



Energy Efficiency Board Marketing Committee Meeting

April 2, 2014, 2:30-4:00 p.m.

PURA / Adjudication Conference Room, 10 Franklin Square, New Britain, CT

Call-in number: 800-665-1109 | Meeting ID: 8758697

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/y3l1bqk22pamxjwaxjbu>

AGENDA

1. Introduction and agenda review

2. Updates on 2014 Statewide Marketing Plan and activities
 - Update on the Enhanced Brand Launch
 - i. Presentation by Stephanie Bloxom, NBC
 - Update on market research
 - Update on website enhancements and technical support
 - Update on the value of EE campaign

3. Marketing Performance & Goals
 - Review of Initial Success Metrics
 - Defining Success for Program & Statewide Marketing Plan Activities

4. Other Business