2018 Ad Campaigns

Board of Directors Meeting
March 14, 2018

Pamela Leonard
Community Outreach Manager
Customers Get News from a Variety of Sources

- Multiple channels with no clear majority of any channel
- Implies we need a multi-pronged and blended strategy
- Digital will continue to grow and print will reduce
Campaigns

Welcome Milpitas

General Awareness

Bike to the Future

Gilroy Gardens
May 5
9 AM - 1 PM
SVCLEANEnergy.ORG

Silicon Valley Clean Energy

Alimentado por sol.

Understanding Your Bill
Resource Allocation – Digital is majority and will continue to grow - 60% Digital, 40% Print

- Welcome Milpitas: $26,847
- General Awareness: $35,635
- Bike to the Future: $13,076
Digital & Print - Building on Success

• Digital
  • 2017 digital ad campaign over delivered by 2 million impressions
    o 4,716,899 impressions
    o 2.85% Click-Through-Rate (way above industry standard 0.5%)
    o 134,213 clicks - low cost per engagement of just $0.16!

• Print
  • Print circulation among the 10 identified local newspapers is approximately 145,000 across the service area
Target Audience

• Milpitas businesses and residents
• Households for all SVCE communities
• Spanish, Chinese and Vietnamese speakers
• Digital – all ages
• Print – 50+
Questions?