



# Fact Sheet

## Engage 360 December 2010

On Sept. 18, 2008, the California Public Utilities Commission (CPUC) adopted the state's first Long Term Energy Efficiency Strategic Plan, presenting a single roadmap to achieve maximum energy savings across all major groups and sectors in California. This comprehensive Plan for 2009 to 2020 is the state's first integrated framework of goals and strategies for saving energy, covering government, utility, and private sector actions, and holds energy efficiency to its role as the highest priority resource in meeting California's energy needs.

The Strategic Plan outlines a Marketing, Education, and Outreach (ME&O) effort to increase consumer awareness and participation in demand-side management activities and to encourage behavior changes that save energy, reduce greenhouse gas emissions, and support clean energy solutions. To that end, a brand name was developed through a year-long process, facilitated by the company Interbrand. The brand creation and selection process was based on an in-depth, collaborative, consensus driven, approach between CPUC staff and the utilities.

### The Brand

The brand name selected is Engage 360. This brand name will be used in the context of clean energy messaging. It reflects the brand strategy developed through Interbrand's research and will help the state accomplish its demand side goals. The brand is built on the core attributes of conveying progressive inspiration, meaningful change, and a trusted information source to galvanize Californians to save more energy.

The brand was launched in September 2010 via a \$60 million investor-owned utility Statewide Marketing, Education & Outreach 2010-2012 energy efficiency program, implemented by DraftFCB. DraftFCB is subcontracting to firms specializing in Hispanic outreach (Accent Marketing), Asian outreach (IW Group), public relations (Weber Shandwick), media purchases (Initiative Media), community based outreach (One Change), and out of home media (Outdoor Services).

The state's utilities are required to co-brand their marketing materials for all energy efficiency programs with the new brand. The total combined marketing budgets for all utility programs in the 2010-2012 energy efficiency portfolio is approximately \$180,000,000.

The ultimate goal is to increase the percentage of ratepayers who reduce energy consumption and motivate them to become clean energy advocates.

The current Flex Your Power (FYP) brand will be discontinued. DraftFCB will be responsible for creating a new Statewide Alert System name since the Flex Alert name will be retired. In 2011, DraftFCB will implement the alert system.

Visit California's Energy Efficiency Web Portal: [www.engage360.ca.gov](http://www.engage360.ca.gov)

