

**FY '09 PROPANE EDUCATION & RESEARCH COUNCIL  
ENGINE FUEL COMMUNICATIONS PLAN**

November 14, 2008



# From Serving to Building Markets FY '09 Communications Plan

DIRECT MARKETING

APPLIANCE POP

"Get about you need a job"

MAN WEB SITE

COMPARE WEBSITE (on direct marketing)

TANK-LESS WATER HEATER

TANKLESS H<sub>2</sub>O HPA

WEBSITE

MARKETER TRAINING

LOCAL COLLATERAL

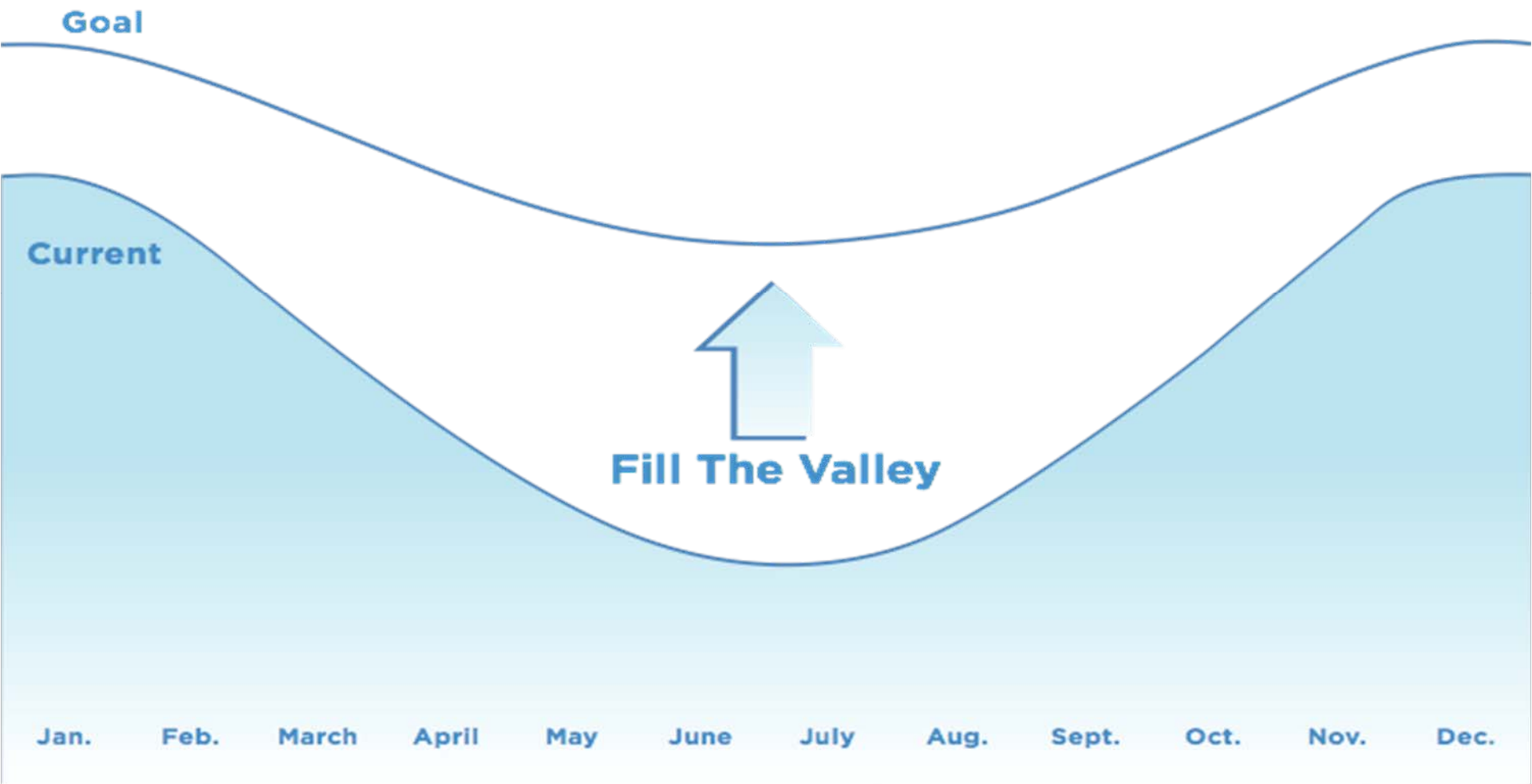
I LIVE WO LIMITS

FBO

WEB SITE

**THE GOAL | OPTIMIZE PROPANE GALLONS**

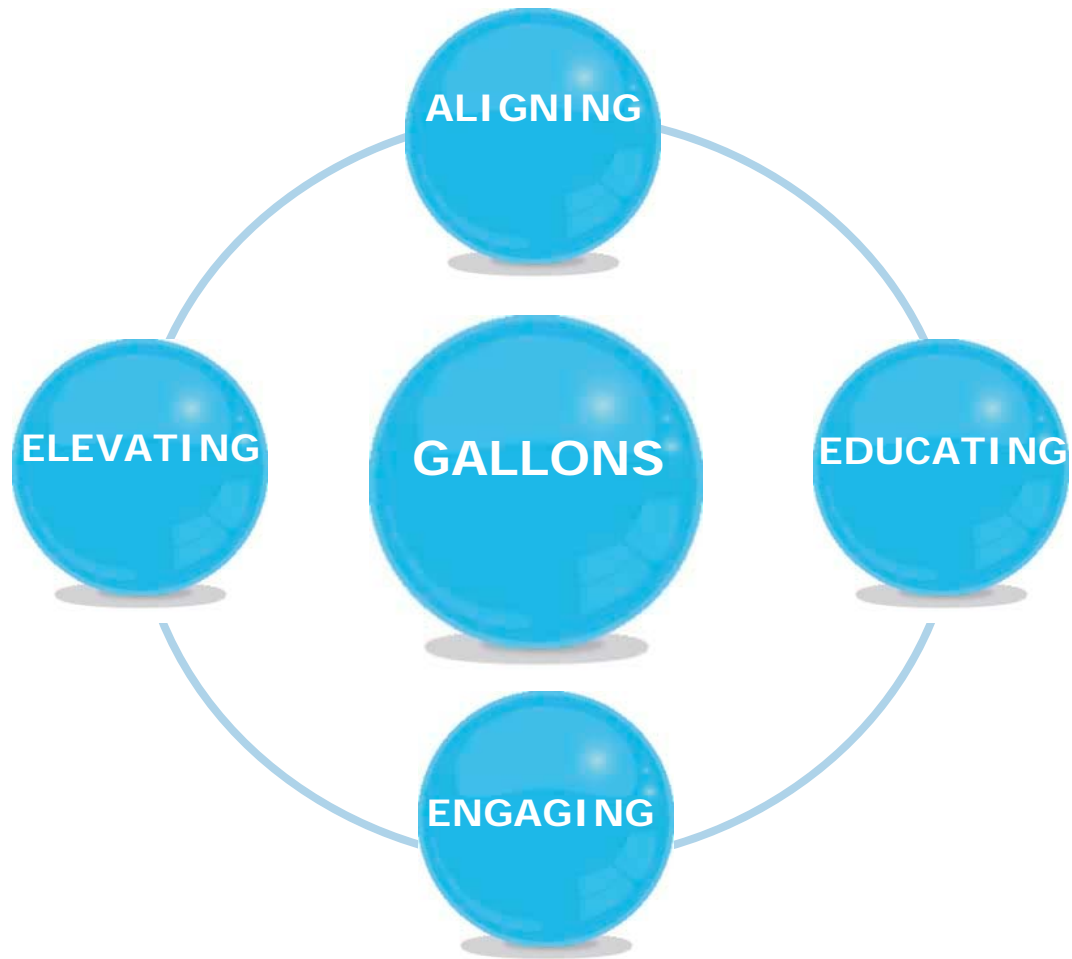
# BUSINESS OPPORTUNITY



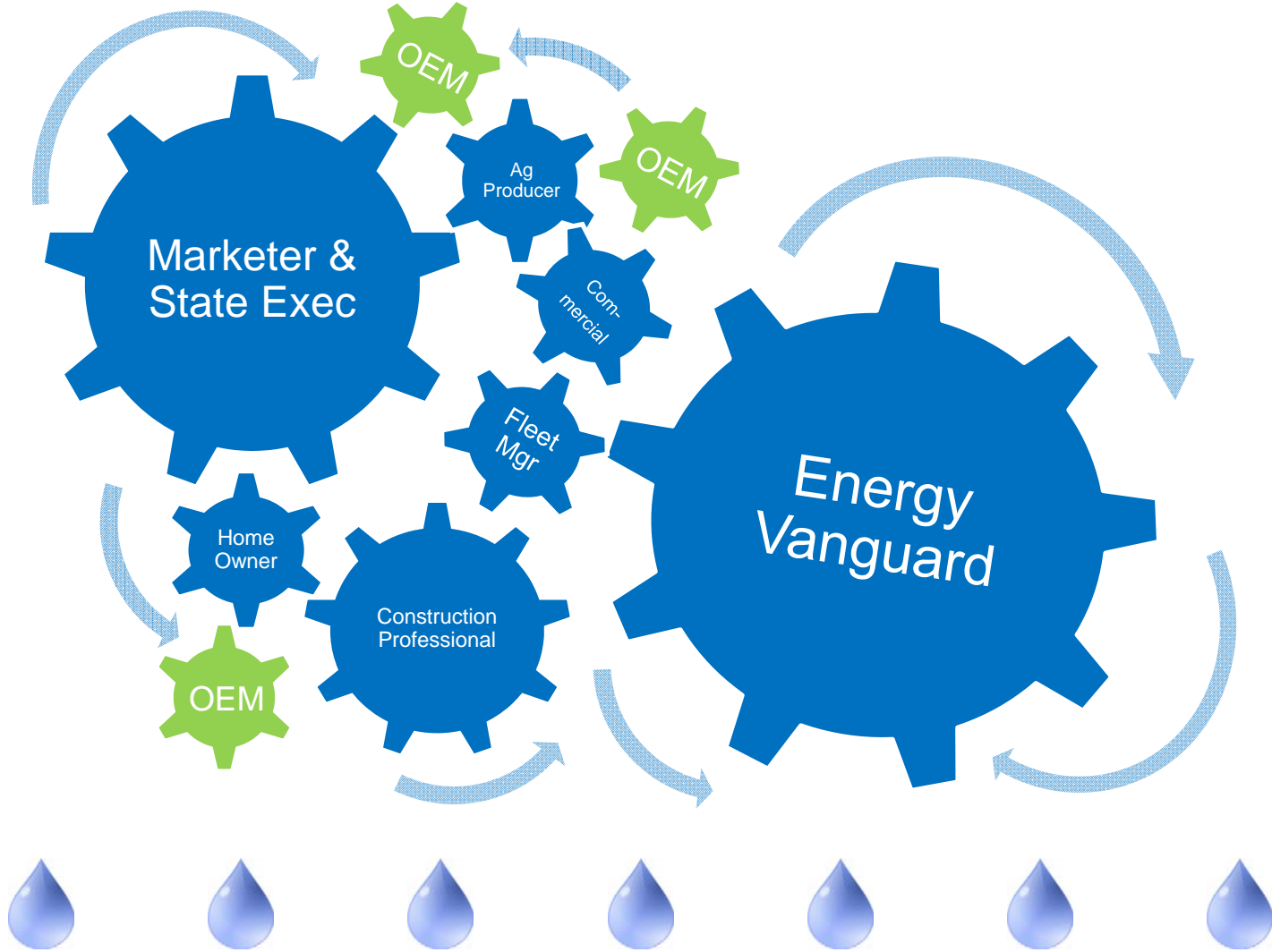
# BUSINESS OBJECTIVE

Move from serving markets to **building markets** by transforming awareness into action.

# BUSINESS STRATEGIES



# OPTIMIZING GALLONS



# FY '09 COMMUNICATIONS

# ENGINE FUEL

# KEY CONSIDERATIONS

- While propane enjoys high awareness among residential audiences, new and existing propane engine fuel applications require awareness building
- Despite low awareness, increasing gallons through accelerated sales of propane vehicles is still paramount
- Today's competitive landscape still affords engine fuel many untapped advantages

**Capitalize on engine fuel gallon potential  
by increasing marketing emphasis**

# PRIORITIZING MARKETS

- There are three strategic segments, each projected to have the highest two-year growth while enjoying competitive advantages in their individual markets
  - ▶ Forklift
  - ▶ On-Road and After-Market
  - ▶ Lawn Mower

# TARGET AUDIENCE

- Public and private fleet managers with purchasing responsibilities
  - ▶ Corporate influencers
  - ▶ Municipal influencers
    - » Citizens
    - » Governing bodies



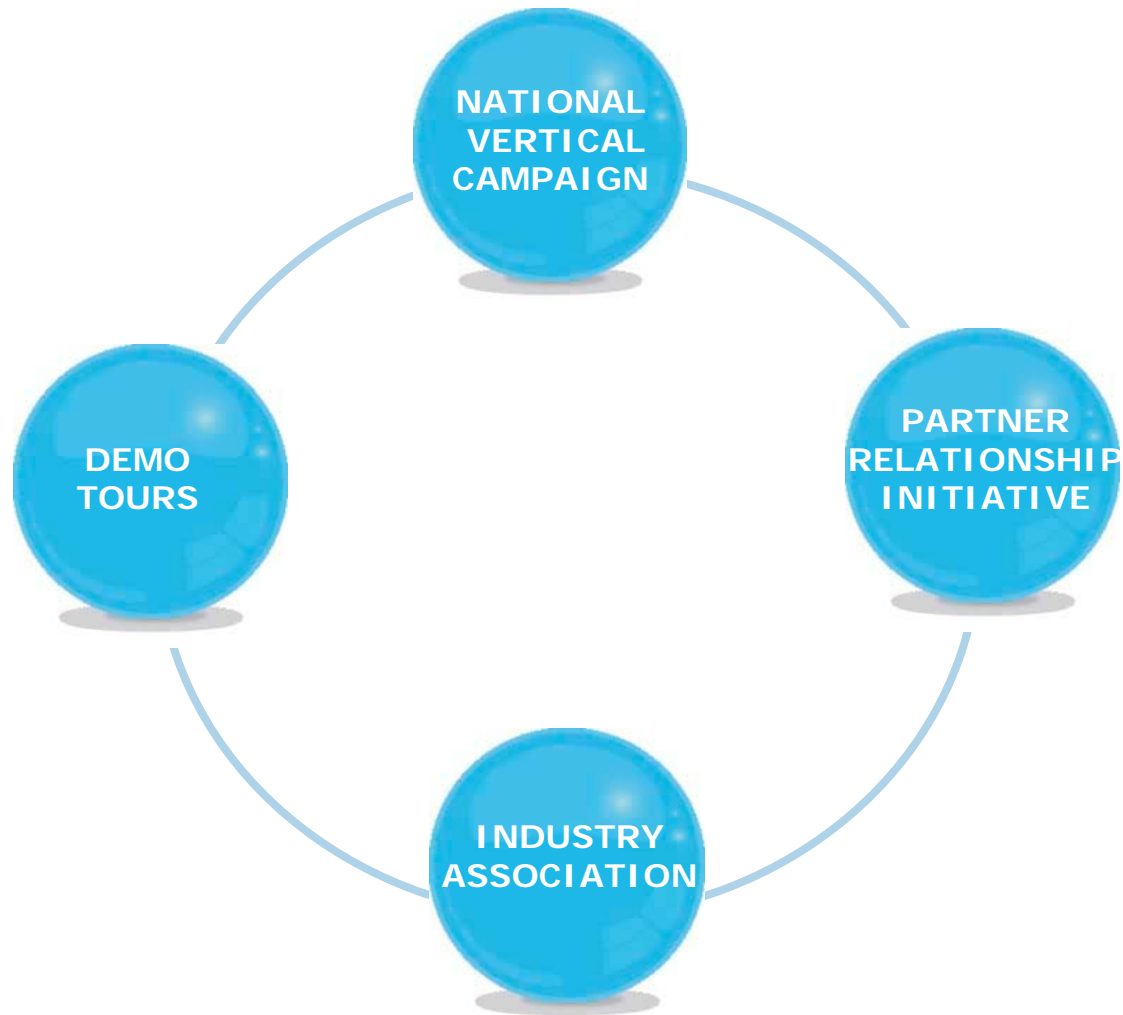
# COMMUNICATIONS OBJECTIVES

- Continue to protect leadership position in propane forklifts
- Increase awareness and purchase of propane on-road options by decision makers and decision influencers
- Increase awareness and purchase of propane lawn mowers by decision makers and decision influencers

# COMMUNICATIONS STRATEGIES

- Leverage OEM and trade association partnerships and sponsorships
- Develop engagement strategy for dealership outreach, for both OEM and independent dealers
- Condition target audiences to accept propane as a critical part of the energy solution for their vertical applications
- Provide trial opportunities for new technologies to related decision makers

# ENGINE FUEL PROGRAMS



# PARTNER RELATIONSHIP INITIATIVE

- Expand support of new partners while improving existing relationships
  - ▶ Secure viable new partnerships in target markets through new executive-level relationships
  - ▶ Expand existing relationships in marketing and technical capacities to improve up-take of existing product lines
  - ▶ Hold quarterly meetings to keep key partner personnel abreast of industry programs
  - ▶ Provide supportive marketing programs to assist in launching new applications

# INDUSTRY ASSOCIATIONS

- Continue partnership with strategic trade associations and tradeshow
  - ▶ Forklift
    - » Industrial Truck Association Partnership (ITA)
    - » Material Handling and Equipment Distributors Association
  - ▶ Mower
    - » Green Industry and Equipment Expo (GIE)
    - » Outdoor Power Equipment Institute (OPEI)
  - ▶ On-Road

# NATIONAL VERTICAL CAMPAIGN

- Pre-condition vertical audiences using trade media relations and trade advertising

## TRADE MEDIA RELATIONS

- Develop a comprehensive editorial calendar for feature story placement
- Secure editorial meetings with key energy writers for forklift, truck fleet, bus, mower, FBO and after-market vehicle segments

## TRADE PRINT

- Trade media advertising schedule for forklift, truck fleet, bus and mower
- Advertising will be available to marketers and state associations for regional and local use

# DEMONSTRATION TOURS

- Work closely with the regional PERC Engine Fuel reps and state associations to improve demo tours targeted at highly leveraged markets
  - ▶ Centered around demo ride-and-drive events, create turn-key event promotion package that maximizes effectiveness
  - ▶ Focus tours on bus, truck and mower segments
  - ▶ Refresh marketing materials for demo tour, test market, state association and marketer support

# EFAC PROGRAM SUMMARY

	TRADE ASSOCIATIONS	TRADE SHOWS	TRADE MEDIA RELATIONS	TRADE ADVERTISING	DEMO TOURS	DIRECT MARKETING	COLLATERAL
FORKLIFT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
BUS			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TRUCK FLEET	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AFTER MARKET			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
MOWER	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

# NATIONAL DIALOGUE



# CONTENTS

CRUX OF THE CONVERSATION  
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# THE CRUX OF THE CONVERSATION

Economic

Efficiency

Environmental impact

Domestic Independence

Energy Saved Is Energy Found  
Join us in one of the most important efforts of our time - using less.

I will leave the car at home more.

And so will we.

See How

Global oil gas consumption during this visit: 0000060445 BARRELS

I will carpool to work.

I will take my golf clubs out of the trunk.

In a world where we need all the energy we can find, how do we do more with less?

we are millions of people speaking up for solutions. we can solve the climate crisis if we take action now. add your voice now.

Enter your email address

submit



>>

# WHO'S TALKING

T. BOONE PICKENS PLAN

OURENERGY.COOP

WECANSOLVEIT.ORG

WILLYOUJOINUS.COM (CHEVRON)

## Push.PickensPlan.com

Take action for America's energy future.

Join a national network of people working for cleaner, independent energy. Invite your friends, share your ideas and get involved.



Our Energy, Our Future  
A Dialogue With America

Listen to Glenn English, CEO of NRECA, on the need for a dialogue.

facebook  
Our Energy, Our Future on facebook!

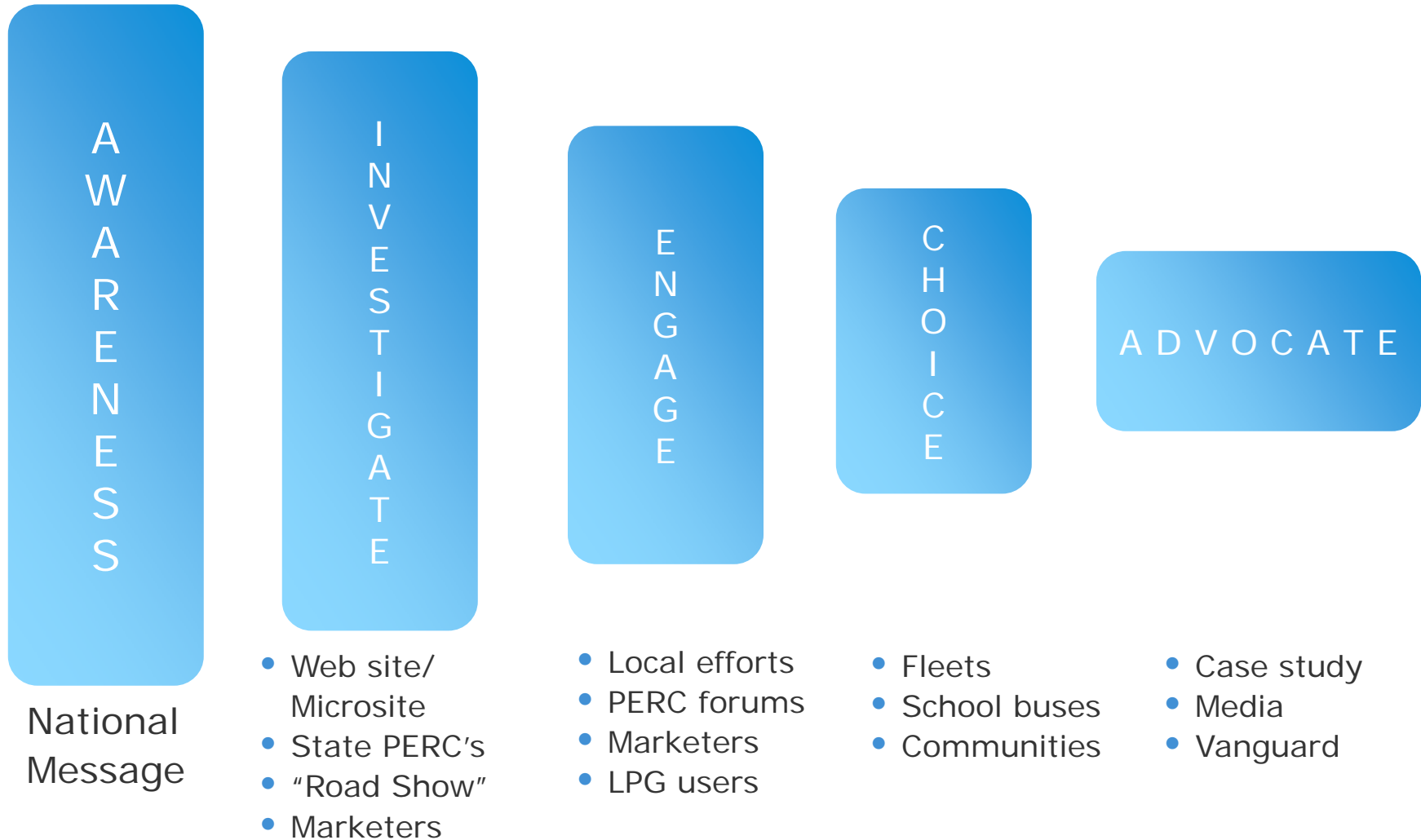
America's Electric Cooperatives

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PROPANE'S  
OBJECTIVE FOR  
ENTERING THE  
NATIONAL  
DIALOGUE

PROMOTE PROPANE'S ROLE AS A VITAL COMPONENT TO THE OVERALL ENERGY SOLUTION AS THE COUNTRY LOOKS TO MINIMIZE FOREIGN DEPENDENCY AND ENVIRONMENTAL IMPACT, AND INCREASE FUEL EFFICIENCIES.

# INFLUENTIAL STRATEGY



MISSION AREAS

# TARGET AUDIENCE : ENERGY VANGUARDS

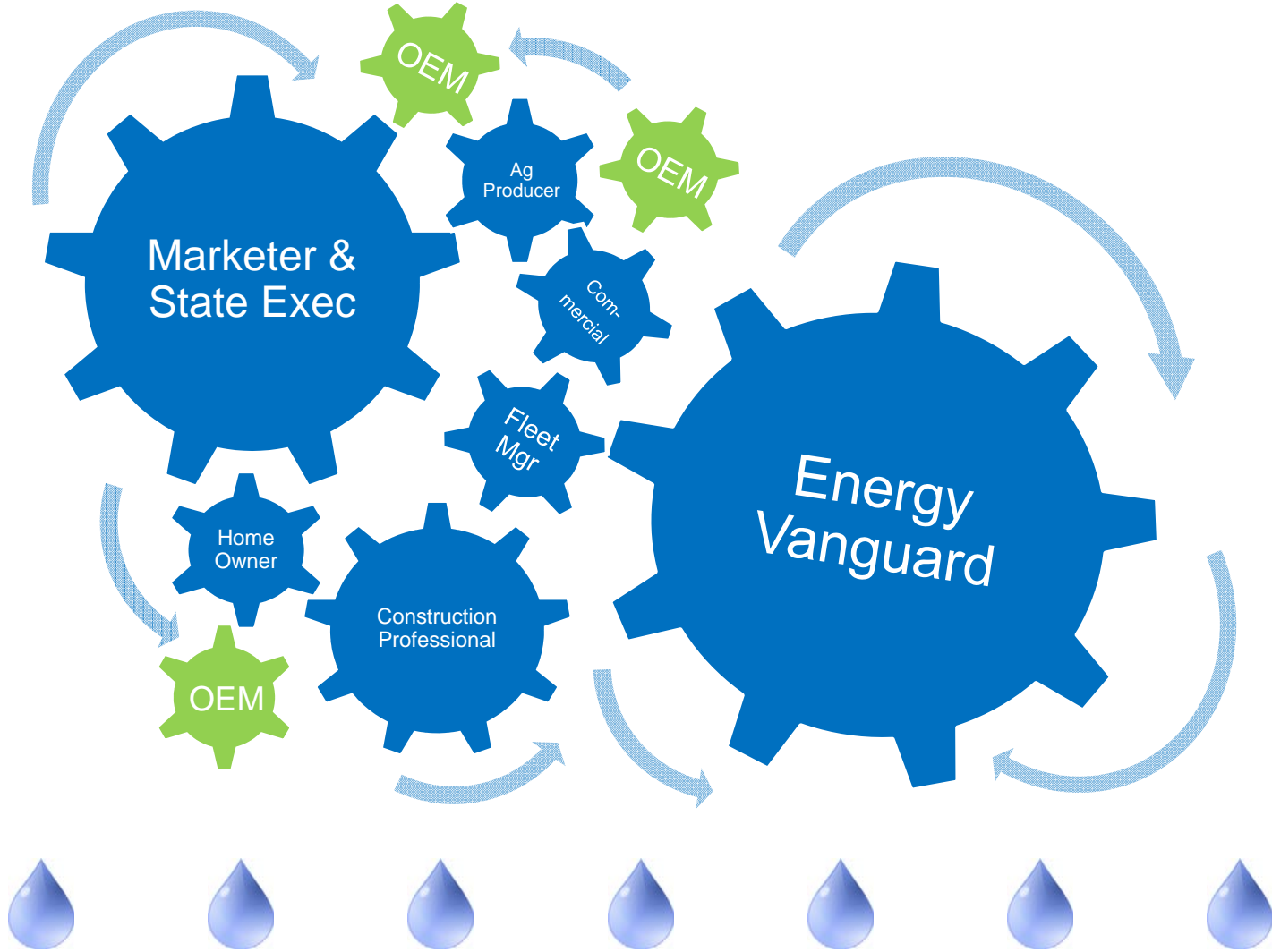
- City council members
- School board members
- Fleet managers
- Community leaders
- Small/medium business leaders
- City planners
- Architects
- Builders/developers
- HVAC/plumbing contractors
- Media
- Propane industry



# WHY THIS AUDIENCE?

- City council members
  - School board members
  - Fleet managers
  - Community leaders
  - Small/medium business leaders
  - City planners
  - Architects
  - Builders/developers
  - HVAC/plumbing contractors
  - Media
  - Propane industry
- These are the “votes” we need to win, therefore, we’ll focus on winning them
  - Associated with either making or implementing energy policy
  - All are charged (by market demand, economics or policy) to implement alternative energy programs or fuel-efficient programs
  - All are accountable for controlling costs
  - Play an active influencer role
  - Inside and outside the beltway

# OPTIMIZING GALLONS



## COMMUNICATION OBJECTIVES

INCREASE RECALL OF PROPANE AS A  
CURRENT VIABLE ALTERNATIVE FUEL  
SOLUTION WITHIN THE COMMERCIAL AND  
CONSUMER ENERGY PORTFOLIOS.