Electrify America: EV Roadmap 12 Presentation
The Challenge

Introduce and normalize electric vehicles for the vast majority of Americans who are either entirely unaware of or uninterested in EVs.
Electric vehicles are here, and they’re more than just environmentally friendly — with instant acceleration, they’re also really fun to drive.

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“Plug into the Present” Campaign Premise

Electric vehicles are here, and they’re more than just environmentally friendly — with instant acceleration, they’re also really fun to drive.
Our Unbranded efforts in Cycle 1 focused on driving mass awareness, leading to consideration and ultimately to spark onsite engagement.

1. Utilize high impact media to drive awareness

2. Utilize targeted efforts to drive onsite engagements
Nationally our campaign successfully reached audiences and drove awareness and engagement to the Plug into the Present site.

### Awareness

Across programmatic display, video and audio media types, our Programmatic media drove 57.8 MM impressions (eyeballs).

Nationally, Homepage Takeovers drove 20.7 MM impressions.

Paid Social across both Facebook/IG and Twitter drove 174 MM impressions to the Plug into the Present site.

Paid Search, a more focused media type, drove 1.1 MM impressions on Google Search and Bing Search.

### Engagement

Programmatic media drove 2.7K engagements across all media types, with display leading all types.

Although not the primary objective, Homepage Takeovers drove 888 onsite engagements.

Facebook/IG and Twitter drove 1.3K engagements on the Plug into the Present site.

Across both Google Search and Bing Search, Paid Search, drove 37.8K engagements.

*HPTOs only ran nationally

Reporting Period, 2/11 – 04/07
Different onsite engagements are spiking for each Channel showing our ads are reaching users at different interest levels

Channel Insights

- For Programmatic, the EV Models button is being engaged with the most
- For Social, the Cost button is being engaged with the most
- For Search, the Locate a Charger button is being engaged with the most

Channel Learnings

- Programmatic is successfully reaching new users who are just starting to learn about EV's
- Social engagers could be more apt to buying an EV and are researching feasibility and price point
- Search is successfully acting as a lower funnel catch-all, hitting users who may be more primed to take action
The Pivot to “Normal Now”

The target audience — people who are unaware of or uninterested in EVs — are slow to accept EVs because they believe they are just too different.

The Solution?

Show the world that electric vehicles are normal now by reminding them of all the other advances that seemed scary at first.
"Normal Now" Website
Delivers on the campaign premise by showing how “websites were weird once too,” taking a retro site and bringing it into the modern age.

The site walks users through the journey of buying an electric vehicle — providing helpful information and resources to answer their questions every step of the way.

Goal
Walk target audience through the journey of buying an EV, answering their questions and sparking desire for an EV along the way. Drive traffic to educational EV resources and organizations.

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Digital Activation Channels

Search
- Google
- Microsoft
- Creative: Text ads

Social
- Facebook
- Instagram
- Twitter
- Creative: Static, Video, GIFs

Digital
- FMC
- CONDÉ NAST
- Bloomberg
- The Washington Post
- Creative: Display, Video

Streaming Audio
- Pandora
- Spotify
- Creative: Audio, Companion Banners
Plug into the Present Examples
Electrify America 2019 Marketing Launch Timeline

2019


Search
Social
Digital
Custom

Units

Mid-Campaign reporting period
With common goals of increasing awareness and driving EV education, our media strategy was to align our tactics for maximum utilization:

- **Programmatic**
  - Drive awareness via high impact activations

- **Social**
  - Generate awareness and engagement on trusted platforms

- **Paid Search**
  - Drive focused onsite engagements
At the local CAL and LIC level, our campaign successfully drove awareness and engagement to the Plug into the Present site.

### Awareness

Across programmatic display, video and audio media types, our Programmatic media drove **44.3 MM** impressions.

Paid Social across both Facebook/IG and Twitter drove **51.2 MM** impressions to the Plug into the Present site.

Paid Search, a more focused media type, drove **780K** impressions on Google Search and Bing Search.

### Engagement

Programmatic media drove **1.8K** engagements across all media types. Similar to National, display leads all types for engagements.

Facebook/IG and Twitter drove **623** engagements on the Plug into the Present site.

Across both Google Search and Bing Search, Paid Search, drove **17.8K** engagements.

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*HPTOs only ran nationally Reporting Period, 2/11 – 04/07*