Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

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Presenter: Brendan Prebo  
ASG Renaissance  
June 9, 2016

Project ID# TI064
Overview:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Timeline
- Start Date: July, 2015
- End Date: July, 2017
- Percent Complete: 46%

Budget
- Total Project Funding: $958,397
  - DOE Share: $450,000
  - Contractor share: $508,397
- Funding received in FY 2015/2016: $235,861 (est.)
- Funding for FY 2016/2017: $214,139 (est.)

Barriers
- Barriers addressed:
  - Customer reluctance to purchase new technologies
  - Lack of technical experience with new fuels and vehicle technologies

Partners
- Ford Motor Company
- New York Department of Transportation
- Empire Clean Cities
- Greater Washington Region Clean Cities Coalition
- New Jersey Clean Cities
- Eastern Pennsylvania Clean Cities
- Massachusetts Clean Cities
- ASG Renaissance

“This presentation does not contain any proprietary, confidential, or otherwise restricted information”
• The objective of this project is to create and implement high impact and highly innovative approaches to increase the acceptance and deployment of Alternative Fuel Vehicles (AFVs) through AFV use and hands on experience.
  – The Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign will stimulate customer demand for plug-in hybrid electric vehicles (PHEVs) by placing vehicles in the hands 60-70 social media influencers. Extended test drives will be conducted with these social media influencers in states with zero emission vehicle (ZEV) sales requirements. During these test drives, social media influencers will share their experiences with friends and followers through blogs, Facebook, Twitter, Instagram and YouTube.
  – The overall goal of the social media program is to increase sales and use of plug-in electric vehicles by raising consumer awareness regarding the availability and benefits of plug-in electric vehicles in several key Northeastern markets and by dispelling myths about the downside of EVs.
Influencers
- A social media user who can reach a significant audience and drive awareness about a trend, topic, company, or product.

Reach
- A data metric that determines the potential size of audience any given message could reach. It does not mean that that entire audience will see the social media post, but rather tells what the maximum amount of people the post could potentially reach. Reach is determined by a fairly complex calculation, that includes # of followers, shares and impressions as well as net follower increase over time.

Views
- The total number of views of the Post to the network

Engagement
- refers to the acts of talking to, messaging or otherwise interacting with other people on social networks. It is the percentage of people who saw your social media post and actively engaged with it (clicked the link, expanded the image attached, replied, liked, favorited, shared, Retweeted, etc).
Task 1: Program Design:
• Program goals, expectations and requirements for EV ambassadors will be identified and defined. The program team will develop application submission process and evaluation criteria for EV ambassadors. Overall program evaluation metrics will be developed.

Task 2: Implement Online Program Tools and Assets:
• Design and build the program website and create social media channels, including creation of pages for the program on social media platforms such as Facebook, Twitter, YouTube, Google+, etc.

Task 3: Select EV Ambassadors:
• In this task, the team will conduct outreach to recruit EV ambassadors, evaluate submissions, select and notify ambassadors.

Task 4: Implement Phase I One-Month Vehicle Demonstrations:
• In this task, the team will implement 5-6 waves of vehicle demonstrations each with a duration of one month.
## Milestones:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

### FY 2015/2016

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Design Complete</td>
<td>Submission process, evaluation criteria and promotions plan to recruit EV Ambassadors complete</td>
</tr>
<tr>
<td>Program Website launched</td>
<td>Integrate social media platform pages with website to create a central location for user generated social media content</td>
</tr>
<tr>
<td>EV Ambassadors selected and notified</td>
<td>Participants notified by phone and/or email</td>
</tr>
<tr>
<td>First wave Phase I demos complete.</td>
<td>Delivery of vehicles to selected EV ambassadors</td>
</tr>
<tr>
<td>Phase I evaluation and report</td>
<td>Report delivered to DOE</td>
</tr>
</tbody>
</table>

### FY 2016/2017

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase II demo drives start</td>
<td>Delivery of vehicles to selected EV ambassadors.</td>
</tr>
<tr>
<td>Interim final report delivered</td>
<td>Delivery of Interim Final Report completed</td>
</tr>
<tr>
<td>Phase II demo drives complete</td>
<td>Extended vehicle demonstrations conclude</td>
</tr>
<tr>
<td>Final report complete</td>
<td>Report delivered to DOE</td>
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</tbody>
</table>
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Program Design Completed

Program Goals
- The overall goal of the social media program is to increase sales and use of plug-in electric vehicles by raising consumer awareness and providing the availability and information.

Target Market/Influencers

Program Metrics

Blog Post Strategy
- Social media influencers are invited to participate in a unique plug-in electric vehicle test drive in the spring of 2022. They will be selected on the basis of their ability to drive the vehicle, and the specific details of the test drive will be provided by ASG Renaissance.

Blog Post Requirements
- Influencers are expected to create one blog post or You Tube Video and seven pieces of shared content, which could be any combination of Facebook updates, Tweets, Instagram postings, Reddit postings, Google+ postings, or Pinterest postings.
- Influencers are expected to post or share at least twice per week during the duration of the vehicle loan.
- Influencers are expected to attend one plug-in electric vehicle related event in their area and share content related to the event. Information regarding the event (what, where, when, etc.) will be provided by ASG Renaissance. All event related expenses are reimbursable with proper documentation (i.e., receipts).
- Influencers will need to work with ASG Renaissance to make arrangements to pick up the vehicle in their area.
- Influencers will need to consent to a criminal and motor vehicle records background check and show proof of insurance on their personal vehicle.
- Please include photos of the vehicle in posts.
- Please include photos of vehicle recharging at home in posts.
- Please include photos of vehicle recharging away from home (such as at work, in specially designated EV parking spaces or at retail locations) if available.

Key Product Messaging

Additional Information

Program Assets

Brand URLs
- Homepage: [www.driveonenergy.com](http://www.driveonenergy.com)
- Topics page (learn more): [www.driveonenergy.com](http://www.driveonenergy.com)
- Disclosures page: [www.driveonenergy.com](http://www.driveonenergy.com/dischlosures)
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Program Website Launched

Driving on Energy is putting out the call to all auto and environmental enthusiasts who are avid bloggers, dynamic social media personalities; and online influencers to apply to become part of the Driving on Energy movement.

If you live in the Boston, New York, New Jersey, Philadelphia or Washington D.C. areas and are energetic and imaginative storytellers with a large online following, we are looking for you to become the voice of the electric vehicle movement.

Winners will have the chance to drive the Ford C-MAX Energi and Fusion Energi for one month by participating in local events in your area around you and document your experiences with the car on various social media channels.

If you meet the criteria, please tell us in 500 words or less why you would make a top notch EV ambassador. Or if you prefer to show us, send us a video. Also, please provide details regarding your social media following and specify which social media platforms you are on.

Before applying, please see our official Contest Rules.

Name
Address
City
State
Zip
Phone
Email

In 500 words or less, tell us why you think you would make a great EV ambassador?

Optional supporting information (e.g., video, photos)

Enter code from picture

Submit

Questions
Contact Brendan Phebo, Program Manager, at 313.203.3003 or by email at bphebo@asg-renaissance.com

This email address is being protected by javascript. You need to enable javascript to view it
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

EV Ambassadors selected and notified

Influencers

Find Influencers by Keywords or URLs...

First Name: [Input]
Last Name: [Input]
Location: [Location Selection]
Language: [Language Selection]
Categories: [Category Selection]
Influencer Network Partners: [Network Partner Selection]
Additional Options: [Option Selection]

Influencer's Age: [25 - 60 yrs]
Child Age(s): [from - to yrs]
Rate: [from - to $]
Reach: [Total Reach 10,000+]

Gender: [Female, Male]
Type of Pet(s): [Cat, Dog, Fish, Hamster, Parrot, Turtle, Other]
Marital Status: [Single, Married, Domestic Partner, In a Relationship]
Ethnicities: [Caucasian, African-American, Hispanic, Asian, Asian-American, Native-American, Multiracial]
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

**EV Ambassadors selected and notified**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Anna Hackman</td>
<td>Betsy V</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Talk</td>
<td>Betsy-V</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Claudia Krusch</td>
<td>Trendy Latina</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Notes:*
- Anna Hackman was assigned on Feb 25, 2016, and scheduled to promote events from Mar 28, 2016, to Apr 19, 2016. Her total reach is 52K.
- Betsy V was completed on Jan 3, 2016, with a total reach of 20K.
- Claudia Krusch was assigned on Mar 15, 2016, and scheduled to promote events from Apr 19, 2016, to May 12, 2016. Her total reach is 75K.
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

First wave Phase I demos complete

<table>
<thead>
<tr>
<th>Date Range</th>
<th>From: 09/17/2015</th>
<th>To: 10/17/2015</th>
<th>Update</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>Reach (932K)</td>
<td>Views (107K)</td>
<td>Engagement (1K)</td>
</tr>
</tbody>
</table>

3 / 56
Influencer Posting

85 = 3 + 35 + 22 + 5 + 5 + 3
Blog + Twitter + Facebook + Pinterest + YouTube + Google+

+ 10 + 2
Instagram + Vine

0.97% = 1,040 / 107,474
Engagement Rate / TOTAL ENGAGEMENT / EST. TOTAL VIEWS

554% $29,446 $4,503
Return on investment Total Media Value Total Spend
Accomplishments and Progress:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Matthew Novak
@themattnovak
@Drivingonenergi Just rolled over 1300 miles on the Ford... With 2.5 tanks of gas!! Must plan more road trips #lloveeves #Drivingonenergi #Ad

Vickens Moscova
@VickensMoscova
Who's excited about ford's Plug-In #Hybrid #ElectricVehicle? We love that in many areas #PHEV drivers... instagram.com/p/8ZPtpUXeNEz/
Collaboration and Coordination:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Ford
Consultation

NYDODOT
Technical Support

GWRCCC
Logistics/Education

ASG
Program Man./Recruitment

Empire
Logistics/Education

NJCC
Logistics/Education

EP-ACT
Logistics/Education

MACC
Logistics/Education
Market Impact and Sustainability:
Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

### 2015/2016 Program Metrics

<table>
<thead>
<tr>
<th>TASK</th>
<th>TARGET GOAL</th>
<th>RESULT*</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Influencers</td>
<td>50+</td>
<td>44</td>
</tr>
<tr>
<td># of Content Pieces</td>
<td>400+</td>
<td>623</td>
</tr>
<tr>
<td>Total Program Reach</td>
<td>4M</td>
<td>5M</td>
</tr>
<tr>
<td>Total Program Views</td>
<td>200K</td>
<td>562K</td>
</tr>
<tr>
<td>Total Program Engagement</td>
<td>100K</td>
<td>13.6K</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(2.43%)</td>
</tr>
<tr>
<td>Total Media Value</td>
<td>$450,000</td>
<td>$162,604</td>
</tr>
</tbody>
</table>

* As of April 28, 2016
With the exception of total program engagement and media value, we met or exceeded our total program (2 year) goals.

- Regarding total program engagement – we initially set an unrealistic goal of 50% engagement relative to program views versus industry average of 2%.
- Total media value is at $136,027 versus a goal of $450,000. By engaging influencers with a larger following, this could increase in year two.

**Successes**
- Ability to recruit social media influencers for the program through online software as a service tool
- Ability to coordinate deliveries and vehicle transitions with local Clean Cities partners

**Challenges**
- Insurance requirements created significant on-boarding challenges and paperwork burden (approx. 40% drop rate)
- Short vehicle loan period and administrative “churn” led to similar posts without a lot of creativity
2016-2017 PROGRAM OVERVIEW

- Phase two of the program would extend the vehicle loans to four - five months with approximately five PEV vehicles in two waves starting approx. July 2016.

Additional Recommendations:

- Bloggers will be selected based on “best available” within geographic program area
- Involvement from local utilities will be solicited to assist in identifying public charging stations allowing influencers to more fully immerse themselves in life with a PEV.
- A kick-off event/deep dive with Ford product managers and influencers will be created on everything EV to help influencers create better content.
Technical Back-Up Slides: Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

Technical Back-Up Slides
## EV Ambassador Criteria
- Men and women 25-60 years of age
- Married or single
- Owns their own car and house
- Affinity for protecting the environment
- Technology enthusiasts
- Additional influencer criteria:
  - Lives in or near Boston, New York City, Newark, NJ, Philadelphia or Washington, DC.
  - Reach exceeds 10,000

## Program Metrics
- # of Influencers (50+)
- # of Content Pieces (400+)
- Total Program Reach (4 M)
- Total Program Views (200 K)
- Total Program Engagement (100 K)
- Total Media Value ($450,000)
Blog Post Requirements

- Influencers are expected to create one blog post or YouTube Video and seven pieces of shared content, which could be any combination of Facebook updates, Tweets, Instagram postings, Reddit postings, Google+ postings, or Pinterest postings.
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- Please include photos of vehicle recharging away from the home (such as at work, in specially designated EV parking spaces or at retail locations) if available.
Brand URLs to include in every blog post:

- Homepage: www.driveonenergi.com
- Topics page (learn more): www.driveonenergi.com/learnmore
- Disclosures page: www.driveonenergi.com/disclosures

Photo provided by Ford Motor Company
Thank You

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