

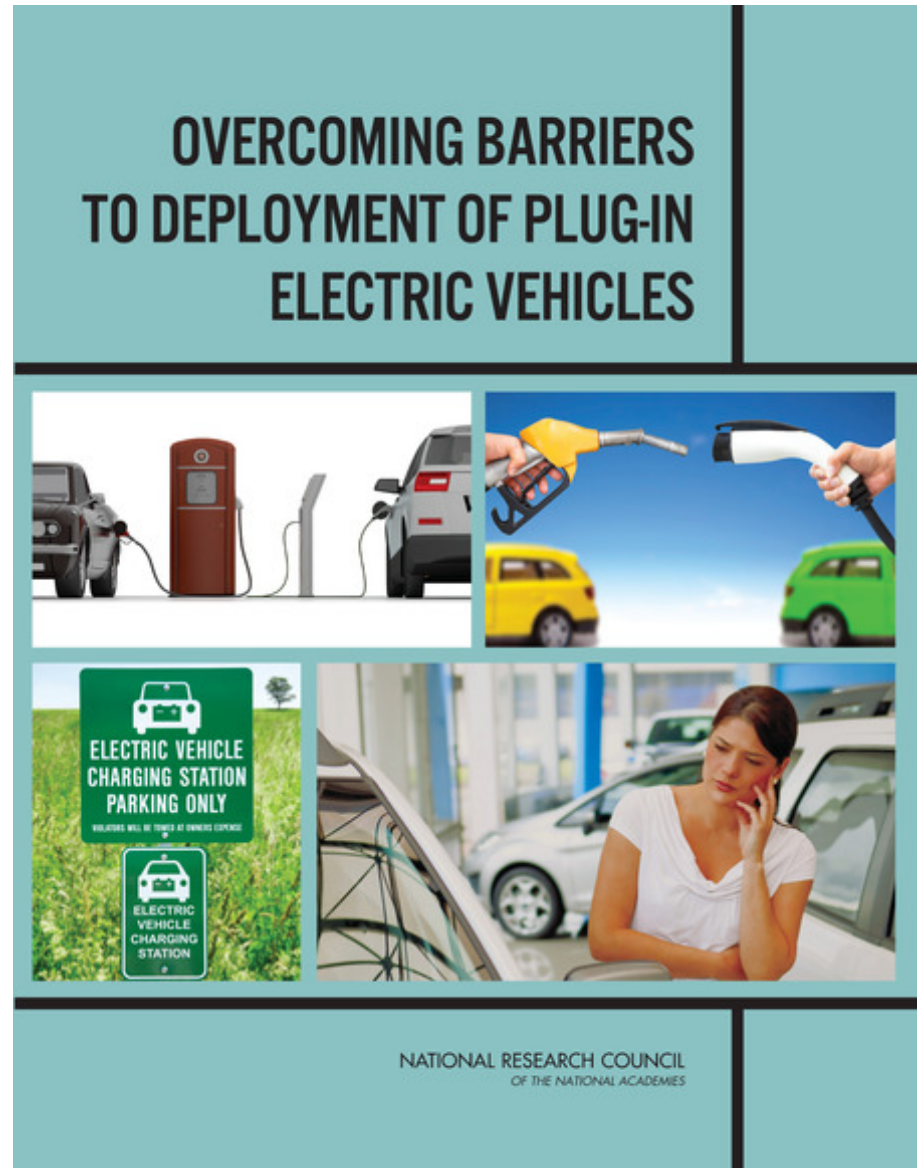
Collaboration for ZEV Success Electric Vehicle Consumer Awareness & Education Campaign

PEV Collaborative Member Meeting
Nov. 30, 2016

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“Lack of consumer awareness and knowledge about PEV offerings, incentives, and features is a barrier to the mainstream adoption of PEVs.”



Available at: <https://www.nap.edu/catalog/21725/overcoming-barriers-to-deployment-of-plug-in-electric-vehicles>

Consumers Lack Knowledge

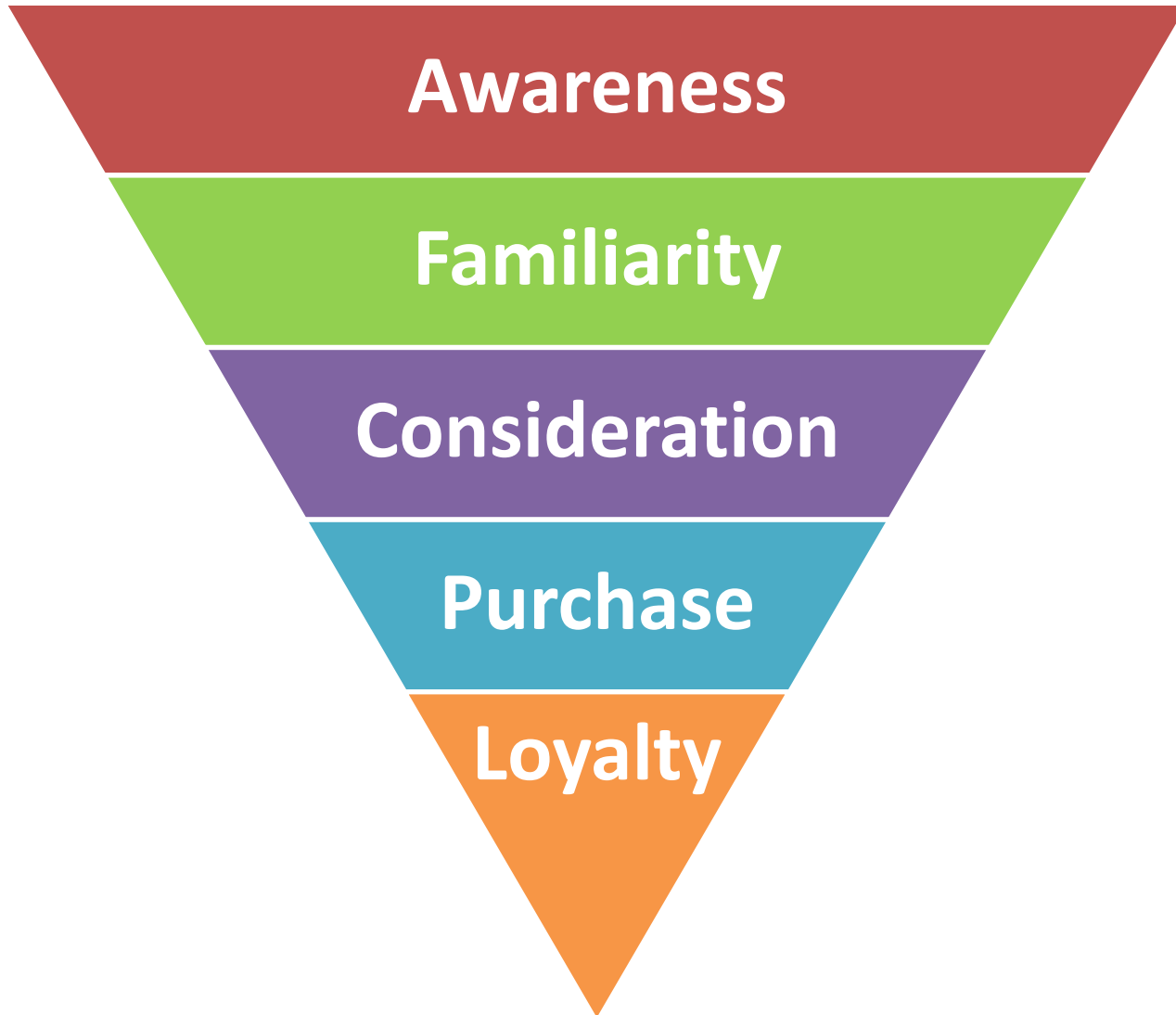
I don't
know

Most common response
when asked about
perceptions of PEVs and
infrastructure – UC Davis

77%

Know little or nothing
at all about PEVs
– Consumer Federation of America

Purchase Decision Funnel



Collaboration for ZEV Success

Established **public-private partnership** between automotive industry and eight ZEV MOU states.



Working together to develop and launch a **multi-dimensional campaign** to engage consumers, familiarize them with the benefits and features of ZEVs, and inspire consumers to take action.



EV Campaign: Phased Approach

Phase 1 2016

- Retain marketing firm to **conduct market research and develop campaign strategy** under two or more budget scenarios.

Phase 2 2017

- Procure professional agencies to **implement campaign**. Media selection, geographic scope and duration determined by funding.

Campaign Objectives	Actions To Encourage	Desired Outcomes
<ul style="list-style-type: none"> ➤ Educate and inspire car buyers to consider EVs ➤ Provide common themes and messages to supplement, connect, and increase effectiveness of existing efforts ➤ Use straightforward, trusted materials to inform consumers about EVs and answer common questions 	<ul style="list-style-type: none"> ❖ Test drive EVs at ride-and-drive events or dealerships ❖ Talk to someone who drives an EV ❖ Visit campaign website to learn more about the variety and types of EVs ❖ Visit OEM websites and dealerships to learn more about specific brands 	<ul style="list-style-type: none"> ✓ Campaign recognizers take actions encouraged by the campaign ✓ Increase interest, understanding and acceptance of EVs ✓ Increase number of consumers who will consider EVs for their next vehicle

Phase 1 Activities & Deliverables

- **Market Research:** Conduct market research to identify key audiences and inform messaging.
- **Media & Communication Tools:** Recommend appropriate channels for target audiences (e.g., advertising, media relations, digital/social engagement, experiential activations, media and speaker toolkits, collaborations with allies, etc.).
- **Branding & Messaging:** Develop campaign identity and messaging to drive awareness and consideration.



Phase 1

Final Phase 1 Deliverable



Phase 1

Comprehensive consumer education and outreach **campaign strategy** that includes:

- Situation analysis
- Target audience profiles
- Strategies and tactics, including appropriate media channels and mix for target audiences
- Branding and messaging recommendations
- Detailed budgets for two or more scenarios
- Activity matrix and timeline to inform Phase 2
- Metrics to track and evaluate campaign outcomes

EV Campaign Timeline

**Develop
RFP for
Phase 1**

*Spring
2016*

**Kick-off
Phase 1**

*Fall
2016*

**Secure
Phase 2
Funding**

*Spring
2017*

*Summer
2016*

**Select
Firm**

*Winter
2017*

**Complete
Phase 1**

*Summer
2017*

**Initiate
Phase 2**

Next (pre-Phase 2) Steps

- Coordinate with other efforts
- Develop business case and funding strategy
- Determine governance structure
- Secure funding and campaign partners



Questions?

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