



**Energy Efficiency Board  
Marketing Committee Meeting**

Wednesday, August 1, 2012, 2:00 – 4:00 PM  
PURA Adjudication Conference Room  
10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/fe56164b9ab8f7e432fd>  
Call-in number – 800-655-1109 Passcode – 875 8697

**Agenda**

1. Introductions & Review Agenda
2. CL&P customer survey results (CL&P and Gaffney Bennett) **40 min**
3. ClearResult team – review messaging matrix **20 min**
4. Customer engagement approaches and relationship to marketing **15 min**
5. Discussion of CPTV “EnergizeCT” series proposal **10 min**
6. Update on DEEP/EEB/CEFIA joint marketing collaboration **25 min**
  - Review of schedule and current/upcoming deliverables
  - Rollout of new brand/logo in program marketing and materials, next steps on templates and creative concepts/visual identity
  - Co-branding with the EnergizeCT brand and logo
  - Continuing preparations for new website launch, revised wireframes and content matrix
7. Review and discussion of companies’ current program marketing activities **10 min**
8. Other business