

2021 Integrated Marketing Communications Docket – Gate 3: Executive Summary

Applicant Information		Docket Number: 22786	
Project Title: 2021 Integrated Marketing Communications			
Lead Vendor: Swanson Russell		Title: Advertising and Media Agency	
Organization:			
Email:		Telephone:	
Amount Requested: \$9,863,000		Total Project Cost: \$9,863,000	
Other Funding Organizations/Amounts: N/A			
Start Date: February 10, 2021		End Date: December 31, 2021	
PERC Team Leader: Erin Hatcher			
Additional Vendors: Hahn, White Lion, Zonda, Apogee, TSN		Contact information:	

Executive Summary (completed by PERC staff)	
Project Summary	
<input type="checkbox"/> Describe the proposed product or idea, its importance, its benefits, and the market and/or audience it serves. Briefly outline the scope of work. If applicable, describe the key messages and deliverables, including who, what, where, and how they are delivered. Please limit response to 500 words.	
<p>The integrated communications and marketing docket encompasses total 2021 programming for all markets, environmental thought leadership, corporate communications, as well as digital development and reporting.</p> <p>The guiding principle of the messaging in 2021 will prove that “Propane Can Do That” by providing “Truth in Energy”. This principle supports the “Propane Can Do That” campaign and tagline across multiple market messages by convincing audiences that propane is the right choice for them because it:</p> <ul style="list-style-type: none"> • Is a powerful and efficient energy to heat and power homes, businesses, and farms • Will drive profitability for businesses because of the low cost of ownership for propane equipment • Provides highly desirable amenities for their customers • Is a clean and efficient fuel for on- and off-road fleets • Is available, accessible, and portable <p>That’s the “Truth in Energy”.</p> <p>“Truth in Energy” provides the Environmental Thought Leadership messaging with both hard-hitting, anti-electrification language to expose the dirty secrets of electricity and language that boldly asserts propane’s environmental benefits. It also provides the pro energy choice proof points when demonstrating propane’s ability to work alongside renewables.</p> <p>The statement, “Truth in Energy” provides the reason to believe that propane is the right energy choice for every application in every market that we’re targeting with our messaging by calling out our competitive advantage in that particular application. It can be assertively linked to the environmental “truth” to those audiences for whom environmental impact is of great concern, and linked to different attributes that other audiences find more compelling. We’re simply speaking the truth.</p> <p>In addition to supporting the markets and Thought Leadership with compelling messaging, the plan will focus on improving the very foundation of PERC: propane.com. We will build on the success of propane.com’s ability to engage visitors with fresh and relevant content, an enhanced user experience, and ultimately drive them to adopt propane for their home or business by searching for a propane retailer. Digital development funding will support every element of this effort.</p>	

Strategic Importance

- Describe how this initiative supports PERC's strategic plan.
- Describe how this initiative is important to the propane industry.

This docket directly supports the pillars of the strategic plan. Each market has a strategy statement and up to three key objectives addressing the target audience for each market.

The marketing communications plan was designed to deliver the key objectives which will advance the industry by increasing users and uses of propane.

The following is a summary of each market's strategy, audience, and key objectives for 2021.

Homeowner

Strategy:

- Grow users and uses in the residential consumer market by driving them to propane through the **gateway of outdoor living**; and convincing homeowners and prospective homeowners in propane country who are interested in **building, remodeling or adding /replacing appliances** to choose propane.

Objectives:

- **Educate and engage consumers** looking to build, remodel, add or replace appliances in propane country on the attributes, availability, and amenities of propane.
- **Educate and engage potential transplants to propane country** about the benefits of a propane-powered home whether they are building or buying.

Residential Construction

Strategy:

- Grow users and uses in the residential market by driving **construction professionals** to choose propane for **home heating, water heating, and power generation** in new home construction and renovation projects.

Objective:

- **Make residential construction professionals more aware** of propane's benefits, advantages, and applications; make them like propane more; make them likelier to choose and recommend propane.

Commercial Construction

Strategy:

- Grow users and uses in the commercial market by driving **commercial building owners, operators, and specifiers** to choose propane for **water heating, and combined heat and power** in more buildings.

Objective:

- Make **commercial construction professionals** more aware of propane's availability, advantages, and applications; make them like propane more; make them likelier to choose and recommend propane for their projects.

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Agriculture

Strategy:

- Grow propane users and uses in the agriculture marketplace by convincing **producers and future farmers** that propane will **power their entire farm and reduce the cost of operation** because of its **affordability and efficiency**.

Objectives:

- **Educate producers and growers** about the **operational and environmental benefits** of propane on the farm.
- **Engage the new generation of ag producers** with audience-specific propane content.

Material Handling

Strategy:

- Grow propane users and uses in the material handling market by convincing **material handling professionals** that propane-powered forklifts and port/terminal applications will **drive their profitability** and ensure they **meet environmental standards**.

Objectives:

- **Educate material handling professionals** about the benefits and **advantages of propane vs. competing energy** sources.
- **Expand adoption** of propane-powered port/terminal equipment with **user testimonials** from **port success** stories.

Autogas

Strategy:

- Grow users and uses in the on-road market by convincing **medium duty fleet directors** and **school transportation directors of propane autogas fleets’ affordability and low emissions** as a transportation solution.

Objectives:

- Educate directors of **paratransit, package delivery, and food/beverage fleets** about the advantages of propane autogas.
- Expand propane autogas adoption in **school transportation** by sharing **health and cost savings** success stories.
- **Educate** the propane **industry** about the **financial advantages** of propane **autogas adoption** in their fleets.

Off-Road

Strategy:

- Grow propane users and uses in the off-road markets by convincing **rental and construction equipment business owners** that propane powered equipment has the **lowest total cost of ownership** and is the **least expensive to maintain**, therefore **most profitable** for their business.

Objectives:

- **Educate** the off-road market professionals (**contractors, dealers/distributors**) about the **financial benefits** of propane-powered **mobile generation**.
- Drive dealer search for propane-powered **construction equipment** by targeting key segments with **provocative, data-driven messaging and comparisons vs. electric and other competitor energy sources**.
- **Drive propane demand** in the off-road markets by facilitating **relationships between marketers and equipment dealers**

Budget Impact

Category:	Year Total:
YTD Remaining: 9,863,00	Remaining if Funded: 0

Three Year Funding History for Similar Program Budgets

Year	Docket	Budget \$	Actual \$	Activities
2020		\$12,290,000		Consumer outreach, influencer outreach, program support and market research.
2019		\$10,403,000		Consumer outreach, influencer outreach, program support and market research.
2018		\$11,817,000		Consumer outreach, influencer outreach, program support and market research.

Success Measures

- Describe the desired outcome of the project / measurement of success.

Success measures vary by market, activity, and tactic. Some key measures include expanding the propane customer base; increasing total unique visitors to propane.com; increasing engagement with better targeted, high quality content on propane.com; increasing engaged followers on all social channels; increasing positive attention paid to the propane industry by thought leaders in the form of articles, mentions, and podcast participation; better targeting of our messaging, collection of data through our platforms and interpretation of data for increased programming efficiency; successful commercialization plans to support innovation; closer relationships with our OEM marketing counterparts; a high performing rapid communications response team; and increased perception of propane as a clean fuel.
(Detailed metrics with 2020 benchmarks and 2021 goals identified by market are outlined in attachment)

2021 Integrated Marketing Communications Docket – Gate 3: Project Details

Project Title: 2021 Integrated Marketing Communications

Docket #: 22786

Product Details (Completed by applicant)

1. Market / Audience Rationale

- Who is the target audience?
- Why is the target audience important?
- What is the geographical reach (national, regional)?
- What input have you received on the project concept from the market/audience?
- What market research has been done in support of this project?
- What is the urgency of the project?

Target audiences vary by market and program, but they consist of key decision makers who will either drive propane usage/adoption or improve opinion/increase favorability toward propane as a clean fuel. Geography is national but messaging is tailored by region. Focus groups have been conducted among some target audiences, programming ideas have been vetted by Advisory Council members, consumer research has been conducted to determine current attitudes toward propane and funding for all activities will expire in February.
(See Strategic importance section for further detail)

2. Development

- What content will be created?
- Who will create the content?
- How will the content be created?
- What existing content will be leveraged?
- What is the level of difficulty to create the content?
- What are the possible challenges in creating the content?

Creative content will be developed by Swanson Russell, Zonda, Hahn Public, PERC staff and others to support market growth messaging and more assertive and provocative anti-electrification messaging; existing video, still imagery and other assets will be leveraged whenever possible. The level of difficulty to create needed content is low and no challenges are anticipated.

3. Delivery

- How will the content be delivered to the market?
- What existing delivery channels will be used?
- What training is necessary, and who needs training to deliver this program?
- What are the possible challenges in delivering the program?
- What is needed to generate enthusiasm for the program within the propane industry and with partners?

Content delivery will consist of digital, connected TV, print, direct mail, social media, webinars, podcasts, and PR. PERC will also develop materials for marketers to customize and use themselves.

Connected TV is new in 2021, and was selected to maximize the use of PERC's rich store of video content.

4. Customer Service and Support Needs

- What are the customer service and support requirements?
- What service and support resources are required?
- Are service and support developed through this project?

Our digital first designed plan provides us with rich data that allows for optimization of campaigns, enhanced user experience that will drive consumers down the adoption funnel. Included in the docket is funding for digital development and reporting to support our programming efforts.

5. Leverage and Synergies

- What are the internal strengths leveraged to develop and deliver this program?
- How much dependence is on partners to develop and/or deliver the content?
- How could the content be used by other markets or industry organizations?
- How could the content be used with other audiences beyond the target audience?
- What results have been achieved with previous, similar projects?

Skills of internal PERC team members will be leveraged whenever possible to deliver programming (for example, social media posting, driving social media followers); partners will provide creative assets and content to be used by marketers, national, regional, and state propane associations, and foundations where appropriate. This integrated marketing and communications plan will provide a comprehensive body of content that will be shared with all of our industry partners.

6. Cost/Benefit Analysis

- What is the expected impact on market?
- What are measurable success targets, e.g., units sold?
- What is the estimated quantifiable impact on gallons sold, if applicable?
- What is the relative cost per gallon and other measurable targets?

Among the key messages that we will employ to drive adoption of propane across our markets are propane's ability to increase businesses' efficiency and bottom line, to achieve environmental requirements and satisfy their customers' needs. We will increase the perception of propane as a clean fuel among existing and prospective customers in propane country which will help propane retailers gain more customers and sell more gallons.

7. Risk Assessment

- Identify 3-5 potential risks to the successful completion of the project or inability to meet outcome targets, how likely those are to happen, impact on the project, and how to resolve those risks.
- Indicate low, medium, or high for "Likelihood" and "Impact."

Risk	Likelihood	Impact	Risk Resolution and/or Contingency Plan(s)
Fossil fuel ban	Medium	High	Supply content to support associations' advocacy for clean energy choice.
Increased focus on electrification	High	High	Continue to drive anti-electrification message and educate audiences about the environmental benefits of propane and the importance of energy mix and choice.
Innovation from competitor energies (Less expensive, lighter batteries, less expensive EVs, and faster charging stations)	High	Low	Continue to support innovation with OEM partners through collaboration on commercialization plans.
High profile propane accident(s)	Medium	Medium	Identify and correct misperceptions regarding cause if warranted, reiterate safe use and handling of propane.
Problems with wintertime deliveries	High	Medium	Engage Rapid Response Team to assist in crisis management when appropriate.

Aggressive responses to our messaging from energy competitors, law makers, and regulators	Low	High	Engage influencers to act as propane ambassadors by asserting the need for energy choice from a mix of clean options; engage Rapid Response Team to prepare a response to competitors; prepare myth-busting content preemptively to be tailored for intended audiences.
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8. Budget

- Outline cost per task, including estimated cost share (cash and in-kind).
- If applicable, indicate hourly rates, including overhead
- Highlight contractor vs. pass-through costs.

(See attached.)

9. Timeline

- Provide a detailed timeline of all activities, tasks, and milestones.
- Include commencement and completion dates.
- List most responsible person for each task.

(See attached.)

Measurement and Evaluation (Completed by PERC staff and applicant)

10. Project metrics

- Detail how success will be measured for this project overall and by tactic, what the metric is, and when it will be achieved.

Project Deliverable Metrics	Metrics	By When
See attached	<Units or other>	<Date>
<Insert additional rows as needed>		
Market Outcomes	Metrics	By When
See attached	<Gallons or other>	<Date>
<Insert additional rows as needed>		

11. Partner Selection

- What was the basis for selecting the recommended contractor?
- If the basis for selection is not via a competition, describe the unique qualifications this vendor possesses.
- For time and material work arrangements, list or attach the Principal Hourly Rates and the basis used to determine that the rates are competitive.
- How will matching funds be verified?

While there wasn't a competition to select our partners, they all have extensive experience in our industry, proven results across multiple programming tactics in support of our markets, and demonstrated success in driving traffic to propane.com.

Homeowner				
Budget - \$3,000,000	Strategic Pillar: Market Growth (Increasing users & usage)			
Paid Media 2,970,000		Measurement	Benchmark	Goal
	Brand Campaign (Capture urban migration, Connected TV, Propane provides, Together with Propane) Outdoor Living Campaign (Inspiration Lookbook, Come back inside)	Reach / CTR / Conversion / Video Views	YTD (Nov 2020) Reach: 148M, CTR: .35%, Conv rate: .72%, Video views: 7.5M	Reach: 129M; CTR: .35%; Conv. Rate: .16%; Video views: 7.2M *reduced reach due to addition of connected
	Home Heating Campaign	Reach / CTR / Conversion / Video Views	YTD (Nov 2020) Reach: 170M, CTR: .50%, Conv rate: 1.99%, Video Views: 7.3M	Reach: 145M; CTR: .50%; Conv. Rate: 36%; Video views: 8.2M *reduced reach due to addition of connected
	Generator Campaign (When the Bill comes Due mailer) Ad Production & Planning	Reach / CTR / Conversion	YTD (Nov 2020) Reach: 136M, CTR: .20%, Conv Rate: .66%, Video Views: 2.2M	Reach: 114M; CTR: .20%; Video views: 700k
		Across brand, outdoor living, home heating and generator campaigns	YTD (Nov 2020) Reach: 82M, CTR: .65%, Conv rate: 1.35%	Reach: 82M; CTR: .65%; Conv. Rate: 1.45%
Earned Media \$30,000				
	Home Heating Season Matte Release (camera ready advertorial piece for local insertion) RMT/SMT - Heating Season (Radio Media Tour/Satellite Media Tour)	Reach / Placements	previous safe grilling, weather, and school bus safety matte release performance	325 placements; 4M impressions
		news media reach / # of media market interviews	previous SMT/RMT campaigns. Most recent are school bus related	35 TV interviews; 30 radio interviews; 20M audience reach
Program - covered in 2020 budget				
	Propane Provides (Votaggio)	# Media Placements, News Media Reach, Social Engagement (shares/likes)	New in 2021	3 service days with Michael and Bryan, RMT/SMT, 15 interviews, 8 social posts/stories / chef
	Chefs for Choice	Social content engagement and views	New in 2021	Reach: 20M; Likes: 50k; Comments: 1,000
	Come Back Inside Campaign	Video views	New in 2021	Reach: 25M; Likes: 50k; Video views: 100k
	#TogetherwithPropane Social Influencer	Social content engagement and views	PropaneKids social influencer campaign (summer 2020)	Reach: 35,000,000 Likes: 100,000 Comments: 20,000 User Generated Content Entries: 250
Residential Construction				
Budget - \$762,500	Strategic Pillar: Market Growth (Increasing Users & Usage)			
Paid Media \$360,000		Measurement	Benchmark	Goal
	Builder/Remodeler/Plumber/HVAC campaign	Reach, CTR, Conversion	YTD (Nov 2020) Reach: 3,951,124, CTR: 1.07%, Conversion Rate: .42% ("Did you know" campaign and ZNE in digital and print)	Reach flat with the elimination of print in 2021; CTR: 1.1%; Conversion Rate: .5%
Earned Media - \$75,320				
	Trade PR Program	Interviews conducted, releases, case studies, featured content/articles	final 2020 program results (TBD)	Interviews: 10, News Releases: 5, Case studies: 3, Byline / Feature Articles: 10. Coverage score: 100 10 pts. — Cover Story — 4 pts. — Byline Article — 3 pts. — Feature Article — 2 pts. — Interview/Story Source — 1 pt. — News Release/Social Media Mention -Thought Leadership; Virtual media tour
Program - \$327,180				
	Realtor Program (e-mails to 20k)	Open Rate / CTR	New in 2021	Open rate: 12%; CTR:
	Virtual Parade of Homes (on-line only, no media buy)	landing page views, social engagement (shares/likes)	New in 2021	Landing page views: ; organic social engagement: ;
	Manufactured home workshops	Webinar attendees/landing page views	New in 2021	Attract 30 construction pros/workshop (4 total)
	Awareness Study (pre- and post-)	No. of homebuilders construction pros surveyed on propane perceptions	New in 2021	300 responses in geographies where propane is considered. Three segments to be included in survey: national builders (top 10); regionals who construct at least 100 homes per year; small builders that construct fewer than 100.
	eBooks - Ultimate Guide to ZNE Building with Propane	Downloads	New in 2021	125 downloads
	Build with Propane Newsletter	Open Rate / CTR	Nov.2020 Open Rate: 33%; CTR: 12%	Open Rate: 33.5%; CTR: 14%

ZNE Course	Industry Use	new program; no 2020 comparison	150 registered completions of course (June-Dec.)
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Commercial Construction

Budget: \$637,500	Strategic Pillar: Market Growth (Increasing Users & Usage)		
Paid Media \$247,770	Measurement	Benchmark	Goal
Commercial Builders Campaign (Paid Search) Zonda	Reach / CTR / Conv rate	After 1 month in 2020, comm paid search generated 721k impressions; 4,977 clicks; CTR: .69%; \$4,462: CPC:\$.89	Monthly impressions: 1M; 7k clicks; below \$.80/click
Building Owners Campaign (Health care/detention centers)	Reach / CTR / Conv rate	New in 2021	Reach: 300k; CTR: .3%; Conversion Rate: .5%
Architect Campaign	Reach / CTR / Conv rate	New in 2021	Reach 1.2 million; CTR .25%; conv. Rate .4%
Earned Media \$87,280	Trade PR Program	Interviews, releases, case studies, featured content/articles	TBD 2020 final report Interviews: 8, News Releases: 4, Case studies: 2, Byline/Feature Articles: 8, Coverage score: 80
Program \$302,450	Truly Health Energy - Health	video views	New in 2021 1k video views Jun-Dec
	Truly Health Energy - Prison	video views	New in 2021 1k video views Jun-Dec
	Mythbusters (celebrity builder brothers: Perkins Bldr Bros.-2 videos)	video views	No metrics for 2020 yet 1k video views Jun-Dec
	Build with Propane Newsletter	Open Rate / CTR	Nov.2020 Open Rate: 33%; CTR: 12% Open Rate: 33.5%; CTR: 14%
	How to Videos	video views	New in 2021 250 views
	Make a Plan Mailers	number of landing page visits	New in 2021 1200 page visits
	Retrofit Guides	number of doqwnloads	New in 2021 75 downloads
	Architect Summit Connections	number of webinar attendees	200 attendees 225 attendees
	Commercial Association Content	landing page visits	New in 2021 5,000 page views

Agriculture

Budget: \$707,000	Strategic Pillar: Market Growth (Increasing Users & Usage)		
Paid Media \$285,000	Measurement	Benchmark	Goal
Midwest Campaign	Reach, Engagement (Clicks/Conversions)	2020 Irrigation Results - Impressions: 1,528,711; CTR: 2.31%; Conv.rate: .32%; 2020 Grain Drying Impressions: 1,184,341; CTR: 3.35%; Conv. rate: .47	With flat impressions, Irrigation CTR: 3.0%; Conv. Rate: .5%; Grain drying CTR: 4.0%; Conv. Rate: .75%
California Campaign	Reach, Engagement (Clicks/Conversions)	2020 Irrigation Results - Impressions: 370,696; CTR: 0.40%; Conv.rate: .69%; 2020 Power Gen - Impressions: 4,718,636; CTR: 1.22%; Conv. rate: .84%	Irrigation Impressions: 500,000; CTR:.45; Conv. Rate: .8%; Power Gen impressions: 5,000,000; CTR: 1.5%; Conv. Rate: 1.25%
MS Delta Campaign	Reach, Engagement (Clicks/Conversions)	2020 Results - Impressions: 916,408; CTR: 2.90%; Conv. rate: .30%	Impressions: 1,000,000; CTR: 3.0%; Conv. Rate: .5%
South Producers Campaign	Reach, Engagement (Clicks/Conversions)	2020 Results - Impressions: 1,322,180; CTR: 2.30%; Conv: .62%	Impressions: 1,000,000; CTR: 2.5%; Conv. .70%
Earned Media \$138,000	Cannabis Campaign	Articles placed, case studies	New Articles: 2, Case Studies/Testimonials: 2
	Trade PR Program	Interviews, releases, case studies, featured content/articles	2020 Results - Interviews: 51, New Releases: 15, Case Studies: 3, Byline/Feature Articles: 8 Interviews: 30, News releases: 12, case studies: 4, Byline/Feature articles: 12, Coverage score 275.8
Program \$284,000	The Ag Post	Opens / CTR	Published: Quarterly, Subscribers: 1,336; Open rate: 25.5%; CTR: 15% Subscribers: 1,400; Open rate: 28%; CTR: 15%
	Back 40 Video Series (6 :40 microcontent educ. videos on propane.com)	Video views	New for 2021 Video views: 3,000
	Livestock Safety Month	# Media placments, video views, marketer engagement, social engagement (likes / shares)	New for 2021 Reach: 1mill; CTR: 1.5%; Conv. Rate: 1%; 10 media placements/interviews
	Social Influencers (existing: Brandy Buzzard, Shark Farmers, the Wendt group)	Social Engagement (Reach, Likes, Shares)	4 social media influencers, 46 posts, Reach: 530,758, Engagement (Likes, Shares, etc.): 2,371, Comments: 52 4 social media influencers; 50 posts; Reach: 550,000; Engagement (Likes, Share, etc.): 2,500; Comments: 65
	Future Farmer Road Show	Number of events; reach	New 15 events; Reach: 1,000
	Commercialization support		
	Ag Learning Pages	Page views / lesson completions	2020 Reach: 134,253; CTR: .54%; Conv. Rate: 6.36% Reach: 137,000; CTR: 1.5%; Conv. Rate 6.5%

Material Handling

Autogas				
Budget: \$545,000	Strategic Pillar: Market Growth (Increasing Users & Usage)			
Paid Media \$280,000		Measurement	Benchmark	Goal
	Fleet Managers / Purchasing Campaign (forklift and	Reach, CTR, Conversion	Reach: 287,425, CTR: .51%, Conv. rate: 1.2%	Reach: 310,000; CTR: 1.5%; Conv. Rate: 1.5%
Earned Media \$130,000	Trade PR Program	Interviews, releases, case studies, featured content/articles.	2020 YTD Results - Interviews: 10, New Releases: 8, Case Studies: 1, Byline/Feature Articles: 22, Social Posts: 75	Interviews: 10, News releases: 8, Case Studies: 3, Byline/Feature Articles: 15, Coverage score: 200.
Program \$135,000	Email Marketing	Opens / CTR	Lift Newsletter: 855 subscribers; open rate: 26%; CTR: 16.8%	1,000 subscribers; open rate: 28%; CTR: 20%
	Commercialization support Empty Promise Mailer	Dealer engagement	New	Expand dealer list by 25% to 1,100; Response rate: 35%
	Zero Emission Forklift Safety Month (formerly 1 da	Landing page visits, social engagement (likes / shares), media placements, marketer engagement	Reach: 982,272; CTR: .73%; Conv. Rate: .39%	Reach: 1,250,000; CTR: 1.5%; Conv. Rate: 1.0%
Autogas				
Budget: \$985,000	Strategic Pillar: Market Growth (Increase Users & Usage) + Industry Adoption of Autogas			
Paid Media \$307,000		Measurement	Benchmark	Goal
	School Transportation Director Campaign	Reach, CTR, Conversion Rate	Reach: 1,249,390, CTR: .35%, Conversion rate: 3.15%, Video views: 355,870	Reach: 1.3M, CTR: .35%, Conv rate: 3.2%, Video Views: 375,000
	Medium Duty Fleet Manager Campaign	Reach, CTR, Conversion Rate	Reach: 1,162,451, CTR: .30%, Conv rate: 2.86%, Video views: 380,819	Reach: 1.2M, CTR: .5%, Conv rate: 2.9%, Video Views: 400,000
Earned Media \$340,440	Trade PR Program	Interviews, releases, case studies, featured content/articles	TBD - 2020 final report	Interviews: 20, News releases: 10, case studies: 5, Byline/Feature articles: 12, Coverage score: 200.
	Newsjacking (Op-Eds) Back to School SMT/RMT	# of Op-Eds placed news media reach / # of media market interviews	18 in 2020 2019 Results: 35 TV bookings and 22 radio bookings; 2,238 TV airings and 3,921 radio airings. The tour included outlets from 6 of the top 10 DMAs in the country. Total audience reached was 25,574,986	15 placements 35 TV bookings, 25 radio bookings. Secure 15 of top 25 DMAs with reach of 27M.
	School Bus Safety Matte Release (Environmental/Health message)	# of placements	336 earned placements (print and online), resulting in 5,243,298 impressions	350 earned placements (print and online) with reach of 5.3M in 2021
	Clean Energy Hero Awards	# of events held, media coverage, audience reach	1 Event in 2020.	3 events in 2021
	Green Fleet Awards	# of events held, media coverage, audience reach	New	6 events in 2021
Program \$337,560	Co-marketing with OEMs supplying vehicle platforms for industry fleet	TBD	New	Growth of 25% of industry vehicle replacements by 2022 over 3 years
	Promotion of case study data for industry fleet adoption	# of form submits, # of downloads	New	Growth of 25% of industry vehicle replacements by 2022 over 3 years
	Commercialization support	TBD	New	TBD
	DOE Grant Marketing Support	TBD from work with DOE grantee	New	TBD
	EV Exposed Video (1-propene.com)	Video Views	New in 2021	3,000 video views
	Autogas Refuel	Opens / CTR	Avg 2020 Open Rate 12.6%, Avg 2020 CTR 1.8%	Open Rate 13%, CTR 2.5%
Off-Road				
Budget: \$390,000	Strategic Pillar: Market Growth (Increase Users & Usage)			
Paid Media \$200,000		Measurement	Benchmark	Goal
	Rental Campaign (Hub)	Reach, Engagement (Clicks/Conversions)	New in 2021	Reach: 1mill: CTR: 1.5%; Conv. Rate: 1%
	Power Gen Campaign	Reach, Engagement (Clicks/Conversions)	New in 2021	Reach: 1mill: CTR: 1.5%; Conv. Rate: 1%
Earned Media \$65,000	Trade PR Campaign	Interviews, releases, case studies, featured content/articles	2019 Results - Interviews: 23, New Releases: 10, Case Studies: 5, Byline/Feature Articles: 13, Social Posts: 20	Interviews: 10, news releases: 8, case studies: 3, Byline/Feature Articles: 15, Coverage score: 200.
Program \$125,000				

Towable Generator Video (2 long-form-propane.com via social)	Video views	New in 2021	4,000 video views
Commercialization support		New	TBD
Construction Safety Week	Landing page visits, social engagement (likes / shares), media placements, marketer engagement	New in 2021 (only LinkedIn content in 2020) Impressions: 1,070,000; CTR: .73%; Conv. Rate: .39%	Impressions: 1.2 mill; CTR: 1%; Conv.rate: 1%
Carbon Monoxide Safety Week	Landing page visits, social engagement (likes / shares), media placements, marketer engagement	Impressions: 780,652; CTR: .47%; Conv. Rate: .3%	Impressions: 825,000; CTR: 1%; Conv. Rate: 1%
Email Marketing	Opens / CTR	New in 2021; 2019 "The Cut" newsletter (outdoor power equip only): 1820 subscribers; open rate: 18.6%; CTR:	2,000 subscribers; 20% open rate; CTR: 15.5% (expanded audience to include outdoor power, rental, equip sales)

Environmental Thought Leadership

Budget: \$1,200,000 Strategic Pillar: Increase Propane's Voice in National Energy Conversation through data-driven, provocative, and assertive messaging
Goal: An increase of 15% over three years in the perception of propane as a clean fuel

Paid Media \$430,000	Measurement	Benchmark	Goal
ETL paid social campaign	Reach, Engagement (Clicks/Conversions)	Engaged Users - 47,427, CTR - 3.95%, CPC - \$3.69, Time on site: 3:56	Engaged Users - 100,000, Time on site: 4:30 / 3 pages

Earned Media \$172,360

Op-Eds	# of placements	TBD 2020 final	Op-Eds placed: 12
National Media Relations	# of feature articles, # of influencer columns	TBD 2020 final	Feature articles: 12, Influencer columns: 12
Path to Zero Podcast	# of episodes produced	TBD 2020 final	Podcast episodes: 24

Program \$597,640

Editorial Calendar	Development of monthly content		Deliver 10 calendars (March-December)
Social Media	Growth in social audience	New	
Newsroom Content Creation + Social Influencers	Content development to support ETL program	New	2 articles/month, 6 mythbusters
Creative concepting/ Multi-media production	Video production		18 new videos
ETL Advisory	Agency collaboration		
Activity Reports	Audience review and update		
Quarterly Survey Snapshots	Measuring perception of propane among ETL audience		

Corporate Communications / Cross-Market

Budget - \$956,000 Strategic Pillar: Market Growth (Increasing Users & Usage) + Fulfilling PERA statute responsibilities + Measuring consumer perception of propane as a clean fuel

Paid Media \$82,000	Measurement	Benchmark	Goal
LP Gas and BPN Ads	Reader satisfaction with PERC's ad message	2020 AdEffect score: 81/100	Raise AdEffect score to 90% among readers (score measures: message effectiveness, creative effectiveness and purchase consideration)

Program \$874,000

Agency strategy and Consultant fees			
Consumer Perception Study	Consumer perception of propane as a clean fuel		15% increase in consumer perception of propane as a clean fuel over 3 years.
Annual Report	Meet PERA requirement		Completed for the April Council mtg
PERC Update	Open Rate/ CTR	Open Rate: 11%, CTR 35%	Open Rate: 13%, CTR 70%
Organic Social	Growth / Engagement (Shares/Likes)	Clean American Energy Facebook: 2020: 18,262 total followers, 350 new followers, 15 average unique number of people who engage with each post. PERC Facebook 2020: 4,304 total followers, 309 new followers, 25 average unique number of people who engage with each post. Propane Council Twitter 2020: 2,392 total followers, 295 new followers, 3.3% average engagement rate. PERC LinkedIn 2020: 3,547 total followers, 974 new followers, 1.56% average engagement rate. PERC Instagram 2020: 915 total followers, 25 average number of interactions	Clean American Energy Facebook: 400 new followers, 50 average unique number of people who engage with each post. PERC Facebook: 350 new followers. 50 average unique number of people who engage with each post. Propane Council Twitter: 350 new followers, 6% average engagement rate. PERC LinkedIn: 1,000 new followers, 3% average engagement rate. PERC Instagram: 1,000 new followers, 50 average number of interactions per post.
PERC BD Social TL	Growth / Engagement (Shares/Likes)	TBD	
BD Event / Show Support			

Media Training / Crisis Communications	Trainings Held		Train all comms directors in 2021, and achieve a 24 hr avg comms rapid response time.
Technical Communications	Rapidly repackaging technical content developed by PERC staff for general audience consumption	4 white papers converted into consumable content for general audiences	Translate highly technical content into consumable formats for multiple relevant audiences to be distributed via appropriate vehicles within 7 days

Communications Opportunity

Digital Development

Budget: \$680,000 Strategic Pillar: Increase Propane's Voice in National Energy Conversation; Market Growth; Develop Professional & Informed Workforce and Trade Allies through World-Class Safety & Technical Training

Analytics: Goal:

Propane.com

Users / Sessions	2.69M users / 3.28M sessions	3.0M users / 3.5M sessions
Engaged Users (GA)	443,670	550,000
Find a Propane Retailer Searches	49,595	55,000
User Experience Improvements	Page scroll depth, time on page/site, pageviews per session	Increases in scroll depth, time on page/site, # of pageviews per session based on benchmark data available in March 21
Organic traffic / search improvements	Organic traffic: 2019 - New Users: 158,781 Sessions: 199,091 2020: New Users: 242,978, Sessions: 302,370	New Users: 276,942, Sessions: 338,072

New Features Delivered

Advisory Committee Portal
 Financial and Grant Platforms integration
 Incentive Program Workflow / User Experience
 Environmental Newsroom enhancements