

<b>Timeline</b>	<b>Activity</b>	<b>Objective</b>	<b>Key Actions</b>	<b>Expected Outcome</b>
February 2025	Landing Page Development	Build and launch Landing Page B to collect actionable insights and segment users.	<ul style="list-style-type: none"> <li>- Finalize design and bilingual content.</li> <li>- Add form-fill options for energy efficiency interests.</li> <li>- Test and launch functionality.</li> </ul>	A live, user-friendly landing page tailored to diverse audiences with robust data collection capabilities.
February - March 2025	Resource Guide Creation	Provide residents with practical EEC-branded energy efficiency information and program details.	<ul style="list-style-type: none"> <li>- Develop bilingual content on topics like energy efficiency basics, rebate programs, and energy-saving tips.</li> <li>- Design and translate guide.</li> <li>- Distribute digitally and physically.</li> </ul>	Increased resident understanding and participation in EEC programs.
February - March 2025	Creative Refresh	Update existing campaign assets under the "You Have the Power" theme.	<ul style="list-style-type: none"> <li>- Produce short-form bilingual video.</li> <li>- Refresh visuals for social media.</li> <li>- Update programmatic ads with update messaging and imagery.</li> <li>- Update Call to Action</li> <li>- Translation of additional ad versions</li> </ul>	Improved engagement and retention across platforms, aligning with refreshed campaign messaging.
March–December 2025	Media Allocation	Ensure consistent visibility and outreach with a structured monthly media spend.	<ul style="list-style-type: none"> <li>- Allocate \$4,000/month (Mar–Dec) for broader campaign pushes.</li> </ul>	Sustained visibility and engagement over the course of the year.
February 2025	Feedback & Launch Prep	Gather council feedback and finalize plans for broader rollout.	<ul style="list-style-type: none"> <li>- Review landing page form-fill insights.</li> <li>- Adjust creative and media strategies based on council input.</li> </ul>	Alignment with council priorities and readiness for a March campaign rollout.
March 2025	Full Campaign Launch	Activate media campaigns and distribute resources widely.	<ul style="list-style-type: none"> <li>- Launch updated creative across all platforms.</li> <li>- Monitor landing page activity and analyze form-fill data.</li> </ul>	Broader community engagement and actionable insights for refining strategy.