



INNOVATING THE EV GAME

A Three-Prong Approach to Successful Adoption

Presented by Stephanie Crockett and Ariella Cohen

October 2020

MOWER

THE JOURNEY



MOWER

APPROACH



**INFRASTRUCTURE
FOR BUSINESSES**

**CONSUMER EDUCATION
& AWARENESS**

**EMPLOYEE ENGAGEMENT
& INCENTIVES**

GOALS



EV INFRASTRUCTURE PROGRAM

30 SITES & 300 PORTS

EV CONSUMER EDUCATION & AWARENESS

**↑
EVs IN OPERATION**

EV CENTRAL EMPLOYEE PROGRAM

160 EVs

STRATEGY

AWARENESS

Raise awareness across commercial business customers, consumers and employees about the robust National Grid Electric Vehicle programs.

+

EDUCATION

Inform and viscerally educate target audiences about the unique benefits of EV adoption to drive engagement and interest.

+

CONVERSION

Convert quality leads with effective creative and incentives that empower them to overcome perceived hurdles and provide them with an invaluable investment now and in the future.



THE IMPORTANCE OF PARTNERSHIPS

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**THE
FIRST
AND
VITAL
PIECE
OF THE
PUZZLE**



BE A BETTER BUSINESS

UPSTATE NY		nationalgrid	
Electric Vehicle (EV) Charging Station Electrical Infrastructure Application			
Directions Please complete this application, Exhibit A: EVSE Site Worksheet, and Exhibit B: Site Host EV Leadership Certification, and submit to EVNationalGridUNY@nationalgrid.com National Grid will review your proposal and determine whether the project qualifies for funding.			
Participant Eligibility The Customer identified in this application must be a National Grid, non-residential, upstate New York electric customer.			
Customer Information			
Account Name (as shown on your National Grid bill)		National Grid Electric Account Number	
Contact Name			
Title			
Work Phone	Cell Phone	Email	
Address 1			
Address 2			
City	State	Zip	National Grid Contact Person (if applicable)
Federal Tax ID #			

3X

EXCEEDED
SITE GOAL

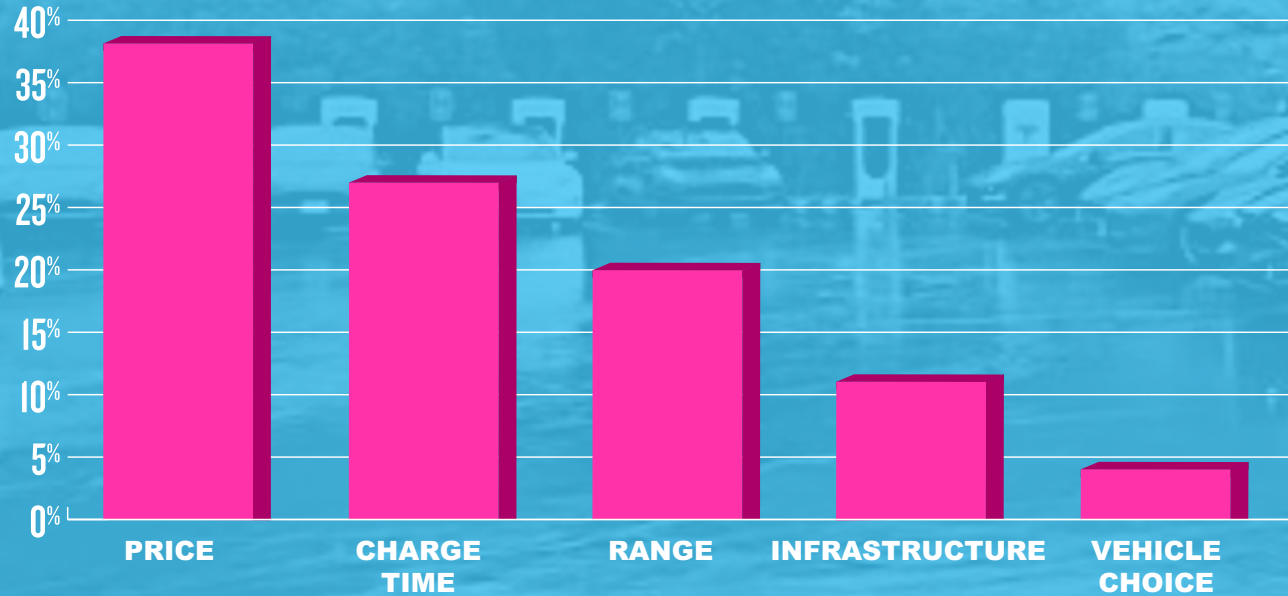
2X

EXCEEDED
CHARGING
PORT GOAL

MOWER

TOP CHALLENGES FOR MAINSTREAM ADOPTION OF EVs

% of consumers who cite each challenge as "most important"



63%

of consumers believe that EVs are currently beyond their budget.

AFFORDABLE
RELIABLE
AND FUN!



over

Plug & Play

National Grid helps make owning an electric vehicle a cost-effective and reliable choice. There are a variety of price points and models that work for every lifestyle. With faster charging and longer ranges, today's EVs are giving a whole new meaning to joy riding. Because when you recharge one, it energizes you.




—  **Plug & Play**

MOWER

DIGITAL


Email & Banner Ads



nationalgrid


Finally, a car that's truly plug and play.

As more and more vehicles go electric, so do more and more Upstate New Yorkers. That's because there's more to electric vehicles than ever before.



More payback.

Rebates, incentives and tax credits give you a very powerful way to save—up to \$9,500.



More places to plug in.


With hundreds of charging stations in your area, you don't have to go far to go farther.

More play time.





When you save maintenance and upkeep, you can spend more on uptime.


More ways to protect the planet.

Driving an EV curbs CO₂ emissions, which contribute to climate change.

Get Plugged In 

National Grid



Finally, a car that's truly plug and play.

[GET EV ADVICE](#)

nationalgrid



Electric Vehicle Rebate

Get up to \$12,500 in savings before it drives away.

[SHOP NOW](#)

nationalgrid



Hundreds of charging stations.

[JOIN THE CHARGE](#)

nationalgrid

SOCIAL

Facebook, Instagram & Twitter



National Grid US @nationalgridus

Did you know there are 14,718 @Starbucks locations in the U.S. and over 68,800 EV charging stations? So many options for you to recharge. Learn more about the rewards of driving an EV at ngrid.com/201rDb0.

14,718 68,800

RECHARGE

0:02

7:47 AM · Nov 15, 2019 · Twitter Ads

This infographic features a blue background with a white Starbucks cup icon on the left and a white EV charging station icon on the right. The numbers '14,718' and '68,800' are placed below their respective icons. A large white arrow points from the Starbucks icon towards the EV icon, with the word 'RECHARGE' written vertically in white capital letters along the right edge of the arrow.

National Grid US @nationalgridus

Did you know that apps like @PlugShare will point you to the nearest charging stations, making it easy to be spontaneous? Who's ready for a road trip? Learn more about the ease of driving an EV at ngrid.com/331dCph

10:08 AM · Nov 27, 2019 · Twitter for Advertisers

The video player shows a green map with several EV charging station icons. A white star labeled 'YOU' is positioned in the center of the map, indicating the user's current location. The video has a play button and a progress bar at the bottom.

National Grid US @nationalgridus

Did you know your local @Walmart is adding another way to save? Save time by charging your EV while you shop. Learn more EV trends at ngrid.com/331dCph

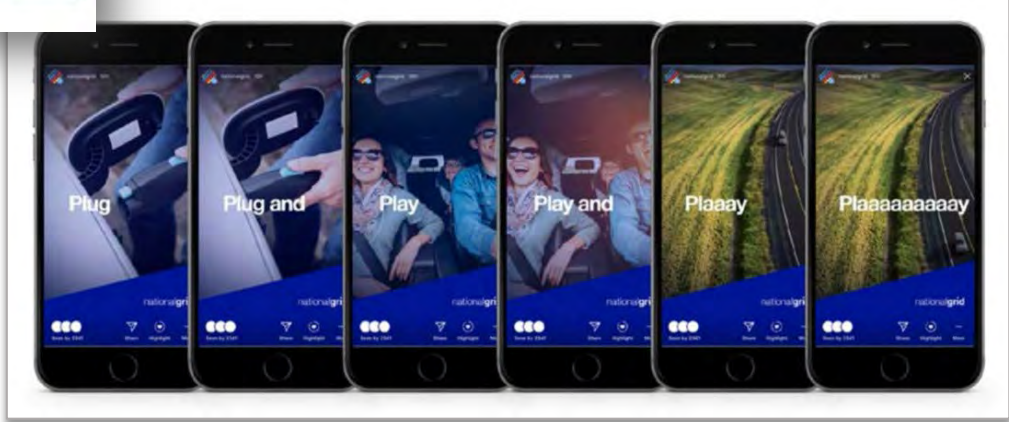
shop + charge

SAVE

0:03

10:00 AM · Nov 22, 2019 · Twitter for Advertisers

This infographic features a blue background with a white shopping cart icon on the left and a white EV charging station icon on the right. A plus sign is placed between the two icons. A large white arrow points from the shopping cart icon towards the EV icon, with the word 'SAVE' written vertically in white capital letters along the right edge of the arrow.



Q4 PROMOTION

Email, Social & Direct Mail

nationalgrid

Get charged up for exclusive savings on electric vehicles!



Purchase an Electric Vehicle by 12/31/18, and your new car isn't the only thing you'll be charging—we're giving you a \$500 prepaid gift card* too!



Use your card to cover your trips for a year! The average EV driver spends \$500 annually on charging needs.**

or

Put \$500 toward your own home-charging station. Units range from \$549-\$899.

Put this deal in drive today

nationalgrid

Plug in to the best Electric Vehicle incentives while they're still here!

Choose from two Nissan models

<p>\$5,000 Special Rebate on the 2019 Nissan LEAF</p> <p>Up to 150-mile range at an MSRP starting at \$29,990*</p>	<p>\$2,500 Special Rebate on the 2019 Nissan LEAF Plus</p> <p>Enjoy up to a 226-mile range at an MSRP starting at \$36,650*</p>
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And Many More

Find the right vehicle for you at drivegreen.nationalgridus.com/cars



*Additional state and local incentives may also be available. Proof of Visit site for complete terms and conditions.

Our Gift To You



\$500



nationalgrid

300 Erie Blvd W.
Syracuse, NY 13202

Get charged up for exclusive savings on electric vehicles!

Purchase an Electric Vehicle by 12/31/19, and your new car isn't the only thing you'll be charging—we're giving you a \$500 prepaid gift card* too!

Use your card to cover your trips for a year! (The average EV driver spends \$500 annually on charging needs**)

Put \$500 toward your own home-charging station. Units range from \$549-\$899.

Visit ngrid.com/evpromo to put this deal in drive today.

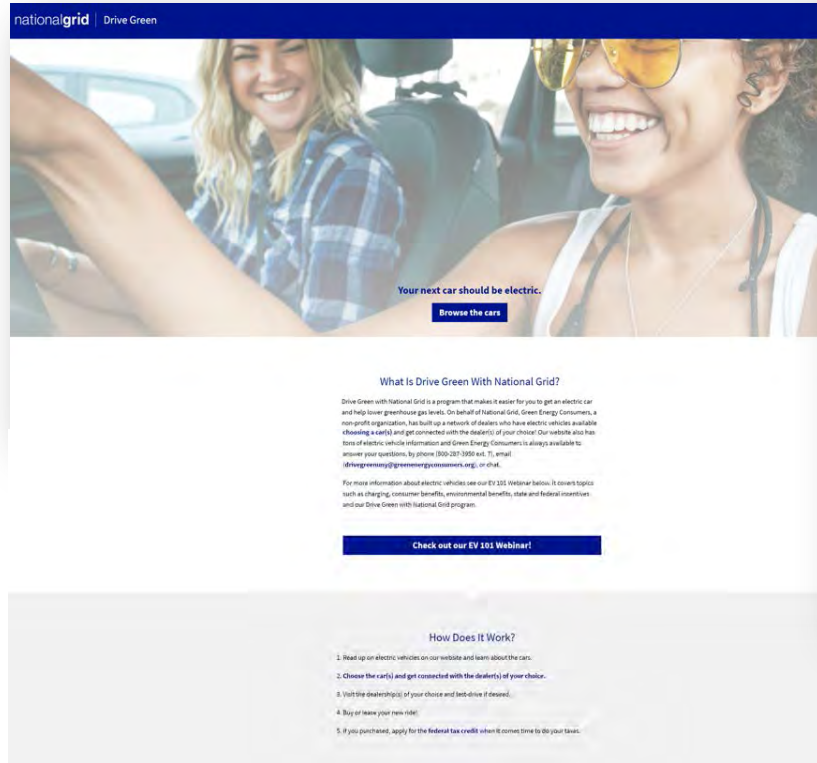
*Based on 12,000 miles. Visit ngrid.com/evpromo for complete terms and conditions.



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FIRST-CLASS MAIL
U.S. POSTAGE
PAID
NIAGARA FALLS, NY
PERMIT NO. 1

WEBSITE

Drive Green and Marketplace



The screenshot shows the National Grid Drive Green website. At the top, there is a blue navigation bar with the National Grid logo and the text "Drive Green". Below this is a large hero image of two women smiling in a car. A dark blue box with white text reads "Your next car should be electric." and a smaller white box with a dark blue background says "Browse the cars".

What is Drive Green With National Grid?

Drive Green with National Grid is a program that makes it easier for you to get an electric car and help lower greenhouse gas levels. On behalf of National Grid, Green Energy Consumers, a non-profit organization, has built up a network of dealers who have electric vehicles available (showing a car!) and get connected with the dealer(s) of your choice! Our website also has tons of electric vehicle information and Green Energy Consumers is always available to answer your questions. By phone: 800.201.5600 ext. 77, email: lifeingreenenergy@greenenergyconsumers.org, or chat.

For more information about electric vehicles see our EV 101 Webinar below. It covers topics such as charging, consumer benefits, environmental benefits, state and federal incentives and our Drive Green with National Grid program.

Check out our EV 101 Webinar!

How Does It Work?

1. Read up on electric vehicles on our website and learn about the cars.
2. Choose the car(s) and get connected with the dealer(s) of your choice.
3. Visit the dealer(s) of your choice and test-drive if desired.
4. Buy or lease your new ride!
5. If you purchased, apply for the federal tax credits when it comes time to do your taxes.

ELECTRIC VEHICLES

Buy an Electric Vehicle and get \$500

Electric Vehicles (EVs) are fun to drive, better for the environment, and a great long term investment. Purchase an EV before the end of year and get a \$500 prepaid gift card from NationalGrid.

[CLAIM MY GIFT CARD](#)

[BROWSE EV MODELS](#)



See How Much You Can Save

Did you know that when you buy an electric vehicle or plug-in hybrid, you can get a tax credit of up to \$7,500 off of the purchase price? Answer a few questions to see how much you can save on your next vehicle.



Learn About Charging Your EV

Charging your EV has never been easier. Find public charging stations near you or shop level 2 home chargers today.



How Does It Impact the Environment?

Switching to an electric vehicle significantly reduces the amount of harmful emissions. Answer a few questions to find out how much you can reduce your impact.

RESULTS



6,913,165

**TOTAL
CAMPAIGN
IMPRESSIONS**



18,930

**LANDING
PAGE
SESSIONS**



14,575

**NEW
USERS**



428

**INCREMENTAL
VEHICLES
SOLD**



16,478

**METRIC TONS
OF CO₂
AVOIDED**

TALK THE TALK. DRIVE THE DRIVE.

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GET STARTED VEHICLES CHARGING SOLAR/STORAGE SMART HOME CLAIM FAQ FORUM

EV Central by National Grid

get **\$1500** from National Grid for PHEV purchase/lease



get **\$5000** from National Grid for BEV purchase/lease*

*Vehicle purchases/leases of \$50 K MSRP and above will receive only \$1,500

An innovative pilot to make EVs and Smart Home tech more affordable, accessible and understandable for National Grid Employees.

National Grid Incentives. Partner Discounts. State and Federal Rebates. Education.

Earn more when you bundle EVs+Solar/Storage.

EV Central extended into FY2021! For new incentive rates click [here](#).

↓


[Get Started!](#)

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GET STARTED VEHICLES CHARGING SOLAR/STORAGE SMART HOME CLAIM FAQ FORUM

Why? Bring Energy to Life

Join this pilot to save money, lead by example, and inform a future customer offering. You will also be helping our states meet their climate change goals.

↓



NG EV 5:21:18 | Watch later | Share

[Get Started!](#)

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GET STARTED VEHICLES CHARGING SOLAR/STORAGE SMART HOME CLAIM FAQ FORUM

Exclusive Deals for National Grid Employees

<p>as low as \$12,900*</p>  <p>Nissan Up to \$1,500 off Nissan Leaf!*</p> <p>Get the Deal</p>	<p>200+ mi range</p>  <p>Tesla Up to \$9,275 off Tesla Model 3*</p> <p>Get the Deal</p>	<p>SUV PHEV w/ AWC</p>  <p>Mitsubishi Up to \$14,434 off the Mitsubishi Outlander!*</p> <p>Get the Deal</p>
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EV or Plugin Hybrid of your choice!

Combine your Federal, State, and National Grid Incentive to any EV or Plugin Hybrid

[Get Started!](#)

TALK THE TALK. DRIVE THE DRIVE.

430+

National Grid employees
that have taken advantage
of program incentives



124

Charging ports installed at
**27 National Grid
locations**



Improved employee
perception of company
and satisfaction





**BRINGING
THE STORIES
TO LIFE**

MOWER

BRAND AS FRIEND®

AFFECTION



CARING



LISTENING



SURPRISE

RELEVANCE



STORY



STYLE



CONNECTING

TRUST



HONESTY



ADVISING



LOYALTY

BRAND AS FRIEND®

AFFECTION



CARING



LISTENING



SURPRISE

Incentives,
promos

RELEVANCE



STORY



STYLE



CONNECTING

Putting EV
enthusiasts
together

TRUST



HONESTY



ADVISING



LOYALTY

Education resources
+ support

KEY TAKEAWAYS

1



FOCUS ON HIGHER-
ORDER MESSAGING.

2



LET AUDIENCES
SEE THEMSELVES
IN THE STORY.

3

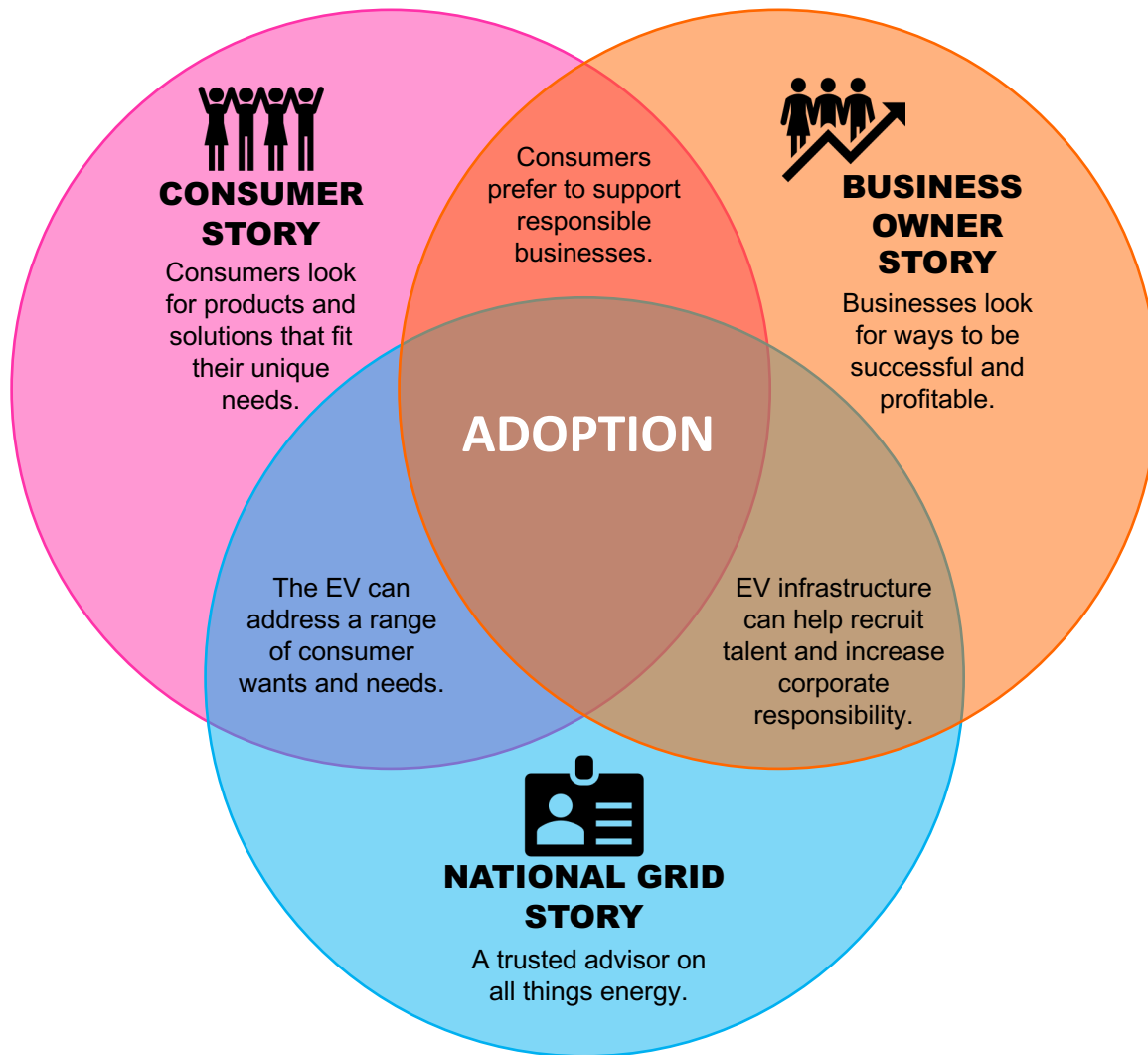


CONNECT PEOPLE
TO HELP CREATE
AUTHENTICITY.

4



WAIT FOR THE
RIGHT TIME TO
PUSH PROMOS.



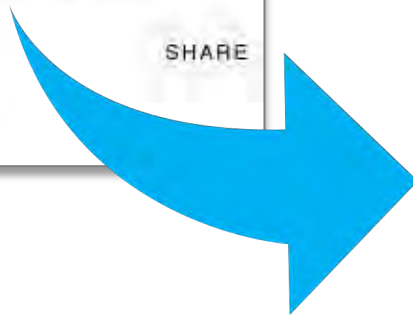
CARS & COVID

Despite Changing Plans and Safety Concerns, Conoco® Survey Finds That Americans Continue Taking To The Road Amid Coronavirus Pandemic

PRESS RELEASE PR
Newswire

© Sep. 2, 2020, 07:37 PM

SHARE



81%

People who would take a road trip to **“work”** in a different location

41%

plan trips that are **3-5 hours** from home

58%

have changed plans from flying to driving since March 2020



60%

People who say they are comfortable taking a road trip this fall



CARS & COVID

COVID-19 has changed the way people use their vehicles



Jamie L. LaReau, Detroit Free Press
USA TODAY August 31, 2020

Cars have famously served as a makeshift bedroom for young or illicit lovers seeking private time together.

But since the proliferation of the coronavirus pandemic, cars are taking on even more functions, proving they're not just for transporting people from point A to point B.

Two separate surveys showed that many people are increasingly using their cars to get away from the people they live with, get a change of scenery, take a nap, make a personal or business call, get some "me" time or just to feel normal again.

"I had to drive out to the suburbs recently. I have two teens and it was my first time in awhile being out of the house," said Jenni Newman, editor-in-chief of Cars.com in Chicago. "It was my first feeling that life was normal again. I was singing loudly and having a great time. It hit me — it was a fabulous soothing bond for my soul."

GET AWAY FROM
PEOPLE THEY LIVE WITH





MAKE A CALL
PERSONAL OR BUSINESS

TO GET SOME
ME TIME
OR FEEL NORMAL






DIGITAL

Email & Banner Ad Placements



Rediscover the road trip with an EV.


With so many people looking for ways to save and travel responsibly, we wanted to let you know that an electric vehicle can help you do both. Here are just a few of the reasons more Upstate NYers are choosing to drive EVs:

- **Cleaner air**
Contribute to the recent improvement in global air quality.
- **Healthier habits**
Charge right from home to avoid high-contact surfaces like gas pumps.
- **Greener returns**
Save money with rebates and incentives available on new models.

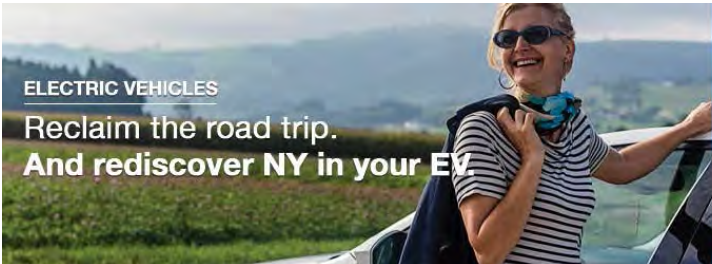
Reclaim the road trip with a new EV.

[START YOUR JOURNEY](#)

National Grid



The name also used to 12056_4508000
12056_4508000 | 12056_4508000 | 12056_4508000
300 Elm Blvd W | Syracuse, NY 13205
Copyright © 2020 National Grid



ELECTRIC VEHICLES
Reclaim the road trip.
And rediscover NY in your EV.

nationalgrid

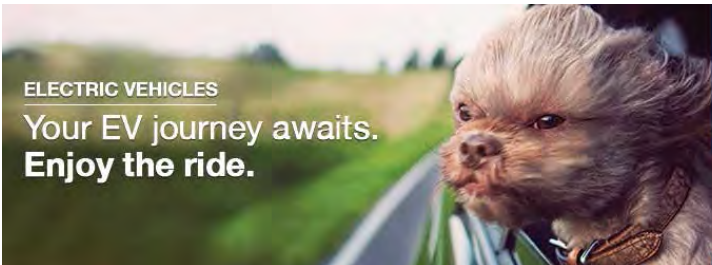
[DISCOVER EVs](#)



ELECTRIC VEHICLES
A safe, responsible way to
plug in and play on.

nationalgrid

[DISCOVER EVs](#)



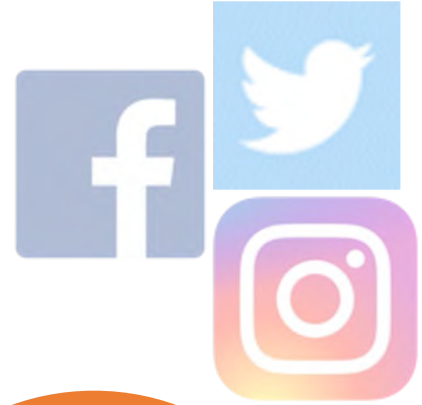
ELECTRIC VEHICLES
Your EV journey awaits.
Enjoy the ride.




nationalgrid

[DISCOVER EVs](#)


SOCIAL

Facebook, Instagram & Twitter








 National Grid 
Sponsored 

An electric vehicle can take you on The Great Escape across Upstate New York. 🚗 ⚡ 🔥




DRIVEGREEN.NATIONALGRID.US.COM
Up to \$9,000 in rebates on select electric vehicles. [Learn More](#)
Find EVs available near you with the Drive Green program.




 Like  Comment  Share

 National Grid
Sponsored 


With more upstate charging stations, you can plan an epic electric road trip. 🚗 ⚡ 🔥

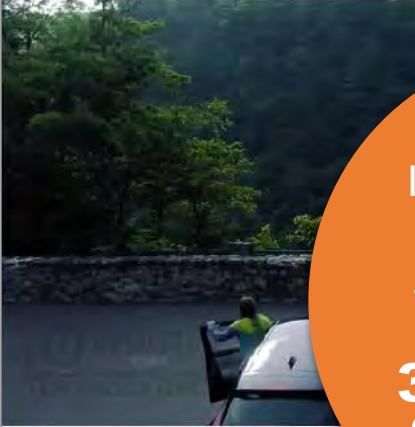


DRIVEGREEN.NATIONALGRID.US...
Rediscover NY in an EV [LEARN MORE](#)




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Instagram

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[Learn More](#)

nationalgrid Exploring the awesomeness of Leitchworth State Park in an electric vehicle. 🚗 ⚡ 🔥



THE ROAD AHEAD

Recommendations

- ✓ **Higher-Order Messaging**
- ✓ **Intentional Promotional Push**
- ✓ **One-Stop Shop**
- ✓ **Plug-In Hybrids**
- ✓ **Get Ahead of Employee Needs**

A photograph of a brown dog, possibly a Weimaraner, sitting in the driver's seat of a car. The dog is looking out the window with its tongue hanging out. The car's interior, including the steering wheel and dashboard, is visible. The text "THANK YOU!" is overlaid in large, bold, pink letters across the center of the image.

THANK YOU!

Contact:
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scrockett@mower.com