



The Hydrogen Education Foundation's Public Outreach Program

Summary



Organization

- Led initially by Hydrogen Education Foundation staff
 - Who is the HEF? The charitable, 501(C)3, education-focused arm of the National Hydrogen Association
- Guided now by our **Steering Committee** -- communications professionals from sponsoring companies
- Developed with and supported by **a professional marketing firm, Zocalo Group**, selected because of its record of success with Word of Mouth marketing
 - *Thank you Zocalo Group for much of the content of this presentation!*

Steering Committee



TOYOTA



Shell Hydrogen



DAIMLERCHRYSLER



HONDA
The Power of Dreams

BALLARD[®]



SOUTH CAROLINA HYDROGEN
AND FUEL CELL ALLIANCE



Building Awareness and
Understanding for Hydrogen
Background & Strategy





Overview

- Much discussion about alternative energy, including hydrogen; however, most vocal voices for hydrogen are those of critics
- There's a distinct lack of understanding despite nearly unanimous support for alternative energy
 - Conflicting, complicated information
 - Need to simplify, clarify
- Hydrogen has been replaced in the public mindset, and skepticism has increased after failed promises/unmet expectations
- Hydrogen is a concept that people do not grasp; it's “an element” they can't identify with, and therefore can't support

“Keep It Simple Stupid.”

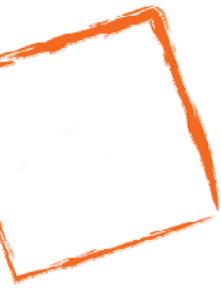
(and realistic!)

K.I.S.S.A.R.?



Overarching Objectives

- Increase broad-based understanding, acceptance and support for hydrogen
- Use words and concepts anyone can understand and relate to.
- Build realistic expectations for hydrogen products and development
- Position hydrogen as an important part of the energy mix



The Marketing Dilemma

Traditional Marketing Becoming Less Effective

- People suffer from information overload
 - “Over-choice”
 - Advertising and marketing clutter
 - Need for “informed shortcuts”
- Increased lack of trust in institutions, product claims and paid messages
- Increased connectivity with friends, families and informed opinions

Nearly 70% of all American consumers say they are interested in ways to block, skip or opt out of being exposed to advertising and traditional marketing — Yankelovich Partners



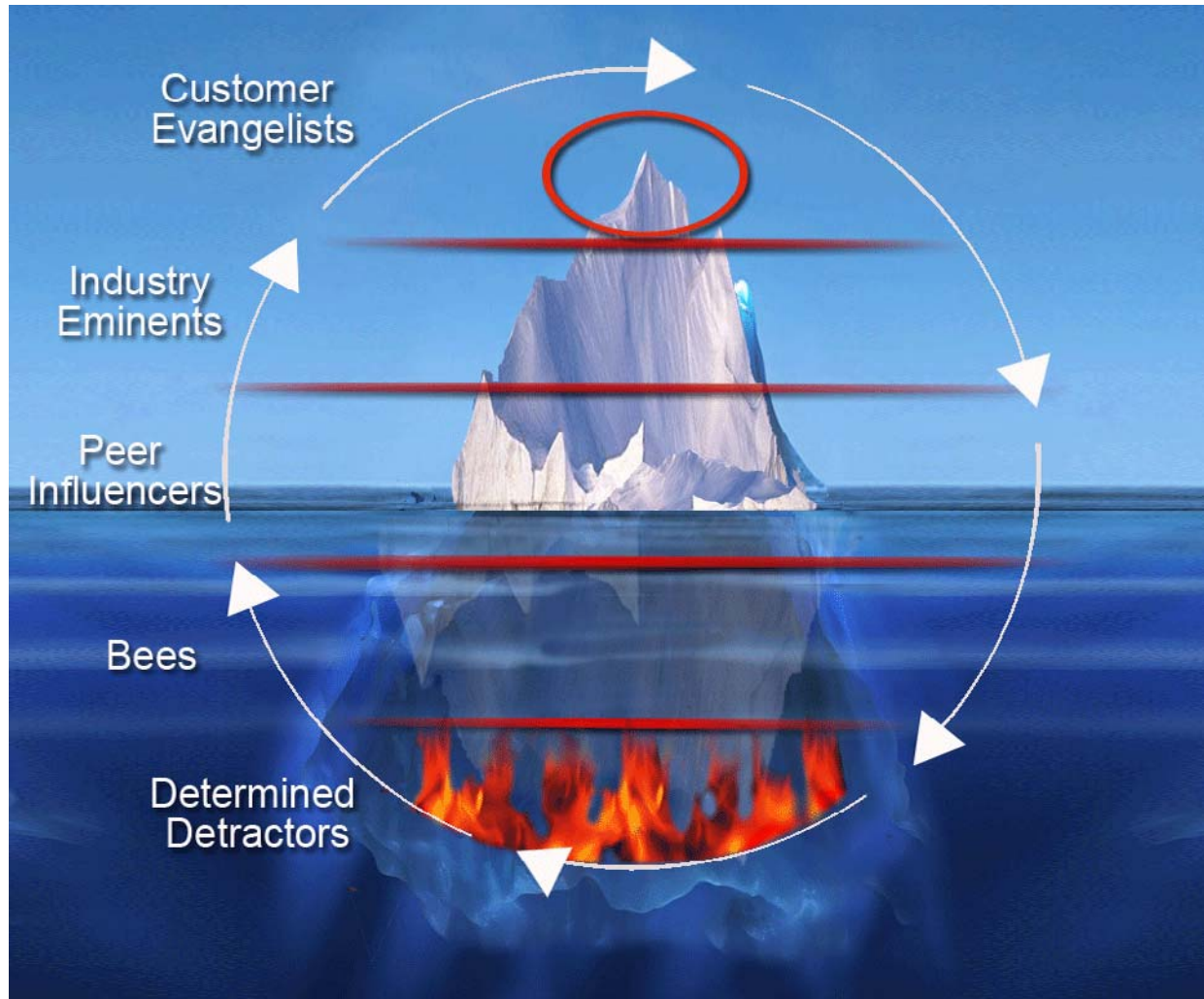
The Power of Word of Mouth & “Customer Evangelism”

- Word of Mouth (WOM) can overcome traditional marketing limitations, information overload and consumer/customer control
- Increased recognition and benefits
 - 92% of Americans rate WOM of friends, family, others among best source of ideas and information (advertising 48%, editorial 42%)
 - 85% of U.S. marketing execs plan to incorporate WOM, customer evangelism and blogs into their marketing mix – *CMO Magazine Survey*
 - **WOM ranked as #1 driver (48.3%) of directly influencing a technology or services purchase decision in past 12 months (CNET Business Network)**

“Most marketers say their only true effort toward word of mouth marketing is hoping their e-mail newsletter gets passed along to a few more people.”

- CNET Business, August 2006

The Influence and Word of Mouth Continuum





Defining the Ecosystem

Customer Evangelists

Customers who are *positively* passionate about a product or company to the point of sharing their experiences

Industry Eminent

100-300 individuals who are true leading voices and thought leaders in a particular industry

Peer Influencers

The one person in ten—by category—who impacts the perceptions and buying behaviors of friends, colleagues, family and others

Bees

Mass market “buzz creators” on lookout for next great thing—and enjoy being in the know—until the next hot thing comes. Provides “15 minutes of fame”

Determined Detractors

Individuals—hear me, reputation terrorists or reputation destroyers—who are increasingly strident in their opposition to a product or company

Building Awareness and
Understanding for Hydrogen
Program Strategy





Integrated communications
program targeting:

- Industry Eminentes
- Media
- Bloggers

Objectives:

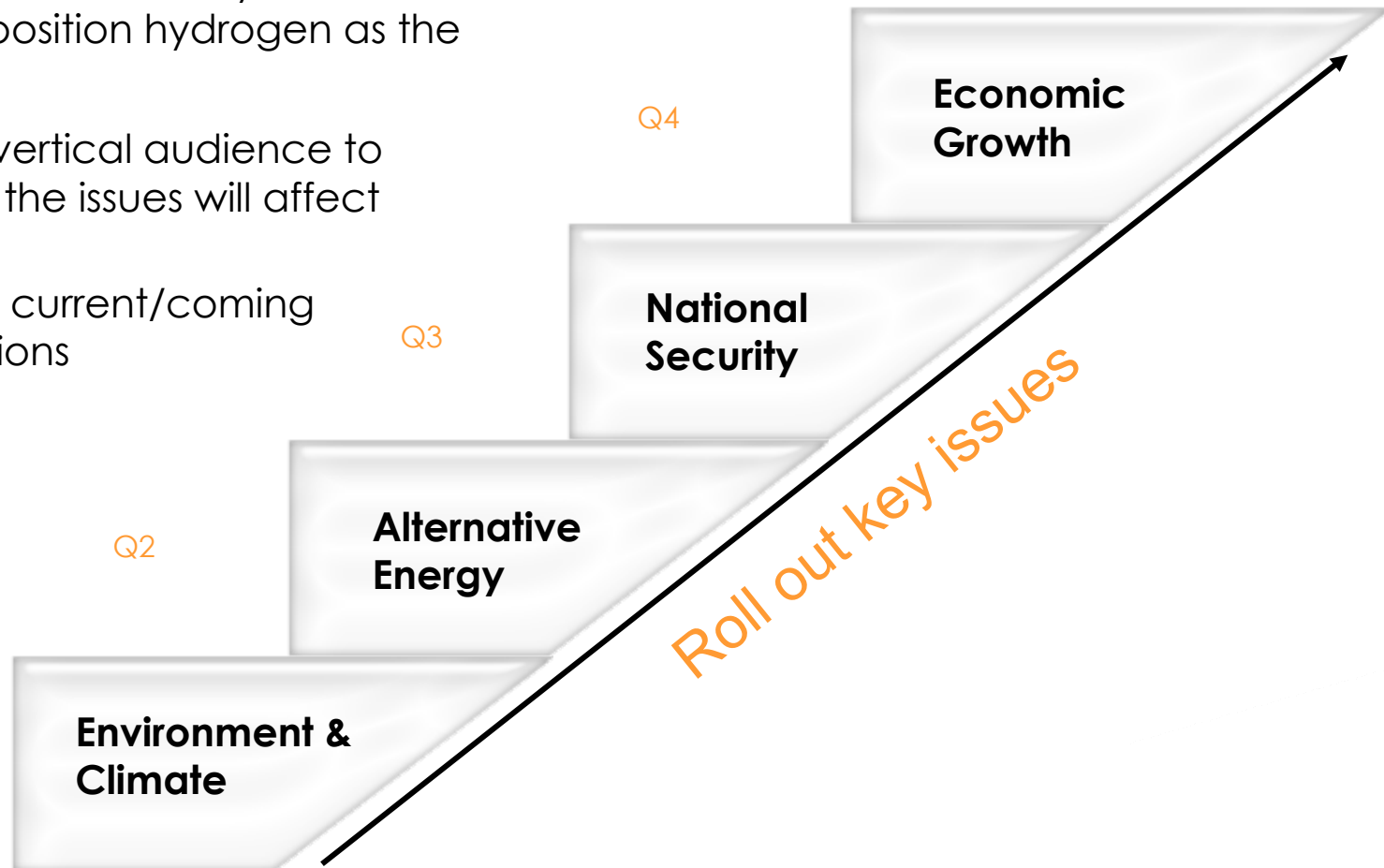
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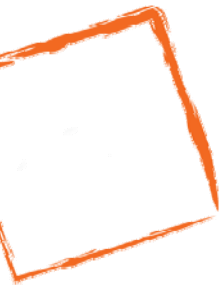
What Success Looks like:

- We know we have elevated visibility and awareness using several metrics across media, Internet and direct response
- Perception of hydrogen by majority is positive, with realistic expectations
- *Hindenburg* association is replaced by positive association
- People answer “yes” when asked if they understand hydrogen

Proactive Issue Platforms

- > Must diffuse the debate and controversy; introduce key issues that we identify and position hydrogen as the lynchpin
- > Target each vertical audience to illustrate how the issues will affect industry
 - Highlight current/coming applications





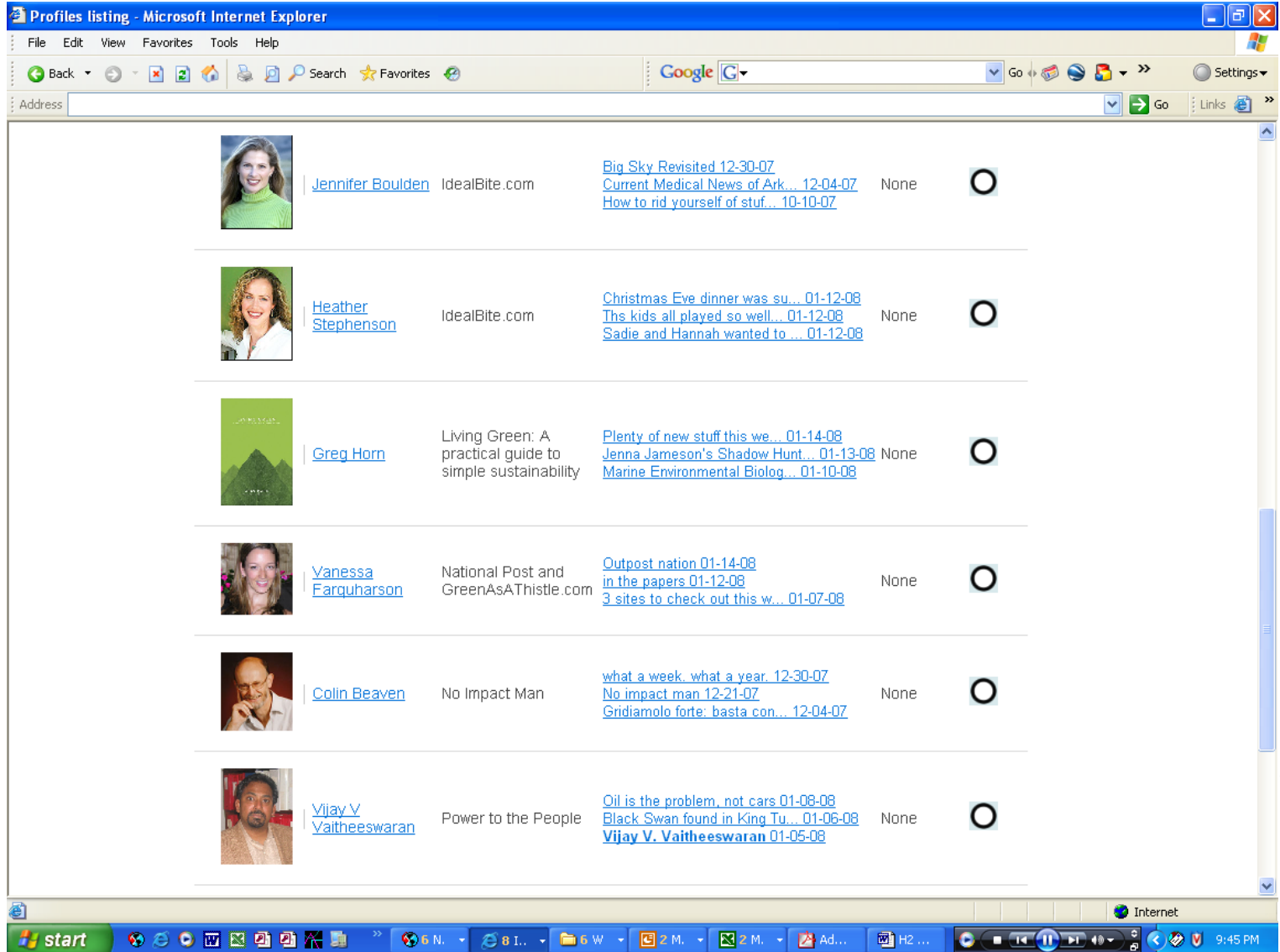
Influencer Engagement

Industry Eminent







- 253 Eminent Identified
- Scored on relevance, involvement, tonality, reputation, visibility, reach and accessibility
- Personalized approach to (re)connect with identified Industry Eminent to:
 - Introduce H2 & You initiative
 - Gather feedback and support
 - Gain insights into opportunities, concerns, trends and market issues
 - Set stage for ongoing interaction and communications
- One-on-one interactions designed to encourage two-way dialogue
 - Phone calls; e-mails; formal letters of introduction; in-person meetings when possible

Influencer Engagement

Tracking through online dashboard



The screenshot shows a Microsoft Internet Explorer browser window titled "Profiles listing - Microsoft Internet Explorer". The address bar is empty. The main content area displays a list of six influencers, each with a profile picture, name, website, recent article links, and an engagement status (radio button).

Profile Picture	Name	Website	Recent Article Links	Engagement Status
	Jennifer Boulden	IdealBite.com	Big Sky Revisited 12-30-07 Current Medical News of Ark... 12-04-07 How to rid yourself of stuf... 10-10-07	<input type="radio"/>
	Heather Stephenson	IdealBite.com	Christmas Eve dinner was su... 01-12-08 This kids all played so well... 01-12-08 Sadie and Hannah wanted to ... 01-12-08	<input type="radio"/>
	Greg Horn	Living Green: A practical guide to simple sustainability	Plenty of new stuff this we... 01-14-08 Jenna Jameson's Shadow Hunt... 01-13-08 Marine Environmental Biolog... 01-10-08	<input type="radio"/>
	Vanessa Farquharson	National Post and GreenAsAThistle.com	Outpost nation 01-14-08 in the papers 01-12-08 3 sites to check out this w... 01-07-08	<input type="radio"/>
	Colin Beaven	No Impact Man	what a week, what a year. 12-30-07 No impact man 12-21-07 Gridiamolo forte: basta con... 12-04-07	<input type="radio"/>
	Vijay V. Vaitheeswaran	Power to the People	Oil is the problem, not cars 01-08-08 Black Swan found in King Tu... 01-06-08 Vijay V. Vaitheeswaran 01-05-08	<input type="radio"/>

The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 9:45 PM and the Internet Explorer icon.



Media Relations

Set the Agenda with Proactive Outreach, Rapid Response

- Just beginning: 9 Opportunities generated so far
- Strong interest in the local tie-in
- Aggressive, consistent proactive media outreach driven by Issues Platform
 - Position subject matter experts from to provide insight, commentary and analysis on broad array of issues
- Daily monitoring of media and blogs for stories/commentary
- Immediate, personal response to correct misinformation distortions (Online publications can revise published content)

THE WALL STREET JOURNAL

Los Angeles Times

The New York Times

Chicago Tribune

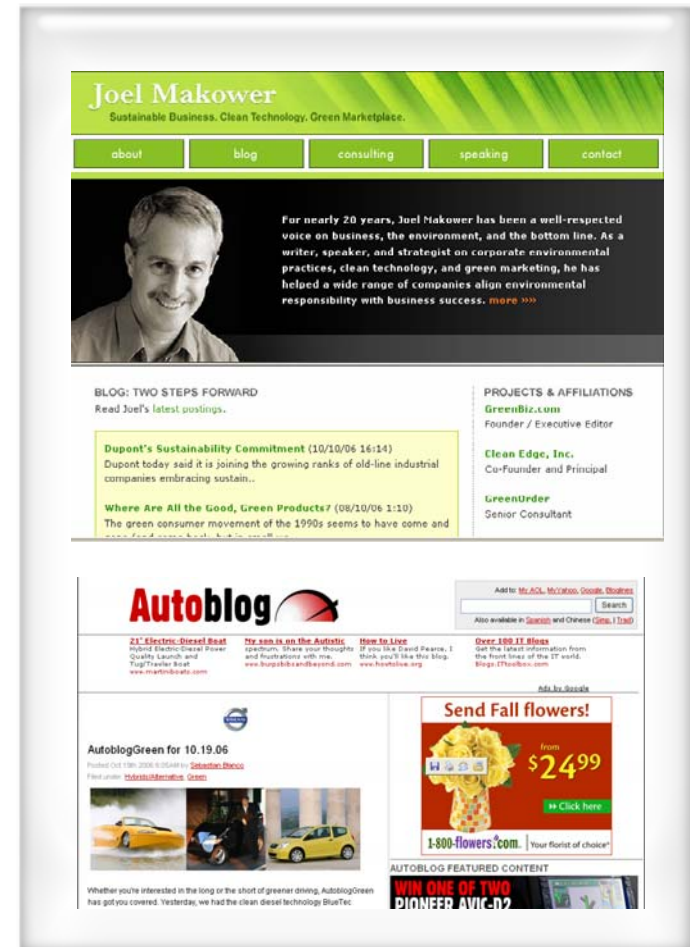


REUTERS 

Bloomberg

Blogger Engagement

- 41 blogs currently focus, completely or in part, on hydrogen (dozens more cover parallel subjects)
- No need to create NEW blog
- Important to monitor and actively engage bloggers
 - Education
 - Encouragement
 - Fact check & verification to correct misinformation
- 26 Blog responses so far





How Can You Participate?

- **Tell me you're interested**
 - *Soon, H2andYou.org will go live with a great simple array of 101-type information to share*
 - *We will notify you of influential blogs that need a pro-hydrogen response*
 - *Let's discuss how H2 and You might be synergistic with your program*
- **Become a sponsor**
 - *Gain access to Industry Eminentes, media opportunities, editorial calendars, H2 and You reports, etc.*
 - *Shape the messages*
 - *Gain exposure for your organization*

Patrick Serfass: serfassp@hydrogenassociation.org

“If we don’t help the public understand hydrogen, no one will do it for us. We’ll be lost in the chatter, and buried by detractors...”