

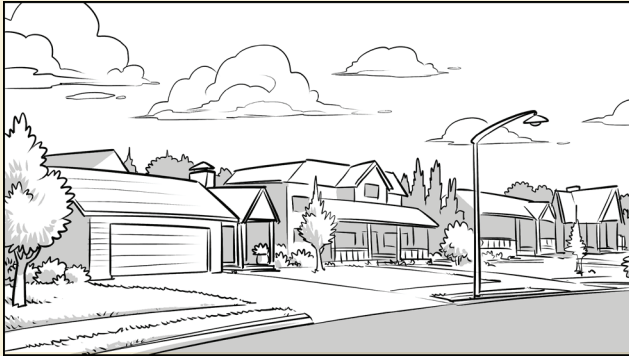
SUSTAINABLE BUILDINGS INDUSTRY COUNCIL  
BEYOND GREEN™ AWARD SUBMISSION

**EFFICIENT HOMES INITIATIVE  
PILOT VIDEO**

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September 2015

# CONCEPT STORYBOARDS



Establishing drive-by shot of idealistic, middle-class, suburban neighborhood (new homes).

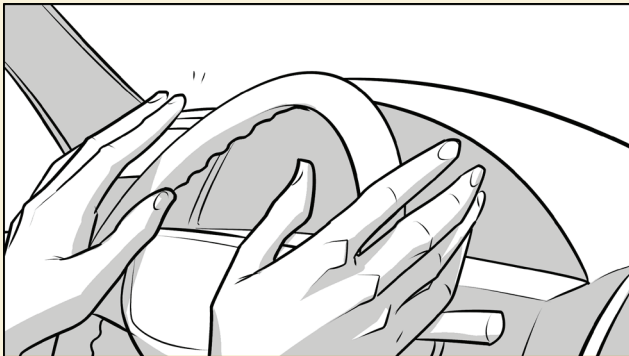


Drive-by close-up of the door and door decoration on one of the idealistic, middle-class suburban homes.

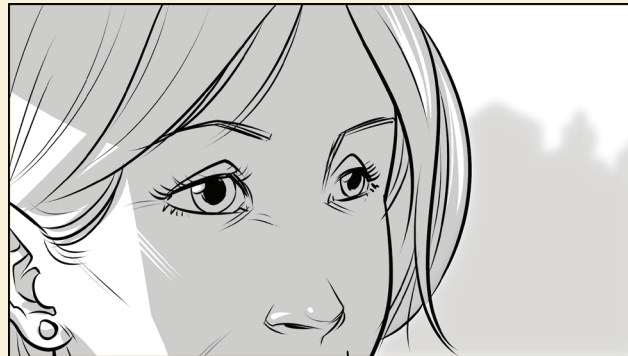


We're in the car with the homeowner as she drives through her NW neighborhood to her home. Shots alternate from within the car, of the neighborhood houses passing by, and of the car driving along. VO is of homeowner discussing the benefits and everyday experience of energy efficiency.

POV from passenger seat. Homeowner driving through idealistic, middle-class, suburban neighborhood (new homes).



Close-up of woman's fingers tapping the wheel.



Close-up of woman's eye/top half of her face. Background racked out.



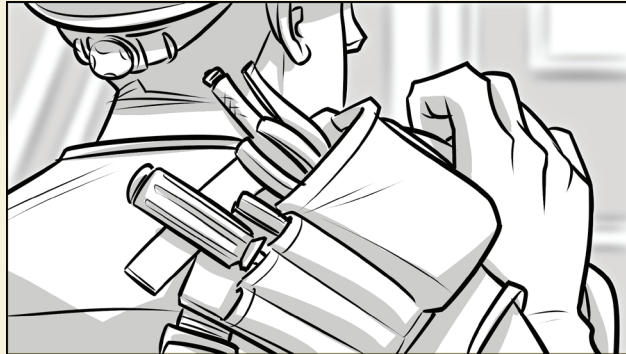
The VO continues as we follow her into her home. Everything is natural and candid (e.g., the dog greets her, the kids are doing what they do, etc.). She points out a few things in her home that she particularly loves about its energy efficiency. We see animated type that is integrated with the contours and movement of the scene, calling out the energy- and cost-saving statistics associated with this technology.

POV from behind. Homeowner walking through front door. Dog greeting her.



We transition to PSE spokesperson, who provides a high-level overview of the program, mentioning why PSE is invested in energy-efficient homes and why they're important (saving energy, community benefits, etc.). She is dressed business casual but appropriate for a worksite. In her "talking head" phase, the camera isn't stagnant, but moves along the worksite. We see shots of the home being built, as well as a shot of the builder approaching the construction site and greeting the builder.

*POV straight on, waist up. PSE spokesperson. Background: house construction.*

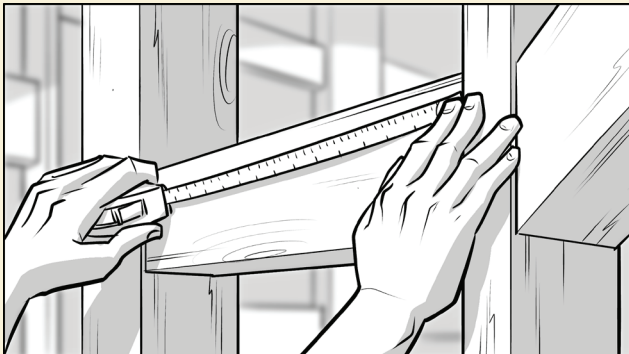


*Close-up of worker with tool belt.*



The PSE spokesperson mentions the importance of builder participation, which segues into the builder discussing why he builds energy-efficient homes. The builder then tells us how a house operates as a system and discusses the interconnectedness of each element before diving into a few of the technologies (2-3) that create an efficient home. The shot shows him from the waist up. While he speaks, we see shots of the various energy-efficient features mentioned. This will help to illustrate the technology behind the home's comfort. Again, we see animated type calling out the energy- and cost-saving statistics associated with this technology.

*POV: Builder, straight on. Background: house construction.*



*Close-up of worker's hands measuring a beam with measuring tape.*



For instance, a shot of the HRV system while the builder gestures toward it and explains the comfort benefits it provides.

*Builder gesturing to HRV system. Straight shot, zooming out.*

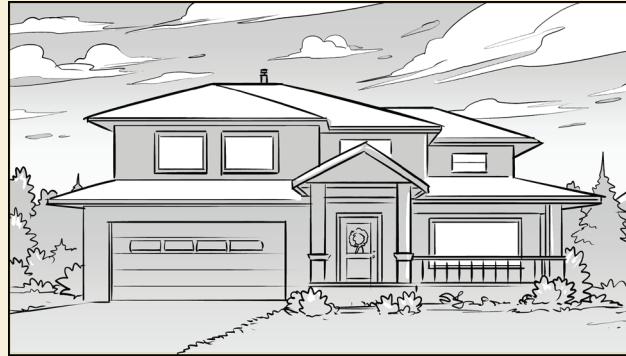


We transition back to the homeowner in her home standing by her own HRV, who further discusses the joys of energy efficiency and the potential benefits to the community. "Imagine if all homes were this comfortable and affordable." The music swells slightly as we hear the final piece of dialogue connecting energy efficiency to the greater community.

*POV: Straight on, waist up. Homeowner leaning casually against her kitchen island, drinking tea.*



*Close-up of her cup of tea, steam rising.*



*The final shot is of a time lapse of the exterior of the home throughout the day. The music reaches its final beat just as the lights go out. The day is over.*

*Wide shot, exterior of the cozy, peaceful suburban house: dusk, windows lit.*



*PSE sign off.*

# SOCIAL MEDIA POSTS

**Northwest Energy Star Homes**  
Published by Anna Zamir [?] · March 23 · 🌟

Northwest builders are improving the way homes are built, making them more durable, affordable and comfortable. Learn more about super-efficient homes: [northwestenergystar.com/super-efficient-homes](http://northwestenergystar.com/super-efficient-homes). #SuperEfficientHomes #ComfortBuiltIn #PSE




30k Views

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**Northwest Energy Star Homes**  
Published by Anna Zamir [?] · April 7 · 🌟

There are many benefits to living in an energy-efficient home—year-round comfort and lower energy bills are just the start. Learn more about one homeowner's experience: [northwestenergystar.com/super-efficient-homes](http://northwestenergystar.com/super-efficient-homes). #HappyHomeowner



39k Views

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**Northwest Energy Star Homes**  
Published by Anna Zamir [?] · April 23 · 🌟

Using advanced building techniques, local builders are shaping the future of home construction with homes that are more comfortable and energy-efficient. Learn more about super-efficient homes at: [northwestenergystar.com/super-efficient-homes](http://northwestenergystar.com/super-efficient-homes). #ComfortBuiltIn #ScottHomesInc



Scott Bergford  
Owner, Scott Homes, Inc.

46k Views

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**Northwest Energy Star Homes**  
Published by Anna Zamir [?] · May 7 · 🌟

Better built homes feel better to live in and help you save money on your energy bills. Discover the day-to-day benefits of living in a super-efficient home. Learn more at: [northwestenergystar.com/super-efficient-homes](http://northwestenergystar.com/super-efficient-homes). #HappyHomeowner #ScottHomesInc



Cheryl Bayle  
Puget Sound Energy customer

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Published by Anna Zamir [?] · May 20 · 🌟

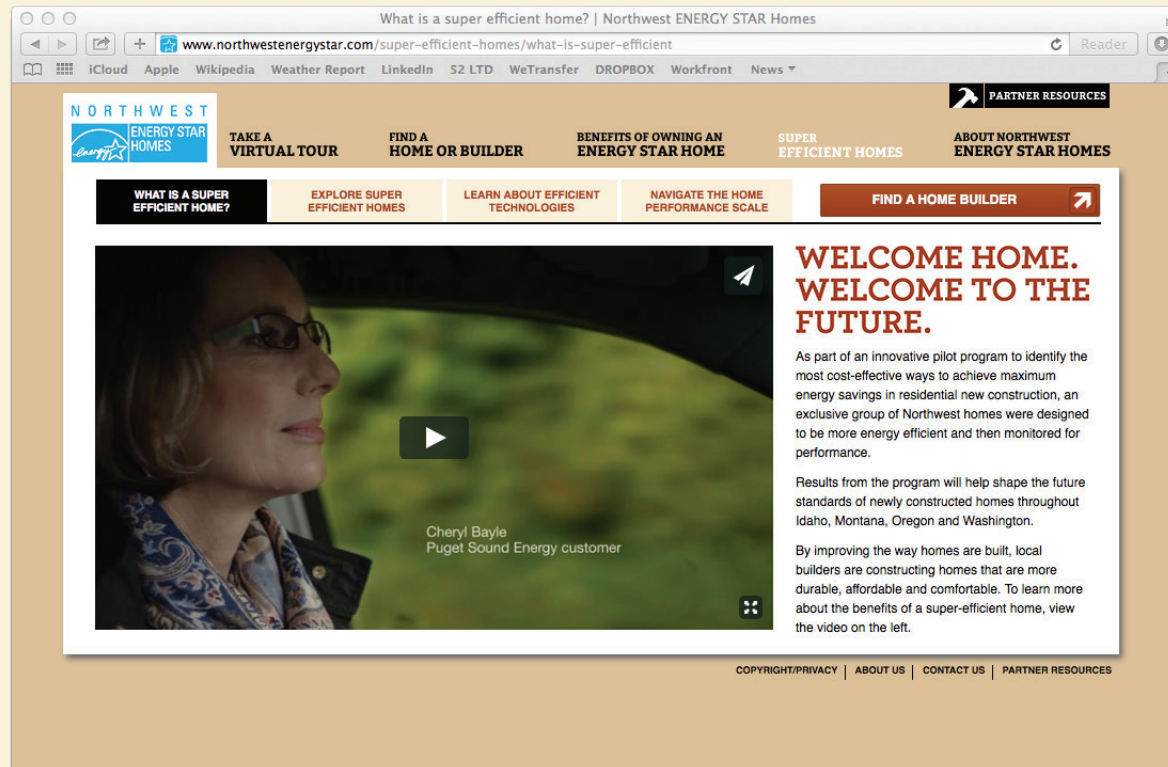
Teaming up with local utilities, many Northwest builders are constructing homes that maximize comfort and affordability. Learn more about super-efficient homes: [northwestenergystar.com/super-efficient-homes](http://northwestenergystar.com/super-efficient-homes). #NextLevelEfficiency #ScottHomesInc



64k Views

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