



## **Energy Efficiency Board Marketing Committee Meeting**

**May 21, 2014; 2:30-4:00 p.m.**

Commissioner's Conference Room, 10 Franklin Square, New Britain, CT

Call-in number: 800-665-1109; Code: 875 8697

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/wsw8fsc5bq5hbjhkcoto>

### **AGENDA**

1. Introduction and Agenda Review
2. Updates on the 2014 Statewide Marketing Plan and Marketing Activities
  - Enhanced brand launch and media sponsor
  - Market research, including the HES past participants survey, and the results of the pre-launch brand awareness survey (any additional insights)
  - Website enhancements, technical support, and website usability testing
  - Value of EE campaign
3. Marketing Performance – Goals, Targets, Metrics, and Recent Results
  - Review of marketing performance, marketing results, and metrics through April 2014, with a focus on the early results from the enhanced brand launch campaign and media sponsor
  - Review of Companies' response to the April discussion on defining success for program & statewide Marketing Plan activities – goals, targets, and metrics
4. Other Business
  - Scheduling of future EEB Marketing Committee meetings