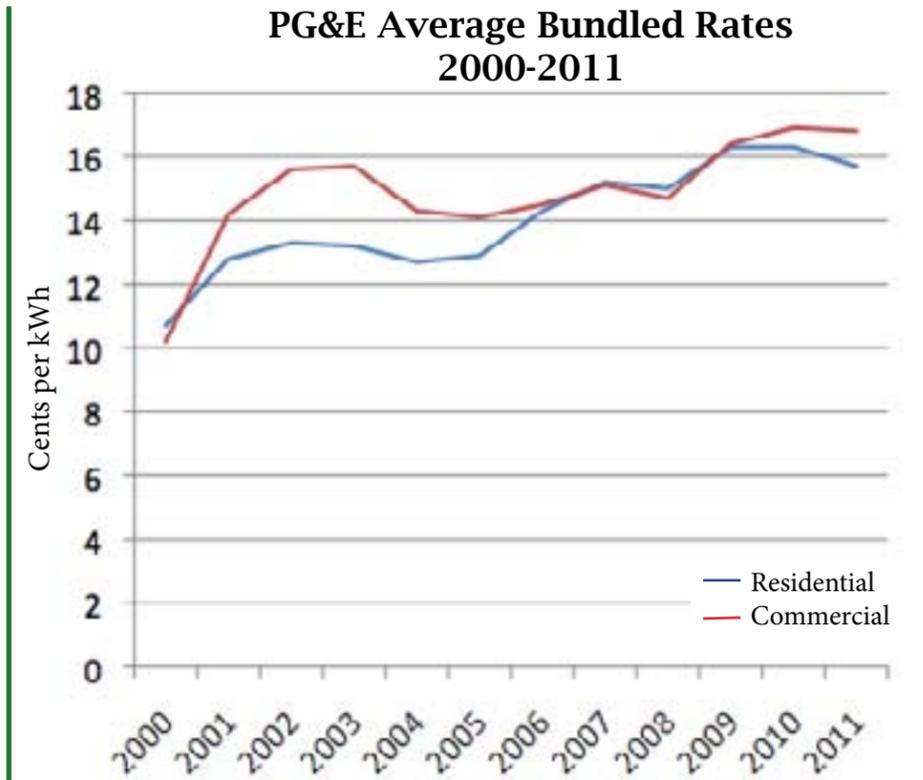
Aside from residential solar, Sagefield Power also offers solar farms for people who own land and are looking for a way to turn it into cash. This has gone over very well due to the amount of farming and open land surrounding the city of Chico.

"The opportunities are wide open," Courtier said. "Once people find out about what we have to offer, there is the potential to grow exponentially."

By: Kait Manning  
4/25/11

## HOW MUCH WILL YOU BE PAYING?

Electricity prices have been fluctuating for the past 10 years and have shown continual increase for both residential and commercial rates. With rising costs, solar energy provides incentive to go green and save money on monthly bills.



(Information retrieved from: California Public Utilities Commission)

## Got Questions? SAGEFIELD POWER HAS ANSWERS

### Q & A with Assistant Manager and Account Executive, Dwight Aitkens

1.) How much do I have to pay to install a solar system?

"Our systems come with virtually no upfront cost. If needed we have extremely low financing options that begin with a 10-year loan with monthly rates lower than your average PG&E bill that go straight to the payment of your system."

2.) How much do I have to be spending on PG&E for solar to pay off?

"We recommend that anyone paying over \$150 per month should have solar. The benefits are still worthwhile even with those who only use \$150 of power each month."

3.) How do I know what size I need?

"Sagefield power will conduct a free residential analysis of your energy needs. All we need is a record of your past 12 months of PG&E to assess your system size and energy use over the past year."

4.) Are there any maintenance fees?

"There are zero maintenance fees for the entire time that you own the solar panels as well as zero installation fees for installing solar on your property."

5.) Do I have to sign a contract?

"We do require our customers to sign a 20-year commitment contract, meaning that so long as you remain owner of the building you will continue to use and make monthly payments on the system."

6.) What happens if I break the contract?

"If the contract is broken, we simply come and remove the solar system. No penalties, no fees and no questions asked."

For more information call Dwight Aitkens at (530)774-8996

