

Increasing “H2IQ”: A Public Information Program

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Overview

Timeline

- Project start date: January 2006
- Project end date: Ongoing

Budget

- Total DOE Hydrogen Program funding to date (FY06-FY08): \$200K
- Initial seed money for project planning provided by DOE EERE Office of Technology Advancement and Outreach

Barriers addressed

- (Barrier A) Lack of Readily Available, Objective, and Technically Accurate Information
- (Barrier B) Mixed Messages
- (Barrier E) Regional Differences

Partners

Currently negotiating with potential state and industry partners

Overview, continued

A Public Information Program Using Strategic Messaging and Media

- A phased communications and outreach effort using a mix of tactics including radio and new media
- Phased to allow for greater choice of media and costs
- Media tactics can be implemented either concurrently for immediate impact, consecutively to build awareness over time, or separately for budget consciousness
- Implementation based on timing, location or internally generated events
- Messaging developed to introduce hydrogen and fuel cell technologies
 - De-mystify a complex subject for the general public
 - Engage the public to learn more



Weaving “Engagement” with “Brand”

- **Engagement:**

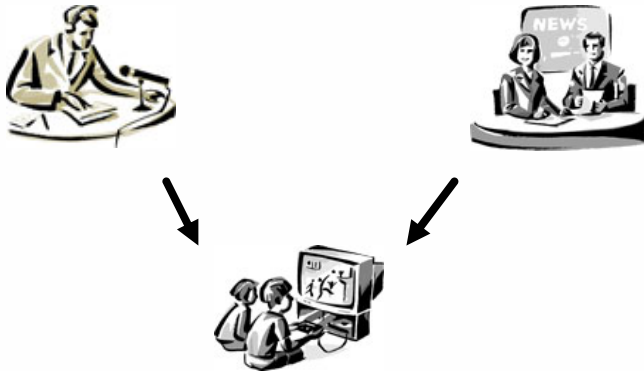
- Information is nothing if it doesn’t engage...if it doesn’t tell a story...
- The most successful public communications efforts tell powerful stories.
- They make their work easy to understand and leave a lasting impression on the imagination of their audience.

- **Brand:**

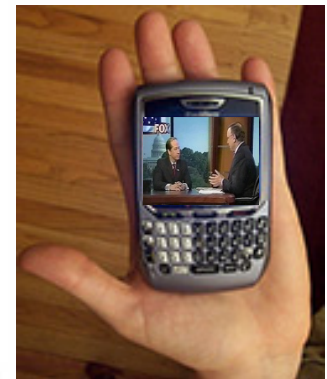
- Distinction, authenticity, and reliability are the promise of a brand
- Brand implies trust today, and trust in the future
- **YOU HAVE TO START SOMEWHERE!**
 - We are building...and building on.. the Hydrogen Program brand by crafting an engaging communications program
 - We are establishing the brand in the mind’s eye of the general public

Perpetuating Our Message to Build Brand

The old way of communicating:



Today: Anywhere/Everywhere Media



Objectives

- Transmit our message via communications channels audiences use
- Develop and disseminate resonant messaging that communicates to the general public basic facts about –
 - Hydrogen as a fuel/form of energy
 - Fuel cells as an alternative to traditional power technologies
- Generate interest, increase public requests for more information – help raise knowledge levels to show progress toward Education targets
- Give the Hydrogen Program a communications mechanism with a flexible framework for reasons of timing and budget
 - Build recognition of hydrogen and fuel cell technologies
 - Support the DOE brand
 - Help position the Program in the mind of the public
- Make the most of DOE resources and provide a gauge of success

Overall Approach

- Coordinate with Hydrogen Program's Market Transformation and Technology Validation efforts
 - Focus on early markets
 - Look for opportunities to support hydrogen learning demonstration project areas/locations
 - Identify and coordinate efforts with state initiative partners
- Primary target audience is the general public
 - Simple messaging only - bites, not meals, of information
 - Positive messaging only
 - Consistency of brand and message
 - Multiple media
- Educational material fulfillment

The Communications Blueprint

Objective: Communicate basic facts, raise awareness, dispel myths, increase info requests

Target Profile: General market adult (25-54) consumers and general media

The “What’s In It For Me”/ “So What” Factor:

Hydrogen fuel cell technologies mean energy independence and a cleaner environment

Think Now Target’s Current Mindset:

- Unfamiliar with hydrogen and fuel cells
- May think hydrogen is dangerous
- Unaware of the DOE Hydrogen Program

Differentiating Propositions

- Clean, safe fuel; fuel cells convert hydrogen into electricity
- Hydrogen can be produced from diverse resources – and reduce dependence on imported oil/strengthen energy security
- Public/private partnerships at work
- DOE is a resource for information

Think Future Target’s Future Mindset:

- ✓ Viable alternative
- ✓ Safe and clean
- ✓ Fuel cells use hydrogen to produce electricity
- ✓ Aware of the DOE Program/want to learn more

Deliverables: Audio Files (Podcasts), MySpace Page, Audio Files (Radio)

Strategic Approach

Strategy 1: New Media-MySpace

- Design, write and produce an engaging MySpace page to communicate to young people in the method they recognize and accept

Strategy 2: Radio

- Create radio spots for target markets (local/regional/national); paid and unpaid runs

Strategy 2: New Media-Audio Files (Podcasts)

- Write and produce series of Podcasts introducing hydrogen and fuel cell technologies and the DOE Hydrogen Program and addressing contemporary questions and concerns

MySpace

- Social networks, such as MySpace, are about individuality and connecting with others
- Kids on MySpace and other social networks are looking to belong, and for discovery, self-expression, recognition, and to build knowledge
- Young people on social networks who have defined agendas--strong interests--are trend-setters and they want to be the first to know or to spread something
- We are giving them a place to learn, express and share interests, and absorb and perpetuate our message and brand
- VERY different from general website



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A Broadcast & Social Marketing Company

The screenshot shows a MySpace profile page for 'INCREASE YOUR H2IQ'. The page is titled 'A Guide to Hydrogen and Fuel Cells' and is brought to you by the U.S. Department of Energy's Hydrogen Program. The page features a 'Welcome!' message, a video player, and a section titled 'Learn About Hydrogen!' with sub-sections for 'Renewable Energy', 'What is Hydrogen?', and 'Technology to Use'. There is also a 'Tools & Resources' section with links and fact sheets.

INCREASE YOUR H2IQ

A Guide to Hydrogen and Fuel Cells
Brought to you by the U.S. Department of Energy's Hydrogen Program

Add to Friends Add to Favorites Forward to Friends View Friends

Welcome!

If you're like a lot of people, you've probably seen or heard the words "hydrogen" and "fuel cells" - in the news, on TV or on the radio - and wondered what the buzz is about. You may already know that hydrogen is the most abundant element in the universe and that it has the potential to provide us with clean, abundant, and sustainable energy in the future. But did you know that hydrogen fuel cells are being used right now to power things from forklifts to buildings, and even a zoo? There's a lot more going on in the world of hydrogen than you may think, and that's why we've created this Hydrogen page. Use it to find out more about hydrogen, and have fun increasing your H2IQ!

Hydrogen in Action

For more information, visit:
hydrogen.energy.gov

Learn About Hydrogen!

Click the buttons below to learn more...

- Renewable Energy
- What is Hydrogen?
- Technology to Use

Hydrogen

Renewable energy is all around us—sunlight, wind, wave action, geothermal energy, and more - and it's energy we can use. Renewable energy is practically inexhaustible. But what's more, it's cleaner for the environment and can be found, in abundance, right here in our own country. Renewable energy sources include:

Hydrogen is an "energy carrier," meaning it can store and deliver usable energy, but we can't dig it up out of the ground - we have to produce it from other things. We can produce hydrogen from many different resources - including renewable ones, like biomass or biowaste. We can also make hydrogen from water, using renewable electricity in a process called electrolysis, an electrical current splits water molecules into hydrogen and oxygen. What's unique about hydrogen is that as an energy carrier, it can "store" renewable electricity for later use. So, for example, hydrogen generated using wind or solar energy can be used to provide electricity or power when the wind isn't blowing or the sun isn't shining.

Tools & Resources

Here you will find tools, links and downloads to learn more about Hydrogen, and the U.S. Department of Energy's Hydrogen Program. Students and educators can even download lesson plans and worksheets to use in the classroom! We hope you enjoy learning about this powerful technology, and thank you for helping it grow.

Links

Organizations

- DOE Hydrogen, Fuel Cells & Infrastructure Technologies Program
- DOE Hydrogen Program Home Page
- National Hydrogen Association
- U.S. Fuel Cell Council
- Fuel Cells 2000

Integration and Education Resources

- How Fuel Cells Work
- Hydrogen/Fuel Cell Glossary
- Fuel Cell Toolkit
- Fuel Cell Store
- Resources for Students and Educators
- DOE Hydrogen, Fuel Cells & Infrastructure Technologies Program

Websites for Kids

- ESA Hydrogen Kids Page
- Hydrogen Student Design Contest

Fact Sheets

- Fuel Cells
- Production
- Safety
- Storage
- Early Markets - Forklifts
- Early Markets - Backup Power
- Technology
- DOE Hydrogen Program
- Hydrogen and Our Energy Future - An Overview Book about Hydrogen and Fuel Cell Technologies

Radio Spots

- :60 Second radio spots
- Written with engaging characters
- Easy concepts to grasp
 - Concise information
- Multi-advantage medium
 - Easily targeted to local, regional, national audiences
 - Inexpensive to produce, relatively inexpensive to run
 - Easy to re-edit per timing and messaging goals

Podcasts

- **Podcasts:** Syndicated audio files (Mp3)
- **Podcasting:** A way of publishing audio/video broadcasts via the Internet, allowing users to subscribe to a feed of new files.
- Allows automatic downloading of audio/video onto portable players or personal computers.
- You listen to a Podcast on a computer, Mp3 player, or SmartPhone/PDA.



Accomplishments and Progress

May 2006 – June 2008

- Down-selected tactics based on
 - Budget
 - Highest-impact with lowest barrier to entry (budget/workload)
 - Broadest reach
 - Program needs
- Wrote and produced two 60-second radio spots
 - National broadcast quality
- Wrote and produced seven Podcasts
- Implemented our deliverables in the Orlando Market with a media buy tied to the Orlando Magic
 - Radio spots aired during gameday broadcasts and Stan Van Gundy radio show
 - Print ad ran in gameday program
- Developed a MySpace page – www.myspace.com/h2iq

Let's Listen

- Radio
 - The Hydrogen Assignment
 - Cars
- Podcasts
- MySpace
 - www.myspace.com/h2iq



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Future Work

FY 2008 –

- Continue expansion of MySpace page elements and promotion
 - Add partner links to the page
- Perpetuate the MySpace page by tagging it at the end of the radio spots
 - This encourages partnerships and partner support
- Roll out radio in at least one more market with DOE funds
- Identify and engage partners to distribute radio spots
- Continue to build relationships with potential industry and government partners
- Measure public response
 - Web traffic and use of “information toolbox”
 - Web page usage (hits and time spent)
 - Document and audio file downloads

Information Center requests



Summary

- **Project Relevance to DOE Hydrogen Program:**
Raising awareness by introducing the concepts of hydrogen and fuel cell technologies and applications to the general public.
- **Approach:**
A phased communications and outreach effort using a mix of radio and new media tactics
- **Progress:**
 - Solid execution on initial research and planning.
 - Real-world roll-out and use of our messaging tools
- **Collaborations:**
Coordinating with potential partners in industry and at the state level
- **Future work:**
Implementation, deepen and broaden phases and markets