

CEC Marketing & Communications Meeting:

November 7, 2007

2:00PM – 5:00PM

BPU Trenton Office

Attendees: Anne Marie McShea, Janeen Lawlor, Mona Mosser, Mike Winka, Noreen Giblen (BPU); Linda Wetzel, Mike Ambrosio (Applied Energy Group); Jason Bacharach, Kristen Nawoj (Grafica); Dave Nichols (Ratepayer Advocate); Erin Bijas (MWW); Kimberly Hoff, Michele Maybaum, Ben Larkey, Dave Holland, Joe Genello, Maureen Quaid (Honeywell Team); Jeff Brown (Global Learning); Greg Coleman (TRC); Fletcher Harper

Review of Market Manager Marketing Plans & Budgets:

- Energy Efficiency/Renewable Energy plans were presented by Honeywell. Honeywell presented key creative and campaign elements for each program, as well as challenges and opportunities identified for 2008.
- Commercial & Industrial plans were presented by TRC. The TRC budget will more than double to \$671K in order to support new initiatives and gain momentum lost in prior years.
- The OCE Marketing and Communications plan, anchored by the Whole House/Whole Community theme, was presented by Grafica.

Discussion/Comments including*:

Strategic Priorities
Brand Positioning
Integration/Cross program marketing
Core Messages
Community Partners Program
Utility Role and Coordination

NEXT STEPS: Comments/suggestions to be incorporated into final filings and presentation to Marketing Committee

Marketing Protocols:

- There will be increased interaction with EE and RE committees regarding marketing initiatives. A portion of each agenda will be devoted to marketing.

NEXT STEPS:

Grafica to attend EE and RE meetings along with the OCE Marketing Administrator.

Business Survey Update:

- Time did not permit for the review of top line findings, however the schedule for Business Focus Groups was presented.

NEXT STEPS:

Grafica to circulate top line results and schedule/info for focus groups

Winter Energy Efficiency Campaign Review

- Grafica presented revised campaign based on OCE and Committee feedback at last month's meeting. With minor revisions, approved for production and/or distribution to media outlets

NEXT STEPS:

Final revisions to creative to be distributed as FYI to committee

Leadership Award Winners

- Print ads are scheduled to begin in December to highlight the 2007 NJCEP Award Winners. The towns have been added to the winner's names.

Next Meeting Date – December 5, 2007 & Agenda Items