



Customer Energy Solutions Marketing Efforts 2015

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Austin Energy Marketing Services Manager

Resource Management Commission – March 24, 2015





Integrated Marketing Communications

- Actionable, measurable integrated marketing communication plans in place for key Austin Energy business initiatives and business units for FY2015
- Develop a process for planning and activation that can be repeated prior to the start of each fiscal year
- Currently supporting 14 business initiatives with multiple underlying campaigns for residential, multifamily and commercial market segments



FY15 Preliminary* Residential Calendar

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ECAD											
Home Performance with Energy Star											
Appliance Efficiency											
Refrigerator Recycling											
Power Partner Thermostat											
LED											
Electric Vehicle											
Green Building											
Green Choice											
Solar											
Weatherization											
CAP											

***Note:** These plans represent intended levels of activity. Calendars are updated and tactics adjusted, as needed, throughout the fiscal year.





FY15 Preliminary* Multi-Family Calendar

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ECAD											
Refrigerator Recycling											
Electric Vehicle											
Green Building											
Energy Reduction Partners											
Green Choice											
Solar											

***Note: These plans represent intended levels of activity. Calendars are updated and tactics adjusted, as needed, throughout the fiscal year.**



FY15 Preliminary* Commercial Calendar

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mid / Large Energy Efficiency											
Small Business Program											
ECAD											
Refrigerator Recycling											
Electric Vehicle											
Green Building											
Green Choice											
Community Solar											

***Note: These plans represent intended levels of activity. Calendars are updated and tactics adjusted, as needed, throughout the fiscal year.**



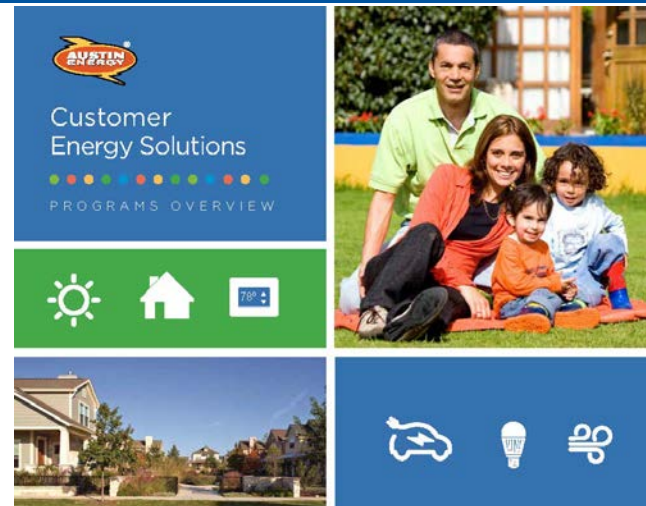
Marketing Residential Programs – 2015

- Key Residential Objectives
 - Help residential customers understand how to take full advantage of the plentiful choices available through Austin Energy programs
 - Convey the lasting benefits and value of residential programs and corresponding behavioral changes
 - Promote awareness and encourage participation in residential Home Performance with ENERGY STAR 'whole home' energy efficiency measures
 - Promote awareness of the Energy Conservation Audit and Disclosure ordinance (ECAD), and encourage the connection to Home Performance
 - Promote awareness and encourage participation in the Appliance Efficiency program
 - Promote awareness and encourage participation in available rebates & loans, including Home Performance, Appliance Efficiency, Power Partner Thermostat, Refrigerator Recycling & Solar
 - Reduce residential customer kW usage to align with City of Austin Climate Protection Plan goals



Marketing Residential Programs – 2015

- Program Collateral – New Creative in 2015
 - Customer Energy Solutions Residential Brochure
 - Messaging
 - Take full advantage of your relationship with Austin Energy
 - Enjoy choices and benefits
 - Join your neighbors
 - Accompanying Materials
 - One-page flyer, intro letter, outreach resources, website landing page
 - Campaign-specific: Web, print, radio ads; social media; flyers & mailers
 - ECAD Residential & Home Performance with ENERGY STAR® design update
 - Booklet, ads, flyers, mailings, outreach materials and related collateral





FY15 Winter Home Performance Campaign

- **Activation Plan**

- Audience: All residential customers
 - Added emphasis: sub-set based on home ownership, vintage of home (10+ years), summer peak energy use as compared to others (based on dollars per square foot), who have not previously gone through the program
- Goal: Increase HPwES awareness and participation, strategically leveraging customer data
- Key Messages: Limited Time Offer. Long-Lasting Benefits. Take full advantage of Home Performance with ENERGY STAR and a \$200 discount this winter

The graphic is divided into three main sections. The top section is a blue horizontal bar containing a green circle with a white house icon on the left, and the text "LIMITED TIME OFFER. LONG-LASTING BENEFITS." in white on the right. Below this, on the left, is a light blue rectangular box with the text "Take advantage of a new discount on air conditioners and heat pumps when you go through Austin Energy's Home Performance with ENERGY STAR®" and "A City of Austin program" at the bottom. To the right of this is a green rectangular box with the text "Explore this winter offer TODAY!" and the Austin Energy logo at the bottom.

LIMITED TIME OFFER. LONG-LASTING BENEFITS.

Take advantage of a new discount on air conditioners and heat pumps when you go through Austin Energy's **Home Performance with ENERGY STAR®**

A City of Austin program

Explore this winter offer TODAY!


The Austin Energy logo, featuring the words "AUSTIN ENERGY" in white capital letters inside a red oval, which is set against a yellow lightning bolt background.



FY15 Winter Home Performance Campaign

• Activation Plan

- High-Level Tactic: Radio, English/Spanish Print & Web ads, Collateral (direct mail/flyer), Social Media, AE Website, News Release/earned media, AE-owned PowerPlus & Utility News, CitySource
- Call to Action: Find a participating company and get started today.
- Timing: December - March


**LIMITED TIME OFFER.**
LONG-LASTING BENEFITS.

Take full advantage of Home Performance with ENERGY STAR®

With Austin Energy, you benefit from quality and strategic partnerships. Until March 31, 2015, you can take advantage of a **new \$200 discount** when you work with a participating company to replace your air conditioning unit or heat pump as you go through the comprehensive Home Performance with ENERGY STAR program.

The participating company will perform a walk-through visual inspection of your home and give you a proposal, identifying energy-saving and increased home comfort opportunities in the following areas:

- Air conditioners
- Heat pumps
- Ductwork
- Attic insulation
- Radiant barrier
- Solar screens
- Air sealing
- Weatherstripping



To participate in the Home Performance with ENERGY STAR program, follow these simple steps:


1. Go to austinenrgy.com/go/winter to find a participating company.
2. Contact participating companies to get price estimates and information on applicable Austin Energy rebates, discounts and loan options.
3. Select a participating company and arrange an appointment to go through the Home Performance with ENERGY STAR program.
4. Once the work is complete, count on Austin Energy to perform an inspection to ensure quality completion.

You can benefit from Home Performance with ENERGY STAR if:

- You have a home at least 10 years old**
- You want to reduce your monthly electric bill & increase home comfort**
- You need to comply with the Energy Conservation Audit and Disclosure ECAD ordinance**

Through the nationally-recognized Home Performance with ENERGY STAR program, homeowners can save as much as **\$2,000** in rebates, and up to 20 percent on monthly energy bills by implementing energy efficiency improvements. Contact a participating company to take full advantage of this limited time winter offer.

Learn more about Home Performance with ENERGY STAR and the benefits awaiting you this winter. Visit austinenrgy.com/go/winter or call **512-482-5346** for more information.





FY15 Winter Campaign Creative

Campaign Flyer

LIMITED TIME OFFER.
LONG-LASTING BENEFITS.

Take full advantage of Home Performance with ENERGY STAR®

With Austin Energy, you benefit from quality and strategic partnerships. Until March 31, 2015, you can take advantage of a **new \$200 discount** when you work with a participating company to replace your air conditioning unit or heat pump as you go through the comprehensive Home Performance with ENERGY STAR program.

The participating company will perform a walk-through visual inspection of your home and give you a proposal, identifying energy saving and increased home comfort opportunities in the following areas:

- Air conditioners
- Heat pumps
- Ductwork
- Airtight insulation
- Radiant barrier
- Solar screens
- Air sealing
- Weatherstripping

You have a home at least 10 years old

You want to reduce your monthly electric bill & increase home comfort

You need to comply with the Energy Conservation Audit and Disclosure ECAD ordinance

Through the nationally recognized Home Performance with ENERGY STAR program, homeowners can save as much as **\$2,000** in rebates, and up to 20 percent on monthly energy bills by implementing energy efficiency improvements. Contact a participating company to take full advantage of this limited time winter offer.

To participate in the Home Performance with ENERGY STAR program, follow these simple steps:

1. Go to austenergy.com/go/winter to find a participating company
2. Contact participating companies to get price estimates and information on applicable Austin Energy rebates, discounts and loan options.
3. Select a participating company and arrange an appointment to go through the Home Performance with ENERGY STAR program.
4. Once the work is complete, count on Austin Energy to perform an inspection to ensure quality completion.

Learn more about Home Performance with ENERGY STAR® and the benefits awaiting you this winter. Visit austenergy.com/go/winter or call 512-462-5146 for more information.

YOUR GUIDE TO ENERGY EFFICIENCY INCENTIVES

December 2014–March 2015

HOME IMPROVEMENT INCENTIVES*	AVERAGE COST BEFORE REBATE	AVERAGE REBATE Austin Energy OFFER	AVERAGE PERCENTAGE OF TOTAL COST COVERED BY REBATE
Home Performance with ENERGY STAR® (HPwES) Rebates OK for all of the following efficiency improvements needed, as identified in an energy analysis: central air conditioner/heat pump, attic insulation, duct diagnostics and sealing, radiant barrier and solar screens.	\$11,629	\$1,713 - \$208	15%
Air Conditioning/Heat Pumps ENERGY STAR labeled central air conditioners and heat pumps. Rebates start at 10 SEER/12.5 EER.	\$7,769	\$725 - \$75	10%
Comprehensive Duct Sealing and Testing Duct sealing, weatherstripping around doors, preventing airflow through attic doors and fans, caulking around plumbing holes.	\$750	\$214 - \$104	31%
System Performance Specialized testing of the entire air duct system for air leakage, adequate airflow and distribution.	\$377	\$250	67%
Duct Replacement Replacement of existing ducts due to poor design, damage and deterioration.	\$1,529	\$200 - \$136	22%
Attic Insulation Upgrading attic insulation to R-38.	\$1,369	\$189 - \$108	31%
Solar Shading Solar screens, awnings, window film for sun-facing windows/roofs. Rebates start at 40 percent or more of the price for one hour or more.	\$807	\$143	18%

FOR A LIMITED TIME:
Customers participating in Home Performance with ENERGY STAR can enjoy a \$200 discount on air conditioning units and heat pumps manufactured by American Standard® Bryant® Carrier® Comfortmaker® Gree® Mitsubishi® Rheem® Tempstar® and Trane®. Choose a participating company to learn more details by visiting austenergy.com/winter.

* Energy Conservation Audit and Disclosure in Districts – Customers completing the Austin Energy Home Performance with ENERGY STAR program must file the requirements set by the Austin City Council for the Energy Conservation Audit and Disclosure (ECAD) ordinance for 10 years.

NOTE: Figures are based on an estimate for the average single family house in Austin (7,800–12,000 sq. ft.) that has made improvements through an efficiency program by Austin Energy or Texas Gas Service. Home Performance with ENERGY STAR rebates and loan amounts subject to change.

SOLAR REBATES
Photovoltaic Rebates – Includes installation, warranty and 5-year maintenance. Average system size is 4 kW. Limited rebates available at \$1.10 per watt.

Solar Water Heaters – For electric water heaters only. Includes installation of rooftop system. Water is heated through rooftop piping system and stored in an electric water heater. Rebates: \$1,500 new homes/\$2,000 for existing homes.

POWER OUTLET† THERMOSTAT PROGRAM
Thermostat Rebates – Approved programmable internet-connected thermostats qualify for an \$85 rebate, up to three per home.

TEXAS GAS REBATES
Gas furnace incentives (5%); high efficiency gas water heaters (50%) and tankless or water high efficiency water heater rebates (\$500) are available for Texas Gas Service customers only. Call 512-279-6242 or visit www.texasgasrebates.com.

FREE PROGRAMS
Refrigerator Recycling – Free pick-up and recycling of standard-sized air working refrigerators and freezers. We pay \$50 per working appliance. 1-800-452-8885.

Free Gas Heaters – For Texas Gas Service customers (income qualified). 512-279-6242

austenergy.com/go/winter

Social Media Posts & Schedule

January 22

Photo: house cross-section

Facebook

Limited time offer. Long-lasting benefits. Take advantage of an additional \$200 discount on top of @Austin Energy's superb rebates when you participate in HomePerformance with @ENERGYSTAR. Learn more: <http://bit.ly/1yY2ao7> #Save200

Twitter

Limited time offer. Long-lasting benefits. New discount makes #HPwES AC & heat up upgrades more affordable. <http://bit.ly/1yY2ao7> #Save200

Week of January 26

Photo: AC Unit (tagging Manufacturer FB pages as applicable)

Facebook

Who can we thank for a new \$200 discount on AC & heat pump units for @Austin Energy Home Performance with ENERGY STAR customers? Participating manufacturers, including American Standard, Bryant, Carrier, Comfortmaker, Gree, Mitsubishi, Rheem, Tempstar and Trane, that's who. Check out the winter discount today. [link] #Save200

Twitter

#Save200 with @AMStandard @CarrierGreen @GREEComfort @MitsubishiHVAC @Trane Bryant, Comfortmaker, Rheem & Tempstar! <http://bit.ly/1z378OR>

February 2

Photo: Ground Hog

Facebook

Groundhogs may see shadows. You should not, when sunlight sneaks under your doors. Learn about weatherstripping & the many benefits you can enjoy through Home Performance with @ENERGY STAR with @Austin Energy. Save an extra \$200 on AC units and heat pumps, too. [link] #Save200

Twitter

6 more weeks of winter means more time to save on an AC or heat pump through Home Performance with @ENERGYSTAR. [link] #HPwES #Save200



FY15 Winter Campaign Creative (cont'd)

Winter Landing Page

Home Residential Multifamily Commercial About

Limited Time Offer. Long-Lasting Benefits.

Home Performance with ENERGY STAR®

With Austin Energy, you benefit from quality and strategic partnerships. For a limited time, you can save even more money when you take full advantage of Home Performance with ENERGY STAR® savings to keep your home warm this winter.

Until March 31, 2015, you can qualify for a new \$200 discount when you work with a participating company to replace your air conditioning unit or heat pump when you complete the comprehensive Home Performance with ENERGY STAR program.

The participating company will perform a walk-through visual inspection of your home and identify increased energy-saving and home comfort opportunities in the following areas:

- Air conditioning
- Heat pumps
- Ductwork
- Attic insulation
- Radiant barrier
- Solar screens
- Air sealing
- Weatherstripping

Air conditioning units and heat pumps manufactured by American Standard, Bryant, Carrier, Comfortmaker, Cree, Mitsubishi, Rheem, Tempstar, and Trane are included in this limited time winter offer.

Benefits Await You

Our Home Performance with ENERGY STAR offering package is a good option for you if:

- Your home is at least 20 years old
- You want to reduce your monthly electric bill and increase home comfort
- You need to comply with the Energy Conservation Audit and Disclosure (ECAD) ordinance

Through our nationally-recognized program, you may qualify for as much as \$3,000 in rebates. Additionally, you can potentially save up to 20% on monthly energy bills by making recommended energy efficiency improvements.

Easy as 1-2-3

To participate in the Home Performance with ENERGY STAR program, follow these simple steps:

1. Contact your participating company to get price estimates and information on applicable Austin Energy rebates, discounts, and loan options.
2. Select a participating company and arrange an appointment to go through the Home Performance with ENERGY STAR program, enjoying the limited time discount on your air conditioning and heating unit.
3. Once the work is complete, Austin Energy will perform an inspection to ensure quality completion.

Additional Benefits

Austin Energy also offers a variety of incentives to encourage you to choose an array of:

- **Solar Photovoltaic (PV) System Rebate** - Harness solar energy at home with a rebate that includes installation, warranty and 3-year maintenance. Average system size is 3 kW. Limited rebate available at \$1.00 per watt.
- **Refrigerator Recycling Rebate** - Enjoy free pick up and recycling of standard-sized old working refrigerators and freezers. Pay \$10 per working appliance. 1-800-452-4860.
- **Austin Energy Web App** - Monitor your daily energy consumption and avoid higher billing tiers. Use your online City of Austin Utilities username and password to log in today.

For More Information

Contact Austin Energy today to learn more about how subtle winter upgrades can equal long-lasting benefits. Email us or call 512-462-5346 today.



Explore More

- Home Energy Savings
- Limited Time Offer
- Long-Lasting Benefits
- Save Money with ENERGY STAR® Products
- Save Money, Increase Comfort with Home Performance with ENERGY STAR®
- View all

Radio / Print / Online /
Direct Mail

KUT, KMFA, Community
Impact, Austin American –
Statesman, Univision





FY15 Winter Campaign Creative (cont'd)

Customer Letter w/ Participating Companies

AUSTIN ENERGY

Home Performance with ENERGY STAR®

To Our Valued Austin Energy Customer:

Is your home at least 10 years old? Are you ready to make changes to reduce seasonally-high electric bills by as much as **20 percent**? Consider Austin Energy's **limited time offer**, which delivers long-lasting benefits.

Now is the time to take advantage of a new **\$200 discount** when you work with a Participating Company to replace your air conditioner or heat pump as part of the comprehensive Home Performance with ENERGY STAR® program. Air conditioning units and heat pumps manufactured by **American Standard®, Bryant®, Carrier®, Comfortmaker®, Gree®, Mitsubishi®, Rheem®, Tempstar®** and **Trane®** are included in this winter offer.

This process addresses opportunities for energy efficiency found in:

- Air conditioners and heat pumps
- Ductwork and solar screens
- Attic insulation and radiant barriers
- Air sealing and weatherstripping

Explore Home Performance with ENERGY STAR with special rebates available as detailed in the enclosure.

Act before **March 31, 2015** to take advantage of the additional winter discount. To get started, visit austinenrg.com/go/winter to access a list of Participating Companies (or see reverse), and arrange your appointment.

Thank you for considering the many possibilities available to you as an Austin Energy customer. We appreciate the opportunity to partner with you in these programs to achieve greater energy and cost savings while positively impacting the environment and your home comfort.

Sincerely,

Debbie Kimberly
Vice President, Customer Energy Solutions

Enclosures



A City of Austin program

austinenrg.com/go/winter
512-482-5346



Home Performance with ENERGY STAR®

PARTICIPATING COMPANIES

COMPANY NAME	EMAIL	PHONE
1st Choice Energy	info@1stchoiceenergy.com	512-345-0956
360 Energy Savers	save@360energysavers.com	512-474-8999
A-APEX Home Energy Management	bryan@a-apexair.com	817-578-8823
ABC Home and Commercial Services	glittle@goanteater.com	512-908-8568
Airco Mechanical	andrea.hall@resservices.com	512-837-2917
Airtech Energy Systems Inc.	charles@airtechenergy.com	512-447-1100
All Year Heating & Cooling	susan@allyearaustin.com	512-467-2665
American Conservation & Air	contact@americanconservation.com	512-335-2222
A-Plus Energy Management & AC	Hvac99@aplusac.com	512-450-1980
ARS Rescue Rooter	bjellison@ars.com	512-381-3601
Austin Green Team	admin@austingreenteam.net	512-983-4822
Bunten A/C Service	larry@buntenac.com	512-473-6645
Castillo Service	castilloacservice@yahoo.com	512-441-6118
Cent-Tex Thermal	centextthermal@msn.com	512-689-1432
Church Services/Christian Bros. AC	notifications@churchservices.com	512-476-6800
City Conservation	service@cityconservation.com	512-467-2689
Climate Mechanical	info@climatemechanical.com	512-440-0123
Colley Company	acman727@gmail.com	512-267-1196
Conservation Services	csiaustin@yahoo.com	512-282-8811
Conservation Specialists of Austin	jon@conservationaustin.com	512-590-4188
Energy Guys	inspections@goenergyguys.com	512-222-3144
Faught Service Company	faught@birch.net	512-419-1066
Fox Service Company	marketing@foxservice.com	512-442-6782
Green Collar Operations	aolson@greencollaroperations.com	512-986-7045
Go Green Heating and Cooling	brent@gogreenheatandcool.com	512-994-9899
Go Green Squads LLC dba One Hour Air	office@gogreensquads.com	512-326-9300
Green Air Conditioning and Heating	greenair@me.com	512-788-4215
J G Comfort Control, LLC	bgd1120@yahoo.com	512-826-7925
McCullough Heating and Air Conditioning	info@coolmenow.com	512-280-0011
Quality Living Services	qls-hvac@sbcglobal.net	512-928-4580
Service Experts	robin.mcgary@serviceexperts.com	512-501-4033
Service Wizard	servicewizard55@gmail.com	512-873-7333
Smart Air Service Co.	shane@smartairaustin.com	512-600-4311
Stan's Heating and Air Conditioning	khannahs@stansac.com	512-929-9393
Sunergy	sales@sunerygtexas.com	512-351-4352
Totally Cool	service@totallycoolac.com	512-467-2689
Wise Energy	wiseenergysystems@yahoo.com	512-246-6565



austinenrg.com/go/winter

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LED Discount Program

- Activation Plan
 - Audience
 - Residential customers and contractors
 - Objectives
 - Educate customers on the benefits of using LED lighting products
 - Sell 17,000 LED bulbs during the Cree promotion
 - Enroll 12 Austin-area retailers in the program at 43 store locations
 - Key Messages
 - Make the switch to LEDs; LED lighting is more efficient, durable and longer lasting than traditional lighting
 - Install now and see the savings
 - Take advantage of instant discounts



• Activation Plan

– High-Level Tactic

- Radio
- Print
- Digital Advertising
- Social Media
- Point-of-sale Displays
- Community Outreach

– Call to Action

- Install now and see the savings
- Take advantage of instant discounts

– Timing

- January – June 2015



Austin Energy

January 29 at 10:33am · 🌐

Lighten up your home and your wallet. With our new #LED discount offer, get \$3 off instantly on select Cree LED Bulbs at participating Home Depot stores. Learn more: <http://bit.ly/1DkfWw2> #LightenUpATX



Like · Comment · Share · 👍 13 💬 1 ➡ 2



Green Building

- Activation Plan
 - Audience
 - Homeowners and the General Public
 - Building Owners
 - Design Professionals
 - Builders, Contractors and Developers
 - Objectives
 - Drive program participation to remain a high levels across all markets sectors
 - Build more opportunities for collaboration with various groups
 - Develop stronger relationships with customers and educate the general public on why green buildings are better
 - Key Messages
 - Green buildings are better
 - Build for a sustainable future
 - Austin Energy Green Building's focus is local, the impact is global.



- Activation Plan
 - High-Level Tactic
 - Radio and Print
 - Video
 - Digital Advertising and Social Media
 - Case Studies
 - Educational Events and Tours
 - Community Outreach
 - Call to Action
 - Optimize your life—live and work in green buildings
 - Envision a sustainable design for your building
 - Have a positive impact on people, prosperity and our planet
 - Timing
 - Campaign is ongoing but high season includes May – August 2015





Electric Vehicles & Emerging Technology

- Activation Plan

Audience

- Auto Dealerships
- Prospective Car Buyers and Current EV Drivers
- Multifamily Owners, Managers and Maintenance
- Fleet Managers and Employers

Objectives

- Increase participation for home and electric bike rebates to gain and retain mass appeal
- Build EV infrastructure in the multifamily market, businesses and workplaces
- Develop stronger relationships with customers and educate the general public on benefits of EVs

Key Messages

- Be a part of a new, emerging technology
- The electricity is here now. EVs are the future today
- Free yourself from fuel prices. Charge forth
- Adding charging stations makes you distinct in a competitive MF market



- Activation Plan

- High-Level Tactic

- Radio, Print and Video
 - Digital Advertising and Social Media
 - Point-of-Sale Displays
 - Special Events and Demos
 - Public Relations
 - Community Outreach

- Call to Action

- Charge at home, at work or while you shop. Buy electric today
 - EVs are here and Austin is ready. Charge forth
 - Gain your independence; free yourself from fuel prices
 - Empower your residents to charge forth (MF target0

- Timing

- Campaign is ongoing but high season includes May – Sept. 2015





Refrigerator Recycling

- Activation Plan
 - Audiences
 - Residential customers, particularly female homeowners who live in older homes
 - Multifamily complexes
 - Small businesses
 - Objective
 - Recycle ~ 1,600 fridge/freezers in FY15
 - Key Messages
 - Recycle your old, energy-guzzling fridge and get a \$50 rebate and free pick-up
 - Tactics
 - Advertising, Direct Mail, Outreach & Events, Social Media, Media Relations
 - Timing
 - April through September



- Activation Plan
 - Audience
 - Residents at or below 200% of the federal poverty income guidelines
 - Objective
 - Weatherize 1,200 households in FY15
 - Key Messages
 - AE provides free home weatherization improvements to help low-income residents reduce energy consumption, lower utility bills and live more comfortably.
 - Tactics
 - Direct Mail, Outreach & Events, Partnerships w/Nonprofits, Social Media, Advertising
 - Timing
 - April through September





Solar

Formula Sun Grand Prix Sponsorship

- Implementation Plan

- Audience: 3,500 attendees; families with children, science crowd, college students
- Objectives: Represent AE in a premiere, public 'green' event as the leader in solar and wind energy in Texas, combining messages about our electric vehicle, solar and wind programs, raising awareness of these programs.
- Key Messages: It's Science Fiction...From the Leader in Texas Solar & Wind Energy
- High-Level Tactic: Social Media, Print & Web ads, Earned media (interviews, news coverage), Event signage/exhibit space/ PA announcements, Award Banquet speaking/photo opps, event participation (pace car), AE website promotion, promo items
- Call to Action: Come to Formula Sun Grand Prix





Marketing Multifamily Programs – 2015

- Key Multifamily Objectives:

- Drive program participation to help the MF rebate programs reach their demand savings annually
- Cross promote Austin Energy programs that have a multifamily offering plus City of Austin departments that offer multifamily services
- Educate property managers, maintenance personnel, owners, current and prospective residents on the value and importance of an energy efficient property
- Increase charging stations at multifamily properties





Commercial Programs

- Activation Plan

- Objectives

- To increase awareness of Small Business Lighting, Small Business Commercial Rebate, Small Business Outreach and Mid to Large Commercial programs among targeted business and non-profit customers awareness to support program goals.
 - Support program staff in developing stronger relationships with trade allies and strategic partners.

- Small Business Lighting

- Audience: Small business owners/non-profit decision makers
 - Call to action: contact AE to get a professional lighting assessment and potential cost reduction on lighting

- Small Business Commercial Rebate

- Audience: Small business owners/non-profit decision makers; and property owners leasing to small businesses; real estate management companies
 - Call to action: contact AE to learn more about energy efficient technologies, assessments and rebates on energy efficient solutions

- Timing

- April through September





Campaign Media

Program/Campaign	Media – English	Media - Spanish
Home Performance w/ Energy Star and AEP	Broadcast: KUT, KMFA, KASE-FM, Emmis (KBPA-FM, Bob 103.5), KEYE Print: Statesman, Chronicle, Community Impact, Austin Family, Austin Fit Magazine, Austin Woman Magazine Digital: Ad Network, Email service, Statesman, Community Impact, Austin Family, Austin Fit Magazine, Austin Woman Magazine, Pandora	Broadcast: Univision, Emmis (Latino 102.7) Print: Ahora Si Digital: Univision, Telemundo, Ahora Si
ECAD	Broadcast: KEYE Print: Community Impact News, Chronicle, Austin Home Magazine, Austin Relocation Guide, Austin Newcomers Guide Digital: Ad Network, Community Impact, Austin Home Magazine, Pandora	Broadcast: Univision Print: Arriba Digital: Univision
Refrigerator Recycling	Broadcast: KUT Print: Community Impact Newspaper, Austin Chronicle, Austin Woman Digital: SmartReach Digital Out-of-Home: 5 gas station freezers	
Power Partner Thermostats		
LED	Broadcast: Entercom (95.5, 94.7), KEYE Print: Statesman, Chronicle, Community Impact, Digital: KEYE.com, Austin EcoNetwork	Print: Ahora Si Digital: Telemundo
EVET		
Green Building		
Green Choice		
Solar		
Weatherization		

