

April 1, 2022

EBCE Brand Update

Marketing, Regulatory, Legislative Subcommittee



The Evolution of EBCE Brand and Marketing

Initial Brand and Logo Development

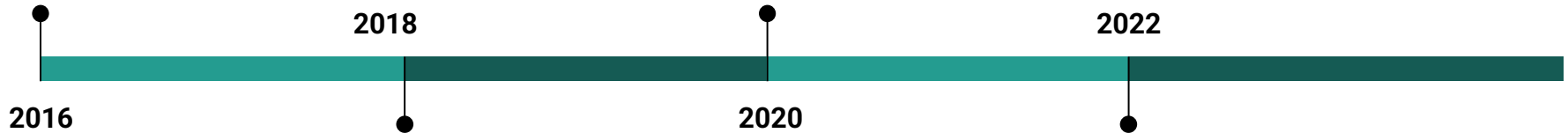
County hired Circlepoint to develop initial website, collateral, and logos.



Updates to Look & Feel

Website update to give a more modern look and feel to the brand. Logo and key messaging remain unchanged.

First customer program offering.



Initial Enrollment and Launch of Service

Enrollment marketing and outreach campaign including customer notifications and key messaging.

Program Marketing with Calls to Action

Multiple programs launched or in planning; requires targeted marketing and specific calls to action.

What we need to overcome...

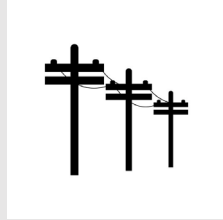
“Utilities customers just want the lights to work. They do not want to be wooed. In fact, **44 percent of energy consumers say they have no interest in interacting at all with energy providers.**”

“Customers give utilities roughly **10 minutes per year**. Wise companies keep it short, simple, elegant and targeted”

"Consumers want the lowest price for the best value. **Utilities are seen by most as a commodity.**"

[Mezger, Simon, Accenture Strategy, “Customer Centricity: Must-Have Or A Waste Of Energy?”, 2017.](#)

Transition from Commodity Brand to Consumer Brand



COMMODITY

- Electricity provider
- Technical
- Educational on process and structure



CONSUMER

- Community services
- Accessible
- Education on ways to help save energy, reduce use of fossil fuels

Next Steps

- Get feedback from the MRL subcommittee (now)
- Update Conceptual Brand Identity & Positioning (Spring)
 - Who are we?
 - Key communication principles
 - Work with expert marketing consultant who did previous work with EBCE in 2021
- Update visual identity (Summer)
 - Brand guidelines
 - Logo
 - Website look, feel, focus
- Feedback & Implementation (Fall)
 - Feedback/Review
 - Apply new brand identity to all consumer-facing channels