

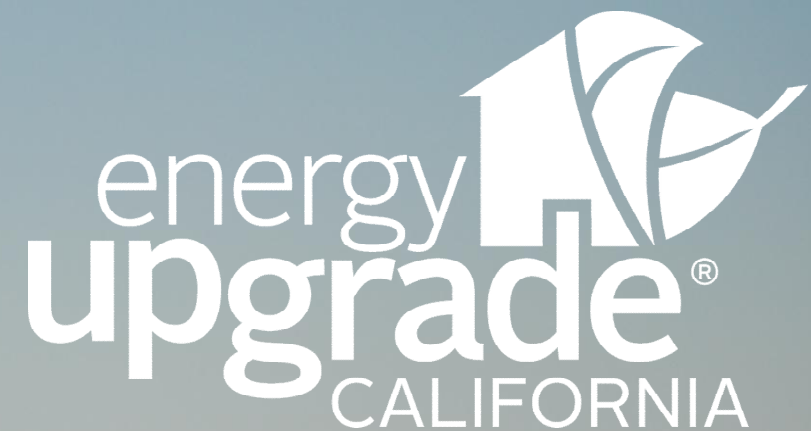
Energy Upgrade California® – Helping Californians Manage Their Energy Usage

October 20, 2015

Jeff Blanton, Brand and Media Manager – Energy Upgrade California



Energy Upgrade California

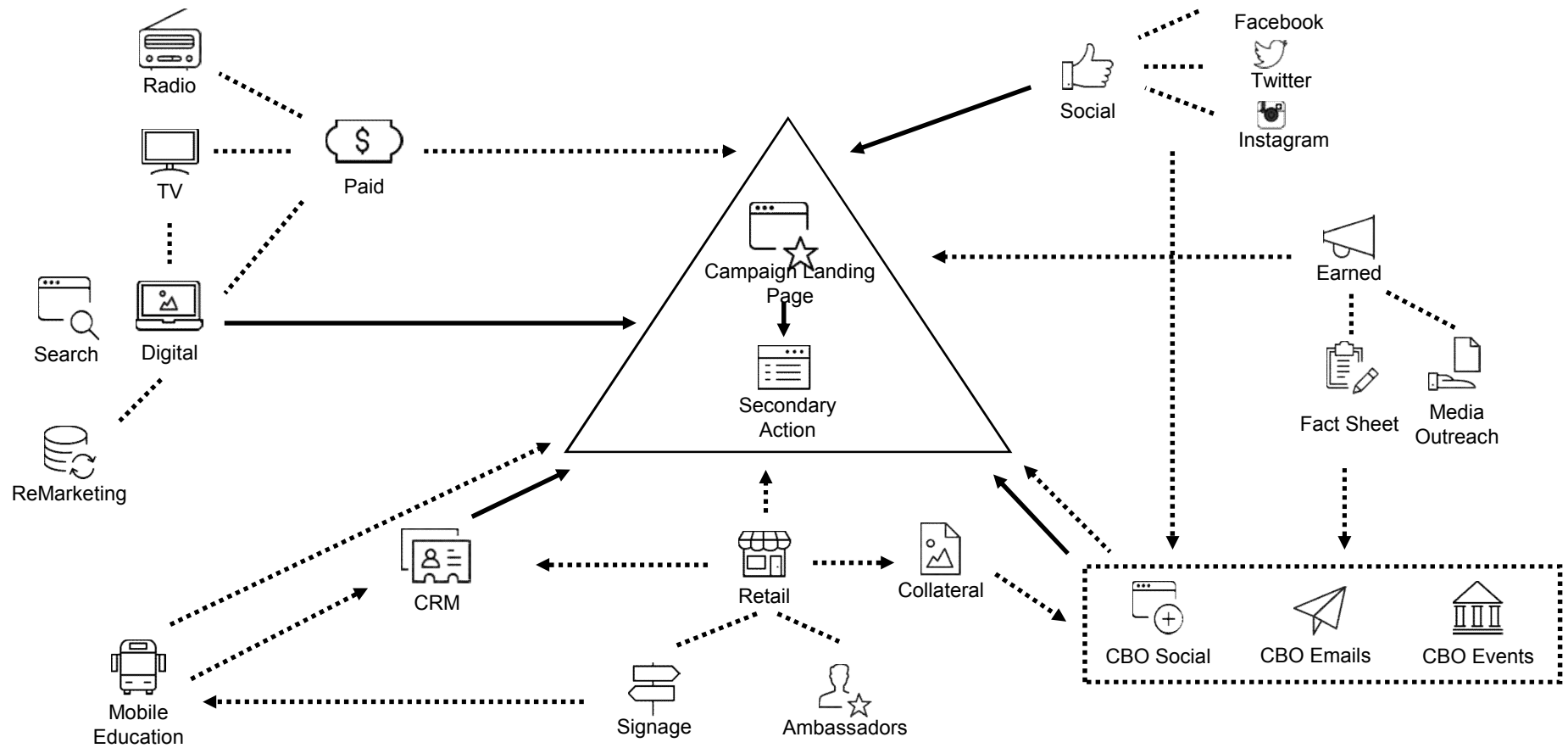


Energy Upgrade California





Integrated Approach



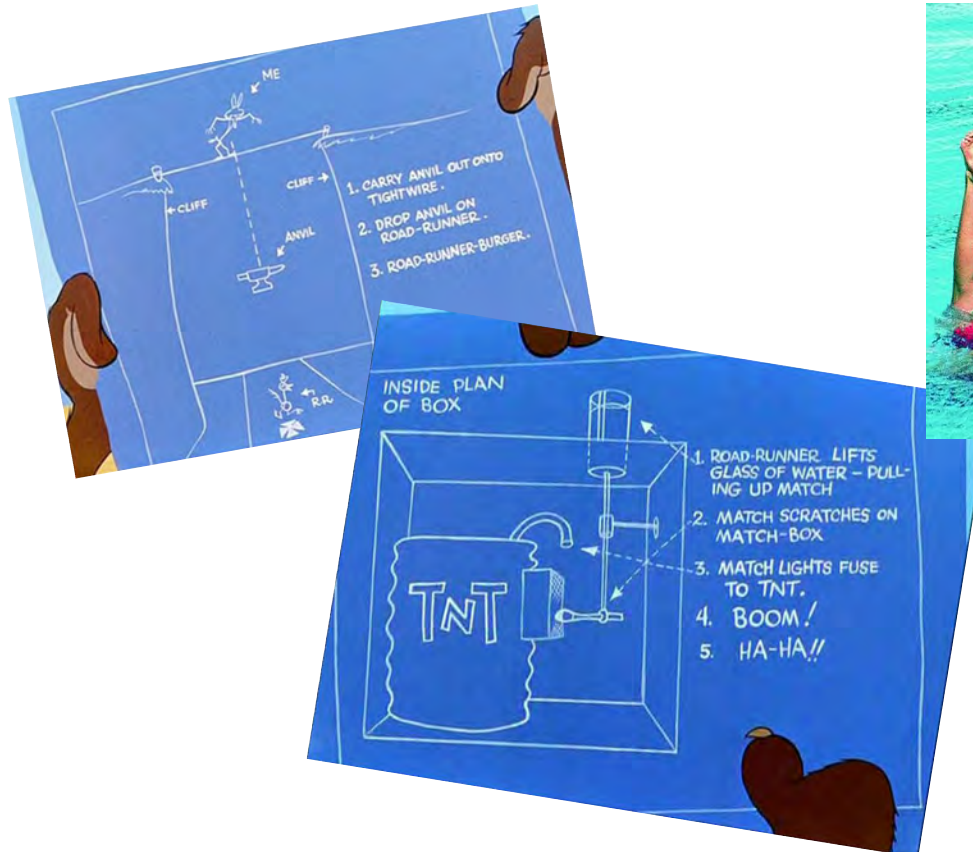


How This Works

Planning

+

Coordination



How This Works – Campaign Flow

- Paid, Earned and Social
 - Develop messages, ads and creative assets
 - Provide materials and messaging to team
- CBOs, Mobile and Retail
 - Weekly/monthly training with boots on the ground channels to coordinate campaign timing, messages and creative assets
- All channels drive to www.energyupgradeca.org website/ landing page

Marketing Channels



WEBSITE



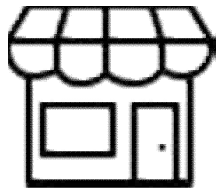
PAID
MEDIA



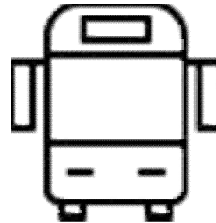
SOCIAL



EARNED



RETAIL



MOBILE
EDUCATION



CBO

Paid Media – Air Cover

- Raise general awareness and education
- Bring concept to life



Earned/Social Media – Credibility

- Promote real life stories
- Disseminate information on programs, rebates, etc.



加州能源升級計劃呼籲節約用水

【本報記者張曉雲報導】加州能源升級計劃（Energy Upgrade California）日前呼籲加州居民節約用水，以配合該計劃的節能目標。該計劃旨在通過提供各種節能產品和服務，幫助居民降低能源消耗，從而節省開支並減少碳排放。



加州能源升級計劃（Energy Upgrade California）日前呼籲加州居民節約用水，以配合該計劃的節能目標。該計劃旨在通過提供各種節能產品和服務，幫助居民降低能源消耗，從而節省開支並減少碳排放。

加州能源升級計劃（Energy Upgrade California）日前呼籲加州居民節約用水，以配合該計劃的節能目標。該計劃旨在通過提供各種節能產品和服務，幫助居民降低能源消耗，從而節省開支並減少碳排放。

Energy Upgrade California
Published by Lauren Wesche [?] · June 5 ·

We've gathered all of the contractors for your area and provided a range of filters that make it easy for you to narrow the choices to find the right contractor for you.

CONTRACTOR FINDER

Find A Contractor
We make finding a contractor in California easier with our simple-to-use, robust contractor finder tool that matches the right contractor to your specific needs.

La Opinión

Ahorra energía, recibe un crédito
haz feliz a tu bolsillo

Durante los meses de abril y octubre cientos de californianos recibirán un crédito en sus recibos de luz.

f Comparte | Tweet | Google+ | Email

Por: **Marvelia Alpizar** / marvelia.alpizar@laopinion.com
PUBLICADO: MAR, 30, 2015 2:46 PM EST



Community Outreach – Boots on the Ground

- 75 Community-based Organization (CBO) partners across the state
- Monthly training on messaging & presented campaign assets



Retail Outreach – Boots on the Ground

- Secure in-store locations
- Establish manufacturer partnerships
- Interface with high value captive audience at point of purchase
- Help customers with energy-efficient purchases



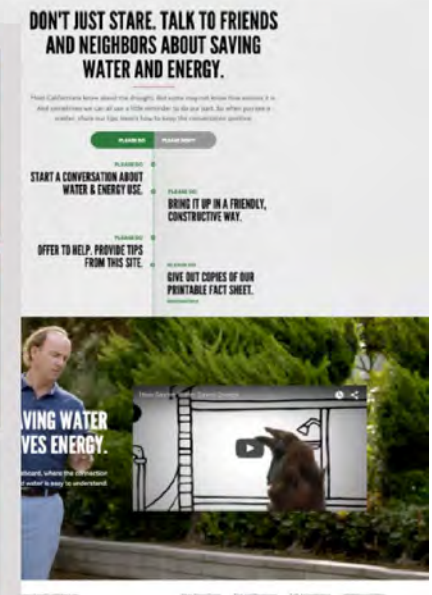
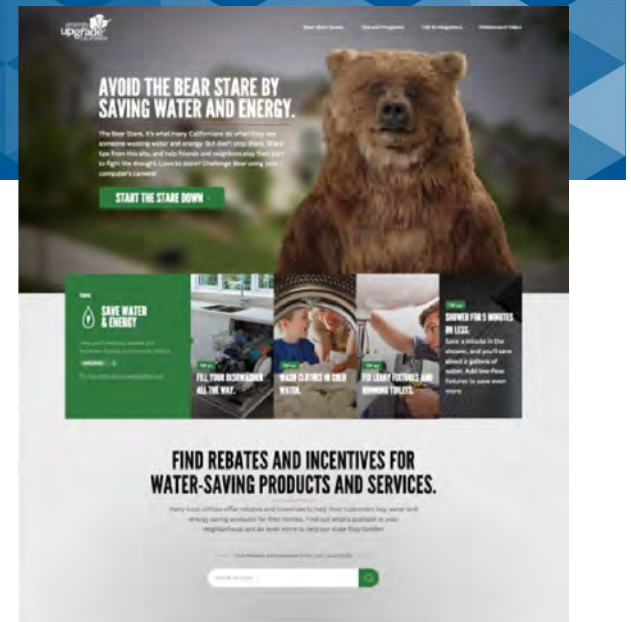
Mobile Education – Boots on the Ground

- Fun, interactive display
- Hands-on activities and quizzes
 - 3-step journey for mobile visitors to engage with Energy Upgrade California and get “a-ha” educational facts about energy usage and management



Website – Hub Resource

- Main resource for Californians to learn more
- Find rebates, contractors, financing, programs
- New online energy management tool



Upcoming Channels

- Youth Education
 - Collaborate with trusted youth organizations to educate, activate, and motivate Energy Upgrade California Youth Ambassadors
- Partnerships/Sponsorships
 - Partner with corporations colleges/universities, and energy industry stakeholders to deliver Energy Upgrade Californian's educational messages to Californians via integrated marketing strategies and tactics

Upcoming Channels

- Building Industry
 - Provide building industry stakeholders with information on campaign strategies and tools to help them leverage the statewide program in their own sales and customer service strategies



Results



Results to Date

- **Paid Media**

- Impressions:
1,310,132,983
- CTR: .15%

- **Earned**

- Impressions:
837,196,621
- Placements: 1,985

- **Social**

- Likes/Followers:
46,500/8,952

- **Retail**

- Events: 1,074
- Impressions:
1,298,932
- Engagements: 22,695



Results to Date

- **Mobile**

- Events: 245
- Engagements: 27,340
- Impressions: 148,870

- **CBOs**

- Events: 604
- Impressions: 709,789
- Engagements: 76,051

- **Website**

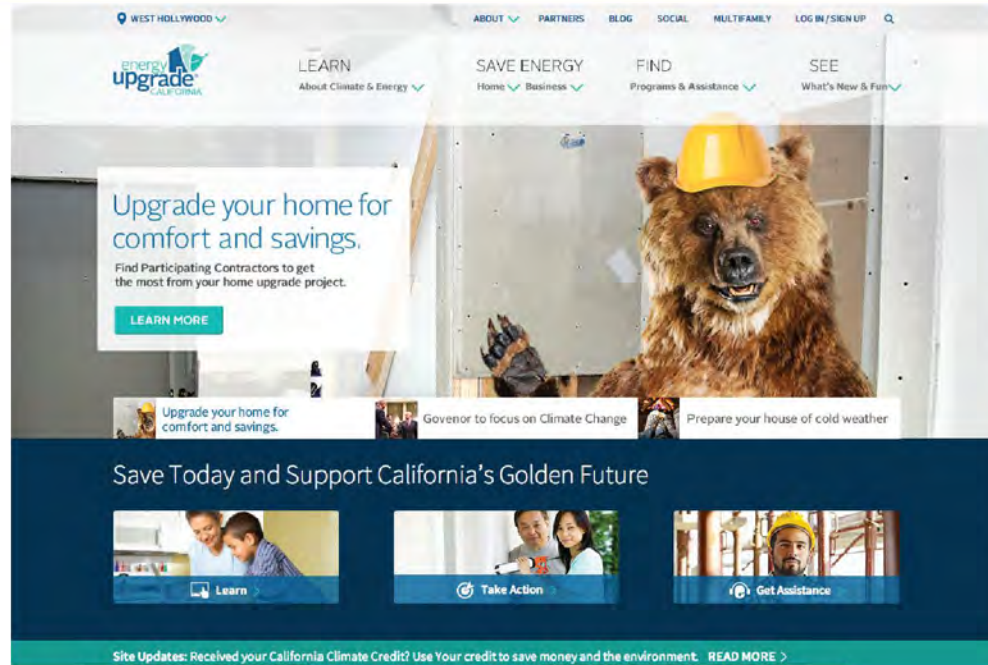
- Unique Visitors: 653,413
- Engagement Rate: 46%





**How does it work
in practice?**

How it Looks in the Field



Thank You

Jeff Blanton

jeff.blanton@energycenter.org

(858) 634-4730

We work nationally in the clean energy industry and are always open to exploring partnership opportunities.

