

Getting consumers on board.

Electrification is awesome – but how do you get people to buy electric?

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We create a market advantage for
organizations that create a sustainable future



We start here...

energypulse™

ecopulse™

b2bpulse™

..and we end with communications that build brands, shift perceptions and drive sales.



Moving Americans towards electrification is a little like our challenge with engaging them in energy efficiency





“Cars and trucks are the leading cause of climate change”

“In 10 years, EV’s will be the new normal”

“Electricity is cleaner than gasoline”

But only

9%

are even considering purchasing a plug-in hybrid or all-electric vehicle in the next year



“They’re too expensive”

“There’s nowhere to charge/it takes too long”

“The car manufacturers should make this
easier on us!”



Meanwhile, on the home side of the electrification equation...



53% think natural gas heating is better for the environment...

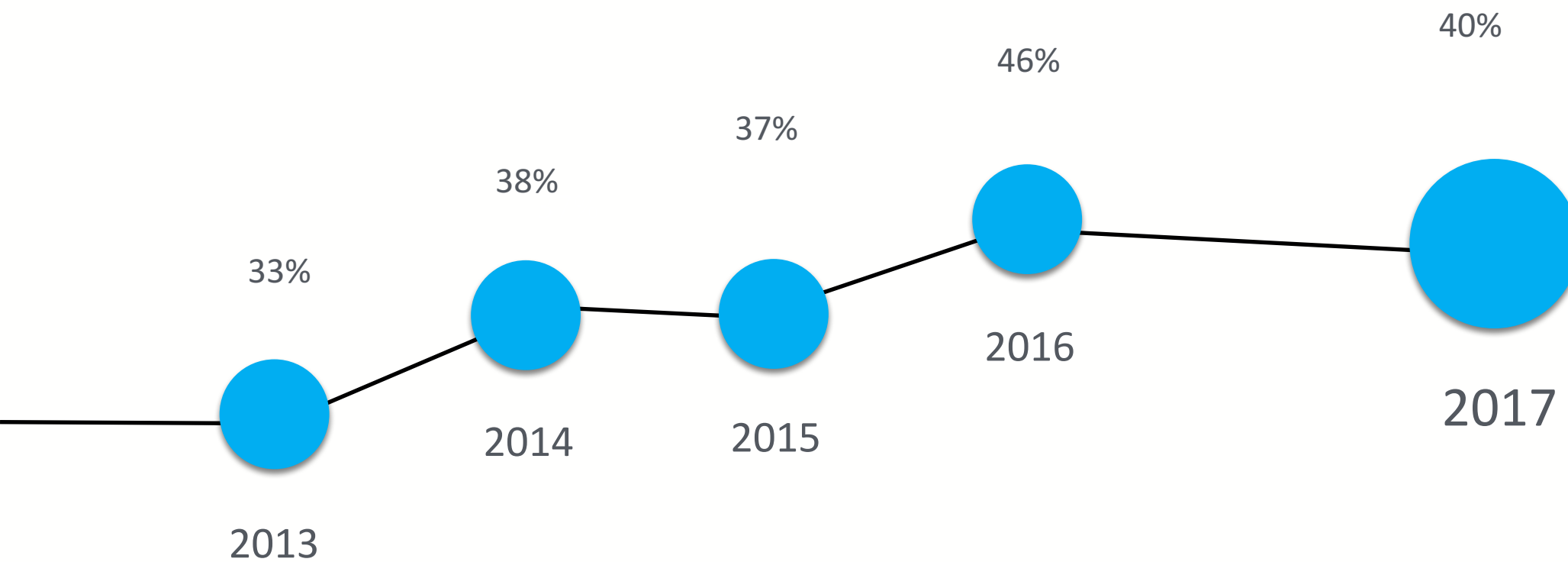


53% think natural gas heating is better for the environment...

...unless they heat with electricity.



Would you like to be seen as someone who buys eco-friendly products?



This means we have to create a new social norm, a new widely-held belief that electricity is greener.

And that will take aggressive marketing



**And we have to overcome a very real
obstacle...**



NATURAL

So...

- ✓ The wind is at our backs – Americans want to be greener
- ✓ “Educating” folks isn’t enough...we have to create a belief that electricity is greener and better, and create a new social norm
 - That means overcoming the green position Natural Gas already owns by virtue of its name
- ✓ And we have to make options and infrastructure widely available

Thank you!

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