



Scope of Work Energy Conservation Awareness Campaign Fort Collins Utilities

July 20, 2004

Prepared by ISIS Public Relations & Marketing

Background:

In March 2003, Fort Collins City Council adopted a new Electric Energy Supply Policy, which aims to maintain high system reliability and competitive electric rates while reducing the environmental impact of electricity generation.

To carry out the policy, Fort Collins Utilities will provide a wide array of energy programs and services to help customers manage their energy use and reduce bills. To develop effective conservation programs and build community participation, FCU conducted research and gathered feedback on customer preferences related to energy conservation awareness/support.

The results of FCU's customer research also will help guide an energy conservation awareness campaign directed to commercial and residential customers. ISIS Public Relations & Marketing, Inc. has been asked to help develop the overall campaign strategy, messaging, graphic look for promotional/educational materials and advertising focus.

Scope of Work:

1. **Develop a written campaign strategy that will:**
 - set the tone and direction of the campaign
 - target residents and small businesses
 - identify ways to debunk energy conservation "myths"
 - offer recommendations on how to position Energy Star as a more desired priority among residents
 - suggest broad strategies for product marketing campaigns for refrigerators/freezers; compact fluorescent and lighting
 - Cost: \$6,000 (40 hrs.)
 - Completion Date: 4th week of August

2. **Develop overall "key messages" for campaign that can be incorporated into all communication vehicles, including Web site, promotional/educational print materials, advertising, announcements, news releases, letters to the editor, etc.**

Includes:

 - research similar campaigns/current Utilities energy conservation programs
 - develop several messages
 - present messages to John and Patty, etc.
 - refine and finalize messages
 - Cost: \$ 2,400 (16 hrs.)
 - Completion Date: 4th week of August

3. **Develop “tag line” for campaign that will serve as an easy-to-remember “call to action” for commercial and residential customers. Includes:**
 - research
 - creating several potential tags
 - test-marketing tags
 - refining and finalizing tag
 - Cost: \$3,600 (24 hours)
 - Completion Date:
 - Potential tags, 1st week of August
 - Test-marketing, refinement, final tag, 2nd week of August

4. **Develop a “family look” for campaign materials, which will maintain consistency, focus and identify for the campaign. Includes:**
 - working with designer to develop and apply design comps
 - presentation of design comps
 - working with designer to refine design comps
 - securing approval for final design/applications
 - Cost: \$6,000 (40 hrs.)
 - Completion Date:
 - Design comps, 2nd week of August
 - Meeting with John and Patty, etc. to present and discuss comps, 2nd week of August
 - Finalizing and receiving approval of design, 3rd week of August
 - Working with designer to create first pieces of campaign literature, 4th week of August

5. **Develop an advertising campaign for print/broadcast media (and FCU direct mail) that will carry and reinforce the overall campaign message. Includes:**
 - developing content for print and broadcast ads/PSAs
 - working with designer to develop ad comps
 - presentation of ad comps
 - working with designer to refine ad comps
 - securing approval for final ads
 - creating advertising schedule
 - Cost: \$6,000 (40 hrs.)
 - Completion Date: 4th week of September

6. **Provide counsel as needed regarding campaign implementation, media relations, issues management, etc.**
 - Cost: \$150/hr.
 - Completion Date: Ongoing throughout campaign

Total Estimated Cost: \$24,000 (excluding hrly rate for advising)