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Title: Why and how utilities need to scale up their electric vehicle marketing efforts

Abstract: Electric vehicles (EVs) represent a \$100 billion dollar opportunity for utilities, according to E Source Chairman Michael Shepard, but most utilities aren't actively promoting EVs. Many experts believe mainstream consumers want to buy and invest in EVs and EV technology. However, we believe this isn't realistic. Despite record-breaking sales in 2018, less than 2% of Americans drive an EV, and we believe if utilities don't play a larger role in promoting EVs then EV sales may stagnate soon. As the fueling source for EVs and an inherent partner in the purchasing process, it's in utilities' best interest to scale up their strategic marketing efforts to drive the EV agenda to the masses since it's not happening on its own. Overall, to see higher adoption rates of EVs and maximize the impact of marketing budgets, utilities need to scale up their segmentation efforts by targeting EV-ready audiences, using emotional appeals, and establishing themselves as EV information beacons in the industry. We analyzed the change in respondents self-reported familiarity with plug-in EVs as well as current stage of EV purchase from 2015 - 2018 to determine if consumers awareness and purchasing considerations around EVs had increased, decreased, or remained the same. We found that familiarity and purchasing considerations had not changed over time which is troubling because this indicates the EV industry is still in its infancy and needs assistance to in order to be incorporated into the mainstream market. In addition to this analysis, we benchmarked the same data against Claritas PRIZM Premier customer segments to determine the segments utilities should specifically target for EV promotion. We also developed marketing best practices for how to increase EV adoption from two in-depth case studies of utilities that had extremely successful EV marketing campaigns.