

Creative Rationale & Process

for Austin Energy's Summer Savings Program

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Presented by:



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Creative Rationale & Process

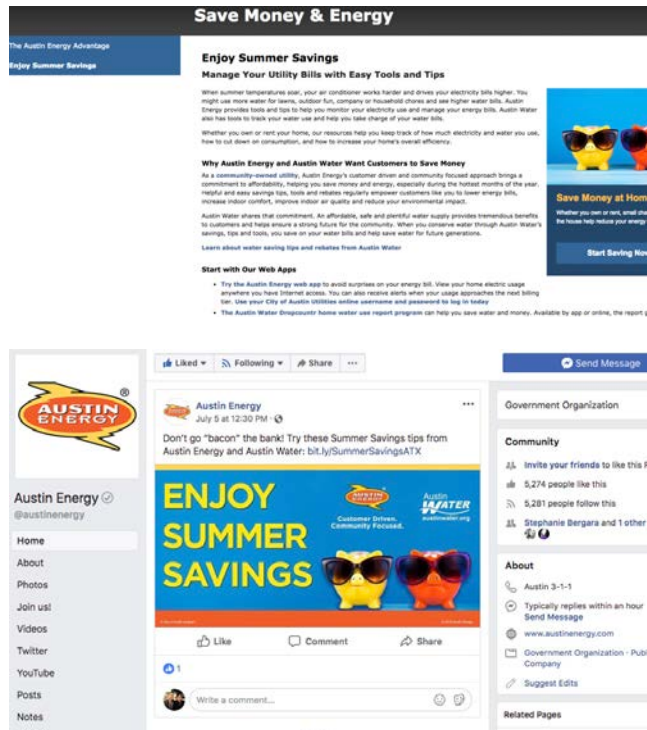
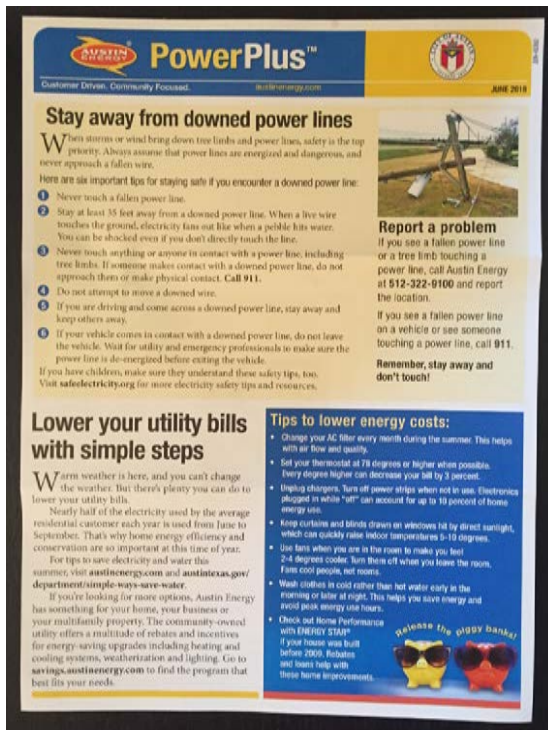
4 KEY TAKEAWAYS FROM CREATIVE BRIEF

- + Educate on energy usage monitoring and management
- + Empower behavioral changes
- + Inform on rebate program
- + Messaging to help customers have affordable electric bills

WHERE WOULD AUDIENCE SEE THIS? MARKETING COLLATERAL BRAINSTORMING

- + Social media ad/post
- + Nextdoor ad
- + Ads next to products in store
- + Pedicabs/Buses/B-cycles
- + Bus stops
- + Ads in mail with electric bill
- + Website banner
- + Pamphlet with 3rd party door 2 door sales
- + Phone app ad
- + Billboard
- + Ads at local credit unions

RESEARCH - WHAT'S CURRENTLY USED?



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COLLATERAL FOCUSES & WHY

- + Social media ad
- + Website banner
- + Double-sided mail ad

- All are budget friendly
- All adhere to a wide age demographic (homeowners and renters)
- All have been done so I know they can be redone

MAIL AD HURDLE TO OVERCOME

How can we make the audience/customers NOT disregard this piece of paper?

MY PROPOSAL

Some sort of energy savings challenge. Benefits of this challenge:

- Encourages behavioral changes
- Incentive is the savings on monthly bill
- Due to behavioral changes, more reason to monitor and track energy usage
- Enjoy more of summer with energy savings

SOME INITIAL BRAINSTORMING OF DESIGN CONCEPT

2 key words

- + Enjoy & Summer

What are some ways people enjoy summer?

- + travel
- + go to the beach
- + go swimming
- + eat ice cream

DESIGN INSPIRATION



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FINAL CONCEPT

Fonts

- + "Summery" script font: Countryside
- + Modern sans-serif font: Avenir

Colors

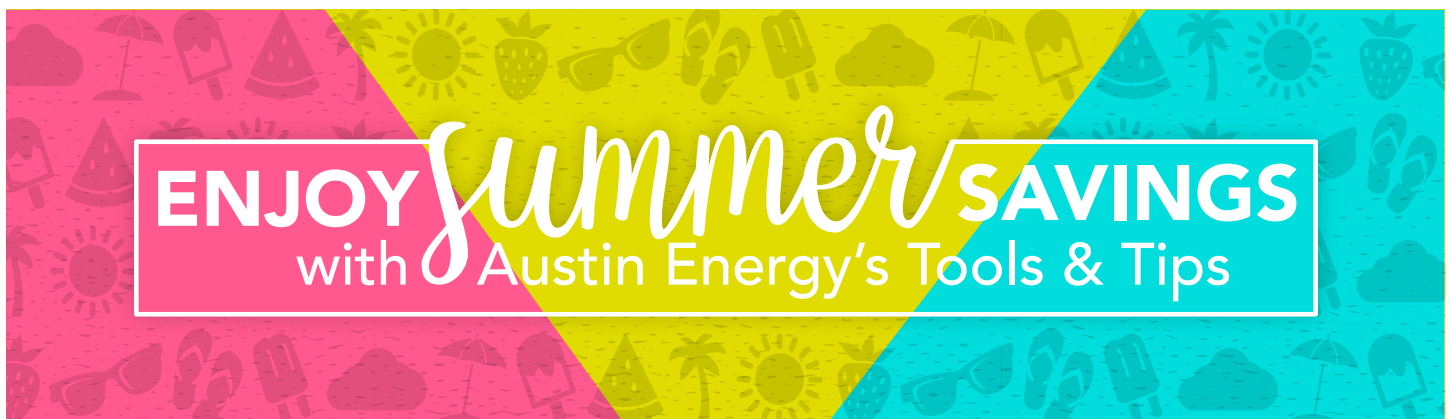
- + Cyan: Summer sky
- + Yellow: Summer sun
- + Magenta: Summer energy/vibe/upbeat
- + White: Daylight
- + Diagonal of 3 colors represents sun rays or beach ball

Images

- + All background images represent summer activities to enjoy

Texture

- + Texture to represent beach-like sand



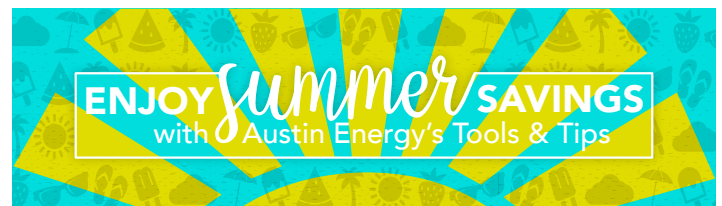
DARK GRAY VERSION

In case of little contrast when scaled down



FIRST VERSION

Too detailed due to sun rays

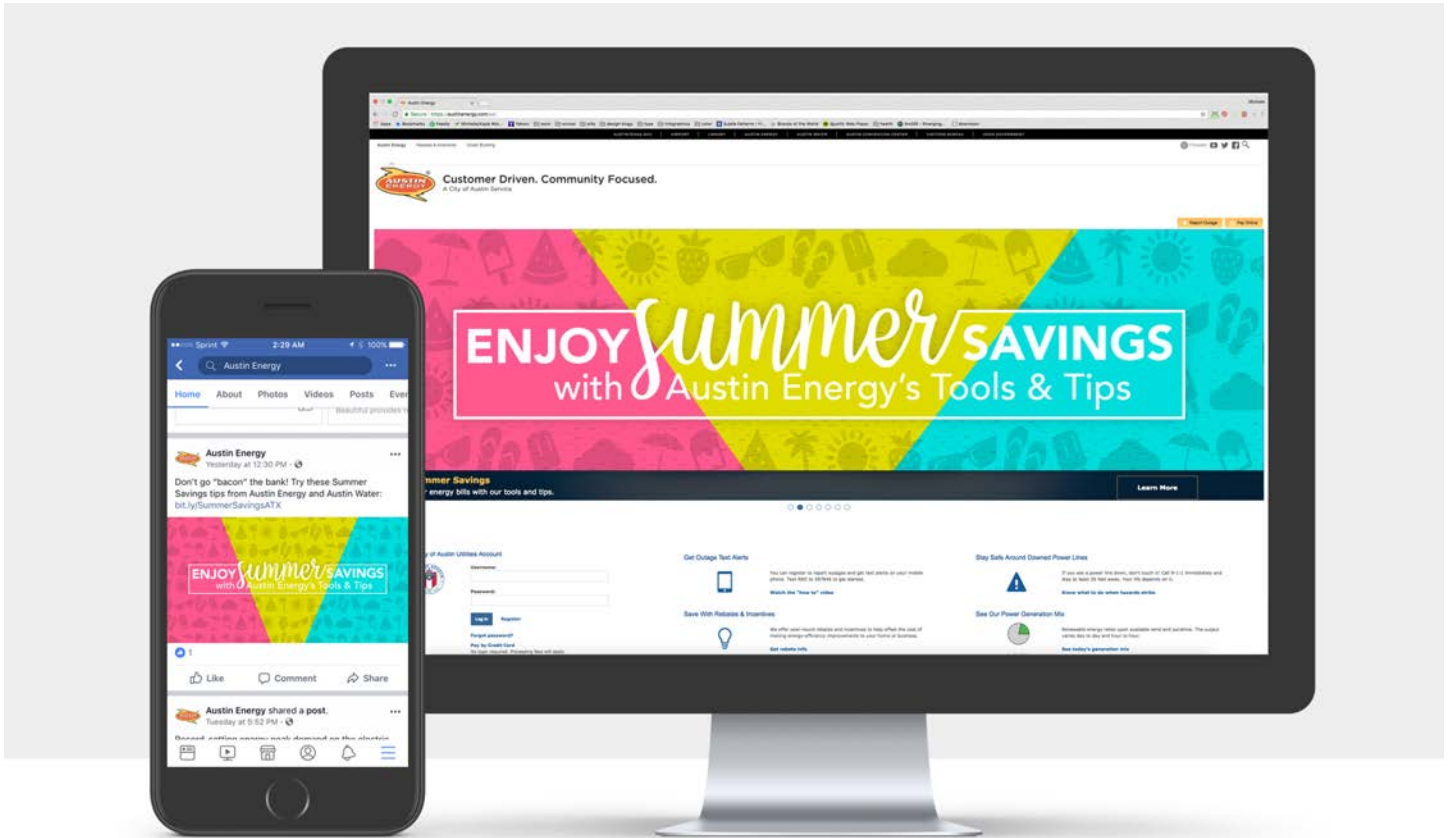


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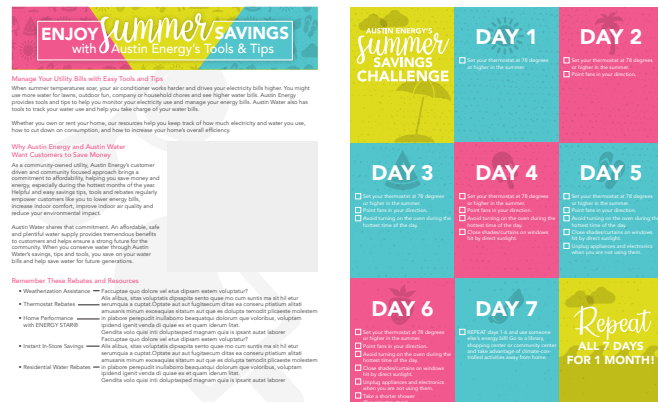
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SOCIAL MEDIA POST & WEB BANNER



DOUBLE-SIDED MAIL ADVERTISEMENT

- + Can print at home
- + Checking check boxes releases endorphines
- + Could be an accordion fold



DOES THIS MEET 4 KEY TAKEAWAYS?

Educate on energy usage monitoring and management

- + Front page of mail ad and audience could be encouraged to monitor due to challenge
- Empower behavioral changes which may lead to rebates
- + Challenge helps establish behavioral changes
- Inform on rebate program
- + Information on front page of mail ad
- Messaging to help customers have affordable electric bills
- + Front page of mail ad
- + Challenge could help customers save money