

CEC Marketing & Communications Meeting

June 10, 2008
1:00 PM – 3:30 PM
BPU Newark Office

Attendees:

In Person:

Linda Wetzel, AEG
Kristen Nawoj, Grafica
John Chartier, MWW

Janeen Lawlor, BPU
Jason Bacharach, Grafica

By Telephone:

Anne Marie McShea, BPU
Linda Russo, CSG
Richard Rinck, Parker & Partners
Jeff Brown, Global Learning
John Cusack, NJHEPS
Gayle Nowak, Haggman Asso.

Anne-Marie Peracchio, NJNG
Cam Johnson, BPU
Victoria Fisher, BPU
Joe Gennello, Honeywell
Alicia Crichton, Haggman Asso.

The meeting started at 1:00pm.

Marketing Updates:

Energy Minute Campaign

Planning is underway for an energy awareness campaign this summer. The message will be targeted to residential customers to promote conservation, energy savings and address rising energy prices. The radio campaign will run on NJ 101.5 from July 1 through September 22, and will include a mix of sixty second spots and ten second traffic sponsorships, as well as banners on the 101.5 website.

The spots will feature a mix of energy tips by BPU Commissioners, customer testimonials and live reads by the announcers and can be frequently updated. Richard Rinck will help identify appropriate small business candidates as well. CSG will distribute draft spots in the next few days.

Janeen Lawlor requested that we identify media opportunities that will promote and reinforce the same messaging. The message will also be pitched to editorial boards, op-ed, by-line placements, to build it as much as possible. Janeen will follow up to see if we can get prominent placement on both the BPU and the State websites to offer energy assistance information.

- *Residential Market Manager Update:*
 - Energy Star Products is running ads promoting the clothes washer offering as well as the seasonal offering of rebates for room air conditioners and dehumidifiers. CSG was notified that the EPA has selected New Jersey's Clean Energy Program and Morristown to host one of the six national Change A Light campaign launch events. The EPA received over 200 proposals, but NJCEP/Morristown was selected in part because Morristown was a 2007 Community Partner. The media event is September 26. Janeen will bring this opportunity to the Governor's office.
 - New Jersey Energy Star Homes is currently running ads promoting the program.

- Home Performance is currently running print ads, success stories and a radio campaign. They feature testimonials from NJ customers to provide broader appeal to NJ residents.
- *Renewable Market Manager Update:*
 - Clean Power Choice continues to receive calls from the utility bill inserts from April. Direct mail is also targeted to Home Performance customers as well as past rebate participants to encourage further investments.
 - Municipal Training is being held on June 10 and 11, with a renewable energy and biomass focus.
- *Commercial Market Manager Update:*
 - NJ League of Municipalities Conference will support a Clean Energy/Clean Technologies Track at the November conference. It was suggested that we feature a real life example of one of the 2008 Clean Energy winners if possible to provide an endorsement of the program. Richard will work with Janeen and Victoria on identifying speakers.
 - The C/I team is gearing up for the launch of new programs (including the Municipal Audit, Pay for Performance and Direct Install Programs) once the contract mods are approved.
- Linda Wetzel distributed the 2008 calendar, color coded by the umbrella campaign, commercial and residential initiatives. This will be a monthly handout to help the committee better leverage and coordinate the different media.
- Guidelines for developing the 2009 marketing budgets will be distributed in the next few weeks. The concept of a single budget for both fixed and variable marketing was discussed to allow for flexibility in reacting to program participation.

Residential Survey

Jason reported that the residential survey is proceeding, targeting 800 residents in total – 600 randomly and 200 will be pulled from past program participation data. The topline report will be submitted by July 24 with the final report due August 7. MSI is preparing a scope of work to be presented to the OCE for a follow-up web based survey that could be launched when the survey is complete.

Public Relations

Victoria Fisher provided Kimberly Hoff with a list of projects the BPU may want to build event around. All Market Managers should be looking for events to publicize.

2008 Conference Update

- The 2008 conference will be held at the Jersey City Hyatt on October 17. The agenda and workshops are being finalized with a focus on Clean Tech with broader sponsorship and exhibitor opportunities. Invitations to Keynote Speakers have been sent, as well as invitations to past sponsors and exhibitors.
- The Leadership Award nomination packages have been posted on the website and nominations are due on July 11. No applications have been received to date. The Market Managers were asked to provide Grafica with a handful of good projects that could be likely candidates; Grafica will contact them to encourage them to submit an award application.

- Registration information should be available on the website by early next week. Grafica is looking at various sources to purchase mailing lists of financial institutions/executives.
- The Hyatt has an Environmental Committee and will meet with conference staff to discuss the “greening” of the conference.
- Grafica and BPU Communications will discuss possible PR angles such as featuring cutting edge exhibitors. Grafica will also work with John Cusack/NJHEPS to promote the conference to his members. NJBIA and the NJ Chamber will be asked to promote the conference with a banner.

Community Partner Update

Grafica has coordinated a transit campaign at 18 train stations, with the final events occurring next week. The feedback has been very positive. Several new Community Partner applications were received this week.

Other

Grafica presented a framed award to the OCE staff from the SIAA (Service Industry Association of America). The award was in recognition of the Interactive House on the NJCEP website.

Meeting adjourned at 2:20pm

NEXT MEETING DATE:

July 9, 2008 1:00 – 3:00 BPU Newark