



## **Energy Efficiency Board Marketing Committee Meeting**

January 15, 2014, 2:00-4:00 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/0aj9mmn3b0071myf50ud>

Call-in number: 800-655-1109 / Passcode: 875 8697

### **AGENDA**

1. Introduction and agenda review
2. Update on the Energize Connecticut joint marketing project
  - Website update
  - January presentation on survey by Opinion Dynamics
3. 2014 Marketing Plan (see attached schedule and high-level outline)
  - Review of process and schedule for development of 2014 Marketing Plan
  - Distinction between Marketing Plan activities (budget line item) and program marketing
  - Review of 2014 Marketing Plan outline and initial draft
    - i. Introduction & background
    - ii. 2014 Marketing Plan activities
    - iii. Schedule and timeline
    - iv. Budget and funding
    - v. Organization and implementation
4. Status update on marketing metrics and reporting schedule (as background, see the slides that Ellen Zuckerman presented to the EEB on January 8)
5. Setting goals for marketing
6. Other Business

## **2014 MARKETING PLAN TIMELINE AND OUTLINE**

### **Process and Schedule for Development of 2014 Marketing Plan**

- December 4, 2013 – EEB Marketing Committee meeting: Continued discussion on the main proposed marketing activities for 2014, review of Company marketing resources and capabilities.
- December 2013 – January 2014: Continued work on proposed 2014 marketing activities, preparation of components for initial draft 2014 Marketing Plan.
- January 15, 2014 – EEB Marketing Committee meeting: Review and discussion of initial draft 2014 Marketing Plan.
- February 5, 2014 – EEB Marketing Committee Meeting: Review of Final 2014 Marketing Plan, and upon approval/modification, distribution to full EEB for review at February 19 EEB meeting.
- March 2014: 2014 Marketing Plan incorporated as part of the 2014 Plan Update.

### **2014 Marketing Plan High-Level Outline**

1. Introduction & Background
  - a. CT's energy goals (including the Comprehensive Energy Strategy)
  - b. The intersection and coordination of the 2014 Marketing Plan, program marketing, and the Energize Connecticut brand
  - c. Marketing goals and overall objectives (including the objectives and orders in the DEEP Final Decision)
2. Strategies, activities, and marketing mix (components of the Marketing Plan line item)
  - a. Market research
  - b. Market segmentation
  - c. Value of EE to customers (including home performance, building labeling, etc.)
  - d. Full brand launch/blast
  - e. Customer engagement platform
  - f. Energize CT website enhancements
3. Schedule/timeline
4. Budget and funding
5. Organization and implementation (EEB Marketing Committee; marketing staff/resources and capabilities of the companies; role of potential additional marketing consultant per DEEP Final Decision; coordination with CEFIA, etc.)