



Lead Organization: Fleishman-Hillard

Program start: December 2010

Funding Level: \$4,665,830

Fleishman-Hillard Inc., one of the world's leading strategic communications firms, has built its reputation on creating integrated solutions that deliver what its clients value most: meaningful, positive and measurable impact on the performance of their organizations. The firm is widely recognized for excellent client service and a strong company culture founded on teamwork, integrity and personal commitment.

Project Purpose: Research, branding and outreach strategies are contained as part of the “increased access to information” tenet of Energy Impact Illinois (EI2). Specifically, EI2 will use a holistic outreach approach that leverages a combination of communication channels to maximize message penetration. Fleishman-Hillard’s marketing and branding strategy for retrofits is designed to increase consumer awareness and confidence to participate in the emerging energy efficiency market. Specific components of this strategy include: developing the EI2 brand and associated marketing and outreach materials, communicating through local media and news sources, collaborating with retail partners, conducting stakeholder and community engagement activities, and fostering increased cooperation with the utilities and their marketing and outreach efforts.

Scope of Work: Fleishman-Hillard is responsible for integrating and overseeing multiple activities and tasks included in the EI2 program. These activities encompass:

- A market research and customer segmentation study on energy efficiency in the CMAP region, including Rockford
- Development and deployment of a comprehensive EI2 brand
- A marketing and outreach initiative built upon the brand
- A stakeholder and community engagement initiative

Anticipated Outcomes:

- Effectively communicate EI2 programs and goals
- Identify and target most likely program participants
- Conduct targeted marketing and outreach campaigns that create greater consumer awareness and help transform the region’s energy efficiency market into a self-sustaining model