



Energy Efficiency Board Marketing Committee Meeting

Thursday, October 23, 2014, 2:00-4:00 p.m.

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

Conference Call number: (312) 757-3121 | Passcode: 415-825-045

Webinar Link: <https://global.gotomeeting.com/join/415825045>

Meeting Materials Available at: <https://app.box.com/s/g3e1w7kqla3wvampfscr>

AGENDA

1. Introduction and agenda review
2. 2015 Statewide Marketing Plan
 - Review and discussion of timeline, including possible timeline adjustments to accommodate program marketing updates
 - Discussion of initial first draft of 2015 Statewide Marketing Plan
3. Updates and next steps on 2014 Statewide Marketing Plan and activities
 - Marketing efforts/coordination in light of winter pricing issues and efforts
 - Website usability study, next steps
 - Review of and feedback on logo designs for the Energize CT website footer
 - Message testing, next steps
 - Wait til Eight Campaign Results
 - Other remaining research tasks (end-of-year survey, follow-up analysis of prior research and data)
 - Website enhancements and technical support
 - EE Value Campaign
 - Customer Engagement efforts
4. Takeaways, feedback, and next steps from the Statewide Brand Summit on October 16th
5. Other business
 - Selection of date for the November EEB Marketing Committee meeting (Note: the December meeting is scheduled for Dec. 17, 2:30-4:00)
 - Other