



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

Rebranding & Communications Campaign

About Us

- 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 the Rhode Island Infrastructure Bank, Rhode Island Department of Education, 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

Communications Audit

- Review existing EERMC communications materials and brand assets
- Conversations with EERMC members about the Council, key messages, key audiences, and goals for communications campaign efforts
- Conversations with EERMC and RI energy user stakeholders about the Council and its role

Goals

- Develop a new EERMC communications plan
- Redesigned EERMC website and brand assets
- Make the case for additional funding so EERMC can execute an awareness campaign reaching key audiences

Conversation

- What is EERMC? What is its value to Rhode Island energy consumers and businesses?
- What is the most important message you want consumers and businesses to take away about EERMC?
- Who are your audiences? Do they know who EERMC is / what role you play?
- When someone asks you what EERMC is, what's your answer / elevator pitch?
- A successful EERMC communications campaign will mean???

Next Steps

- Conversations with Council members and stakeholders
- Audit existing materials
- Develop and share EERMC communications plan
- Website redesign
- Execute public awareness campaign (subject to funding)