



Heat Pump Campaign Personae

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Rewiring America is eager to convert more American homes to heat pump heating and cooling in order to create an energy efficient, low cost future for homeowners. Harmony Labs has worked with Rewiring America in the past to [profile](#) the key media audiences for electric appliances and vehicles. In this memo, we describe three specific personae from these audiences that Rewiring America can use to anchor a consumer education campaign about heat pumps in 2025.

Data and Methods

To make these personae, we layered the audiences we have already profiled on YouTube content specifically mentioning electricity, utilities, and home improvement or renovation. We found the ways in which relevant videos were different across different audiences. For instance, in the Tough Cookies audience, we found many mentions of assistance programs whereas in the People Power audience, we found mentions of budgeting and long term cost management.

We narrowed the data down to focus on Rewiring America's specific, strategic objectives for the campaign. We filtered down to content consumed in zip codes with (1) relatively high densities of homeowners with 80-150% of the AMI and (2) relatively high densities of electric and propane heating. Then we used Rewiring America's own hypotheses about how they wanted to shape their stories for three types of consumers in order to find specific examples of consumers with those concerns.

Personae

Each of these personae use one YouTube creator as an example. This is intended to help bring their audience to life, and they are based on specific statements these creators made in their content to their audiences. We also include attitudes to energy, pain points, and motivations drawn from the specific mentions of utilities, electricity, and renovation consumed across the whole audience, not just produced by these creators.



Persona 1: Budget-Conscious Renovator

Someone like creator: [Vincent Chan](#)

Age: 28

Location: New York

Occupation: Financial Advisor for the middle class

Harmony Labs Audience: People Power

Personal turning point: Using insider power to help others

“My parents immigrated to the US with just a few dollars. Watching them struggle everyday to provide for me and my siblings was one of the toughest things I ever had to witness.

But one day, I realized that breaking the cycle of generational poverty only takes one person. So I asked myself, “Why can’t that person be me?”

This realization sparked something within me to learn everything about money.

And let me tell you, it was HARD — I had to figure everything out on my own.

There were countless times I wanted to give up but I kept pushing through.

Eventually, I got an Economics degree and then worked on Wall Street.

But I always hated what I did at work: helping the rich get richer.

So I left Wall Street and instead decided to share everything I’ve learned — all the secrets of the wealthy — to help people just like you.”

Audience Attitudes to Energy:

- Cost-conscious (tracks utility bills closely, proud of low monthly costs, follows 50/30/20 budgeting rule)
- Values efficiency (chose smaller home partly for heating/cooling efficiency)
- Practical approach to home improvements
- Willing to invest in quality when value is demonstrated

Audience Pain Points:

- Could assume heat pumps are too expensive for their budget
- Likely concerned about installation costs and disruption to their lives
- May worry about compatibility with existing systems

Audience Motivations:

- DIY maintenance but not home improvement
- Long-term value and return on investment
- Reduced monthly utility costs
- Solutions that they can partly DIY or understand themselves



Illustrative YouTube Videos:

- [Financial planning](#)
- [Choosing an affordable home](#)
- [Basic home maintenance](#)
- [Product optimization](#)

Key Message Opportunity: "Heat pumps as a smart long-term investment that pays for itself through efficiency"



Persona 2: High Energy Cost Burdened

Someone like creator: Thressa Sweat

Age: 40s

Location: Dallas-Fort Worth

Occupation: Talent Recruiter

Harmony Labs Audience: Tough Cookies

Inspiring turning point: persistence and faith pay off:

“Good afternoon, YouTube Family!! let's congratulate [MY FOLLOWER] 🎉 Huge Congratulations! 🎊

Wow! After sending out over 200 applications, your hard work, persistence, and faith have paid off! 🙌 Getting that job offer right away is a true testimony that God's timing is always perfect! ✨

I'm so proud of you for never giving up, keeping the faith, and continuing to put God first throughout the process. Your story is an inspiration to so many who are still waiting for their breakthrough! This is just the beginning—greater things are ahead! 🚀

May this new job bring you joy, success, and financial blessings. Keep shining and trusting the journey! God bless you! ❤️👛🙌”

Audience Attitudes to Energy:

- Views electricity as an essential service that creates hardship when unaffordable
- Concerned about utility business practices and regulation
- May have sought assistance programs for utility bills
- Economic anxiety related to energy costs

Audience Pain Points:

- Struggling with monthly utility costs
- Not considering major renovations
- May have to choose between basic needs due to high energy bills
- Concerned about winter heating costs or summer cooling costs
- Limited awareness of alternatives or assistance programs



Audience Motivations:

- Immediate reduction in monthly bills
- Stability and predictability in energy costs
- Accessible financing or assistance programs

Illustrative YouTube Videos:

- [Remote job leads and assistance programs](#)
- [Government help in emergency situations](#)
- [Concern about grid reliability](#)

Key Message Opportunity: "Heat pumps as a solution to reduce your monthly energy burden with available assistance programs"



Persona 3: Inadequate Heating/Cooling Homeowner

Someone like creator: _____ [Tim Johnson](#) _____

Age: _____ mid-30s _____

Location: Alaska (& the road!)

Occupation: _____ Driving Instructor _____

Harmony Labs Audience: Lifestyle Conservative

Personal turning point: liberty after disaster

I felt a sharp rock pierce through my helmet and I instantly knew that I broke my neck and back. I exited the kayak and swam myself to shore. I had to bushwhack out of the Woods about a mile in extreme pain... It took a long time to recover from that injury, but I was excited to get back out into the mountains with my friends to do a little snow Machining myself but mainly be in the presence of so many great new and old friends and go exploring with them.

Audience Attitudes to Energy:

- Practical approach to home improvement
- DIY improvement and maintenance
- Making incremental upgrades as resources allow
- Homeowner with older home that has outdated features (very old windows, possibly using propane for heating)
- Aware of deficiencies in current setup but addressing gradually

Audience Pain Points:

- Living with inadequate heating in a cold climate
- Old, inefficient windows causing heat loss
- Outdated heating system (propane dependency)
- Urgent concerns about approaching winter weather

Audience Motivations:

- Improved comfort and living conditions
- Reliable heating that can handle extreme temperatures
- Liberty: cars, RVs, and mobile homes feature prominently
- Solutions that can be implemented before winter arrives
- Long-term durability



Illustrative YouTube Videos:

- [RV Life](#)
- [Destructive Storms and my mobile "Truck House"](#)
- [DIY renovation, not just maintenance](#)

Key Message Opportunity: "Heat pumps as a reliable, comfortable solution for year-round temperature control, even in extreme climates"