

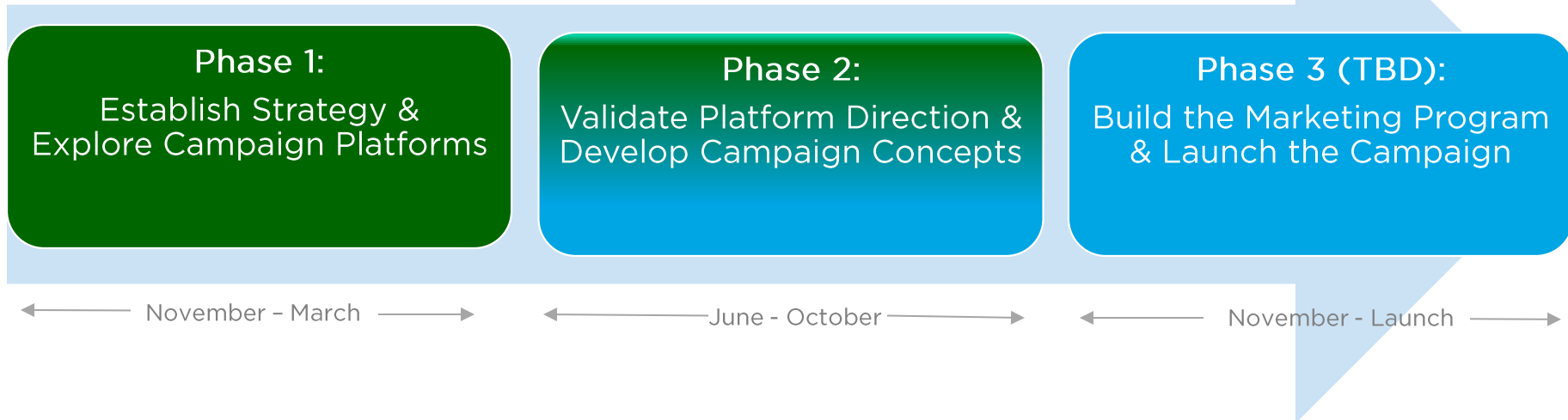
# Consumer Campaign Development

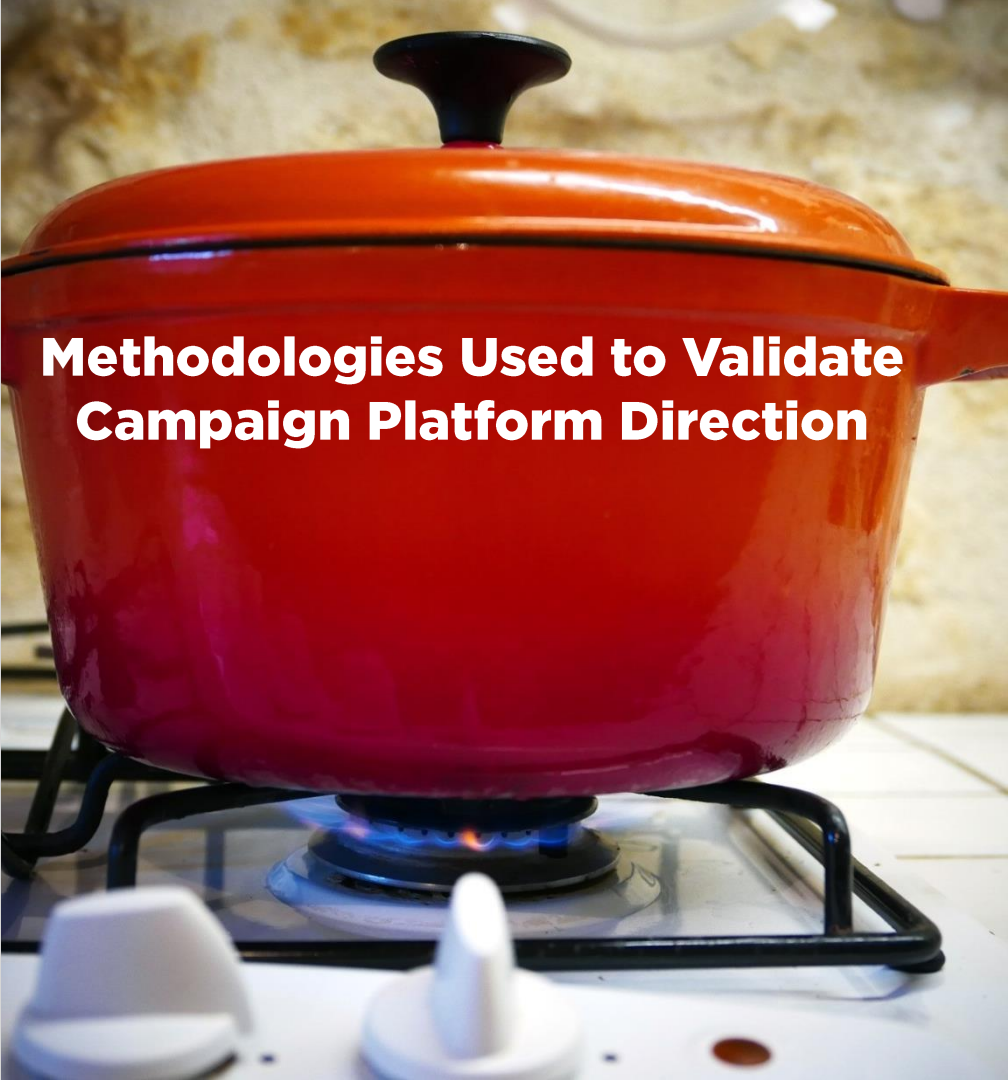
August 2018 Status Update

# Overview

Campaign Objective: Increase consumer consideration of natural gas for a future home improvement or purchase.

Status Update: Building off a foundational communications strategy and initial campaign platform explorations, we have recently validated creative direction and begun concept development.



A close-up photograph of a bright red ceramic pot with a black handle, sitting on a gas stove. The stove's burner is lit with a blue flame. In the foreground, the white control knobs of the stove are visible. The background is a light-colored, textured wall.

## Methodologies Used to Validate Campaign Platform Direction

### Campaign Platform Test

- Objective: validate platform direction
- Methodology:
  - Quantitative online survey of 1,000 representative of the target audience
  - Monadic test of 3 campaign platforms
  - Determine which has the best potential to move the needle with our target based on ability to drive likelihood to consider natural gas for a future home improvement or purchase

### Media Planning Analysis

- Objective: guide initial media planning priorities
- Methodology: analysis of the target audience's media consumption behaviors and patterns via Simmons syndicated audience research database

### Member Communications Survey

- Objective: Determine most desired marketing assets to leverage the campaign in local markets
- Methodology: Key inputs include usage and importance with current assets. A total of n=51 members participated in the survey.

# “Dream home” it up.

It's your home. Just owning it is one dream come true. Now for the next—making your home truly your own. Sure, you could get a new sofa. But, why not something that will make the whole house dreamier—natural gas. It's not only the coziest heat, it's the hottest way to cook—and have you seen those cool gas fireplaces? You can begin with one appliance, too, and add more over time. Which means, living the dream isn't light years away. You can get there today.



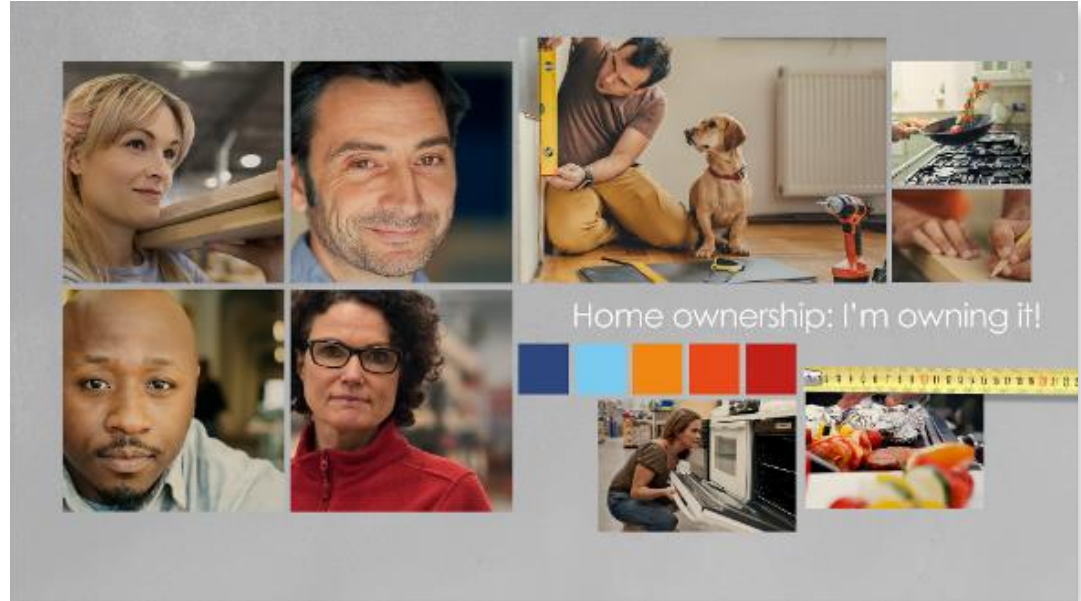
# Provide better.

Head of household. Parent. Significant other. Guardian of your tribe, your peeps. When you own a home, you are more than a homeowner. You are a builder of havens for the ones you love. A provider of amenities large and small that make life easier, cozier and more functional for all. So as you consider purchasing or improving a home, remember all those you will share it with. And choose the home energy that allows you to provide the best heating, cooking, entertaining and comfort for them—natural gas.



# Home Ownership: I'm Owning It!

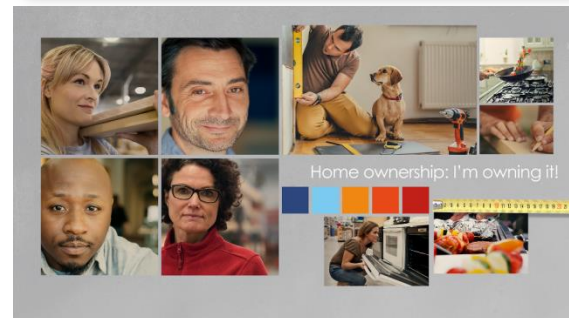
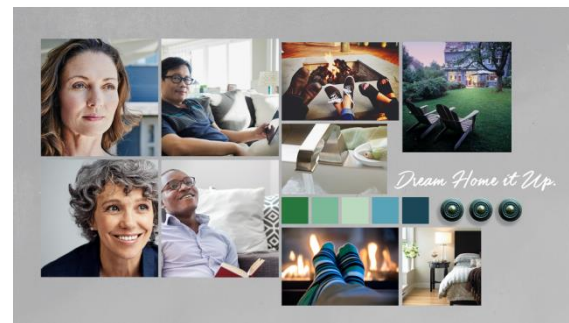
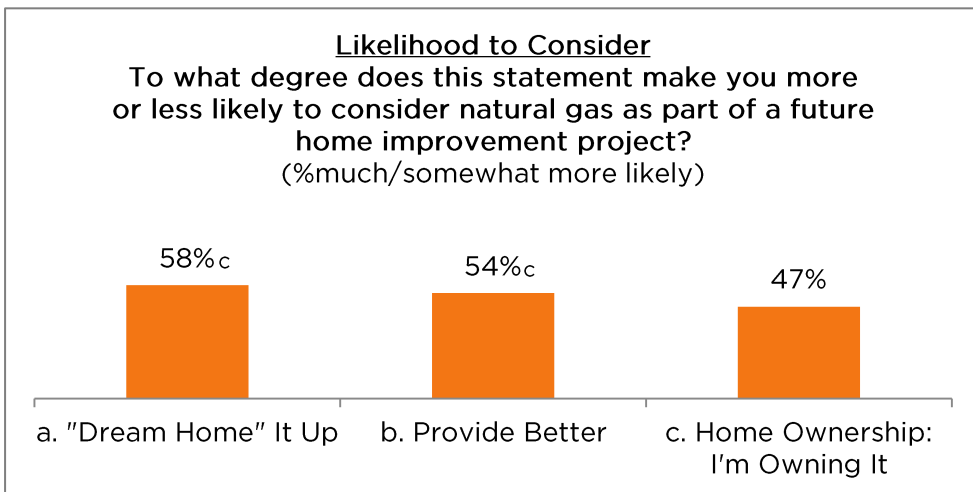
There's really only one way to be a home owner—be your absolute best at it. After all, this is for you and yours, right? So go the distance. Learn all you can. Have a vision. Make a plan. Then get after it with everything you've got. And when it comes to important decisions—like home energy—don't compromise. Choose the one that improves every home improvement —natural gas. Settling for anything less is just not your style.



# Campaign Platform Response: Likelihood to Consider

Overall, the platforms performed well based on the top box consideration score (net of much/somewhat more likely), which is the primary KPI with a direct link to the communications objective.

The “Dream Home” It Up and Provide Better platforms each achieved significantly higher levels of consideration than Home Ownership: I’m Owning It!



# Campaign Platform Response: Attribute Association

Please click on all the words and phrases that you feel describe this statement

The Provide Better platform was most well-received for being easy to relate to , straightforward, practical, appealing, attention-worthy, and inspirational.

The “Dream Home” It Up platform was most well-received for being appealing, informative, practical, straightforward, and attention-worthy.

While the Home Ownership: I’m Owning It! platform was appreciated for being straightforward and attention-worthy, it **did not garner significant association** to other positive attributes.

A **smaller but notable portion** of response to the Home Ownership: I’m Owning It! platforms perceived the platform to be **irritating**.

|                   | “Dream Home” It Up | Provide Better | Home Ownership: I’m Owning It! |
|-------------------|--------------------|----------------|--------------------------------|
| Appealing         | 39                 | 34             | 26                             |
| Informative       | 39                 | 28             | 30                             |
| Practical         | 38                 | 39             | 32                             |
| Straightforward   | 36                 | 42             | 46                             |
| Gets my attention | 35                 | 34             | 38                             |
| Easy to relate to | 30                 | 46             | 28                             |
| Smart             | 23                 | 28             | 26                             |
| Inspirational     | 21                 | 33             | 31                             |
| Exciting          | 19                 | 13             | 18                             |
| Sincere           | 19                 | 32             | 21                             |
| Empowering        | 17                 | 26             | 30                             |
| Unique            | 15                 | 18             | 16                             |
| Fun               | 14                 | 10             | 8                              |
| Irritating        | 9                  | 11             | 15                             |
| Boring            | 7                  | 6              | 6                              |
| Confusing         | 4                  | 4              | 6                              |

Confusing indicates a third or higher association to positive attributes while red denotes 10%+ negative association.

# Media Analysis

Given high and frequent online usage that spans a wide range of categories, **utilize demographic and personal interests to target the audience** across digital media.

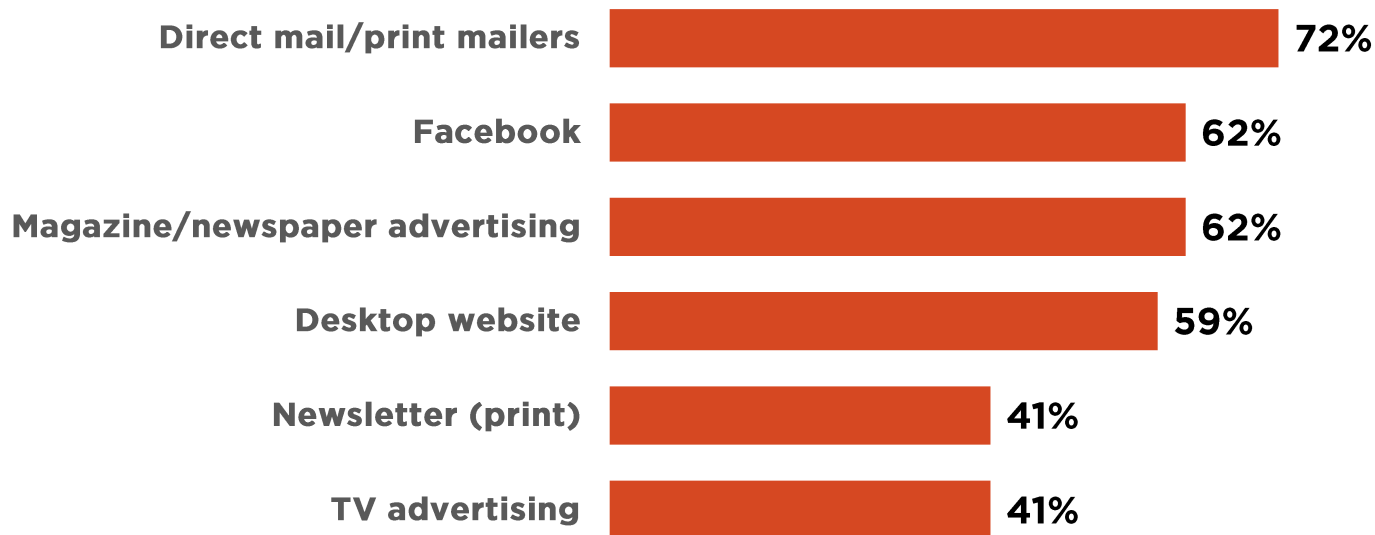
In addition, **leverage a combination of radio, magazine, and lifestyle cable media properties** to reach the target audience.

Consider using **digital banner ads, radio, magazine, and lifestyle cable video (TV or online)** as sample creative assets for campaign concept development.



## **Direct mail/print mailers are the most commonly used communication methods, followed by Facebook, magazine/newspaper advertising, and desktop websites.**

*Which of the following methods do you use to communicate with customers and other audiences? Select all that apply.*



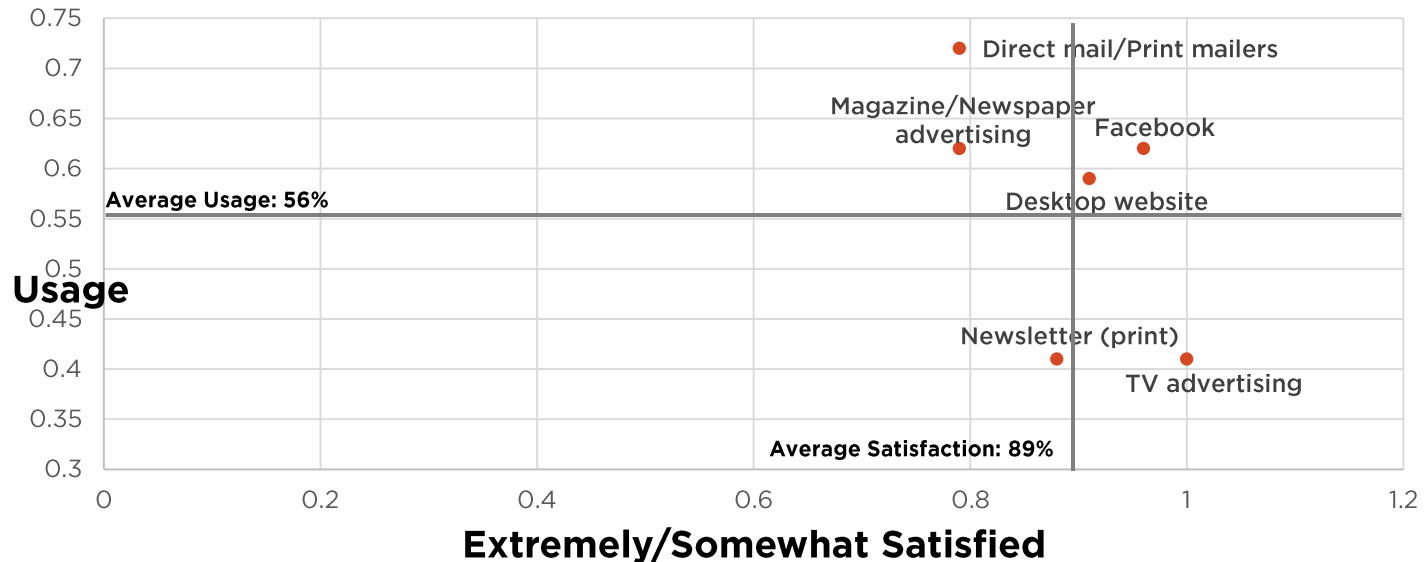
Note: For directional purposes, communication methods with less than 33% usage are not reported on.

# Members are relatively satisfied with all the communication methods they use, but there may be room for growth with direct mail/print mailers and magazine/newspaper advertising

*Which of the following methods do you use to communicate with customers and other audiences?  
Select all that apply.*

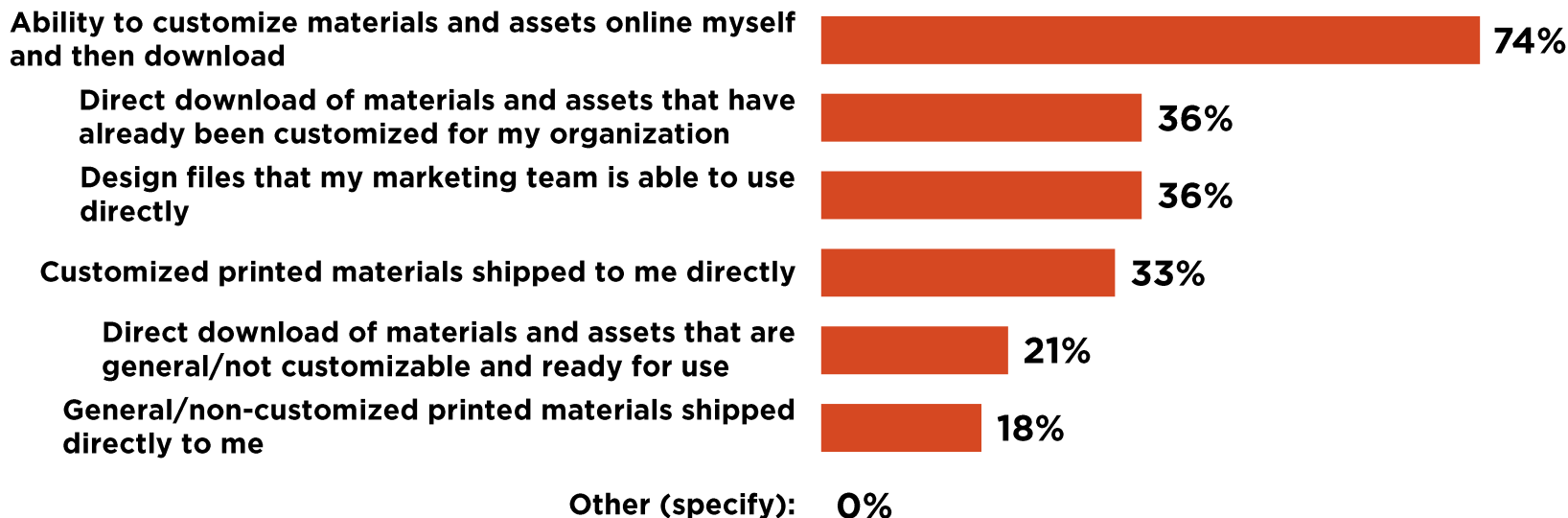
*Next, please rate how satisfied you are with your communications with customers and other audiences on each of the following channels.*

## Satisfaction by Usage



# A majority of members prefer to customize association materials and assets online themselves, then download it

*What are your preferred methods for accessing the materials that your association will provide to you for communications with consumers? Select all that apply.*



# The Path Forward

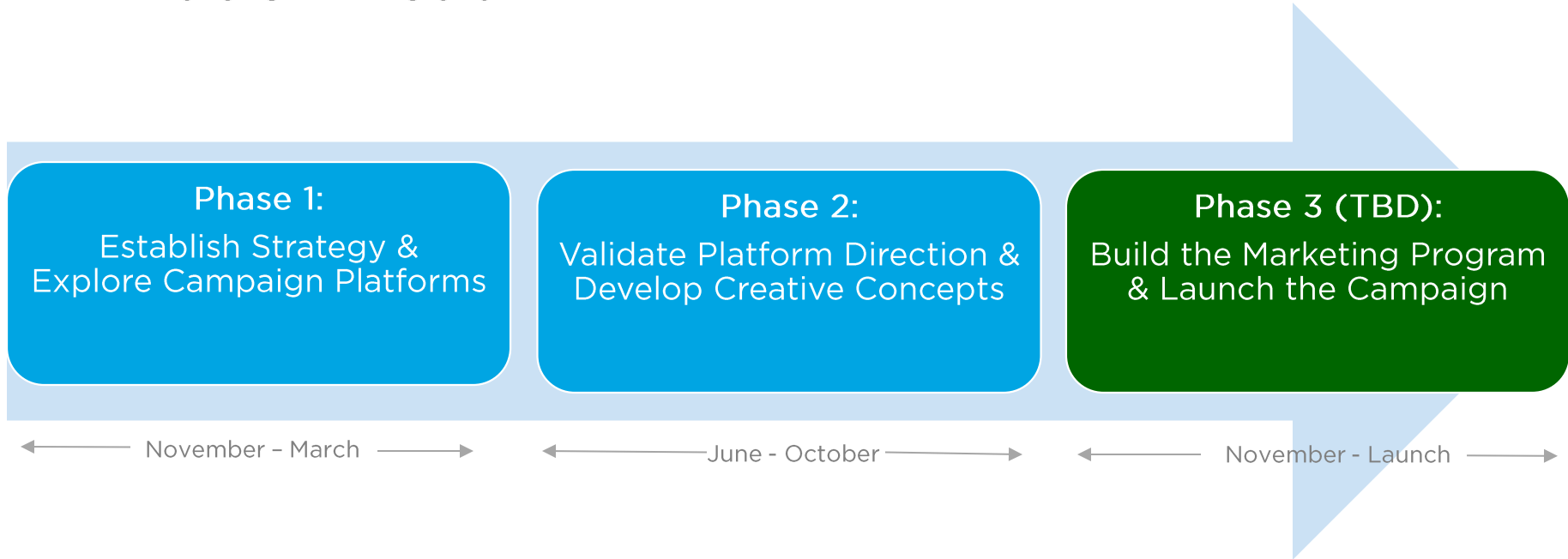
- Develop campaign concepts based on the **Provide Better platform** as it demonstrates the strongest potential to deliver on program objectives from both a research and creative perspective. Positive elements of the other concepts will be considered for integration if they do not compromise the integrity of the creative direction.
- Consider using **digital/social, radio, magazine, lifestyle cable video (TV or online), and direct mail/print mailers** as sample creative assets for campaign concept development based on both consumer and member media priorities.



# What's Next

- Develop 2-3 potential campaign concepts conveyed in written and visual format
- Narrow down to one final campaign concept expressed in 3-4 sample campaign materials as they would appear in market
- Campaign style guide that outlines appropriate use of campaign visuals (i.e. colors, photos, graphic elements) and written direction for use in communications materials.

# What's Ahead



# Thank You

— Your Porter Novelli Team

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