

**Ava** Community  
Energy

# Brand Awareness Campaign

MRL

February 2024



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# Campaign Goals & Objectives



Create awareness of the Ava name and the associated benefits of renewable energy among residents, businesses, and organizations in our service areas.

Achieve 80% reach in Ava service areas with 3x frequency.



Create a campaign that is scalable,  
consistent, and impactful across our  
territory.

Collect data for customer insights and  
marketing optimization.



# Audiences



# Ava Audiences



**Arnold**

**The Advocate**

“Energy Pro”

*~25% customer base*



**Samantha**

**The Socially Conscious**

“In-the-Know”

*~25% customer base*



**Frannie**

**The Uninformed**

“Cost-conscious Families”

*~50% customer base*

Sources: InterEthnica, Celery, Forbes, energy.gov, NREL.gov



# Media Objectives, Strategy, and Advertising Channels





# Media objective

- Media is designed to create an understanding of the importance of Ava and green energy

# Media strategy

- Select media that is optimized specifically for Alameda County & Tracy

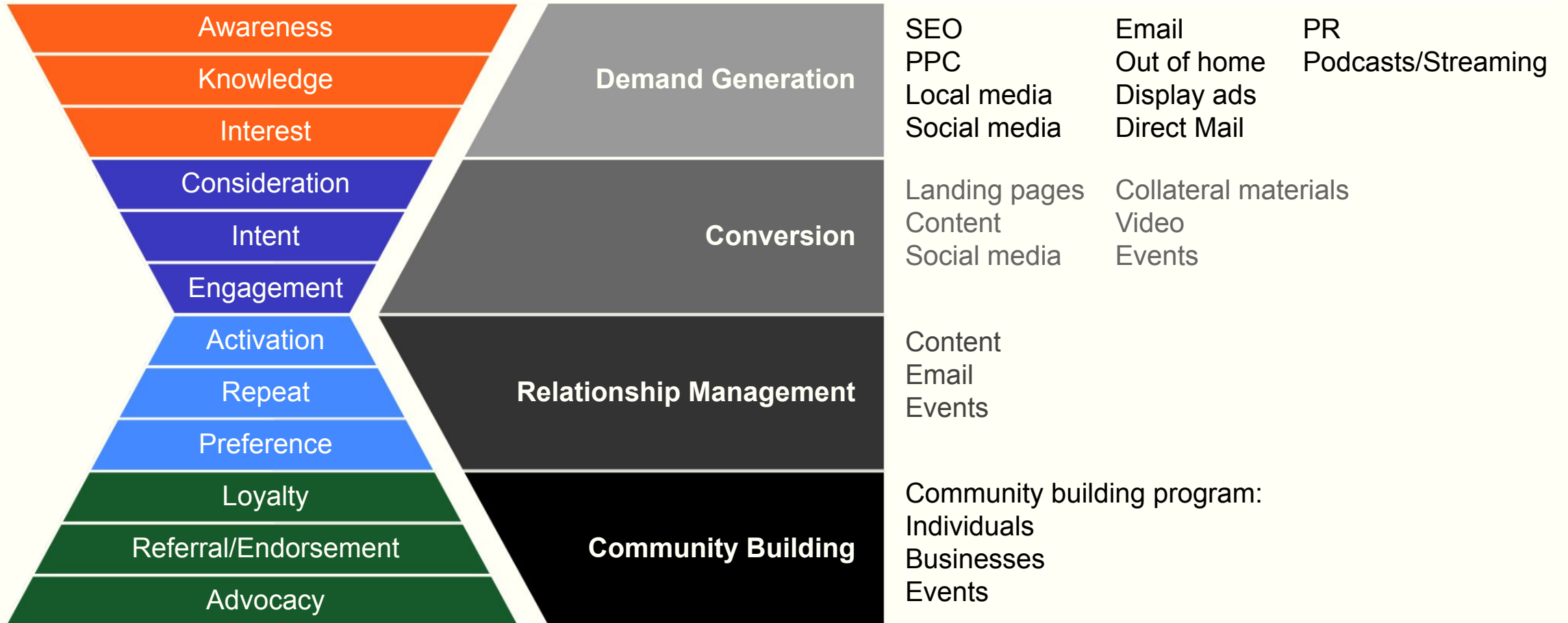
# Media channels

- Heavy concentration on highly flexible media to address market conditions and topic data.



# Ava Marketing Funnel & Advertising Channels

Goal: Awareness and Building Relationships



# Messaging Strategy & Ad Creative



Building on the Brand Voice guidelines, advertising copy is clever, positive, energetic, accessible, and relatable.

We seek to learn what resonates emotionally with creative focusing on pride, optimism, community, and savings.

Ad creative will be tested and optimized during the Introductory Campaign over the next 6 months.

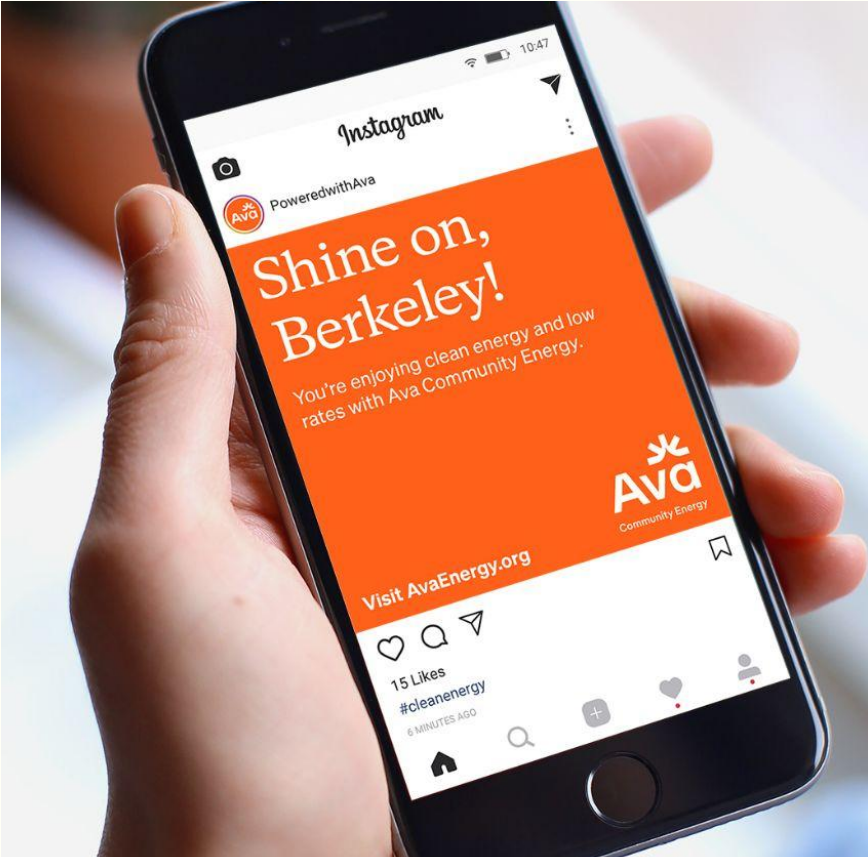


# Advertising Examples

BILLBOARD



SOCIAL

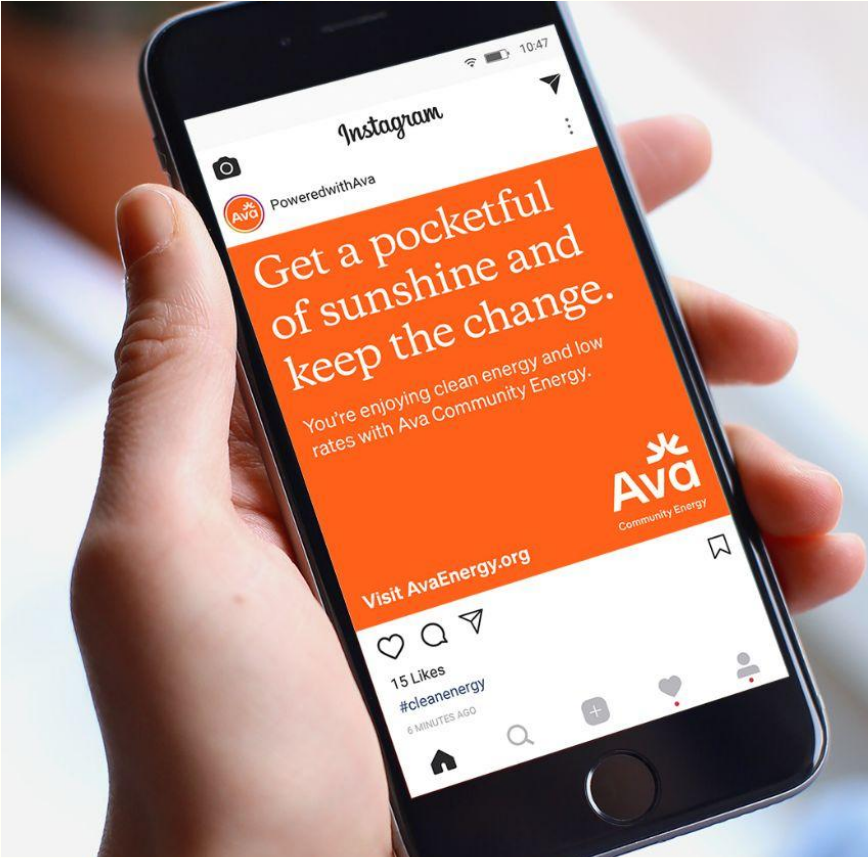


# Advertising Examples

BILLBOARD



SOCIAL

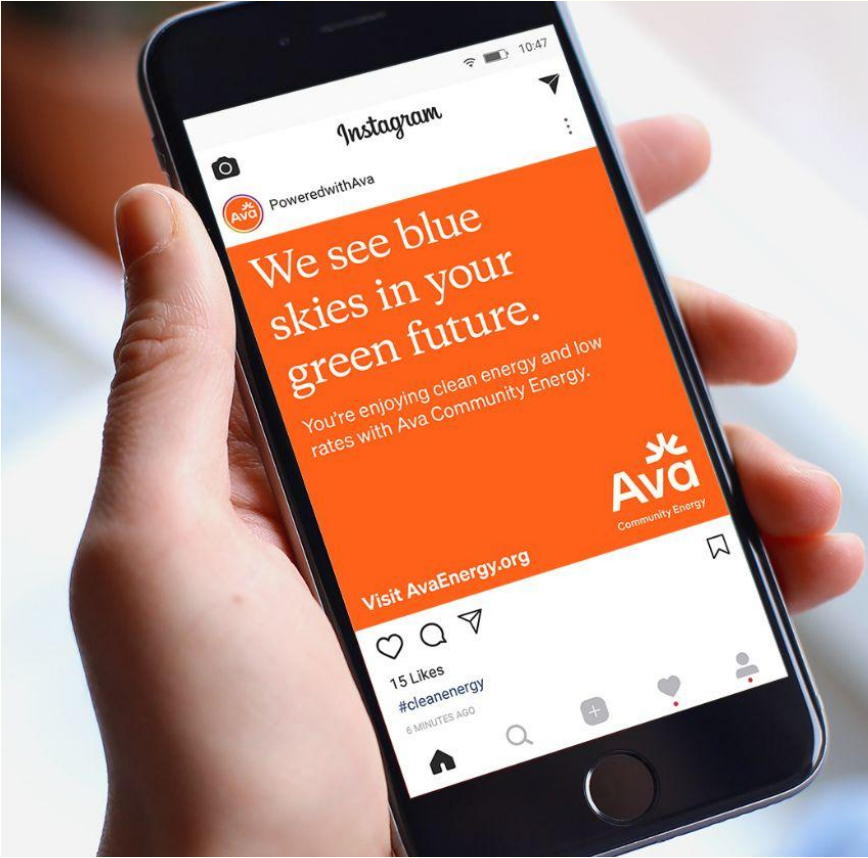


# Advertising Examples

BILLBOARD



SOCIAL



# Timeline & OOH Placements





# Paid and Owned Media Calendar: Months 1–6

		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<b>Paid Media</b>	Topic Intelligence	Prep					
	SEO	Prep					
	PPC	Prep					
	Content Syndication News Media	Prep					
	BANG Digital Ads	Prep					
	BANG Sponsored Content	Prep					
	Streaming Radio	Prep					
	Next Door	Prep					
	OOH/Digital OOH	Prep					
	BART	Prep					
<b>Owned Media</b>	Content						
	Direct Mail						
	Email						
	Organic Social						
	Content Development						

\* New topics will continually replenish the topics focus of communications



# BART



**BART 2-SHEET  
POSTERS**

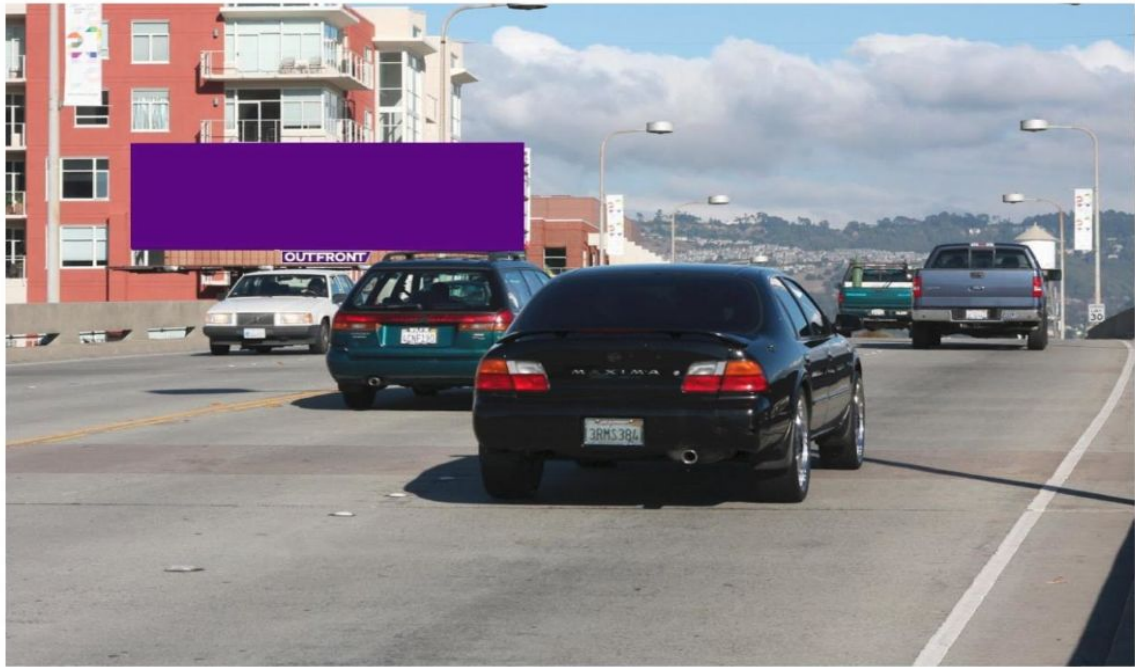
5 Installations at 8 stations across our territory



# OOH Placements

## Emeryville

MARKET **San Francisco** BOARD # **6063-1** ADDRESS **Powell St E/O Peladeau N/S F/W**



## Berkeley

MARKET **San Francisco** BOARD # **2661-1** ADDRESS **University 100 ft E/O Milvia N/S F/SW**



# OOH Placements

## West Oakland

MARKET: San Francisco  
BOARD #: 1652-1  
ADDRESS: Webster 100 ft N/O 14th W/S F/E



## West Oakland

MARKET: San Francisco  
BOARD #: 1654-2  
ADDRESS: Piedmont & 41st E/S F/NW



# OOH Placements

## San Leandro

MARKET **San Francisco** BOARD # **2740-1** ADDRESS **Marina Blvd 500 ft W/O San Leandro Blvd S/S F/W**



## Hayward

MARKET **San Francisco** BOARD # **6099-1** ADDRESS **Foothill Blvd & C St NE/S F/S**



# OOH Placements

## Tracy

MARKET  
**Sacramento**

BOARD #  
**66114A**

ADDRESS  
**11Th Street 1420.00 ft E/O Kasson Rd., Tracy S/S F/W**



# Digital OOH

MARKET  
San Francisco

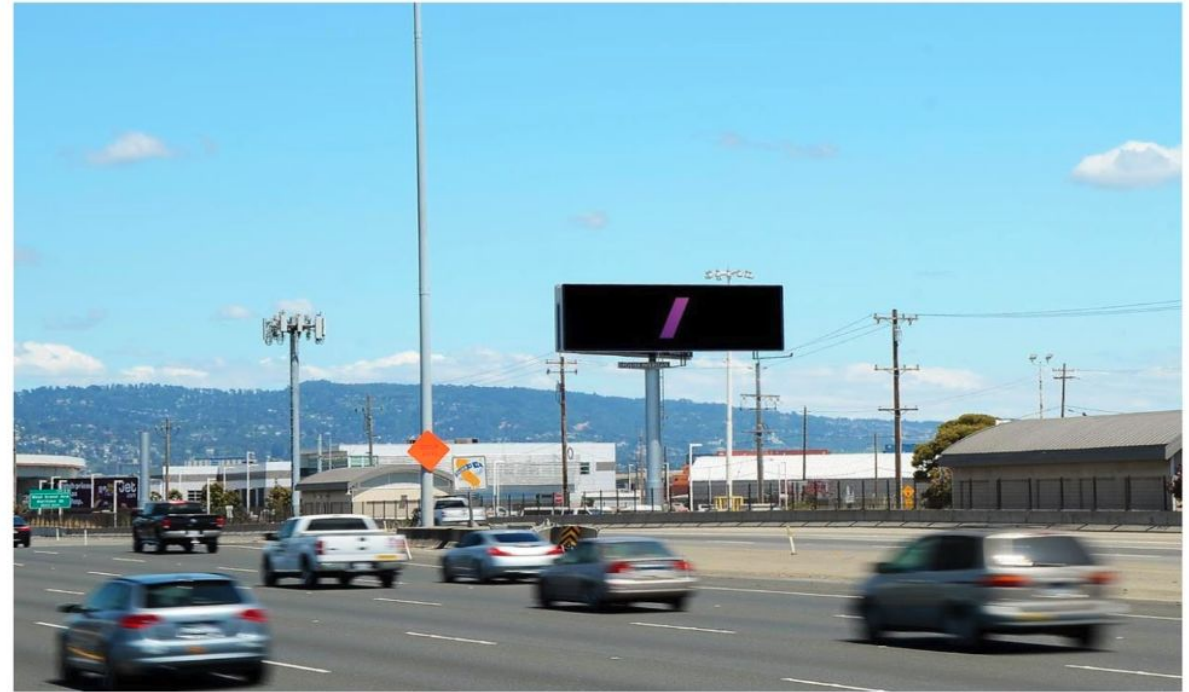
BOARD # ADDRESS  
COL1001 Digital The Headliner - I-880 .5 mi N/O Hegenberger % F/S



Coliseum

MARKET  
San Francisco

BOARD # ADDRESS  
BB1006 Digital Bay Bridge & Toll Plaza F/W



Bay Bridge Toll Plaza



# Next Steps





# Next Steps

2/21 - Consent Item at BOD Meeting

2/26 - Campaign in Market

4/19 - Update and insights at April MRL



# Thank you!



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