

Rhode Island Energy Efficiency Council Strategic Awareness Campaign



EDUCATE. ENGAGE. EMPOWER.
THROUGH STORYTELLING

Table of Contents

- Executive Summary
- Project Approach
- The What, Who & Why
- The How: Campaign Strategy
- Next Steps



Executive Summary - The What, Who, Why & How

Importance:

- The need for energy efficiency in Rhode Island is paramount due to rising energy costs and the increasing impact of climate change.
- The RI Energy Efficiency Council (EEC) plays a vital role in leading the state's efforts towards a more sustainable future, making it essential for the public to recognize and trust the council's expertise and initiatives.

Purpose of Today's Presentation:

- Introduce our strategic awareness campaign designed to amplify the EEC's message.
- Showcase our efforts so far, highlight key achievements, and outline future steps to enhance community engagement and drive action towards energy efficiency.



Our Project Approach

1

Task 1 — Market Research

- Project Kickoff Meeting
- Literature Review, Supplemental Research and Existing Outreach
- One on one Interviews with Councilmembers

2

Task 2 — Strategic Objectives and Key Messages

- Identify and refine strategic objectives, target audiences, and key messages.
- Ensure alignment with EEC goals
- Establish prelim KPIs for campaign awareness

3

Task 3 — Campaign Conceptualization and Design

- Develop a conceptual framework for the public awareness campaign, incorporating various outreach elements and platforms.
- Design campaign components,

4

Task 4 — Media Plan Development

- Develop a media plan, including various advertising channels potentially including Transit, Social media, and Display, etc.

5

Task 5 — Engagement Goals and Metrics

- Define systems and metrics for measuring and tracking engagement.
- Ensure that metrics align with key performance indicators (KPIs) and campaign objectives.

6

Task 6 — Campaign Implementation, Monitoring and Reporting

- Execute the public awareness campaign
- Utilizing KPIs established in Phase 1, evaluate and report on the reach, impacts, and outcomes of the campaign.

The background features a hand holding a blue pen, positioned as if writing on a circular chart. The chart is divided into segments labeled with letters: A, B, C, D, E, F, and G. The overall color scheme is a gradient of blues.

The What, Who & Why

Campaign Planning, Targeted Audiences,
and the Primary Purpose

Campaign Overview

Objective:

- The primary goal is to raise awareness about the EEC and its mission to promote energy efficiency in Rhode Island.
- We aim to educate and motivate Rhode Islanders to adopt energy-efficient practices that will benefit both their wallets and the environment.

The campaign is fueled by the urgent need to tackle climate change and the essential role energy efficiency plays in building a sustainable and resilient Rhode Island.

Increasing awareness can drive more inquiries and ultimately lead more people to take concrete steps towards improving their energy efficiency.



Targeted Audiences & Audience Analysis Table

Understanding upstream and downstream audiences is crucial for tailoring the campaign's messaging and engagement strategies.

Upstream Audiences	Downstream Audiences (Focus)
Policymakers and Government Officials	Residents and Homeowners
Role: Develop and implement energy policies, allocate funding.	Role: Adopt energy-efficient practices in homes.
Awareness: High	Awareness: Mixed
Strategy: Provide detailed reports and data to demonstrate benefits.	High: Participate in programs, seeking more ways to save. Low: Unaware of programs or benefits.
	Strategy: Use targeted marketing, local events, and outreach to educate and motivate.



Targeted Audiences - Summary of Engagement Strategies

Audience	Awareness Level	Strategy
Residents and Homeowners	Mixed	Use targeted media and marketing, local events, and outreach to educate and motivate.
Renters	Mixed	Provide tailored, low-cost energy-saving tips, and advice on advocating with landlords.
Small Business Owners and Commercial Property Managers	Mixed	Highlight cost savings, provide successful case studies, offer incentives information.
Immigrant + ESL Communities	Often Low	Provide multilingual resources, partner with community leaders and organizations, and use culturally relevant messaging.



The background features a blue-toned illustration of a hand holding a pen, positioned as if writing on a circular chart. The chart is divided into segments labeled with letters A through G. The overall aesthetic is professional and strategic.

The How: Campaign Strategy

Key Messages, Calls to Actions, Channels &
Campaign Progress to Date

Campaign Concept: "You Have the Power"

This theme encapsulates the campaign's core message, emphasizing that every individual in Rhode Island can make a difference in energy efficiency, regardless of their background or beliefs.

By framing energy efficiency as an empowering opportunity, **the campaign seeks to inspire a sense of agency and ownership among residents and encourage them to take proactive steps** towards a more sustainable future.

Inclusivity and Promotion of Energy Efficiency:

- The campaign is designed to be inclusive, welcoming individuals from all walks of life to participate in the movement towards energy efficiency.
- By acknowledging the diversity of Rhode Island's population and addressing their varied needs and concerns, the campaign aims to foster a sense of belonging and unity within the community.



Campaign Concept: "You Have the Power"

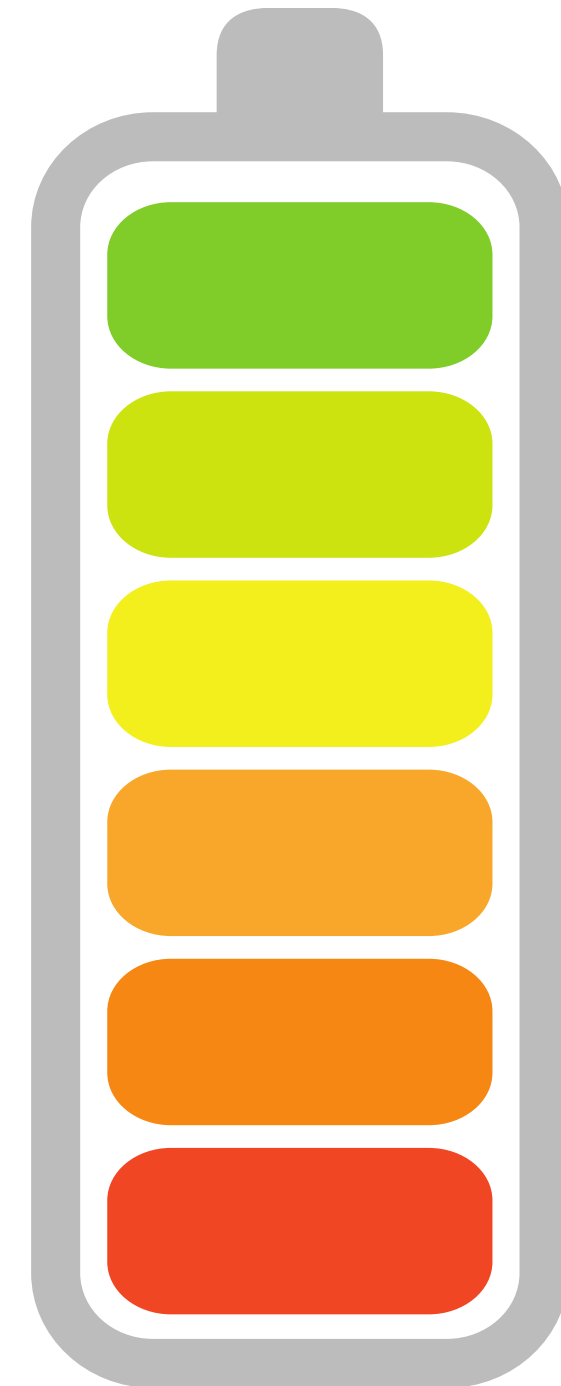
Promoting Energy Efficiency Statewide:

- Whether **someone is already sold on the idea of energy efficiency** or not, the campaign strives to promote its benefits and importance across the state.
- The campaign reinforces the beliefs of those **who are already passionate about energy efficiency** and provides a platform for further engagement and action.
- For **skeptics or those who may be less familiar with the programs**, the campaign provides education, resources, and support to help them understand the value of energy efficiency and how they can contribute to positive change.



"You Have the Power" - Key Messages

1. **"Cost, Comfort, and Climate: The Pillars of Energy Efficiency"**
 - a. Emphasizing the interconnected benefits of energy efficiency, including cost savings, enhanced comfort, and positive impacts on the climate.
2. **"Home Assessment: Your Pathway to Improved Efficiency"**
 - a. Highlighting the importance of home assessment as a crucial step towards identifying and implementing effective energy-saving measures.
3. **"EEC: Your Trusted Voice in Energy Efficiency"**
 - Reinforcing the council's role as a reliable source of information and support for all Rhode Islanders on their energy efficiency journey.



"You Have the Power" - Call to Actions

- **Primary CTA: Schedule a Home Energy Assessment:**
Take the first step towards improving your energy efficiency by scheduling a comprehensive home energy assessment with our experts.
- **Explore Energy-Saving Solutions:** Discover tailored solutions and recommendations to reduce energy consumption, enhance comfort, and lower utility bills.
- **Take Action Today:** Act on the insights gained from your home assessment to implement energy-saving measures and make a positive impact on your finances and the environment.



"You Have the Power" - Distribution Channels

- **Digital:**

- Utilize social media platforms, paid display, audio streaming and the EEC website to reach broad and targeted audiences.

- **Community Outreach (EEC):**

- Organize and participate in local events, workshops, and meetings to engage directly with the community and build stronger relationships.

- **Traditional:**

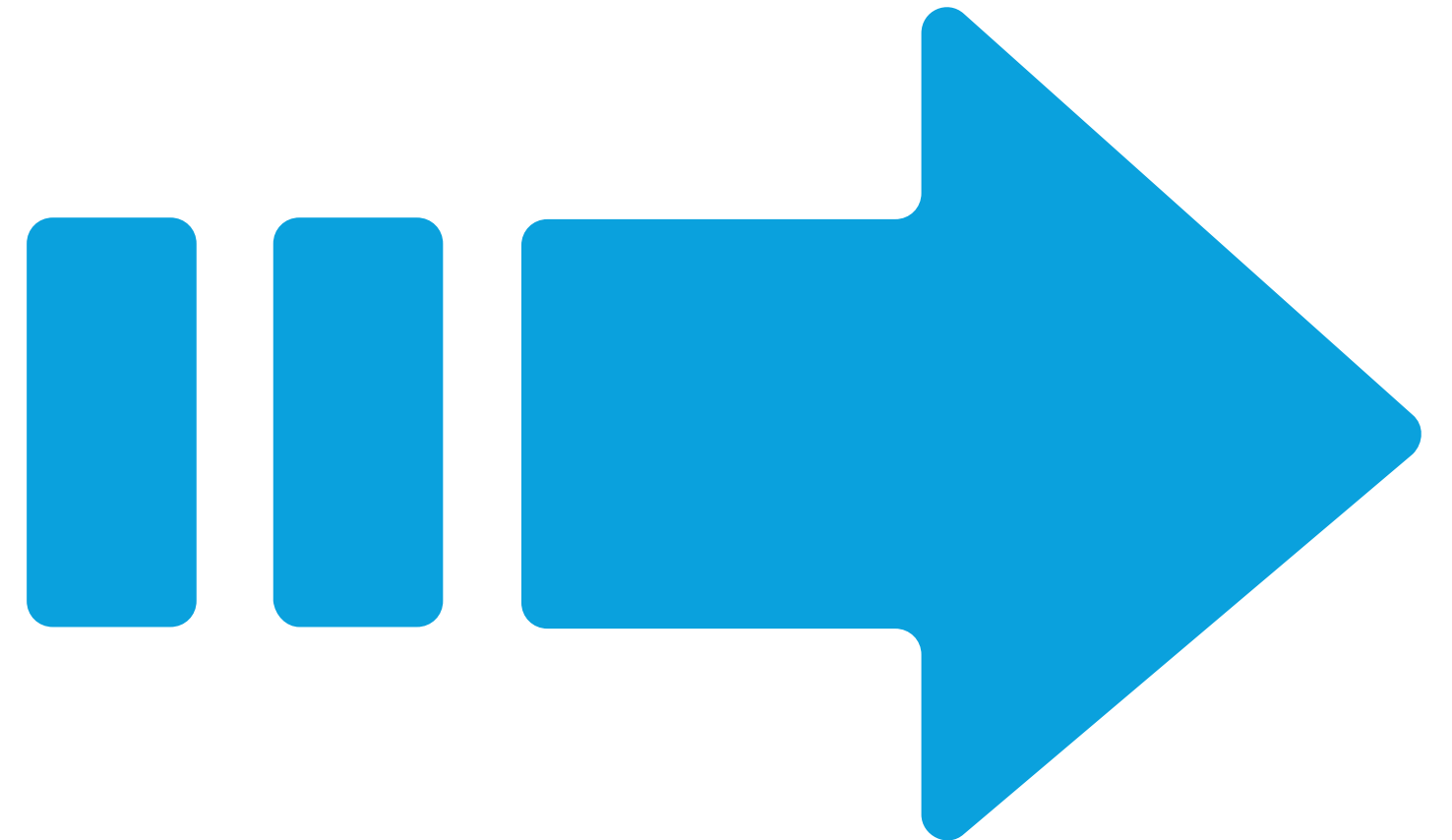
- Leverage transit (ex: bus shelters, buses, metro) advertising to ensure comprehensive coverage and reach individuals who may not be active online.

-



Next Steps

- Finalize campaign materials and messaging.
- Launch the campaign across all channels. (August 2024)
- Monitor performance and adjust tactics as needed based on feedback and results.
- Continuously evaluate and refine the campaign to ensure maximum impact and success.





PIVOT·PATH

MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

Mailing Address

U.S. Office:

930 New Hope Rd STE 11-628
Lawrenceville, GA 30045

Sierra Leone Office:

34 Main Motor Rd.
Juba Hill, Freetown, Sierra Leone

Phone Numbers

U.S. Office:

+1 (404) 919-6560

Sierra Leone Office:

+232 72 403489

Email Address

elizabeth@pivotpathdigital.com



#PivotPath

www.pivotpathdigital.com