

# Ava Awareness Advertising Campaign

MRL Update

19 April 2024



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46 Metrics to Date



# Recap: Goals and Schedule



# Campaign Goals & Objectives

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

- Achieve 80% reach in Ava service area with 3x frequency
- Create a campaign that is scalable, consistent and impactful across our territory
- Collect data for customer insights and marketing optimization



# 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            |         |         |         |         |         |         |



# Sample Placements



# Out of Home



**LOCATION**

Oakland

Webster 100 ft N/O

14th W/S F/E





**LOCATION**

Oakland/Piedmont

Piedmont

41st St E/S F/NW



**LOCATION**

Berkeley

University 100 ft E/O

Milvia N/S F/SW



**LOCATION**

Emeryville

5800 Shellmound Street



**LOCATION**

Oakland

E 12Th St  
14Th Ave F/S



**LOCATION**

West Oakland

Telegraph Ave & 42Nd St  
F/S



**LOCATION**

Hayward

Foothill Blvd C St  
NE/S F/S



**LOCATION**

Tracy

11th St 1420.00 ft E/O

Kasson Rd Tracy S/S F/W



**LOCATION**

San Leandro

Marina Blvd 500 ft W/O

San Leandro Blvd

S/S F/W





# BART



**LOCATION**

19th Street Lobby

3 ads



**LOCATION**

Bayfair Platform & Lobby



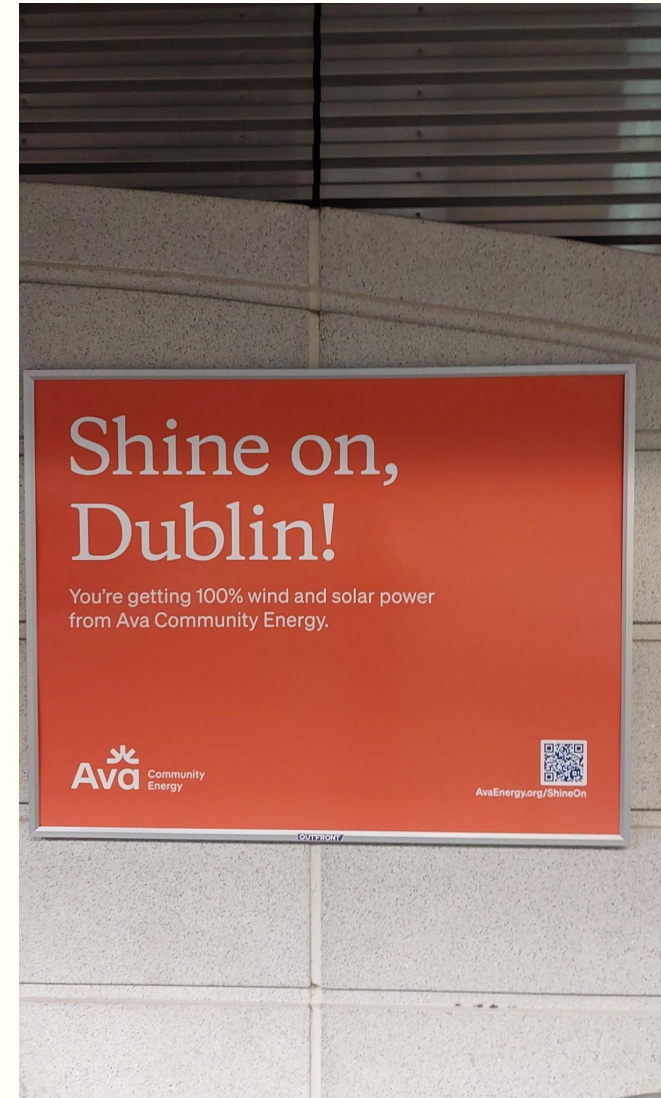
**LOCATION**

Downtown Berkeley  
Lobby



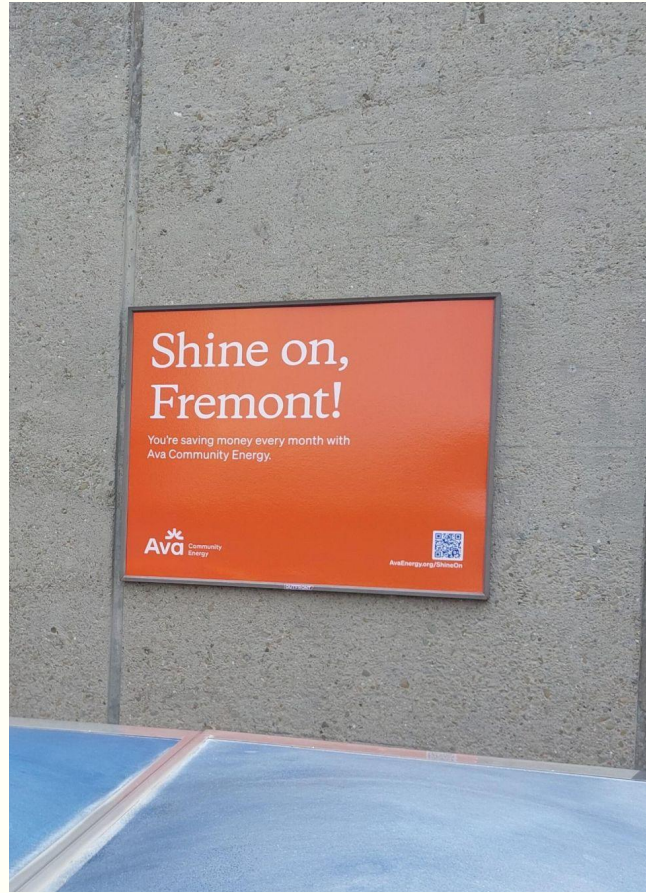
**LOCATION**

Dublin-Pleasanton  
Downstairs Lobby



**LOCATION**

Fremont Lobby &  
Platform



**LOCATION**

Fruitvale Lobby

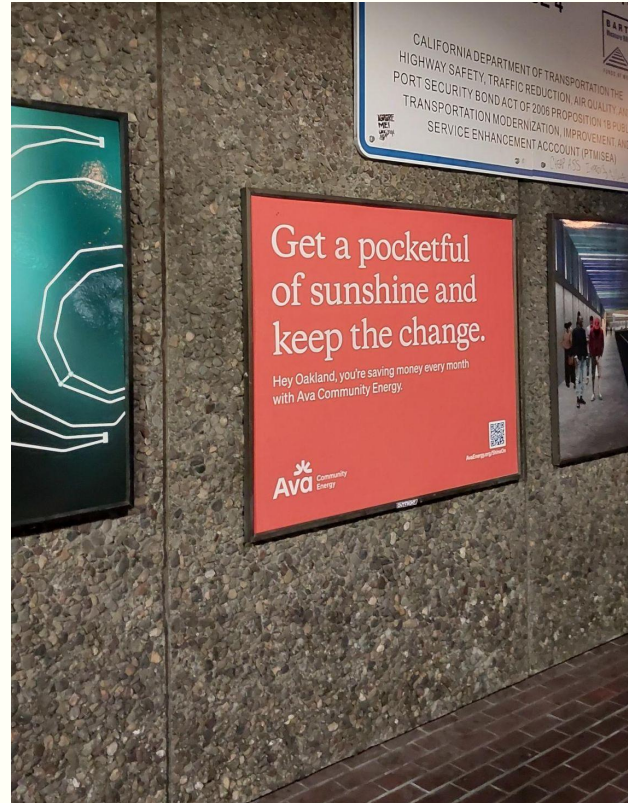


**LOCATION**  
Hayward Lobby





**LOCATION**  
MacArthur Lobby



**LOCATION**

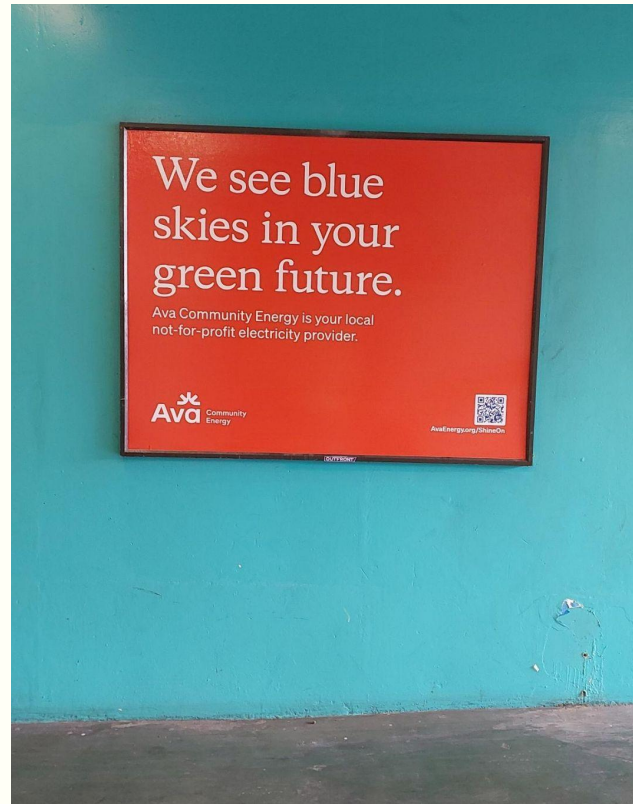
Oakland 12th  
Mezzanine Level 2

3 ads



**LOCATION**

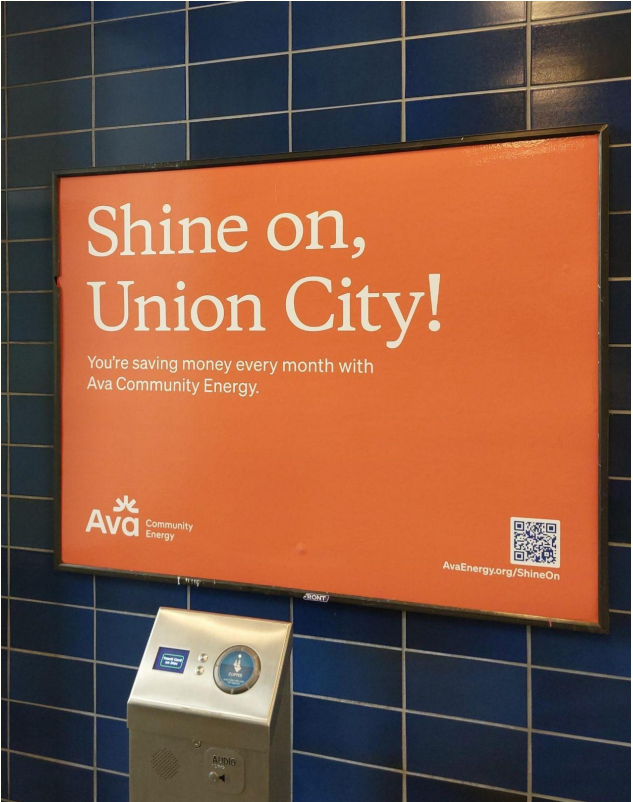
Oakland Coliseum Lobby  
& Rail Platform



**LOCATION**  
Rockridge Lobby



**LOCATION**  
Union City Lobby



**LOCATION**

West Dublin Lobby



# Nextdoor



LOCATION  
Nextdoor Ads


# Creatives

Build Creative



Q Search

| Name  | Status   | Date created | Placement        | Creative type | Impressions | Clicks | Ctr   |
|---|----------|--------------|------------------|---------------|-------------|--------|-------|
| <input type="checkbox"/> My Creative 17110580 39337 | Approved | Mar 21, 2024 | Right-hand rail  | Image         | 2179        | 0      | 0.00% |
| <input type="checkbox"/> My Creative 17110580 39337 | Approved | Mar 21, 2024 | For Sale & Fr... | Image         | 11796       | 15     | 0.13% |
| <input type="checkbox"/> My Creative 17110580 39337 | Approved | Mar 21, 2024 | Newsfeed         | Image         | 17150       | 44     | 0.26% |

 **Ava Community Energy**  
Sponsored

**We are Ava Community Energy, your not-for-profit electricity provider!**

Do you live in Alameda County or the city of Tracy? If so, you're almost certainly an Ava ... See more

**We see blue skies in your green future.**

Ava Community Energy is your local not-for-profit electricity provider.

Learn more about Ava and clean energy [Learn more](#)

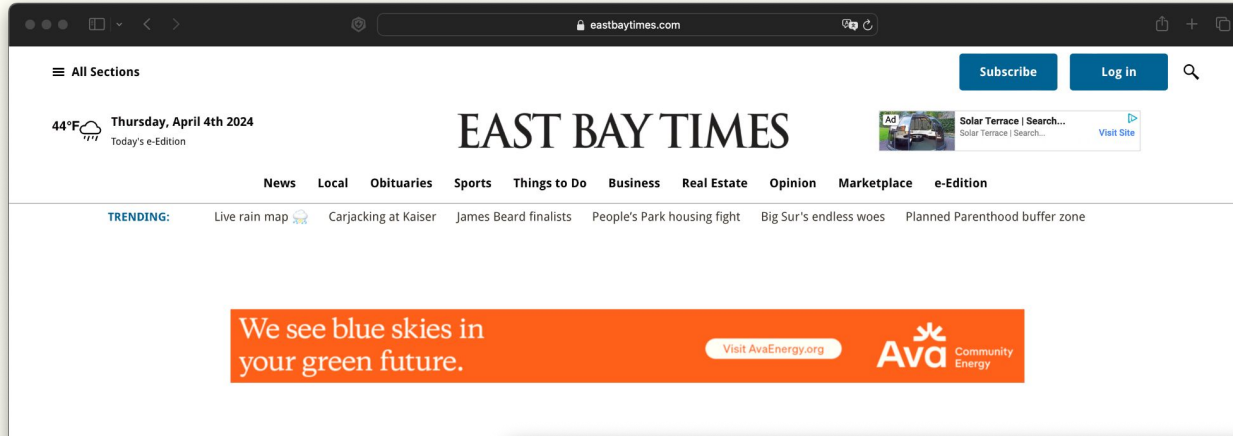




# Bay Area News Group (BANG)



# LOCATION BANG

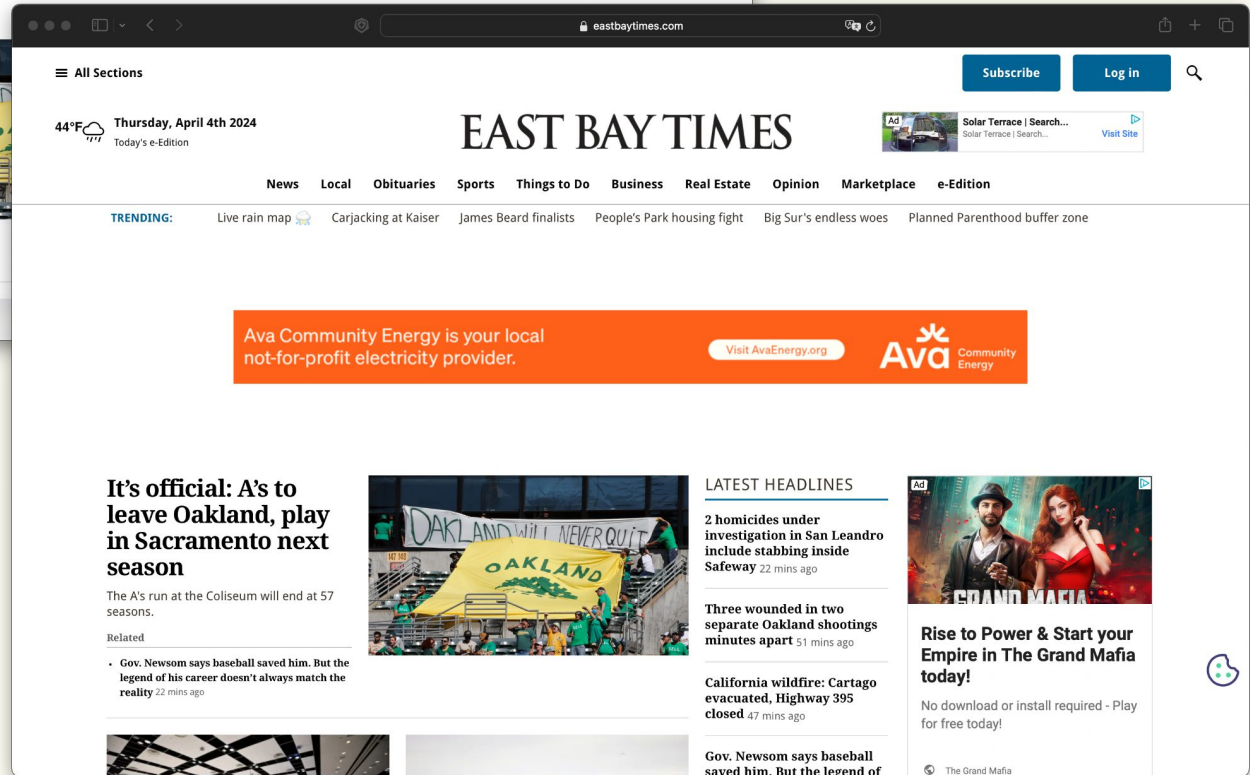
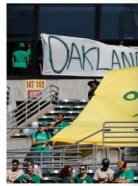


## It's official: A's to leave Oakland, play in Sacramento next season

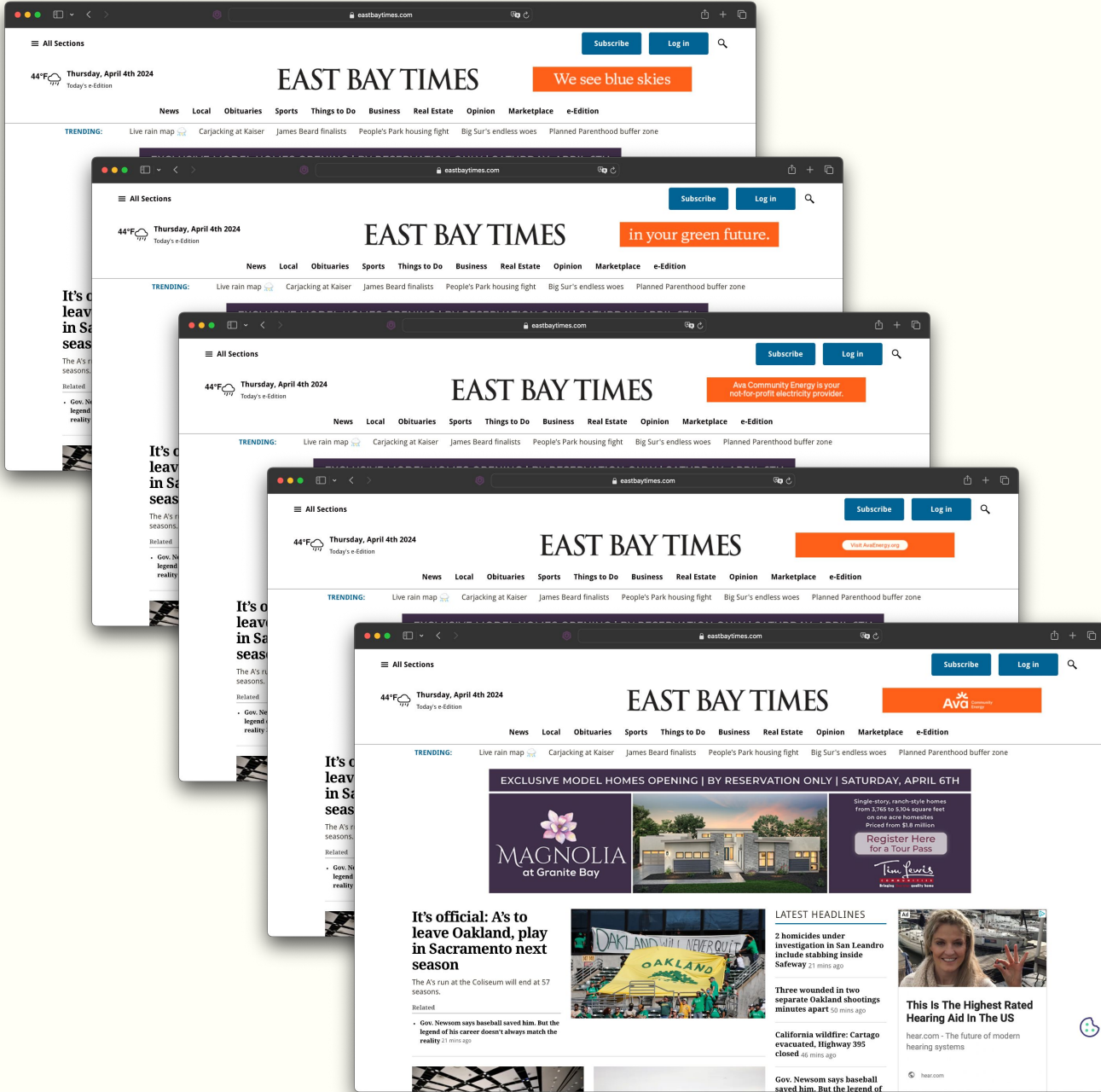
The A's run at the Coliseum will end at 57 seasons.

Related

- Gov. Newsom says baseball saved him. But the legend of his career doesn't always match the reality 22 mins ago



# LOCATION BANG



# Meta / Social



**LOCATION**  
Meta/Social

We see blue  
skies in your  
green future.

Ava Community Energy is your local  
not-for-profit electricity provider.

Visit [AvaEnergy.org](http://AvaEnergy.org)



Shine on,  
Albany!

You're getting 100% wind and solar power  
from Ava Community Energy.

Visit [AvaEnergy.org](http://AvaEnergy.org)



Shine on,  
Ashland!

You're saving money every month with  
Ava Community Energy.

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Shine on,  
Berkeley!

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Castro Valley!

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Ava Community Energy.

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Shine on,  
Cherryland!

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**LOCATION**  
Meta/Social

# Shine on, Dublin!

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# Shine on, Emeryville!

You're getting 100% wind and solar power from Ava Community Energy.

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# Shine on, Fairview!

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# Shine on, Fremont!

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Visit [AvaEnergy.org](http://AvaEnergy.org)



# Shine on, Hayward!

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# Shine on, Livermore!

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Visit [AvaEnergy.org](http://AvaEnergy.org)



**LOCATION**  
Meta/Social

# Shine on, Newark!

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# Shine on, Oakland!

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# Shine on, Piedmont!

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# Shine on, Pleasanton!

You're getting 100% wind and solar power  
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# Shine on, San Leandro!

You're getting 100% wind and solar power  
from Ava Community Energy.

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# Shine on, San Lorenzo!

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Ava Community Energy.

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**LOCATION**  
Meta/Social

# Shine on, Sunol!

You're saving money every month with  
Ava Community Energy.

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# Shine on, Tracy!

You're saving money every month with  
Ava Community Energy.

Visit [AvaEnergy.org](http://AvaEnergy.org)



# Shine on, Union City!

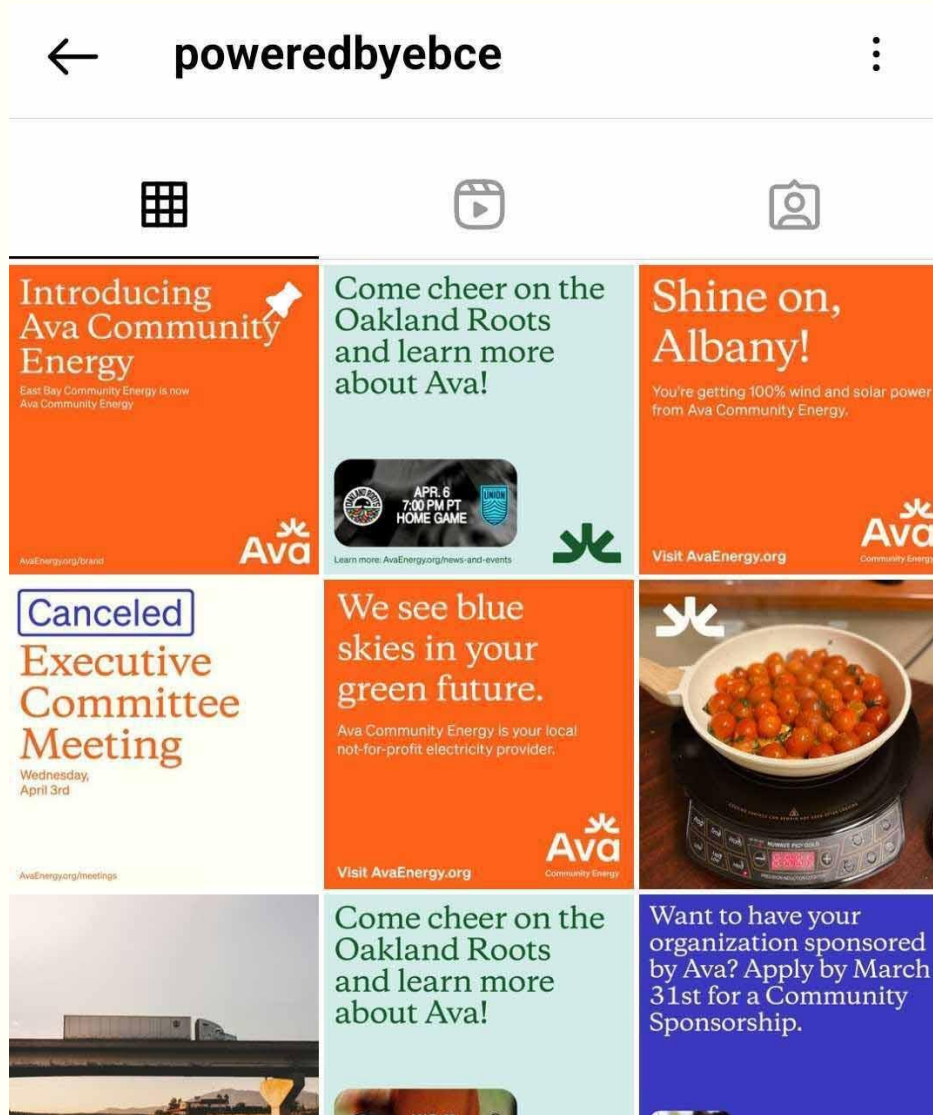
You're saving money every month with  
Ava Community Energy.

Visit [AvaEnergy.org](http://AvaEnergy.org)





LOCATION  
Meta/Social



# Pay Per Click (PPC)



**LOCATION**  
Google

● Incentive Finder - TI Search > ● Broad Match

Welcome to Ava | Go Green & Find your reward | Energy Savings Programs  
[Ad incentives.avaenergy.org](https://incentives.avaenergy.org)

---

Ava's Bright Choice service saves customers 5% on electricity each month. Ava Community Energy helps to make your home and transportation greener.  
[EBCE Is Now Ava! \(About\)](#)  
[Get an Induction Cooktop](#)  
[Contact Us](#)  
[Community Meetings](#)

● EBCE Is Now Ava - TI Search > ● Ad group 1

Ava Community Energy | EBCE Is Now Ava | Serving Your Community  
[Ad www.avaenergy.org](https://www.avaenergy.org)

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Ava is leading the transition to clean power. Ava's Renewable 100 service is sourced from 100% California wind and solar electricity.  
[Rates](#)  
[About Us](#)  
[Our Team](#)  
[Job Opportunities](#)



Coming Soon



# Upcoming Tactics



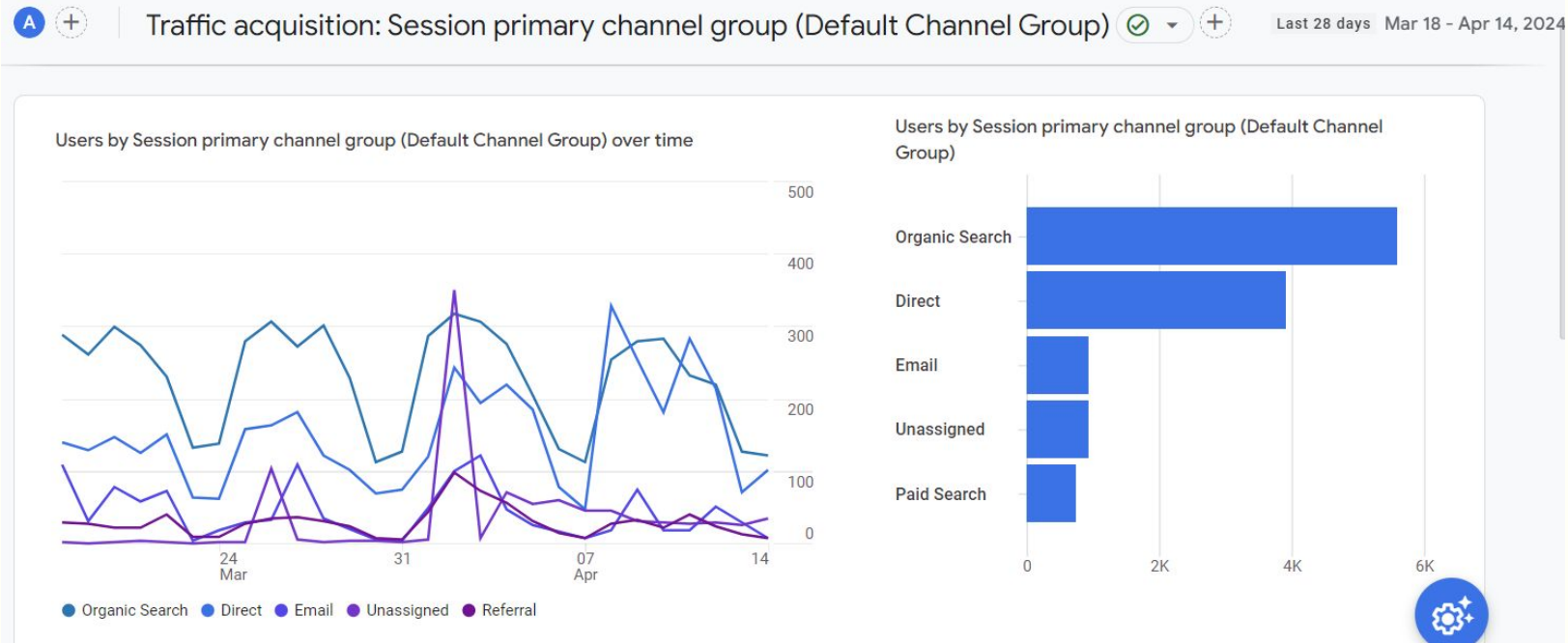
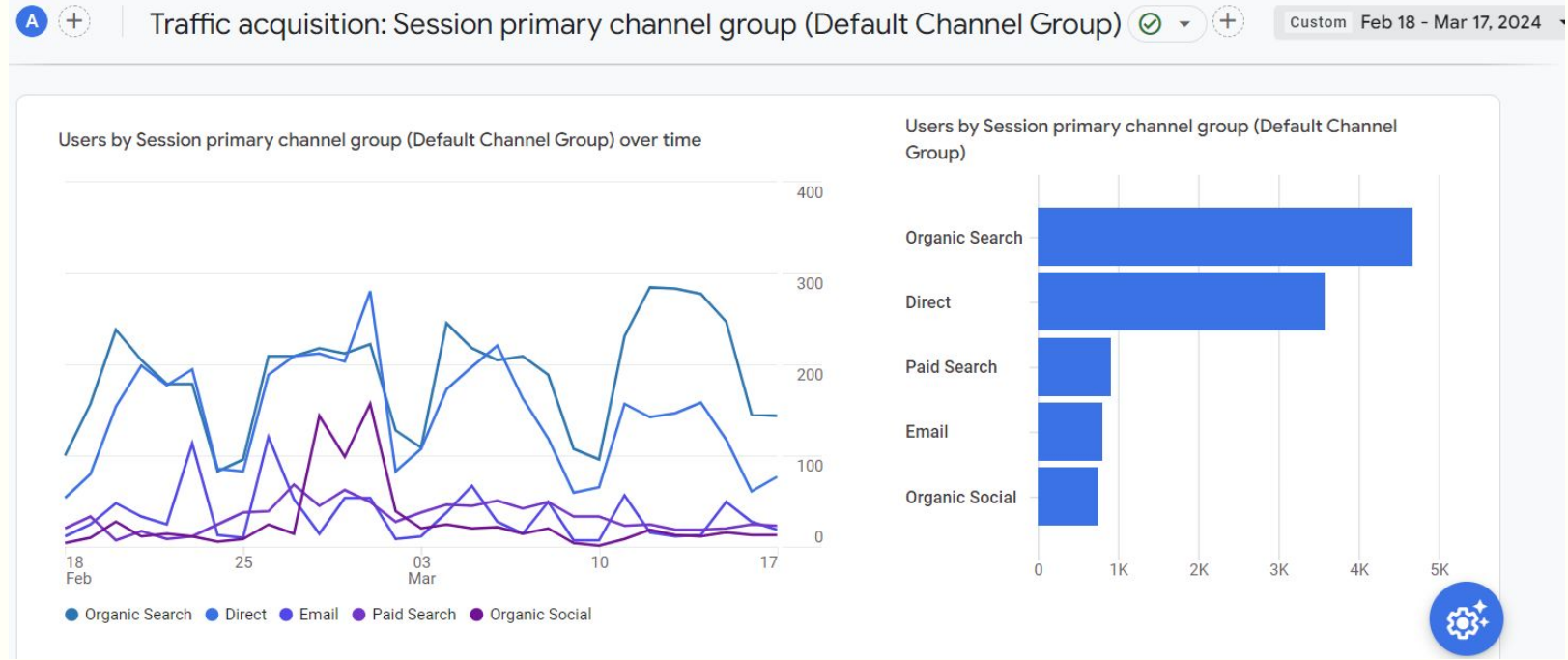
/ Content Syndication



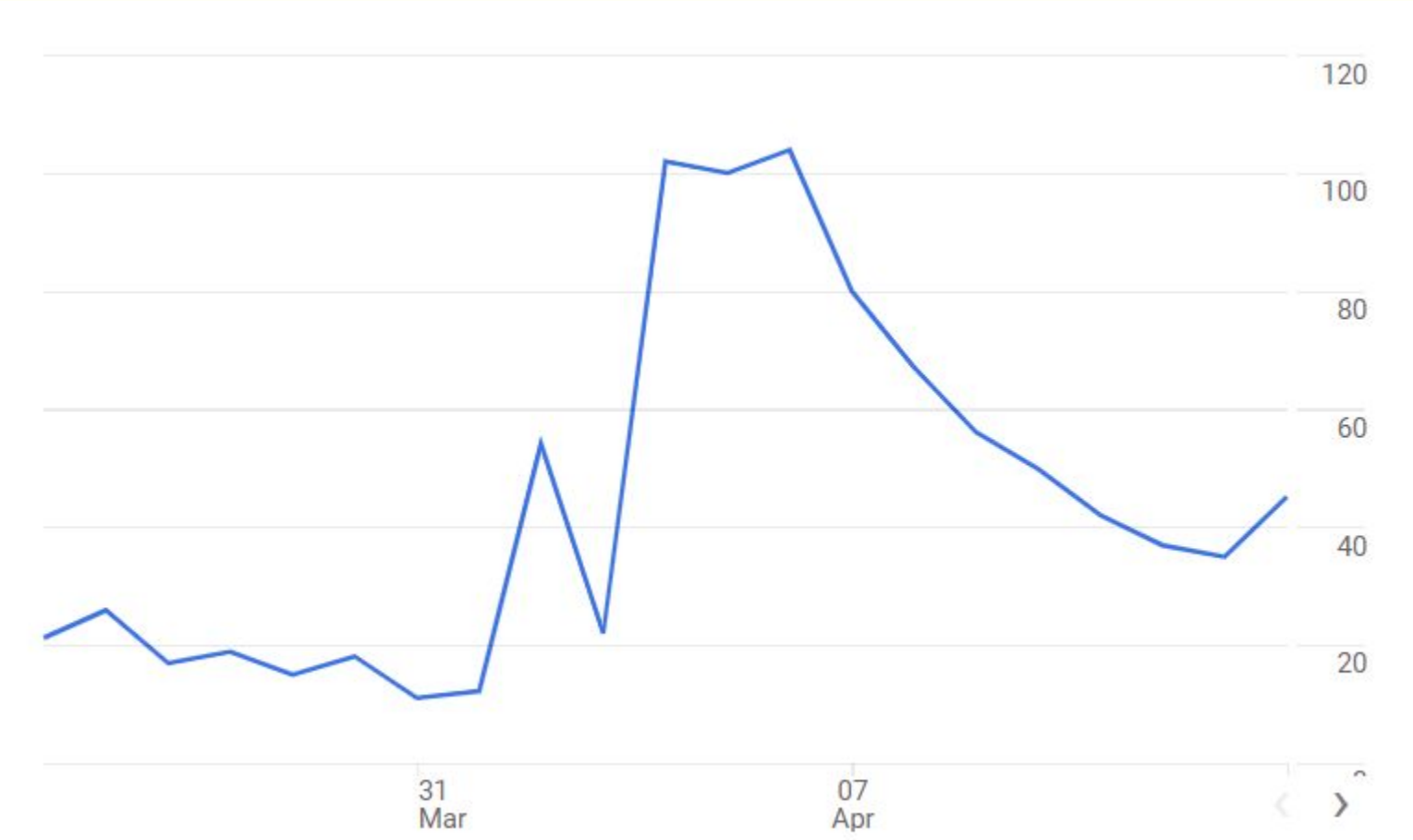
# Metrics to Date



# Organic Search Traffic Up Since Campaign Launch



# AvaEnergy.Org Page Views Since Campaign Launch





# Campaign Landing Page Ranks Highly

Pages and screens: Page path and screen class ✓ + Custom Mar 25 - Apr 14, 2024 📊 🔗 📈 ✎

|   | Page path and screen class <span>▼</span> <span>+</span> | ↓ <u>Views</u>                 | <u>Users</u>                   | <u>Views per user</u> | <u>Average engagement time</u> | <u>Event count</u><br>All events <span>▼</span> | <u>Key events</u><br>All events <span>▼</span> |
|---|--|--------------------------------|--------------------------------|-----------------------|--------------------------------|---|--|
|   |  | <b>34,530</b><br>100% of total | <b>10,823</b><br>100% of total | <b>3.19</b><br>Avg 0% | <b>1m 14s</b><br>Avg 0%        | <b>92,000</b><br>100% of total                  | <b>0.00</b>                                    |
| 1 | /  | 16,388                         | 4,110                          | 3.99                  | 1m 08s                         | 30,660  | 0.00   |
| 2 | /pge-2024-rate-increases-explained/                      | 1,849                          | 1,554                          | 1.19                  | 53s                            | 6,678   | 0.00   |
| 3 | /job-opportunities/                                      | 1,172                          | 876                            | 1.34                  | 46s                            | 4,222   | 0.00   |
| 4 | /understand-your-bill/                                   | 1,018                          | 811                            | 1.26                  | 51s                            | 3,538   | 0.00   |
| 5 | /shineon/  | 933                            | 757                            | 1.23                  | 5s                             | 2,784   | 0.00   |



# Thank you!



Online

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Phone

+1 833.699.3223

Email

[customer-support@AvaEnergy.org](mailto:customer-support@AvaEnergy.org)

Social

PoweredWithAva