

Communications Report – September – October 2019

Communications Outreach

Brand Awareness Survey - As a way to judge recent activity related to the Energize Delaware Brand Awareness campaign, an email survey was developed through the SoGo Survey program. The survey was sent to those who had subscribed to our newsletter via our website. Questions were listed to see if advertising on the radio, in print, on billboards, and on social media had been seen or heard. 103 responses have been collected to date.

https://www.sogosurvey.com/zRMx/bar_graph.aspx?slink=1&sid=6&DNA=False&QuickAccess=true

Brand Awareness - The FY20 Media Plan is now underway. Print advertising in the Gatehouse Media (Dover Post family) and Independent Newspapers (State News family) began in September. Sixty-second radio spots and social media ads also began in September. Additionally, billboard/outdoor and transit promotion will begin in December ahead of the coldest part of the season.

Empowerment Grant Program – A logo has been created for the Empowerment Grant Program using the consistent design of the Energize Delaware and C-PACE logos. We have also started setting up the website, social media platforms, and brochures. A joint press release from Exelon and Energize Delaware announcing the Grant Program will be released soon.



Energy Assessment Program brochure – The brochure for the Energy Assessment Program for Non-Profits and Local Governments has been refreshed. Copy will be presented at meeting.

Delaware Energy Conference – Energize Delaware served as the Luncheon Sponsor for the 6th Delaware Energy Conference on October 24 at the Hilton Wilmington/Christiana in Newark, DE. Over 115 attendees heard from an array of guest speakers and interesting panel discussions at the event hosted by the Delaware Chapter of the Energy Services Coalition.



DE State News Veterans Day & County Information book advertising – Energize Delaware has recently run place-based advertising at the Delaware State News. These ads include the supplement honoring those who have served for Veterans Day. That print ad package also had an online component that was displayed on the DSN website. The second placement is for the annual Kent & Sussex county Information books that will be distributed in early 2020. Energize Delaware will have a vertical ½ page ad in each book.

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Social Media

Facebook – Followers: 921; Likes: 849
 Twitter – Followers: 321; Following: 872; Tweets: 1,004
 Instagram – Followers: 194; Following: 311; Posts: 37



Rep. Dorsey Walker images from Tweet about Lights On Program

Media Coverage

Nothing to report recently