



**Energy Efficiency Board Marketing Committee Meeting**  
**Wednesday, September 16th, 2015, 2:30 – 4:00 p.m.**  
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT

Call in number: (646) 749-3131 / Passcode: 147-146-453

Webinar Link: <https://global.gotomeeting.com/join/147146453>

Meeting Materials Available at: <https://app.box.com/s/iaa03n6lnx61rx1ea80qr4441sylv0bw1>

**AGENDA**

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| <b>1. Introduction and agenda review</b>  | <b>2:30-2:35 p.m. (5 min., Jamie Howland)</b>                        |
| <b>2. 2016 Statewide Marketing Plan highlights</b>  | <b>2:35-2:45 p.m. (10 min., Ellen Rosenthal and Mark Grindell)</b>   |
| <b>3. Presentation on new responsive website designs</b>  | <b>2:45-3:10 p.m. (25 min., Cheryl Mattson)</b>                      |
| <b>4. Discussion on guidelines for third party co-branding and partnerships; and approving usage of the Energize CT brand</b> | <b>3:10-3:35 p.m. (25 min., Violette)</b>                            |
| <b>5. Company proposed metrics for evaluating the success of the “Wait til Eight” campaign</b>                                | <b>3:35 - 3:50 p.m. (15 min., Ellen Rosenthal and Mark Grindell)</b> |
| <b>6. Other Business</b>  | <b>3:50 - 4:00 p.m. (10 min., Jamie Howland)</b>                     |
- Monthly reporting on Statewide Marketing activities 3:50 - 3:55 p.m. (5 min., Jamie Howland)
  - Agenda items for the October Committee meeting: 3:55 - 4:55 p.m. (5 min., Jamie Howland)
    - 1) Company proposed metrics and goals for social media;
    - 2) Results of the post-campaign telephone survey;
    - 3) Update on statewide marketing research, focus groups;
    - 4) Eversource presentation on smart-fencing; and
    - 5) Eversource presentation on CEP marketing strategy