

Case Study: Highly EVolved

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PRL 425
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Setting the Scene/Overview

- This campaign was put into action by the Indianapolis Office of Sustainability in collaboration with Pivot Marketing, a tech-savvy marketing agency
 - Indiana is one of the ten states that emits the most carbon in the U.S.
 - Fossil fuels make up more than 93% of the energy consumed in Indiana
- The Highly EVolved campaign's purpose was to steer drivers away from fossil fuels
- Pivot Marketing and Indy's Office of Sustainability worked on this campaign from 2019 to 2021, launching in April 2021



Promo Video



Campaign Inclusions

- EV 101 Website
 - https://behighlyevolved.com/#/analyze?region=US-IN&country=US&fuel=ELEC&show_map=true
- Ads featuring Dino the blow-up Dinosaur
- Series of billboards
- Radio and streaming ads
- EV Showcase
 - Included a press conference and local media coverage



Research Methods

- Coincidentally, Indianapolis was accepted to the Bloomberg American Cities Climate Challenge at the start of this campaign—the perfect kick off!
- Indy, along with 25 other cities, was tasked with the goal of reducing carbon emissions

Research methods:

- Distributing city-wide e-surveys
- Reviewing existing research on EV adoption, resources, and barriers
- Media audits of EV coverage
- Examining best practices
- Interviewing key EV adoption stakeholders:
 - City fleet services
 - EV owners
 - Environmental orgs

Objectives

- Objective 1: Increase the number of electric vehicle (EV) owners to 2,000 by the end of 2020.
- Objective 2: Educate 10,000 people on EVs and pilot two DC chargers downtown.
- Objective 3: Drive adoption of EVs in Marion County to 2,000.
- Objective 4: Educate 10,000 people on the benefits and realities of EVs.
- Objective 5: Continue to improve air quality in Indianapolis.

Target Audiences

1. Potential customers
2. Auto intenders
3. Curious commuters
4. Urban Dwellers
5. Advocates (e.g. evangelists, corporate partners, and dealers)

Communication Strategies

- Build an EV Hub, including EV information and resources
- Increase awareness through digital ad buys and a strategic communications plan
- Engage with highly influential partners to drive awareness with target audiences
- Interact with the community through experiential events like rides and drives

Execution

Variety of communication channels and techniques used to reach target audience

Build EV Hub

- Campaign narrative created that included captured photography
- Videos produced to highlight EV benefits;
- Designed and developed digital/radio ads to drive traffic to the website

Increasing Awareness

- Developed paid media plan through digital and social ads
- Created integrated billboard campaign
- Utilized email marketing

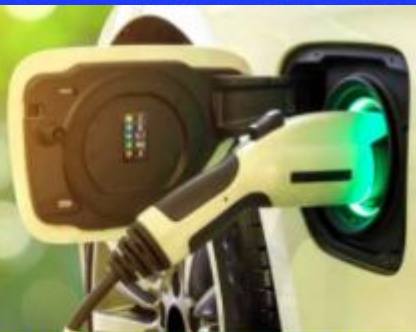
Engage with High-Impact Partners

- Customized a pitch deck to present to local organizations and host EV educational events

Engage with Community

- Indy's Office of Sustainability hosted Ride & Drives and EV Showcase event in October
- Created brand signage

Electric Vehicle Ride & Drive during Goshen First Fridays



National Drive Electric Week



Oct. 1, 2021 | 5 p.m.-7:30 p.m. EDT

City Hall | 202 S. 5th St., Goshen, Indiana



Presented by



EV RIDE & DRIVE

Thursday, Sept. 29 | 4-7 p.m.

W. H. Lyon Fairgrounds east parking lot
100 N Lyon Boulevard
Sioux Falls, South Dakota

Take a ride or test drive an
electric vehicle and check out an
assortment of EVs from local dealers,
utilities, EV car clubs and more!



Local Event
Sponsored by:



Evaluation/Recommendations

Results

- EV Showcase in September with top local TV stations led to a reach of over 250,000
- Programmatic ads received 3.94M impressions and 37,798 clicks
- Billboards received 14.95M impressions combined
- Within 4 months, website had 23,160 page views and 8,943 unique users
- Marion County EV registrations saw a 220% increase in 2.5 years from March 2019 to July 2021.
- Electric vehicle sales grew from 1,058 to 1,320 in July 2021

Recommendations

- Address limited driving range anxiety by providing information of range of different EV models
- Leverage influencer marketing through social media
- Highlight environmental benefits
- Address disparities in charging infrastructure across different regions and demographics

Discussion Questions

1. Were you, the audience, at all surprised that this initiative began in the city of Indianapolis? Is there perhaps a city you believe is better suited for this campaign to begin in?
1. The Indianapolis Office of Sustainability hosted community events to showcase electric vehicles; do you have any ideas of a type of event that they could put on here in Syracuse?
1. The Highly EVolved campaign was put into action in April 2021. Now that it is 2023, do you believe this campaign still holds the same importance and validity that it did 2 years ago?

**Thank
You**
