

Customer Assistance Program Marketing Highlights

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Project Name	Project Details	Deliverable Format	Language	Audience
Partial 2014 calendar + Full 2015 Calendar	<i>For CAP customers participating in educational classes</i>	Printed	Eng/Sp	<i>CAP customers - multifamily and single family</i>
CAP Brochure and Companion Flyers	<i>For CAP customers participating in educational classes</i>	Printed	Eng/Sp	<i>CAP customers - multifamily and single family</i>
PowerTown - CAP educational tool	<i>Model to explain electric safety for informational purposes</i>	Procured	N/A	<i>CAP customers - multifamily and single family</i>
Weatherization Postcard Series	<i>Sent to CAP customers after completion of weatherization measures</i>	Printed	Eng/Sp	<i>CAP customers in single family homes with completed weatherization measures</i>
Community Connections Resource Fair 2015 Location: Webb Middle School Previous Locations: Montopolis Recreation Center, Gus Garcia Recreation Center, Metz Recreation Center, Millenium Youth Recreation Center.	Exhibitor Flyer	Electronic only	English	<i>Potential exhibitors who work with CAP customers</i>
	Marketing Landing Page & update on AE.com	Electronic only	English	<i>Any member of the public</i>
	Participant Flyer	Printed	Eng/Sp	<i>Customers visiting Austin Energy's Plus 1 Partner agencies</i>
	Posters	Printed	Eng/Sp	<i>Customers visiting Austin Energy's Plus 1 Partner agencies</i>
	Doorhangers	Printed	Eng/Sp - frt/bck	<i>Customers in multifamily and single family residences: 78741, 78744, 78745</i>
	North Branch/East Branch Graphics	Printed	Eng/Sp	<i>Any customer walking in to the branch</i>
	Postcard	Printed	Eng/Sp sidebyside	<i>Customers in multifamily and single family residences: 78741, 78744, 78745</i>
	Pop Up Tents	Printed/created	Eng/Sp	<i>Current and future event attendees</i>
	Print ads	Austin American Statesman, Austin Chronicle, iAhora Sil, El Mundo, The Villager, Community Impact Newspaper, Arriba	Eng/Sp	<i>Full Circulation publication audiences</i>
Affordable Energy Policy Summit	Social Media/News Release	News release, social media posts	Eng/Sp	<i>Members of the public</i>
	Postcard & flyer	Printed	English	<i>Austin Energy's Plus 1 Partners</i>
	Signage & PPT template	Printed/created	English	<i>Austin Energy's Plus 1 Partners</i>
	Website update	Electronic only	English	<i>Any member of the public</i>
	Social Media/News Release	News release, social media posts	English	<i>Any member of the public</i>