

# FUELING A

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# FUTURE



# COVER LETTER

Slate Agency  
206 Paul Miller Building  
Stillwater, OK 74078

Phone: (580) 732-0647  
Email: lauren.heaton@okstate.edu



December, 10 2013

Dear Mr. Nicholson and Mr. Howell,

Thank you for the opportunity to take you on as a client. We have enjoyed planning ways to further a company with endless potential. Clean Energy has a substantial place in the compressed natural gas industry and we know that this campaign will bring you closer to solidifying your stance as the industry leader. We are confident that with our campaign, Clean Energy Fuels will flourish within the CNG world.

We have prepared an advertising plan that we feel has addressed all of your goals from the initial meeting and have worked extensively to research how these efforts can best be demonstrated.

This has been a fantastic opportunity for us to further our experience in the field of advertising and we look forward to working with you in the future.

Thank you again for this opportunity. If you have any questions or concerns, please contact us.

Sincerely,

Account Executive  
Lauren Heaton

Research Director  
Emilie McClanahan

Editorial Director  
Abigail West

Art Director  
Josh Tackett

Director of Strategy  
James Powell

Media Director  
Jordan Kloker

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# TABLE OF CONTENTS

---

3	Executive Summary	-----
4	Research	-----
5	Situation Analysis	-----
7	SWOT	-----
8	Problem Statement, Goal & Big Idea	-----
9	Audience Profiles	-----
10	Fleet Management Tactics	-----
15	High Mileage Driver Tactics	-----
22	Timeline	-----
24	Budget	-----
28	Meet the Team	-----
29	Works Cited	-----

# EXECUTIVE SUMMARY

## RESEARCH METHODS

Focus Groups

3

Interviews

51

Survey Respondents

1,036

## RESEARCH FINDINGS

MOST CONSUMERS ARE OPEN TO THE IDEA OF USING CNG BUT ARE NOT AWARE OF ITS BENEFITS.

## GOAL

TO PLACE CLEAN ENERGY FUELS AT THE CONSUMER'S TOP OF MIND AWARENESS WHILE HIGHLIGHTING THE BENEFITS THAT CNG OFFERS TO OUR TARGET AUDIENCES.

## IDEA



## DURATION

JAN 2014-SEP 2014

## BUDGET

\$247,280.48

## TARGET AUDIENCES

High Mileage Drivers

Fleet Management

- Digital billboard
- Radio spot
- Sporting events
- State fairs

Strategies  
&  
Tactics

- Conference Sponsorship
- Magazine ad

# RVs & CNG

The research conducted includes 51 interviews, three focus groups, more than 1,000 surveys and extensive secondary research. This research allowed in-depth understanding of the natural gas industry, specifically of Compressed Natural Gas and Clean Energy Fuels.



## NATURAL GAS FACTS

- CNG customers save on average, \$1.50 per gallon
- Natural gas vehicles (NGVs) emit up to 30 percent less greenhouse gas than gasoline or diesel vehicles
- 98 percent of natural gas consumed in North America is produced domestically

## FOCUS GROUP



One of the primary reasons for purchasing an RV was to cut down on hotel and travel costs



One of the key concerns of potential CNG customers is the fear of explosion



Due to lack of awareness of CNG, RV owners would need more info before purchasing a CNG vehicle



Potential CNG customers are concerned about the lack of availability of CNG in locations other than Oklahoma

## SURVEY FINDINGS



How much of an effect does gas mileage have on purchasing a vehicle?

major effect: 45%  
some effect: 35%  
no effect: 20%

## INTERVIEW

- People over 25 have a higher awareness of CNG
- Limited access to pumps is one of the main deterrents of switching to CNG
- The low price of CNG is one of the most attractive benefits to potential customers
- Limited knowledge of CNG procedures causes consumers to shy away from CNG

# SITUATION ANALYSIS

## COMPANY

### Programs and products

Clean Energy Fuels serves many different vehicle types including semi-trucks, solid waste trucks, fleet vehicles, RVs, high-powered consumer trucks and sedans. Clean Energy Fuels currently has multiple subsidiaries including Clean Energy Renewable Fuels, Clean Energy Finance, North Star and IMW (the leading supplier of CNG fueling equipment), which it recently acquired.



### Client/customer needs

Clean Energy Fuels offers an array of services including access to CNG fueling equipment via their recent acquisition of IMW. This benefits customers because of IMW's large presence across the world, creating more opportunities to further the reach of CNG, including expansion of fueling stations. Clean Energy Fuels also offers three different service options for facility modifications. This is important for fleet owners, who require an NGV facility to maintain their fleet. Clients and customers can also benefit from CNG through its extremely low cost. The cost will stay low even as CNG becomes more popular because of the abundance of methane.



### Communications

CNG is currently communicating with the public on a limited basis, mostly through the venues of their website and through press releases; no prominent advertising has yet been done. Up to this point, research shows that more than 50 percent of people are completely unaware of compressed natural gas and only 27 percent are actually aware. This shows that there needs to be a concentrated effort of making the public aware of their product in order to be successful.



## CONTEXT & COLLABORATORS

### Government

Regulation of distribution is currently changing due to many states instituting unbundling retail programs, which allows consumers to choose their own fuel supplier and distribution services. These programs offer more flexibility to consumers, including the option of purchasing their own CNG. The Natural Gas Policy Act granted the Federal Energy Regulatory Commission permission to create an all natural gas market to equalize supply and demand.



### News Media

The current news trends about Clean Energy Fuels focus on its stock market status. Additionally, there is hype surrounding the news that drivers of CNG vehicles can now ride solo in the commuter lanes in California.

## COMPETITION

### Oil & Gas Companies

The five largest publicly owned oil companies, known as "Big Oil," had combined yearly profits of more than \$100 billion in 2012. These companies are highly recognizable brands across the country and are well established in the minds of American drivers. According to the Huffington Post, Americans typically spend more than \$2,000 per year on fuel for their vehicles. If Clean Energy Fuels can establish a consistent, visible and reliable product, it would increase the acceptance of CNG and Clean Energy Fuels.



# SWOT

S

Leader in CNG

Designs and builds its own equipment

Acquired IMW, the leading supplier of CNG fueling equipment

Caters to a variety of vehicles

Main product is a cheaper and safer fuel source

Up-to-date on new technology

W

Product is relatively new and unknown

Low brand awareness

Lack of fueling stations

O

Many potential partnerships

Growth of distribution centers

Drivers are looking for a more cost-effective way to travel

Efficient use of CNG resources

Large target market

Target market is willing to try new things

T

Environmental concerns with fracking

Gasoline remaining the trusted leader in fuel

Oil competitors with higher recognition getting into the CNG

People not knowing their options when it comes to CNG



# PROBLEM STATEMENT, GOAL & BIG IDEA

## Problem Statement

Clean Energy Fuels Corporation is the leading provider of natural gas fuel for transportation in North America. However, based on the research compiled by Slate Agency, there is a lack of awareness for both Clean Energy and compressed natural gas. In order to expand awareness, Clean Energy needs to create more visible, clear and precise messages that will be received by target markets.

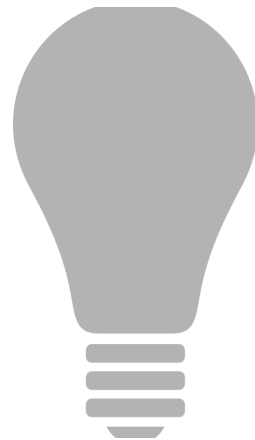


## Goal

To place Clean Energy Fuels at the consumer's top of mind awareness while highlighting the benefits that CNG offers to our target audiences.

## Big Idea

The big idea for this campaign is inspired by the [REDACTED] slogan on the Clean Energy website. Clean Energy Fuels Corporation provides a product in CNG that offers many key attributes (cleaner, cheaper, abundant and domestic). Each attribute is appealing to the different target audiences this campaign is aiming toward. All messaging points should continually point to the viability of CNG as a fuel option and Clean Energy as a major provider. However, each individual tactic will highlight one of these attributes.



# AUDIENCE PROFILES



## Fleet Manager Frank

Frank is a 48-year-old owner of a local, well-respected, heating and air company. His company utilizes more than 25 vehicles in order to service the city. A large portion of this company's budget is dedicated to fuel costs. The instability of gasoline prices causes stress and anxiety for Frank. He is also concerned with the safety of his employees. He is somewhat aware and interested in an alternative, but only if it is convenient and reliable.



## High Mileage Hannah

Hannah is a 38-year-old businesswoman who works in a large metropolitan city. She and her family live in a suburb about 50 miles away from her office. Hannah has been interested in changing what type of fuel she uses and has even considered carpooling or purchasing an electric powered car. Saving money is the driving force behind many of Hannah's purchasing decisions.

## OBJECTIVES & STRATEGIES



### Objective

To gain acceptance among 15 percent of fleet management owners in the Midwest with at least 25 fleet vehicles, within six months.

### Strategies

- Attend conferences directed toward companies and managers that use fleets
- Gain a presence in fleet management publications
- Educate fleet management on how CNG works



### Objective

To utilize advertising that makes 65 percent of middle age, high mileage drivers aware of Clean Energy within four months.

### Strategies

- Advertise within traditional media that high mileage drivers are most likely to use
- Create a presence at events the high mileage drivers attend
- Pair with prominent auto industry companies to create a campaign that highlights the rewards for driving in a CNG vehicle

# FLEET MANAGEMENT TACTICS

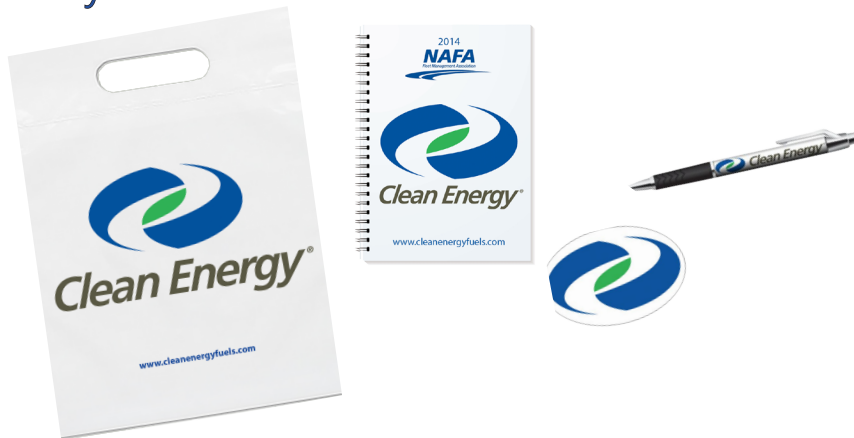
## TACTIC 1

TACTIC: BECOME TITLE SPONSOR FOR THE NAFA CONFERENCE; HAND OUT CLEAN ENERGY GIFT BAGS AND PREMIUMS

### Conference Banner



### Giveaways



THE NAFA FLEET MANAGEMENT ASSOCIATION HOSTS ITS ANNUAL INSTITUTE & EXPO EVENT FROM APRIL 8-11. THIS EVENT ALLOWS THOUSANDS OF FLEET PROFESSIONALS THE CHANCE TO NETWORK AND LEARN ABOUT THE LATEST SERVICES AND PRODUCTS OFFERED TO FLEET COMPANIES. CLEAN ENERGY FUELS COULD UTILIZE THIS SPONSORSHIP TO GAIN AWARENESS WITH A WIDE RANGE OF FLEET PROFESSIONALS.

DEADLINE: APRIL 8, 2014  
BUDGET: \$27,692.00

EVALUATION: APPROXIMATELY 2,500 PEOPLE WILL RECEIVE CLEAN ENERGY FUELS MERCHANDISE AT THE CONFERENCE.

## TACTIC 2

TACTIC: SET UP BOOTH WITH CLEAN ENERGY MATERIALS AT FLEET MANAGEMENT CONFERENCE

### Interactive Booth



DEADLINE: APRIL 8, 2014  
BUDGET: \$3,095.00

EVALUATION: APPROXIMATELY 2,500 PEOPLE  
WILL HAVE THE OPPORTUNITY TO VISIT THIS  
INTERACTIVE BOOTH.

## TACTIC 3

TACTIC: UTILIZE REPRESENTATIVES FROM CLEAN ENERGY TO SPEAK AT VARIOUS CONFERENCE EVENTS

### Conference Speakers



#### Talking Points

1. Personal introduction and brief overview about Clean Energy Fuels
2. Benefits of CNG
  - Cleaner
  - Cheaper
  - Abundant
  - Domestic
3. Fleet Support- What Clean Energy Fuels Can Do for You
  - Capital provided for qualifying clients
  - Long-term fuel contracts eliminate unpredictable fueling costs
  - Ongoing maintenance is provided
4. Direct people to website, ways to learn more

DEADLINE: JANUARY 28, 2014  
BUDGET: \$2,064.00

EVALUATION: THE ATTENDANCE FIGURES AT THE SPEAKER'S EVENT AS WELL AS THE INCREASE IN TWITTER FOLLOWERS, FACEBOOK LIKES AND LINKEDIN CORPORATE FOLLOWERS

## TACTIC 4

TACTIC: ADVERTISE IN *FLEETSOLUTIONS*, THE OFFICIAL MAGAZINE OF THE NAFA FLEET MANAGEMENT ASSOCIATION AND *BUSINESS FLEET MAGAZINE*.

### Magazine Ad



**FUELING A  
RENEWABLE  
FUTURE**

 **Clean Energy**<sup>®</sup>

THE LEADER IN NATURAL GAS TRANSPORTATION FUEL

DEADLINE: JANUARY 21, 2013  
BUDGET: \$37,438.00

EVALUATION: THE COMBINED REACH FOR BOTH MAGAZINES IS 43,000, AND THE AD WILL BE SHOWN TWICE IN EACH PUBLICATION.

# TACTIC 5

TACTIC: CREATE A PRESS RELEASE TO SEND OUT TO WRITERS OF MAJOR FLEET PUBLICATIONS ABOUT THE BENEFITS OF CNG AND THE OUTREACH EFFORTS OF CLEAN ENERGY TOWARD FLEET MANAGEMENT

## Press Release



NEWS RELEASE

Jan. 15, 2013  
FOR IMMEDIATE RELEASE

Contact Information:  
Patric Rayburn  
Public Relations Manager  
949-437-1411  
patric.rayburn@cleanenergyfuels.com

### Clean Energy Fuels Announced as NAFA Conference Sponsor

OKLAHOMA CITY- Clean Energy Fuels Corporation will serve as a sponsor for the upcoming NAFA Fleet Management Association Institute & Expo on April 8-11, 2014.

NAFA's annual institute and expo is the largest event of the fleet management industry in the country. The event allows fleet professionals the opportunity to network and learn about the latest products and services available to fleet companies.

[contact officer within NAFA for a quote]

Clean Energy Fuels is the largest provider of natural gas for transportation in North America. Offering products that are affordable, abundant, domestically produced and environmentally friendly, Clean Energy Fuels has begun partnering with various fleet organizations around the country.

For more information about Clean Energy Fuels, please visit [www.cleanenergyfuels.com](http://www.cleanenergyfuels.com).  
For more information about the NAFA Association Institute & Expo, please visit [www.nafainstitute.org](http://www.nafainstitute.org).

###

## Media List

SHERB BROWN – BOBIT BUSINESS MEDIA GROUP PUBLISHER – [REDACTED]  
(BOBIT BUSINESS MEDIA INCLUDES AUTOMOTIVE FLEET, BUSINESS FLEET, FLEET FINANCIALS, GOVERNMENT FLEET, WORK TRUCK AND GREEN FLEET)

TODD STONE – STARTRIBUNE (MINNEAPOLIS NEWSPAPER) BUSINESS ASSISTANT MANAGING EDITOR – [REDACTED]

GARY WIEN – FLEETSOLUTIONS COMMUNICATIONS MANAGER – [REDACTED]

DEADLINE: FEBRUARY 17, 2013  
BUDGET: \$495.00

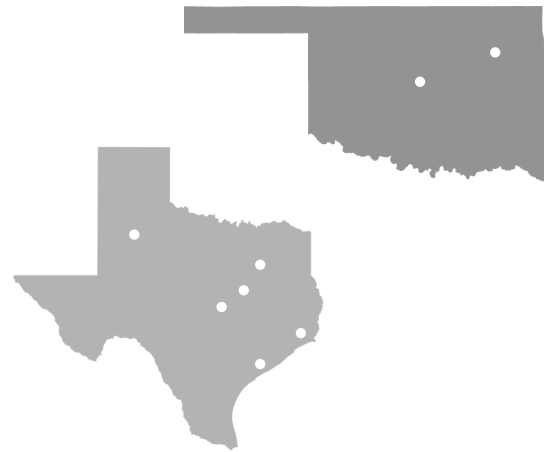
EVALUATION: MEASURE PRESS RELEASE PERFORMANCE DATA RECEIVED FROM PR NEWSWIRE AND CHECK FLEET PUBLICATIONS AND THE NEWSPAPER TO SEE IF THE STORY IS PICKED UP

# HIGH MILEAGE DRIVER TACTICS

## TACTIC 1

TACTIC: STRATEGICALLY PLACE DIGITAL BILLBOARD ADVERTISEMENTS BETWEEN SUBURBS AND METROPOLITAN CITIES IN OKLAHOMA AND TEXAS

### Digital Bulletin



#### MARKETS:

OKLAHOMA: OKLAHOMA CITY, TULSA.

TEXAS: BEAUMONT-PORT ARTHUR, DALLAS-FORT WORTH-ARLINGTON, KILEEN-TEMPLE-FORT HOOD, LUBBOCK, VICTORIA, WACO

\*OK AND TX CHOSEN BECAUSE THEY ARE THE TWO STATES IN THIS REGION WITH THE HIGHEST NUMBER OF CNG STATIONS

DETAILS: ONE EIGHT-SECOND SPOT ON DIGITAL BULLETIN IN A ROTATION OF SIX ADVERTISERS. 1,665 GUARANTEED SPOTS PER DAY.

DURATION: EIGHT WEEKS CONSECUTIVE, JUNE AND JULY

DEADLINE: FEBRUARY 3, 2014  
BUDGET: \$111,980.00

EVALUATION: A REACH OF 1,324,283 PEOPLE PER MONTH



## TACTIC 2

TACTIC: [REDACTED] THAT HIGHLIGHT THE COST EFFICIENCY OF SWITCHING TO A CNG VEHICLE

### Radio Spot



Radio Script

**Announcer:**

Unpredictable gas prices are not going anywhere anytime soon. Many people are open to the idea of switching to an alternative fuel, but are unaware of an option they can trust.

Clean Energy Fuels is the largest provider of natural gas fuel for transportation in the U.S. that offers an abundant supply of natural gas and a domestically produced product.

Additionally, many natural gases emit up to thirty percent less greenhouse gas than gasoline or diesel vehicles.

Best of all, natural gas averages up to one dollar and fifty cents less per gallon than diesel or gasoline. With the increasing availability of natural gas vehicle fueling stations, there has never been a better time to transition.

For more information on Clean Energy Fuels and natural gas, visit [cleanenergyfuels.com](http://cleanenergyfuels.com).

Don't just shift to an alternative, create a new norm.

Clean Energy Fuels . . . fueling an affordable future.

###

DEADLINE: MARCH 19, 2014

BUDGET: [REDACTED]

EVALUATION: THIS AD WILL PLAY FOR APPROXIMATELY [REDACTED] LISTENERS ON THE [REDACTED]

## TACTIC 3

TACTIC: SERVE AS AN EVENT SPONSOR IN THE INFIELD AT THE NASCAR INDY 500 EVENT

### NASCAR Digital Video Board



FUELING A  
CLEANER FUTURE  
CHEAPER

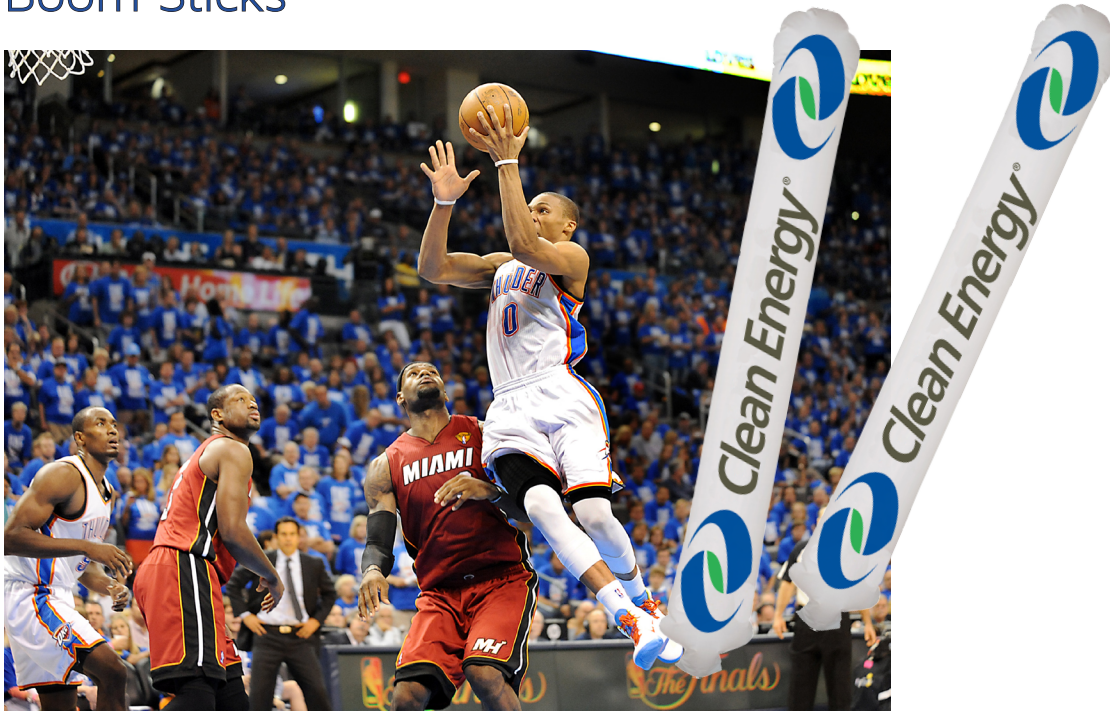
DEADLINE: MARCH 18, 2013  
BUDGET: \$30,000.00

EVALUATION: APPROXIMATELY 250,000 PEOPLE  
WILL BE EXPOSED TO CLEAN ENERGY'S VIDEO  
BOARD SPOT.

## TACTIC 4

TACTIC: GIVEAWAY ADVERTISING AT AN OKC THUNDER GAME BY USE OF CLEAN ENERGY LOGO BOOM STICKS

### Boom Sticks



DEADLINE: MARCH 11, 2013  
BUDGET: \$7,800.00

EVALUATION: 18,203 PEOPLE WILL BE EXPOSED  
TO CLEAN ENERGY: CAPACITY OF CHESAPEAKE  
ARENA

## TACTIC 5

TACTIC: DISPLAY WILL HOWELL TALKING CUTOUT AT VANCE AUTO GROUP, WHICH IS A CNG VEHICLE DEALERSHIP.

### Will Howell Cutout



Audio for Will Howell Cutout

**Will Howell:**

I'm Will Howell, and I only trust Clean Energy to get my CNG rig down the road to each PRCA rodeo.

BY CLEAN ENERGY SPONSORING WILL HOWELL, HE WILL BE ABLE TO PROVIDE FACE-TO-BRAND CONNECTIONS TO ONE OF CLEAN ENERGY'S TARGET AUDIENCES: PEOPLE OF THE RODEO, WESTERN AND AGRICULTURE INDUSTRY.

DEADLINE: FEBRUARY 6, 2014  
BUDGET: \$936.00

EVALUATION: THE NUMBER OF CNG VEHICLE SALES GENERATED FROM PEOPLE COMING FOR HIS APPEARANCES

## TACTIC 6

TACTIC: HOST A WILL HOWELL AUTOGRAPH SIGNING AT THE CLEAN ENERGY BOOTH AT OKLAHOMA STATE FAIR

### Interactive Booth



BY ADDING THE OKLAHOMA STATE FAIR BOOTH WITH WILL HOWELL, EXPOSURE IS REPEATED TO THE HIGH MILEAGE TARGET AUDIENCE OF CLEAN ENERGY, WHILE UTILIZING WILL HOWELL'S CELEBRITY STATUS IN THAT MARKET. THE ONLY COST IS THE SPACE RENTAL, WHICH IS \$10 PER SQUARE FOOT.

DEADLINE: MARCH 17, 2013  
BUDGET: \$400.00

EVALUATION: THE NUMBER OF AUTOGRAPH SHEETS WILL HOWELL GIVES OUT, WHICH WILL HAVE THE CLEAN ENERGY LOGO ON THEM

## TACTIC 7

TACTIC: CLEAN ENERGY LOGO MATERIALS ON WILL HOWELL'S RODEO EQUIPMENT

### Rodeo Rig Logos



THE BUDGET COVERS THE COST OF MATERIALS NEEDED TO PROPERLY ADVERTISE CLEAN ENERGY IF THEY WERE TO SPONSOR WILL HOWELL. THE ADDITIONAL COSTS OF THE SPONSORSHIP, SUCH AS DRIVING TO APPEARANCES, FOOD, ECT., IS COVERED BY THE AMOUNT CLEAN ENERGY SPONSORS WILL HOWELL.

DEADLINE: FEBRUARY 6, 2014  
BUDGET: \$330.50

EVALUATION: MEASURE THE INCREASE IN TWITTER FOLLOWERS, FACEBOOK LIKES TO BOTH WILL HOWELL'S AND CLEAN ENERGY'S SOCIAL MEDIA SITES

# TIMELINE

## January

- 6 Begin design on magazine advertisement
- 8 Order merchandise bags and premiums (i.e. pens, stickers, notebooks)
- 17 Complete design on magazine advertisement
- 21 Submit artwork for *FleetSolutions* and *Business Fleet* magazines
- 28 Submit application for Clean Energy spokesperson to speak at NAFA conference

## February

- 3 Buy traditional media for High Mileage drivers
- 6 Order POS Advertisements of Rodeo Star, Will Howell.
- 11 Purchase travel expenses (i.e. flights, hotels) for Slate Agency PR person and Spokesperson from Clean Energy for NAFA conference

## March

- 17 Order Clean Energy truck and trailer magnets for Will Howell
- 17 Order Cardboard Cut-Outs for POS displays for dealerships and Order Boom Sticks a month in advance for Thunder playoff game
- 18 Submit video file to Indy Speedway
- 19 [REDACTED]

## April

- 1-30 Rodeo Star POS ads
- 7 Roll out Will Howell Clean Energy campaign components for upcoming rodeo season. Boom sticks at OKC playoff game (date undetermined until further notice)
- 8-11 Attend NAFA Expo Conference
- 11 Thunder Game placement
- 14-19 [REDACTED]

## May

- 1-31 Rodeo Star POS ads
- 1 Submit digital bulletin design files to Lamar
- 12-17 [REDACTED]
- 25 Advertise at Indy 500 in program and on the jumbotron

## June

- 1-30 Digital bulletin ads begin
- 1-30 Rodeo Star POS ads
- 1-30 Magazine ad runs in *FLEETSolutions* and *Business Fleet*

## July

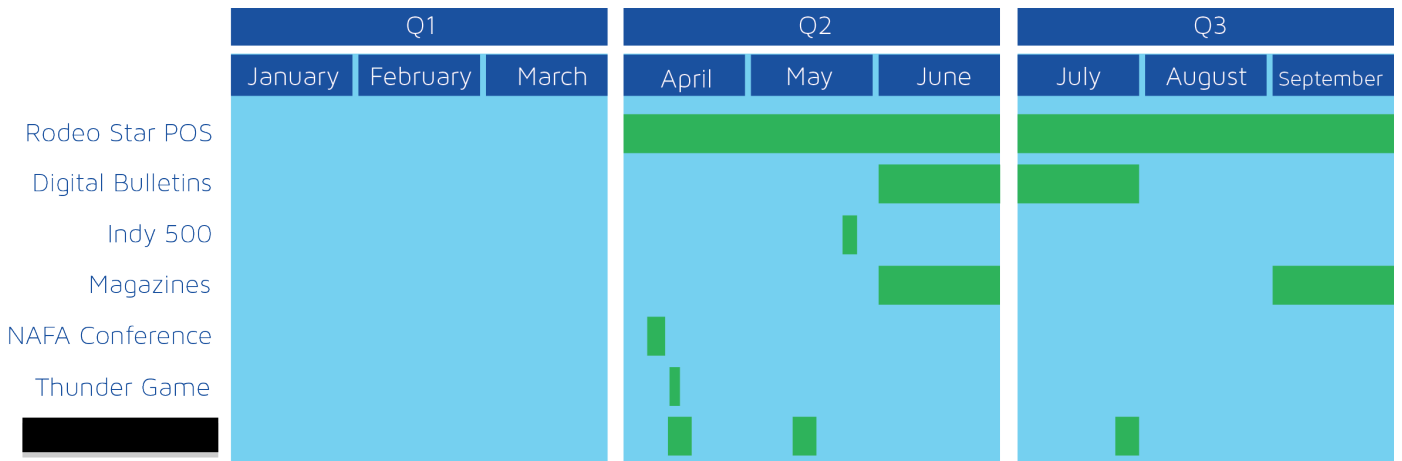
- 1-31 Digital bulletin ads continue
- 1-31 Rodeo Star POS ads
- 15 Submit application for Oklahoma State Fair Booth
- 21-26 [REDACTED]

## August

- 1-31 Rodeo star POS ads

## September

- 1-30 Rodeo Star POS ads
- 1-30 Magazine ad runs in *FLEETSolutions* and *Business Fleet*
- 9 Oklahoma State Fair Booth goes up, w/ Will Howell autograph signing





# BUDGET

## NAFA Expo Conference

### GIFT BAG MATERIALS

Welcome Banner.....	\$325.00
Biodegradable Plastic Bags.....	\$402.00
Plastic Pens.....	\$603.00
Car Decals/Stickers.....	\$504.00
Notepads.....	\$858.00
Press Release for PR Newswire to Distribute.....	\$495.00
Total.....	<u>\$3,187.00</u>

### SPONSORSHIP

NAFA Advertising Premium Sponsorship.....	\$25,000.00
Total.....	<u>\$25,000.00</u>

### HOTEL AND AIRFARE

Two Attendees Expenses.....	\$2,064.00
Total.....	<u>\$2,064.00</u>

### MATERIALS NEEDED FOR BOOTH

iPads for interaction.....	\$1,000.00
Standard Curved Backdrop Display - 10'.....	\$2,095.00
Total.....	<u>\$3,095.00</u>

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Total for Section.....\$33,346.00

Explanation: We will educate fleet owners and managers about CNG through the NAFA Expo Conferences. This will give them tangible information to take with them to their company and educate others. We will also use iPads as an interactive form of educating the conference attendees. The booth backdrop display will offer an appeal to attendees of the NAFA conference. This will help the booth to stand out and allow for attendees to associate our advertising with Clean Energy.

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## Traditional Media Advertising

### Business Fleet MAGAZINE AD

Two Full-page Advertisements.....each \$16,310.00

Total.....\$32,620.00

### FLEETSolutions MAGAZINE AD

Two Full-Page Advertisements .....each \$2,409.00

Total.....\$4,818.00

### DIGITAL BILLBOARD

Lamar Billboards (8 weeks).....(per 4 weeks) \$55,990.00

Total.....\$111,980.00

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Total for section..... \$149,418

Explanation: In order to target commuters, we chose to feature the Clean Energy brand in a place where people who are driving every day will see it. By using digital bulletins, we were able to get our message in eight different markets across Oklahoma and Texas, the two states in this region with the highest number of CNG stations. Since our goal is awareness, this is a great way to get the brand out in front of a large number of people in a short amount of time. We will place ads in two fleet magazines in order to generate awareness of the Clean Energy Fuels brand to the magazine subscribers. We chose these magazines because they are the top rated fleet publications for fleet owners and managers.

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## Out-of-budget Grant

██████████ 666 30-second spots.....██████████

Total.....██████████

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## High Mileage Events

### INDY 500

Indy 500 Two-minute Digital Video spot.....\$30,000.00

Total.....\$30,000.00

### OKLAHOMA CITY THUNDER GAME

Thunder boom sticks (10,000).....each \$0.78

Total.....\$7,800.00

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Total for section.....\$37,800.00

Explanation: Advertising on the digital video board at the Indy 500 race will reach approximately 257,325 people. We chose to place this ad at the Indy 500 race because it is the largest race in NASCAR. Many people travel long distances to these events, which will create an awareness of CNG benefits among this group. The boom sticks at the Thunder game are strategically placed behind the basket, meaning that CNG boom sticks will have the same placement. We will distribute 10,000 boom sticks at one game. This game will all be nationally televised, airing on ESPN, TNT and ABC. This awareness will reach both teams' fans, as well as national viewers of the game.

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## Rodeo Star

### POS DEALERSHIP ADVERTISING

Personalized Life Size Custom Cut-Out (2).....each \$224.99  
Total.....\$449.98

### CLEAN ENERGY LOGO SHIRT PATCHES

Custom Color Patches (10).....each \$6.25  
Total.....\$62.50

### CLEAN ENERGY LOGO MAGNETS

Custom magnets (4).....each \$67.00  
Total.....\$268.00

### OKLAHOMA STATE FAIR CLEAN ENERGY BOOTH

Oklahoma State Fair Booth (\$10/sq. ft, 40 sq. ft)..... \$400.00  
Travel Expenses for Will Howell and Assistant.....\$536.00  
Total.....\$936.00

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Total for section.....\$1,716.48

Explanation: We will utilize Will Howell and Rodeo Star to showcase Clean Energy Fuels in the Oklahoma metropolitan areas. He will be presented to target audiences that share similar hobbies and interests. The best way to do this is by utilizing the partnership Will Howell has with Vance Auto Group, as well as his appearance at the Oklahoma State Fair for autograph signings and more.

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Subtotal.....\$222,280.48

Contingency.....\$25,000.00

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TOTAL.....\$247,280.48

# MEET THE TEAM



Account Executive

**Lauren Heaton**

After graduation, Lauren plans to move to Denver, Colorado to obtain a career at an advertising agency as a jr. account executive. In her spare time, Lauren enjoys cooking, hunting and running.



Research Director

**Emilie McClanahan**

Emilie is an intern for Stillwater KLIFE and will be returning to intern at the Gooden Group in Edmond, Okla. following graduation. She hopes to move abroad this coming summer to do mission work at an orphanage.



Editorial Director

**Abigail West**

After graduation, she plans to move to Los Angeles to start a career in broadcast and entertainment. Abigail enjoys adventures and traveling.



Art Director

**Josh Tackett**

After graduation, Josh plans to go into a career in the TV & film industry as a motion graphics and visual effects artist. In his spare time, Josh loves watching movies, playing soccer, and eating good food.



Director of Strategy

**James Powell**

After graduation, James plans to work preferably within a public relations firm so that he can serve a diverse range of clients. He enjoys sports, traveling, reading and is an avid movie lover.



Media Director

**Jordan Kloker**

Jordan enjoys reading, writing and brewing beer. He is very excited to start his career in communications. Jordan would love to work in communications for a brewery to better understand the industry in hopes of some day opening his own brewery.

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## WORKS CITED

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"Big Oil, Big Profits: Industry Tops \$120 Billion in 2012." *Tax Payers for Common Sense*. Web. 5 Feb. 2013 <http://www.taxpayer.net/library/article/big-oil-big-profits-industry-tops-120-billion-in-2012>

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