



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

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Presenter: Brendan Prebo

ASG Renaissance

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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.)

**“This presentation does not contain any proprietary, confidential, or otherwise restricted information”**

### 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

# Project Objectives:

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

- 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.



# Social Media Terminology

- **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).



# Project Approach:

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

### **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

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

### FY 2016/2017

Phase II demo drives start	Delivery of vehicles to selected EV ambassadors.
Interim final report delivered	Delivery of Interim Final Report completed
Phase II demo drives complete	Extended vehicle demonstrations conclude
Final report complete	Report delivered to DOE



# 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 regarding the availability and

### Target Market/Influencers

### Program Metrics

The success of the campaign will be measured using the following statistics:

- #
- #
- T
- T
- T
- T

### Blog Post Strategy

Social media influencers are invited to participate in a unique plug-in electric vehicle loan program. The loan program will run through August 2015.

### 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.
- 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 the home (such as at work, in specially designated EV parking spaces or at retail locations) if available.



### Key Product Messaging

- Plug-in hybrid electric vehicles (PHEVs) are powered by an internal combustion engine and a high-voltage electric battery that can be charged from an electric outlet.
- PHEVs can be driven on electric power alone for up to 35 miles.
- With the internal combustion engine, PHEVs can travel up to 450 miles on a single tank of gas.
- PHEVs can be charged at home or at public charging stations.
- The ASG Renaissance PHEV Demonstration Program is a unique opportunity for influencers to experience the benefits of PHEVs.

### Additional Information

Links to additional information online:

- [http://www.driveonenergy.com](#)
- [http://www.driveonenergy.com/learnmore](#)
- [http://www.driveonenergy.com/disclosures](#)

### Program Assets

### Brand URLs

Brand URLs to include in every blog post:

- Homepage: [www.driveonenergy.com](http://www.driveonenergy.com)
- Topics page (learn more): [www.driveonenergy.com/learnmore](http://www.driveonenergy.com/learnmore)
- Disclosures page: [www.driveonenergy.com/disclosures](http://www.driveonenergy.com/disclosures)



# Accomplishments and Progress : Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign

## Program Website Launched

A screenshot of the Program Website Apply Page. The header features the same circular logo and navigation links as the Home Page. The main image shows a red Ford CMAX Energi parked in front of a modern house, with a woman standing next to it. The page title is "APPLY". The text below the image reads: "Driving on Energi is putting out the call to auto and environmental enthusiasts who are avid bloggers, dynamic social media personalities, and online influencers to apply to become part of the Driving on Energi movement. If you live in the Boston, New York, New Jersey, Philadelphia or Washington D.C. area 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 CMAX Energi and Fusion Energi for one month by participating in local events in an around your area 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. Of 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." Below this text is a link to "Before applying, please see our official Contest Rules." The form fields are: Name, Address, City, State, Zip, Phone, and Email. Below these fields is a text box for "In 500 words or less, tell us why you think you would make a great EV Ambassador?". Below this text box is a link to "Upload supporting information (i.e. video, photos)". Below this link is a "Choose Files" button and a "No file chosen" message. Below this message is a "Submit" button. Below the "Submit" button is a "QUESTIONS" section with a link to "Contact Brendan Prebo, Program Manager, at 313.203.3033 or by email at bprebo@asgri.com. This email address is being".



# 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... **Search** **Advanced Search**

First Name:  Last Name:

Influencer's Age:  -  yrs

Gender: ☐ Female ☐ Male

Marital Status: ☐ Single ☐ Married ☐ Domestic Partner ☐ In a Relationship

Location:

Child Age(s):  -  yrs

Type of Pet(s): ☐ Cat ☐ Dog ☐ Fish ☐ Hamster ☐ Parrot ☐ Turtle ☐ Other

Rate:  -  \$

Ethnicities: ☐ Caucasian ☐ African-American ☐ Hispanic ☐ Asian ☐ Asian-American ☐ Native-American ☐ Multiracial

Language:

Categories:

Influencer Network Partners:

Reach: ☒ Total Reach  ☐ Blog ☐ Facebook ☐ Google+ ☐ Instagram ☐ LinkedIn ☐ Pinterest ☐ Twitter ☐ Vine ☐ YouTube






Additional Options: ☐ Search Influencer Notes ☐ Show only my influencers ☐ Show unregistered influencers ☐ Include influencers who have not disclosed search information

**Search**

# Accomplishments and Progress:

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

### EV Ambassadors selected and notified

<input type="checkbox"/>		Anna Hackman Green Talk	 ASSIGNED Feb 25, 2016	 SCHEDULED Mar 28, 2016 Apr 5, 2016 Mar 30, 2016 Apr 11, 2016 Mar 25, 2016 Apr 26, 2016 Apr 19, 2016 Mar 22, 2016  PUBLISHED Mar 30, 2016 Mar 30, 2016 Mar 29, 2016 Mar 25, 2016 Mar 24, 2016	TOTAL REACH: 52K
<input type="checkbox"/>		Betsy V Betsy-V	 COMPLETED Jan 3, 2016	 SCHEDULED Dec 12, 2015 Dec 4, 2015 Dec 17, 2015 Dec 22, 2015 Dec 28, 2015 Dec 31, 2015 Dec 14, 2015 Dec 10, 2015  PUBLISHED Dec 28, 2015 Dec 6, 2015 Dec 28, 2015 Dec 28, 2015 Dec 28, 2015 Jan 3, 2016 Dec 28, 2015 Dec 10, 2015	TOTAL REACH: 20K
<input type="checkbox"/>		Claudia Krusch Trendy Latina	 ASSIGNED Mar 15, 2016	 SCHEDULED Apr 19, 2016 Apr 21, 2016 May 2, 2016 May 10, 2016 May 16, 2016 May 4, 2016 May 6, 2016 May 12, 2016	TOTAL REACH: 75K

# Accomplishments and Progress:

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

### First wave Phase I demos complete

Date Range From: 09/17/2015 To: 10/17/2015 [Update](#)

[Overview](#)

[Reach \(932K\)](#)

[Views \(107K\)](#)

[Engagement \(1K\)](#)

[ROI](#)

[Channel Details](#)

**3 / 56**  
Influencers Posting

**85**  
Content Pieces

=  **3** +  **35** +  **22** +  **5** +  **5** +  **3**

+  **10** +  **2**

Blog Twitter Facebook Pinterest YouTube Google+ Instagram Vine

**0.97%**  
Engagement Rate

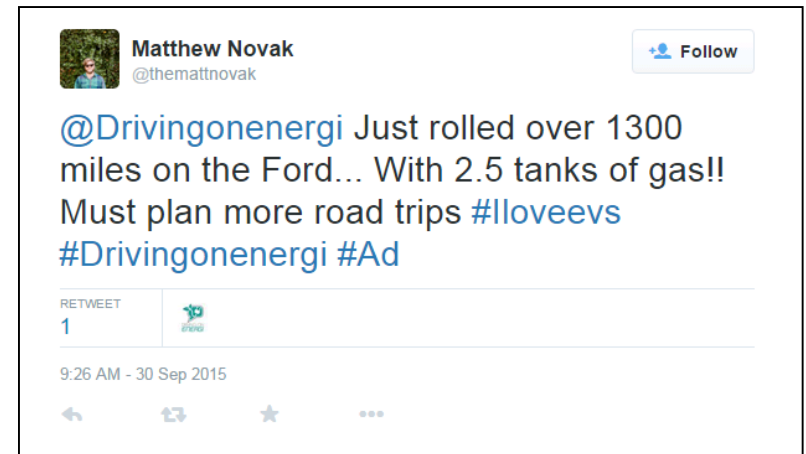
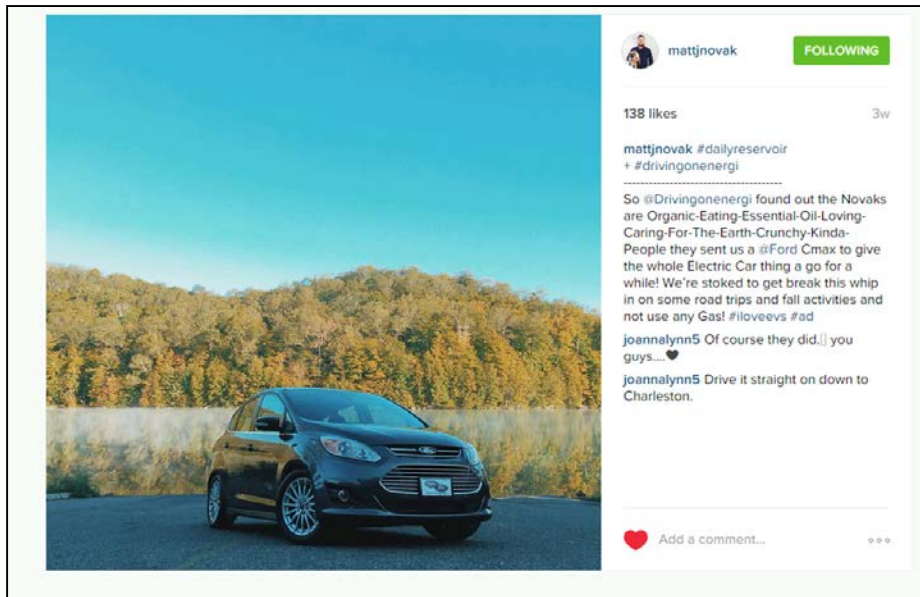
=  **1,040** /  **107,474**

TOTAL ENGAGEMENT EST. TOTAL VIEWS

**554%** **\$29,446** **\$4,503**

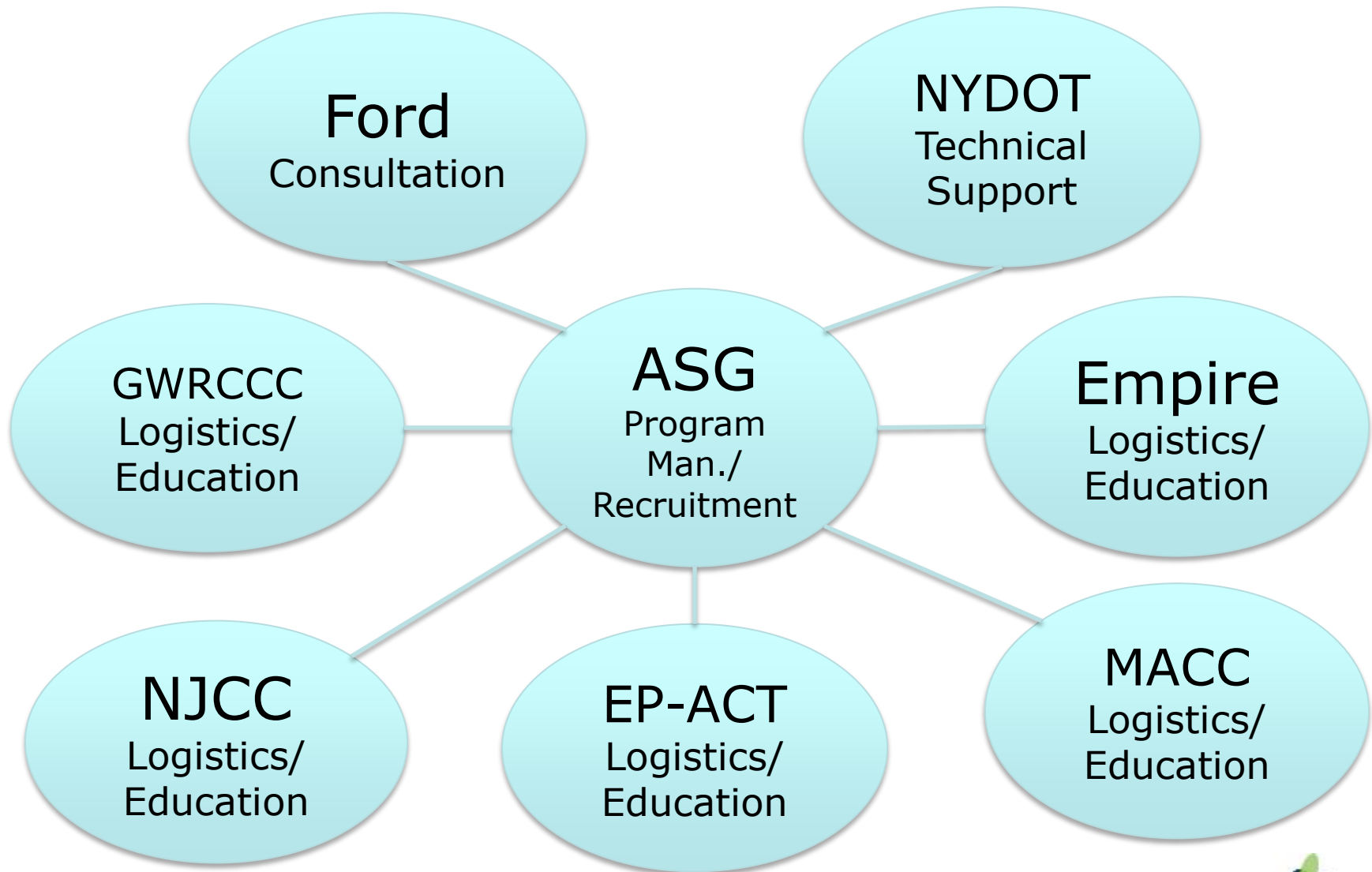
Return on investment Total Media Value Total Spend

# Accomplishments and Progress: Plug-in Hybrid Electric Vehicle Demonstration Program and Social Media Campaign



# Collaboration and Coordination:

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





# Market Impact and Sustainability:

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

### 2015/2016 Program Metrics

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

**\* As of April 28, 2016**

# Summary:

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

- 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

# Summary:

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

### **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

# Technical Back-Up Slides:

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

### **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

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# Program Assets



Photo provided by Ford Motor Company



Photo provided by Ford Motor Company



Photo provided by Ford Motor Company



Photo provided by Ford Motor Company

# Brand URLs

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- Disclosures page: [www.driveonenergi.com/disclosures](http://www.driveonenergi.com/disclosures)



Photo provided by Ford Motor Company



**Thank You**

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