

Rebranding & Communications Campaign



STATE OF RHODE ISLAND
**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**

About Advocacy Solutions

- Advocacy Solutions has been helping public entities, businesses, and community organizations tell their story in the Rhode Island market for 30 years.
- We understand the unique environment government and quasi-public entities operate in.
- We've executed successful communications and branding campaigns for
 - *Rhode Island Infrastructure Bank*
 - *Rhode Island Department of Education (RIDE)*
 - *Rhode Island Health & Education Building Corporation*
 - *Rhode Island Housing and municipalities across the state*
- We're excited to work with EERMC and to help raise the Council's profile at a time of great opportunity for expanding access to renewable and energy efficient solutions.




Current Situation

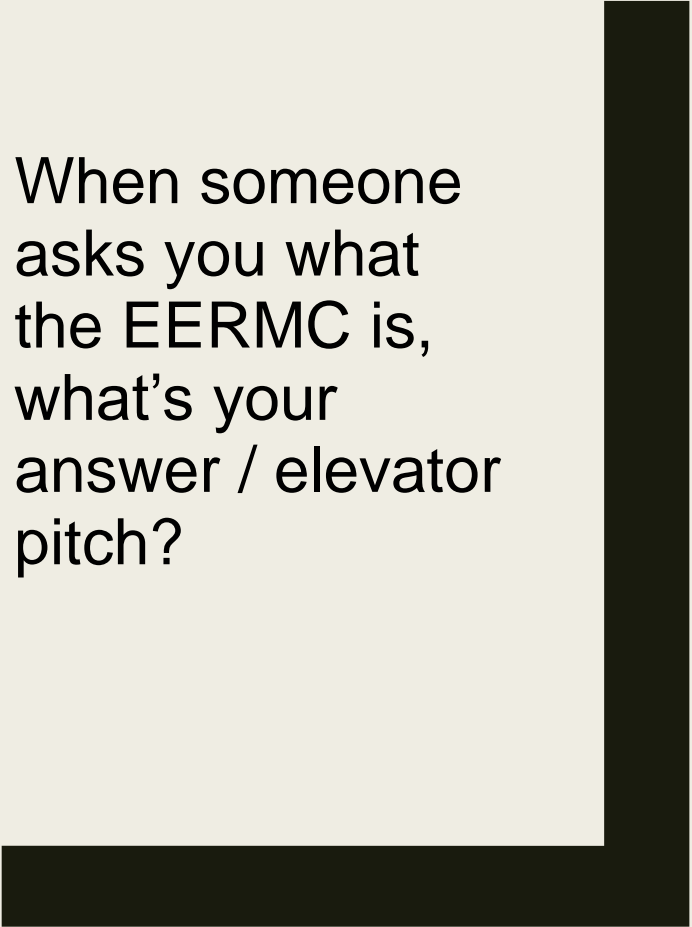
- Low visibility / awareness of EERMC's role
- Increasing demand for renewable and energy efficient solutions (particularly with new federal \$\$\$)
- Need to refine and update EERMC's brand and brand assets (website, one pagers, social media, etc.)
- Need for coherent message about what EERMC is, does, and for whom



30-SECOND ELEVATOR PITCH



When someone asks you what the EERMC is, what's your answer / elevator pitch?



EERMC Mission as it Appears on the Website

The Council's mission is to serve Rhode Islanders in their homes and businesses.

We represent your needs by providing integrated, comprehensive stakeholder feedback about energy decisions.

Our goal is to ensure Rhode Islanders are getting the least expensive and most environmentally healthy energy supply through energy efficiency, conservation, and resource management.

Mission, Vision, Values

- What do you see as the Council's value to Rhode Island Energy consumers?
- How can the Council strengthen the narrative around the benefits of energy efficiency to ratepayers?
- What's the most important message you want consumers to take away?

EERMC's Role in Rhode Island

- What role should the EERMC play in energy related messaging to consumers? How does it fit with existing efforts by RI Energy and others?
- Who are the EERMC's outreach audiences? What is their level of awareness of the EERMC?

Identifying Challenges and Measuring Success

- What potential challenges do we foresee in implementing and sustaining enhanced communications?
- What will success look like? How will we know we've implemented a successful communications plan?