



**Energy Efficiency Board
Marketing Committee Meeting**

October 2, 2013, 2:30-4:00 p.m.

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority
Adjudication Conference Room, 10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/kb1jlu57zahd7ir0emlu>

Call-in number: (877) 273-4202 / Passcode: 5153090#

Agenda

1. Introduction and Agenda Review
2. Update on the Energize Connecticut Joint Marketing/Website Project
3. Branding for the Energize Connecticut Towns
 - Branding or co-branding for the Energize CT towns
 - Support for and consistency with the Energize CT brand
 - Sample logo and branding guidelines for the Energize CT towns
4. EE Board Comments on DEEP Draft Decision – Marketing & Customer Engagement
5. Selling Additional Measures in HES
6. Other Marketing Activities to Continue Informally During October (see list below)
7. Other Business

Other marketing activities to continue informally during the month of October, in advance of the EEB Marketing Committee meeting on November 6th:

- Marketing and web metrics – EEB consultants will provide some additional feedback and recommendations to the Companies regarding the materials the Companies provided at the last two Committee meetings, and follow up with the Companies. Companies to provide revised set of proposed metrics in advance of the November 6 meeting.
- Customer engagement – EEB consultants will follow up with the Companies on the development and timing of their engagement proposals. See the customer engagement section of the EEB comments on the DEEP Draft Decision for more thoughts on this, and for some clarifications between customer engagement and behavior programs.
- Marketing strategy, segmentation, and marketing consultant – see the EEB comments for some thoughts on this as well. The DEEP final Decision, once released, likely will provide some guidance on this.