

Maryland Energy

ADMINISTRATION

Powering Maryland's Future

**General Awareness
Campaign
2009-2010**



Theme of Campaign

- ***EmPOWER Marylanders to reduce power use and save money.***
 - Define the EmPOWER Maryland Initiative
 - (15% by 2015)
 - Connect our State goal to 15 small and easy steps individuals can begin today
 - Promote Governor's *Smart, Green and Growing* messaging in our materials
 - Use of engaging, eye-catching and relevant information + design
 - Direct audience to MEA's website for more information
 - Summer and Winter flights



Goals of Campaign

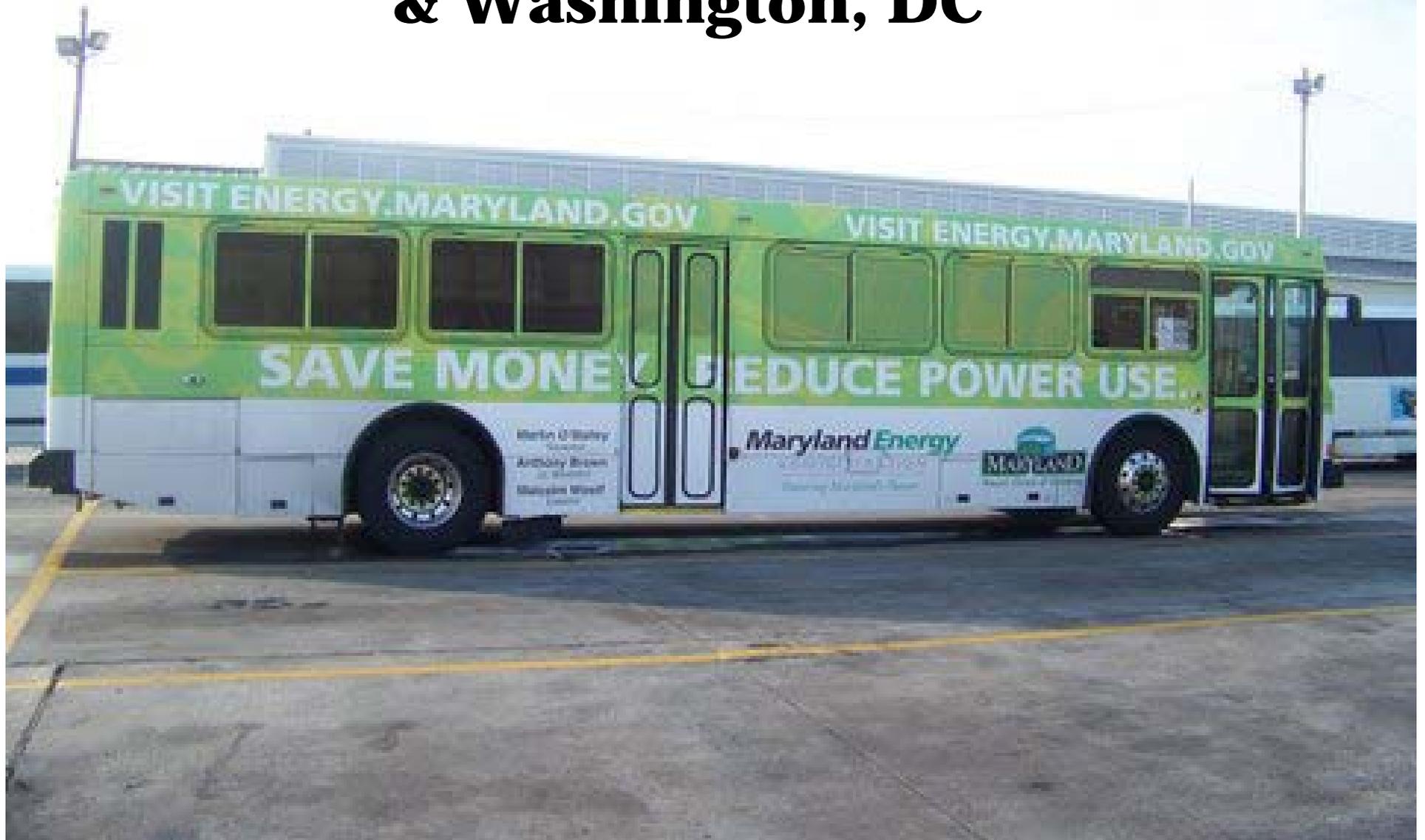
- **Build** the MEA brand as the source for reliable energy information and solutions in Maryland
- **Inform** consumers about EmPOWER Maryland and how their individual actions impact the whole
 - Never before defined to the general public
 - Connect EmPOWER to something that matters to the individual: *money*



Marketing Mediums

- Outdoor advertisements
 - Billboards
 - Posters
- Transit advertisements
 - Bus kings, backs, wraps
 - Bus shelters
 - Interior bus cards
- Radio :60s & :10s
- Print ads
- Distribution materials
 - Brochures
 - Posters
 - Text book covers in public schools

Buses Around Baltimore & Washington, DC



Bus King Ads: I-95 Corridor Routes

**LEARN 15 THINGS THAT WILL EMPOWER
YOU TO SAVE MONEY AND REDUCE POWER
CONSUMPTION STATEWIDE 15% BY 2015.
VISIT ENERGY.MARYLAND.GOV**

Maryland Energy
COMMISSION

Planning Maryland's Future



1000 North Enoch Avenue
Annapolis, Maryland 21403
410.326.7300

Messaging Continues Inside Buses



**YOU CAN SAVE UP TO \$115 PER YEAR
ON GASOLINE COSTS BY REDUCING YOUR
MILES DRIVEN 5% THROUGH BIKING,
TAKING PUBLIC TRANSPORTATION,
WALKING OR COMBINING TRIPS.**

VISIT ENERGY.MARYLAND.GOV

Learn **15 things** that will empower you to save money and reduce power consumption statewide **15% by 2015**. Be part of a Maryland that is smart, green, and growing.

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Powering Maryland's Future



Mark O'Boyle
Director
Anthony Brann
Deputy Director
Marilyn Wood
Assistant Director

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**CFLS USE 75% LESS
ELECTRICITY THAN
INCANDESCENTS, LAST
UP TO 10 TIMES LONGER
AND CAN SAVE YOU UP
TO \$65 OVER THE LIFE
OF THE LIGHT BULB.**

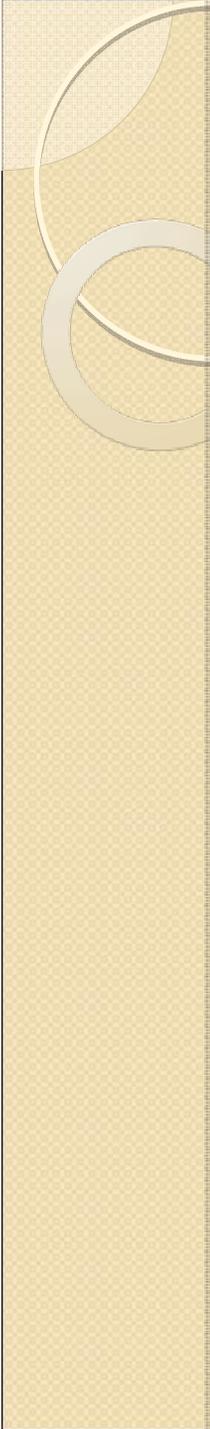
EMPOWER MARYLAND.

Learn **15 things** that will empower you to save money and reduce power consumption statewide **15%** by **2015**. Be part of a Maryland that is smart, green, and growing. Visit energy.maryland.gov.

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- One in a Series of 6 Informational “Tips” Posters

- Distributed to public schools, universities, sustainability groups and community centers.



Measure Impact

- 24% increase in MEA website traffic within the first month of Summer campaign
- Initial use of website metrics to gage level of interest in campaign information.
- *As FY10 progresses, pre and post phone surveys conducted around winter flight.*
 - *1,600 responses from households*
 - *Geo targeting within MD*



Moving Forward

- **Winter Flight**
 - Late November into January
 - State wide reach
 - Geo-targeted areas based on population and pre-campaign survey results
 - Existing design collateral
 - Consistent distribution channels
 - Subject to modifications due to initial survey results
 - Followed by post campaign state-wide survey



Questions?

For additional information:

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