



GREEN CHOICE

**AUSTIN ENERGY**



# AGENDA

OVERVIEW

OBJECTIVES

RESEARCH

STRATEGY

CAMPAIGN

PLAN AND BUDGET

EVALUATION

# MEET THE TEAM



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Here at Invisible Creative we strive to create meaningful and strategic messaging and integrated campaigns to empower our clients and their brands.

The background of the image is a grayscale photograph of a wind farm. Several wind turbines are visible, with the tallest one in the center. The turbines are silhouetted against a light, overcast sky. In the foreground, there is a flat, open field with a line of small trees or shrubs in the distance.

# OVERVIEW

# GOALS AND OBJECTIVES

- Spread knowledge of Austin Energy's GreenChoice
- Accumulate new subscribers, maintain existing clients
- Find the touch points to customers and create a lasting message
- Create a GreenChoice campaign that forms an alliance with our existing brand/message

# PROBLEM

Residents of the Greater Austin area are unaware of Austin Energy's GreenChoice program offering.

## STRENGTHS

- Opt-out at any time
- Contact Information
- No direct competition

## WEAKNESSES

- Awareness
- Extra cost
- Only contact when they have a problem
- Limited opportunity for earned media
- Print advertising options are limited

## OPPORTUNITIES

- Current subscriber count is nearly 20,000
- Spread awareness
- Tangible goal
- Earth Day

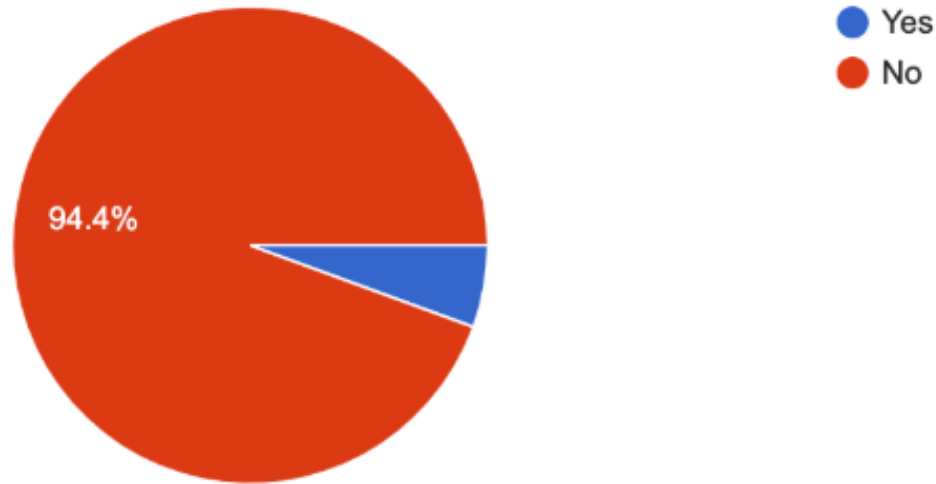
## THREATS

- 'Green' messaging
- Other renewable energy options offered by Austin Energy
- Lack understanding of the benefits
- The summer months typically carry higher energy bills

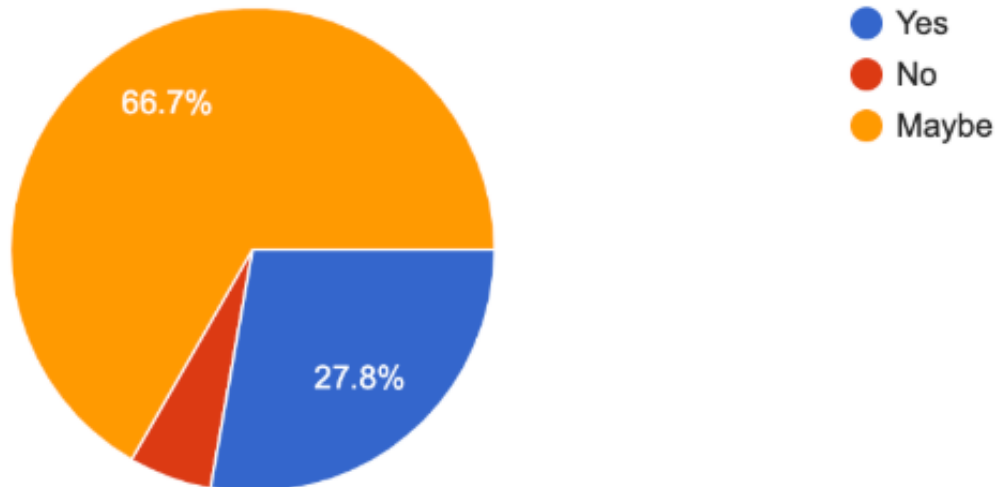
# RESEARCH



Have you ever heard of the Austin Energy service Greenchoice?



If you knew that Greenchoice was a 100% renewable energy from Texas winds and only cost \$7 per month would you opt in?



# KEY FINDINGS

“I understand that it is a renewable resource that is being harnessed in west texas. I know that though it is a great and probably an ultimate choice in the future, the turbines are unsightly

“not a whole lot (aka practically nothing)

“More expensive than other options but provides a sustainable option”

“Not much either than the obvious role of wind in it”

“I know that it is an alternative source of energy and that much of it is produced in the Great Plains along midwestern farmlands.”



PARTICIPANT 1  
FEMALE  
EARLY 40'S  
INCOME ABOVE 150K



PARTICIPANT 2  
MALE  
LATE 50'S  
INCOME ABOVE 150K



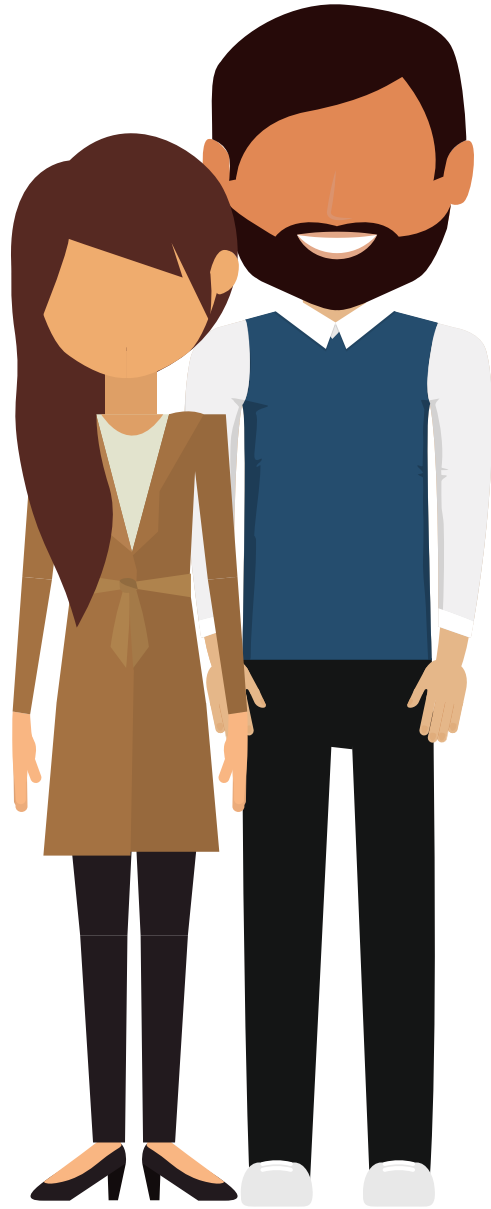
# STRATEGY



Code	Product	Price	2014	2015	2016	3000
T0001	RICE	120	1200	1320	1440	2500
T0002	PORK	100	650	750	850	2000
T0003	CORN	85	850	900	950	1500
T0004	PEANUT	150	300	600	900	1500
T0005	CHICKEN	100	2000	2500	3000	10000
T0006	COCONUT	150	800	750	900	500
T0007	MANGO	70	700	840	770	0

**KEEP  
AUSTIN  
WINDY**

# CUSTOMER TYPOLOGY



# OVERALL MESSAGE

## KEEP AUSTIN WINDY



the price of two  
cups of joe could  
make your home  
sustainable

KEEP AUSTIN WINDY  
100% renewable energy  




your house could  
use clean energy  
for the cost of 2  
breakfast tacos

KEEP AUSTIN WINDY  
100% renewable energy  




the cost of  
your trip  
downtown  
could power  
up your home  
sustainably

KEEP AUSTIN WINDY  
100% renewable energy  




costs less than  
adding guac to  
be sustainable

KEEP AUSTIN WINDY  
100% renewable energy  


# MARKETING OBJECTIVES



Increase consumer awareness of Austin Energy's GreenChoice program offering.



Position GreenChoice as a simple, affordable choice consumers can better the Austin environment.



Position incurred costs from opting-in in terms of products and services common in Austin using a light-hearted tone.

- Further personal connections to the cause by using hyper-focused, localized messaging.



Focus promotional efforts during periods commonly experiencing low opt-in rates, such as summer.



Ensure all promotional efforts are environmentally-friendly to maintain integrity of campaign.

**KEEP AUSTIN WINDY**

**out-of-home**



# BILLBOARDS



## **METRICS:**

Track website visits via unique QR code





# METRO

## METRICS:

Track website visits via unique QR code





**OPT IN  
AND  
TAKE A  
DIP**

KEEP AUSTIN WINDY

**JUNE  
21  
ALL DAY**

**BARTON SPRINGS**

721 Barton Springs Rd.  
Austin, Texas 78705

FOR MORE INFORMATION, CONTACT MARTY AT (281) 382 2201

# BARTON SPRINGS

**METRICS:**

Tracking the number of people that come that day (contact Barton Springs) and then tracking the number who sign up.



CHOOSE GREEN CHOICE FOR FREE ENTRANCE TO BARTON CREEK!

**SUMMER EVENT!**

**SUMMER EVENT!**  
CHOOSE GREEN CHOICE FOR FREE  
ENTRANCE TO BARTON CREEK!



GreenChoice®



**SUMMER EVENT!**

CHOOSE GREEN CHOICE FOR FREE ENTRANCE TO BARTON CREEK!

**KEEP AUSTIN WINDY**

**promotional**

# EARTH DAY



## **METRICS:**

Track opt-ins on Earth day, track social media mentions/tags



# PINWHEEL



## **METRICS:**

Track number of remaining pinwheels

**KEEP AUSTIN WINDY**

**media**



HI BRI!  
YOU ARE  
MAKING THE  
WORLD A  
BETTER PLACE



43% OF ALL  
OF AUSTIN IS  
HELPING TO  
KEEP AUSTIN WINDY

# EMAIL

**METRICS:**

Track click-through-rate from monthly email



# PODCAST

## **METRICS:**

Track podcast impressions





AUSTIN ENERGY GREEN CHOICE

Sponsored

Like Page

IT IS TRUE! For \$7 a month you could be using 100% renewable wind energy to power up your home.



your house could use clean energy for the cost of 2 breakfast tacos



AUSTIN ENERGY GREEN CHOICE

Sponsored

Like Page

IT IS TRUE! For \$7 a month you could be using 100% renewable wind energy to power up your home.



costs less than adding guac to be sustainable

KEEP AUSTIN WINDY

100% renewable energy



KEEP AUSTIN WINDY

Opting in to sustainability

HTTPS://AUSTINENERGY.COM/GREENCHOICE

Learn More

20

562 Comments 311 Shares

Like

Comment

Share

# FACEBOOK

## METRICS:

Click-through-rate to GreenChoice url

A grayscale photograph of a hand using a calculator. The hand is positioned over the calculator's keypad, with the index finger resting on a button. The background is blurred, showing a desk with a pen and a small house model. Overlaid on the image is the text 'PLAN + BUDGET' in a bold, orange, sans-serif font. The text is centered and spans across the middle of the image.

**PLAN**  
**+**  
**BUDGET**

# FLIGHT SCHEDULE

1

April 1-30

Austin Earth Day

## Vehicles

- Bus interior
- Marquee signs
- Facebook ads
- Podcast
- Pinwheel kickoff

2

June 10-21

Opt-in Barton Spring

## Vehicles

- Bus interior
- Press release
- Podcast
- City Hall Event  
Calendar
- City web banners

3

September 1-30

Fall for GreenChoice

## Vehicles

- Billboard
- Bus-full back
- Facebook ads

April

Continuous

'Keep Austin Windy'

September

## Vehicles

- Mural
- Email campaign
- Pinwheels

# TIMELINE

**April**

**May**

**June**

**July**

**August**

**September**

1 8 15 22 29 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 2 9 16 23 30

**Out of Home**

Billboard

Bus Interior

Bus full back

Marquee signs

Mural

**Media**

Email

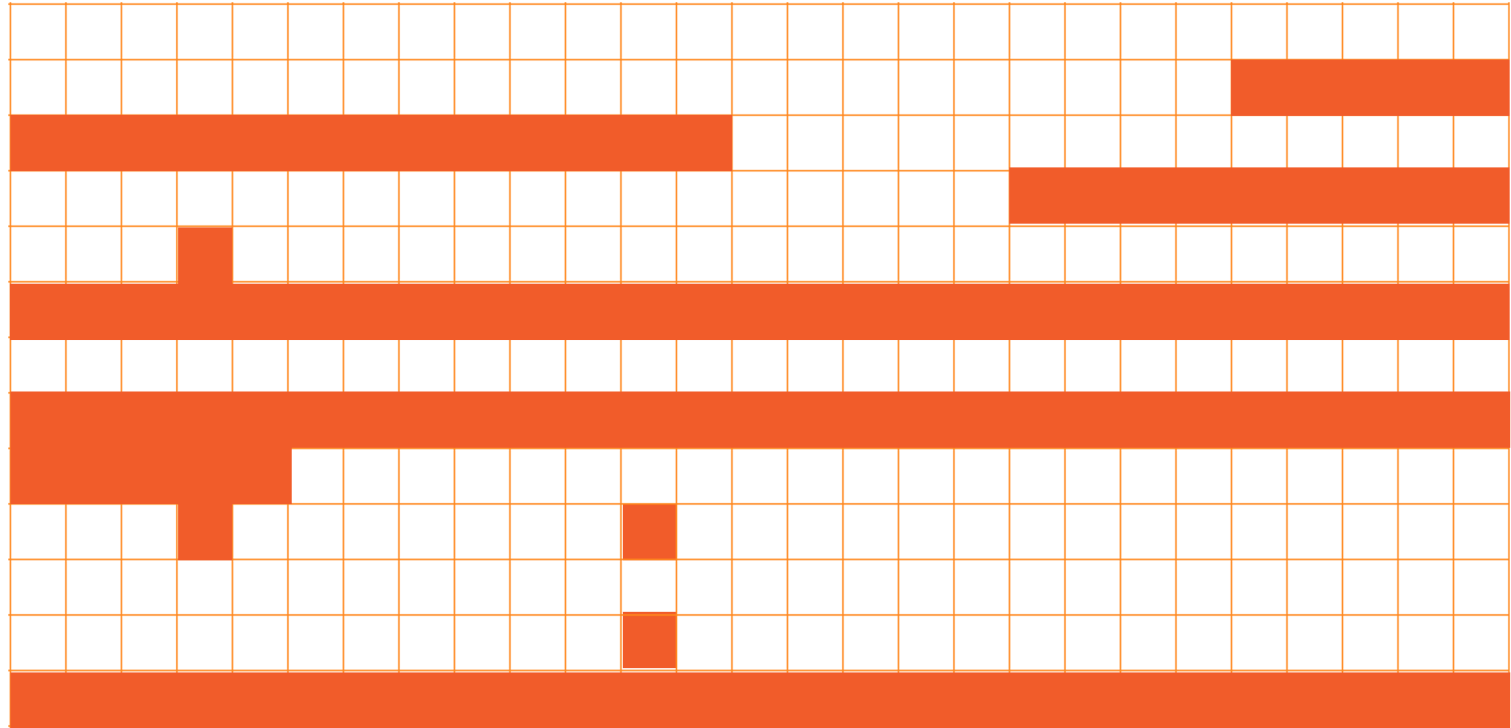
Facebook

Podcasts

**Promotional**

Barton Creek

Pinwheels



# BUDGET

Item	Units	Cost per unit	Total Cost	% of Budget	Average impressions	Total Impressions
<b>Advertising</b>						
Digital Billboard	1	\$5,500	\$5,500	22%	780000/month	780,000
Bus interior	20	\$33	\$1,980	8%	3,000 per ad/day	5,400,000
Bus full back	4	\$1,047	\$8,376	34%	15,000 per ad/day	1,800,000
Restaurant banner	2	\$0	\$0	0.00%	10,000/day	70,000
Mural	1	\$3,000	\$3,000	12%		
<b>Media</b>						
Email	1	\$0	\$0	0%	470,000	470,000
Facebook	2	\$7.19	\$1,438	5.75%	100,000/month	200,000
Podcasts	2	\$1,500	\$3,000	12.00%	10000/podcast	20,000
<b>Promotional/Other</b>						
Barton Springs opt-in Event	200	\$5	\$1,000	4.00%	2,000	2,000
Pinwheels	800	\$0.25	\$200	0.80%	6,000	6,000
<b>Contingency</b>						
			\$500	2%		
<b>Total</b>			<b>24994</b>	<b>100%</b>		

**Total Expenditures**

**24,994**

**Total Impressions**

**8,748,000**

# EVALUTATION

- Spread knowledge of Austin Energy's GreenChoice
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THANK

YOU