

# Communications Budget Increase Proposal

City Commission  
July 13, 2017

# Research

- Develop a strategic marketing and communications plan
  - Primary research
  - Secondary research / brand options
    - Industry overview, brand audit, current brand position, core brand values, consumer profiles
  - Branding Strategies – messaging
    - GRU Life | The Necessities of Life | Public Power
  - Budget \$30,000

# Media Buy

- Based on the goals and objectives of each campaign
  - Determines the amount of each media buy
  - Determines the media channel
- Budget \$150,000

# Grass Roots

- Increase presence within community
- Improve accessibility to customers
- Promote products and services

Budget = \$35,000

## Tabling

Events; businesses (Lowe's, Trader Joe's, etc.); public spaces

Promote on social media: "GRU forester Joe Wolf will be at Home Depot from 10 a.m. to 11 a.m. to answer questions about storm debris removal"

## Talks

Schools; HOAs; churches; organizations

## Programs

i.e. Pop-up camp



# Grass Roots



# Customer Engagement

## Explainer Videos

Animated videos covering topics from, “How do I sign up for eBill?” to “What is a fuel adjustment charge?”



Budget = \$25,000

## Customer Videos

Customers share positive interactions they’ve had with GRU staff

# Nest Program

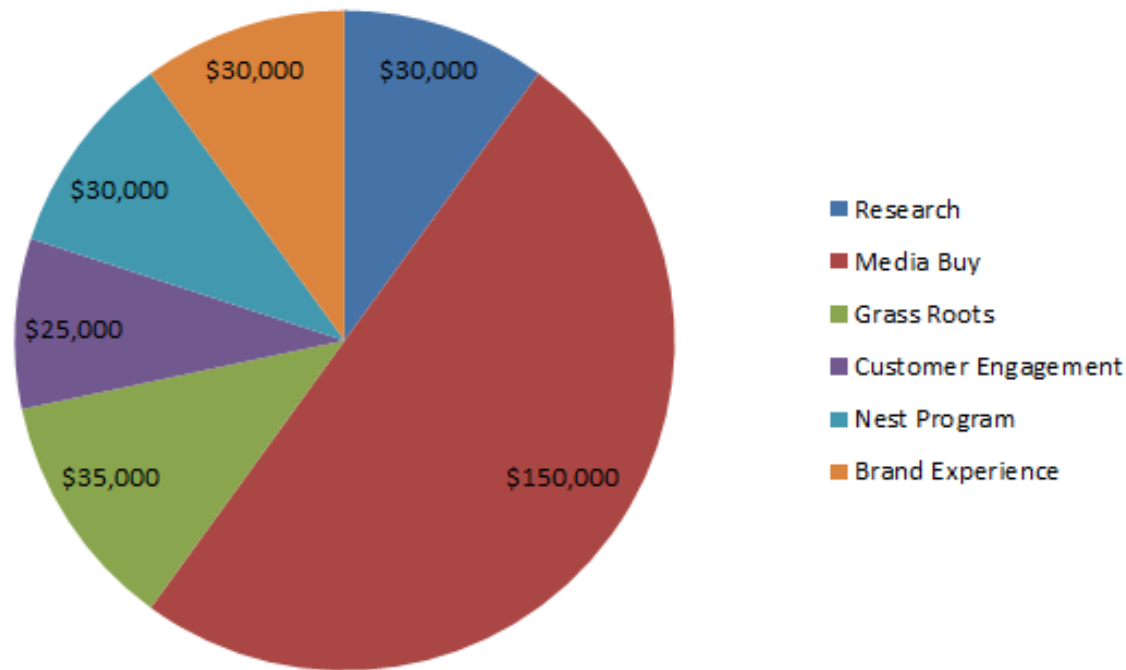
- Empowering customers
  - 80 Nest thermostats
  - Training
  - Installation
  - Promotion
  - Budget = \$30,000



# Brand Experience

- Qualtrics Experience Management platform
- Budget - \$30,000
  - Increase brand equity
  - Test and improve advertising
  - Identify essential brand drivers

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**QUESTIONS**