

Rhode Energy Efficiency Council Campaign Overview

Creative Ads, Media Plan & KPIs



EDUCATE. ENGAGE. EMPOWER.
THROUGH STORYTELLING

Campaign Goals

Primary Objective: Promote energy efficiency among Rhode Island residents by increasing awareness and the adoption of energy-saving practices and products.

Key Goals:

- Educate residents on the benefits of energy efficiency.
- Boost participation in energy efficiency programs.
- Encourage behavior change to reduce energy consumption.
- Drive traffic to the Rhode Energy Efficiency Council's website and resources.



Campaign Target Audience

Target Audience Demographics

- **Age Range:**
 - Adults aged 29-55.
- **Ethnic Communities:**
 - Latino and Black/African American communities.
- **Language:**
 - English and Spanish speakers.
- **Housing & Economic Status:**
 - **Low to middle-income** (less than \$69,000) Homeowners and renters.
- **Geographical Focus:**
 - Rhode Island, with a focus on urban and suburban areas where Latino and Black communities reside.

Audience Segmentation:

- **Homeowners:**
 - Focus on educating them about energy efficiency upgrades for homes (smart thermostats, energy-efficient appliances).
 - Messaging around long-term savings and home improvement.
- **Renters:**
 - Focus on simple, everyday energy-saving tips (lighting, insulation, reducing energy usage).
 - Messaging around reducing monthly utility costs.



Our Project Approach

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Task 1 — Market Research

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

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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

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Task 3 — Campaign Conceptualization and Design

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

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Task 4 — Media Plan Development

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

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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.

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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.



Awareness Campaign

Creative Ads, Media Plan & KPIs

Campaign Concept: "You Have the Power"

The "You Have the Power" theme emphasizes that every Rhode Island resident can control their energy use and save money. This campaign frames energy efficiency as a powerful, cost-saving opportunity for all.

Primary Focus:

- **Cost Savings:** The key message is that residents can significantly lower their utility bills. The campaign encourages proactive steps to reduce energy costs while benefiting the environment.
- **Empowerment:** Inspires individuals to take ownership of their energy choices, showing that small actions can lead to big savings.
- **Inclusivity:** Designed to be inclusive, welcoming everyone in Rhode Island to participate in energy-saving efforts.

Call to Action:

"You may qualify for no-cost energy upgrades. Find out now."



Campaign Concept: "You Have the Power"



You may qualify for
NO-COST
energy upgrades.
FIND OUT NOW

**YOU
HAVE
THE
POWER**

to take
control of
your energy
bills!



Podrías calificar
SIN COSTO
para mejoras
en tu servicio eléctrico.
DESCÚBRELO AHORA

**TU
TIENES
EL
PODER**
de reducir
tu factura
de luz ahora.

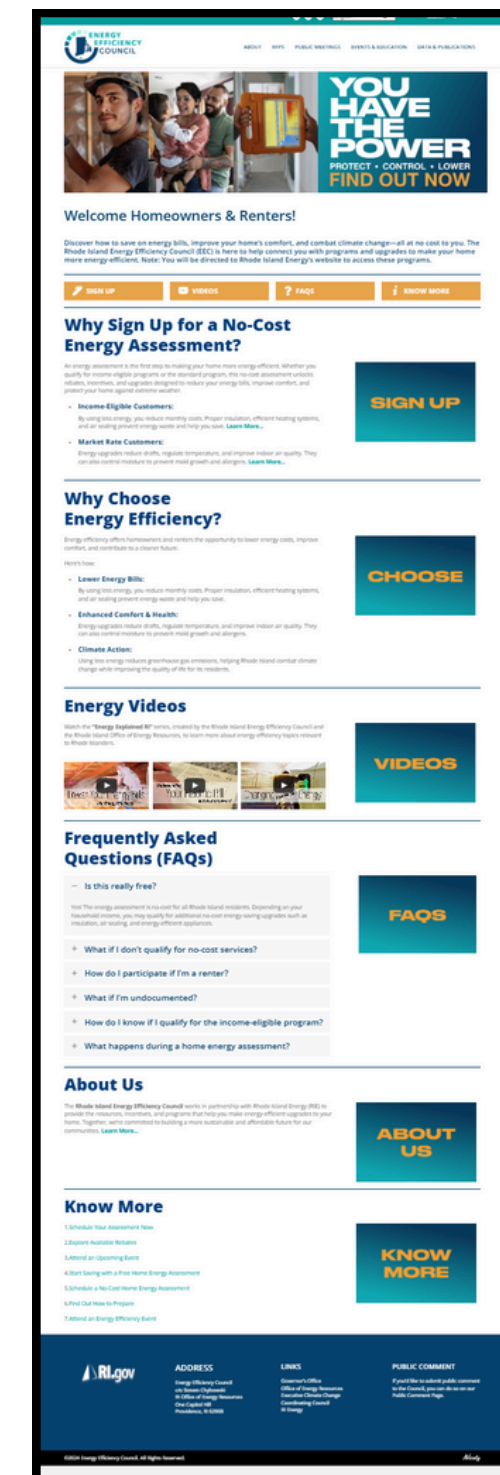
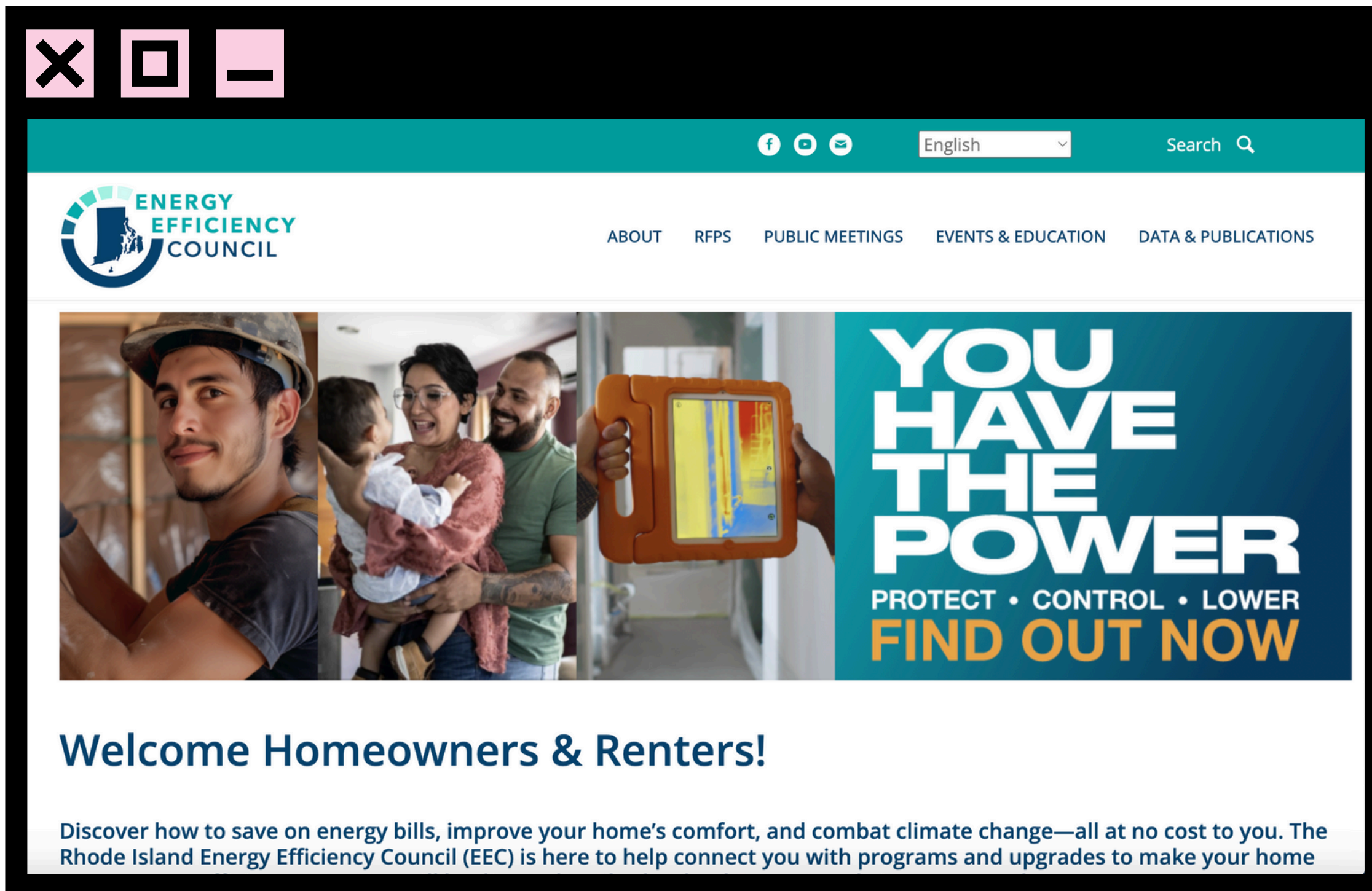


Podrías calificar
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DESCÚBRELO AHORA

**TU
TIENES
EL
PODER**
de proteger a
tu familia de
los impactos
del cambio
climático.



"You Have the Power" Landing Page



Media Plan Overview



Rhode Island Energy Efficiency Council | 2024 Media Plan



Media Tactic	Targeting	Flight Dates	Ad Sizes	Impressions	Total	Notes	
Digital							
Display Ads (English/Spanish)	Spanish and English speaking RI residents A29-55; Low to Middle HHI (less than \$69k or TBD), Homeowners and Apartment (renters), Age of Home	10/1-12/31 (TBD)	300x250, 728x90, 160x600, 300x600, 320x50	1,166,667	\$ 8,235.29	Traffic will be driven to a specific landing page that details further information.	
Audio Streaming (English/Spanish)			:30s	360,000	\$ 8,470.59		
Social Media (Digital)							\$ -
Facebook/Instagram (English/Spanish)			1080x1080/content	1,371,429	\$ 11,294.12		
Added Value							
20%+ Added Value cross platforms							600,000
			TOTAL	3,498,095	\$ 28,000.00		



Media Plan Overview with Channel Insights

1. Display Ads (English/Spanish)

- Target Audience: Spanish—and English-speaking Rhode Island residents aged 29-55 with low—to middle-household incomes (less than \$69k or TBD), including homeowners and renters.
- Campaign Duration: 10/1 - 12/31
- Impressions: 1,166,667
- Insights: Display ads will be strategically placed on websites frequented by the target demographic, maximizing visibility and engagement. The bilingual approach ensures inclusivity, appealing to both English and Spanish speakers.

2. Audio Streaming (English/Spanish)

- Format: 30-second audio spots
- Impressions: 360,000
- Insights: Audio streaming ads provide an engaging way to reach listeners during their daily routines. This channel capitalizes on popular platforms like Spotify or Pandora, where listeners are often open to messaging. The bilingual format allows for direct communication with diverse audiences, enhancing the personal touch.



Media Plan Overview with Channel Insights

3. Social Media (Digital)

- Platforms: Facebook and Instagram (English/Spanish)
- Impressions: 1,371,429
- Insights: Social media is a powerful channel for targeting specific demographics through detailed audience segmentation. Engaging visuals and compelling calls to action can drive interaction and sharing. The bilingual content caters to a wider audience, fostering community engagement and awareness of energy-saving opportunities.

4. Added Value

- Cross-Platform Bonus: 20%+ additional impressions across platforms
- Impressions: 600,000
- Insights: The added value ensures the campaign's reach is amplified without additional costs. This bonus can be utilized for extra impressions on high-performing channels, enhancing overall visibility and engagement with the target audience.

TOTAL IMPRESSIONS: 3,498,095

This comprehensive overview provides insights into how each channel will effectively engage the target audience, emphasizing inclusivity, cost savings, and the overall campaign message.



Key Performance Indicators (KPIs) Oct 2024 - Dec 2024

1. Display Ads (English/Spanish)

- **Ad Impressions:** 1,166,667
 - Goal: Achieve at least 1,000,000 impressions to maximize visibility.
- **Website Traffic:**
 - Goal: Drive at least 2,000 visits to the campaign landing page.
- **Cost per Click (CPC):**
 - Goal: Maintain CPC below \$0.50 to ensure cost-effective spending.

2. Audio Streaming (English/Spanish)

- **Ad Impressions:** 360,000
 - Goal: Reach at least 300,000 impressions to engage a significant audience.
- **Website Visitors:**
 - Goal: Generate at least 1,000 visits to the website from audio ads.

3. Social Media (Digital)

- **Ad Impressions:** 1,371,429
 - Goal: Target 1,200,000 impressions to enhance social media presence.
- **Website Traffic:**
 - Goal: Achieve at least 1,500 visits to the campaign landing page from social media ads.
- **Program Sign-Ups:**
 - Goal: Secure sign-ups for free energy assessments.



Key Performance Indicators (KPIs) Oct 2024 - Dec 2024

4. Added Value

- **Additional Impressions:** 600,000
 - Goal: Utilize added value to achieve at least 500,000 additional impressions.
- **Website Visitors:**
 - Goal: Drive at least 500 visits to the website from added value placements.

Overall Campaign KPIs

- **Total Impressions:** 3,498,095
 - Goal: Reach a total of at least 3,000,000 impressions across all channels.
- **Total Website Visitors:**
 - Goal: Aim for 5,000 total visits to the website.
- **Total Program Sign-Ups:**
 - Goal: Target sign-ups for free energy assessments.
- **Cost per Click (CPC):**
 - Goal: Keep average CPC below \$0.50 throughout the campaign.

These goals provide clear targets for each tactic, helping to measure the campaign's success and optimize performance in real-time.





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