

Responses to Awareness Campaign RFP Questions

Is the \$50,000 ad budget envisioned to also cover sponsorships and other event-related opportunities? If not, is there a separate budget envisioned to be available for that purpose?

There are no separate or additional budgets to support the Awareness Campaign, but use of the \$50,000 advertising budget is not limited to traditional paid advertising. RFP respondents are encouraged to be creative and strategic with how they recommend spending against the advertising budget.

Is collateral printing going to be budgeted separately?

The cost to print collateral is budgeted separately; the scope for this project covers only the design aspect of collateral.

Re: Over-arching Brand/Campaign Message

Would you like this broken out as a separate deliverable with its own line-item budget or rolled-up into the Awareness Advertising Campaign Buildout - Message and branding?

The RFP outlines three elements: Over-arching Brand/Campaign Message, Awareness Advertising Campaign Buildout, and Collateral Refresh. Please break down timelines and budget accordingly, eg. separate line item. Also, as part of the Awareness Advertising Campaign Buildout, presentation of 3-5 options for creative direction could include discussion/representation of Over-arching Brand/Campaign Message considerations. From a creative and messaging standpoint, these two separate elements shouldn't be considered mutually exclusive.

Re: Awareness Advertising Campaign Buildout - Creative assets

Are you envisioning 1 piece of creative for each of the deliverables listed or would you like to have a few for each category in your toolbox? If so how many?

We are envisioning roughly 3-5 pieces of creative for each of the five assets listed: graphics for digital and social, readymade digital advertisements in static/gif and English/Spanish, readymade social media advertisements including static and 15 second shorts, print ads, radio ads.

However, the number of creative pieces is also dependent on the final campaign message and its potential to be varied or broken down. Longer-form assets such as 30 second radio spots would likely require less versions than short-form assets like digital and social. We anticipate the final and most appropriate number of versions being byproducts of the kickoff meeting(s) and initial creative process.

Collateral Refresh - List of collateral needs

How many looks for each deliverable would you like to see?

2-3 looks on larger formats like the full-color folio and general informational trifold. Once those designs are established, we anticipate 1-2 looks with other items.

Do you foresee meetings being in-person or virtual; and if in-person, where?

We anticipate meetings being primarily virtual but if/when convenient, for example the kickoff meeting(s) or milestone meetings, could be accommodated at 3CE's main office in Monterey.

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What social media platform has been most engaging and successful thus far?

Facebook and LinkedIn

What marketing tactics in general have been most successful to date?

Word of mouth, digital and social media advertising – primarily due to being able to target customers based on affinities.

Do PG&E and/or SCE allow you to insert marketing materials in their billing communications?

Very rarely, if ever. However, of the two CPUC-required mailers we have to do each year, one of them does allow for marketing-related information to be included.

Do you currently have access to PG&E and SCE customer lists / email?

We only have access to customer info for those that are jointly served by CCCE and PG&E or SCE, aka to our own customers.

How many customers are currently opted-in for communications from CCCE?

Approximately 300,000 customers.

The RFP indicates San Luis Obispo County is included, but your website shows them as "not currently enrolled." Can you please confirm SLO County is included in the target audience?

As a whole, the County of San Luis Obispo is not enrolled with CCCE, so smaller communities and/or unincorporated SLO County are not enrolled with CCCE. However, several cities within SLO are enrolled with CCCE (City of SLO, Morro Bay, Paso Robles, Pismo Beach, Arroyo Grande, Grover Beach).

The RFP identifies commercial and ag as being the largest users and largest potential impact for engagement/participation; are they higher priorities as growth opportunity than residential customers?

Not necessarily, this information was provided to demonstrate where the greatest electric load is, as opposed to which segment includes the greatest number of customers.

Are we limited to media types and platforms that Hansen Advertising uses and is familiar with? If so, can we receive their specific list of platforms, media types, etc?

No, we are open to all suggestions.

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Are radio ads to be in English only or can they be in Spanish as well?

CCCE runs all radio ads in both English and Spanish.

Confirming that the platforms and services used as endpoints for the advertising call-to-action messages, such as a data-capture survey, will not be paid for from the winning agency's creative budget, nor will need to be chosen or set up by the agency that wins the RFP, correct?

Correct.

Will CCCE share goal numbers or proportionate breakouts desired within the ad campaign aligning to specific advertising calls to action as listed in the RFP - from following on social to taking part in surveys, listening sessions, and board meetings to applying for and benefiting from CCCE Energy Program rebates and incentives?

This can be discussed during meetings and/or interviews but rather than target numbers or proportionate breakouts, consider that getting customers to apply for and benefit from Energy Programs is one of our top priorities. Raising awareness, building trust, engaging with customers, and demonstrating agency progress are also important and we are excited to review proposals and/or eventually review campaign messages that help turn those supporting goals into calls-to-action.

How many agencies have alerted CCCE to their participation in the RFP?

Six or more.