



An Integrated Communications Strategy for American Ethanol

Nebraska Ethanol Forum

April 17, 2015

Objectives

- **Market access:** Greater availability/infrastructure/pumps/higher blends
- **Promotion:** Branding/Advertising/Education
- **Political advocacy:** Favorable policy environment/Influence the influencers
- **Public:** Make it personal



What's happened recently?

- Gas under \$2 per gallon
- E85 priced higher than E10
- Relatively strong ag economy
- Robust domestic oil production
- OPEC production steady
- Gas prices not on the public radar
- All of these undermine the “traditional” ethanol benefit messaging



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National efforts include:

- Fueling a Better America
- E15 Initiatives
- Prime the Pump
- RFA/Growth Energy/ACE
- Corn Industry Vision 2020
- 25 by '25
- American Ethanol/NASCAR
- Various other state & advocacy efforts



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National consumer brand



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The facts:

- We will always be an ingredient in someone else's product
- We will always be distributed through someone else's infrastructure
- We will be in policy struggles for the foreseeable future
- Misconceptions & myths will continue to plague us
- Oil will always have more money than us
- The ethanol industry has been its own worst enemy in many respects



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Choosing our words carefully...

- Blender pump vs. Flex Fuel Pump
- Ethanol vs. biofuels
- Cellulosic?
- Number confusion (E10/E15/E25 standardization/E85—vs. 85/88/91 octane!)
- I can't fill up with ethanol—anywhere!
- Environment vs. personal impact
- Mandates vs. choice

We need to create:

-
- A **relevant connection** between fuel choice and individual benefit—consumer choice
 - A **powerful story** that cannot be refuted or co-opted by the oil industry
 - An **emotional message** underpinned with science and fact
 - A “bumper sticker” campaign that is **memorable—and sticky**

What is marketing?

- It's **not** a battle of products
- It **IS** a battle of perception
- It's not what's true that matters
- It's what people think is true that matters
- Managing perceptions puts you in control of your brand
- The marketing makes the advertising work!



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What is a brand?

- It's **not** a logo
- It's **not** an ad campaign
- It **IS** a relationship
- It **IS** an experience
- It **IS** a promise fulfilled
- It **IS** a problem solved



A brand should...

-
- Be **aligned** with the brand's core values
 - Be clear, engaging, unique and **relevant** to others
 - Be better than good—incorporate an **emotional** attachment
 - Be **echoed** throughout the industry
 - Be **consistent** across all messaging platforms
 - Be continually **reinforced internally** to deliver on the promise
 - Be **adopted** and echoed by strategic partners
 - Be **adaptable** to change and various applications



Emotion + Logic

- Many people engage first on a gut level (heart)
- Need more at decision-making time/behavior (head)
- Need combination of both for greatest effect
- Anecdotal evidence of impact
- Data, research and proof
- Branding is a combination of art & science
- **Ethanol needs its story—one that appeals at a gut level**



The ethanol story has been about..

- **Good for agriculture**
 - Ag is in pretty good shape, isn't it? Federal subsidies for ag/ethanol, etc.
- **Made here in Nebraska, America (or wherever)**
 - Does that make it better somehow? How much does "local" matter, really?
- **Energy security**
 - Not top of mind at the moment; Changes according to pump price and geopolitics
- **Reduced foreign oil imports**
 - Ditto, thanks to domestic oil production
- **Savings at the pump**
 - Ethanol has been upside down price-wise; Difficult questions from rural consumers
- **Good for the environment**
 - How? And says who? And how does that matter to me and my family?



People care most about themselves...

-
- What's in it for **me**?
 - How does this make **me** safer, save **me** money, improve **my** future, protect **my** health, etc.?
 - If I don't perceive a problem, I don't care about a solution
 - And the problem needs to have a direct impact on **me**!



SO WHAT'S THE PROBLEM?

- **It's what's in the base gasoline**
- Lead > MTBE > Aromatics (*another bad word...*) *Cancer-causing toxics!*
- Particulate matter that enters lungs and bloodstream
- Health implications: cancer, asthma, ADHD, autism, etc
- Insidious and invisible—I can't see it!
- There is an air pollution problem in "rural" America!
- This is purposely being added to our gasoline
- More ethanol reduces the level of BTX and the impact of toxic cancer-causing emissions
- Ethanol becomes a solution—not the problem!



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Playing the Human Health Card



- The soft underbelly of the oil industry; they cannot deny it
- Doesn't change relative to pump price, corn prices or geopolitics
- Hits home—what's in it for me?
- Provides the emotional connection, supported by science
- Communicates a serious problem (air quality/permeation, etc.)
- Positions ethanol as a solution
- Provides consumers control over choices they make
- Toxic cancer-causing chemicals (*not aromatics!*)





What's happening in Nebraska



- **Focus on the Omaha market**

- Greatest potential audience



- **Borderline non-compliance**

- Implications



- **Integrated approach including:**

- Fuel testing (Weights & Measures/UNL Chem Eng)

- Air quality testing (MAPA/Omaha Air Quality)

- Consumer research

- Broad partnership

- Amplifying existing efforts

- Consumer outreach



What's happening in Nebraska



- **Screening of “PUMP: The Movie” (2/2/15)**
 - Launch for sustained integrated effort
 - Targeted invitation list
 - Pre-screening reception
 - Post-film moderated discussion (ALA)
- **Milestone events/updates**
 - Earth Day (mid-April)
 - Ad campaign launch (right now!)
 - Statewide pump labeling initiative (May)
 - Additional fuel testing
 - Air quality testing
 - Events/pump promotions

Who are the partners?



- Nebraska Corn Board
- Nebraska Ethanol Board
- Iowa Corn
- Clean Fuels Development Coalition
- Metro Area Planning Agency (MAPA)
- Support from:
 - Ethanol plants in Neb & Iowa
 - Omaha metro civic leaders
 - Other advocacy groups
 - Friendly media contacts

Who's doing the talking?



- **NOT** the ethanol industry
- **NOT** the corn industry
- American Lung Association
- City officials/State legislators & leaders
- Healthcare community
- MOPS (Mothers of Pre-Schoolers)
- Economic development leaders
- Media champions

What doesn't burn up
in your engine
ends up in your lungs.



FixOurFuel.com/omaha

Tell me again
why we shouldn't use
more ethanol?



Suspected causes of
asthma, heart disease
and cancer.



FixOurFuel.com/omaha

Tell me again
why we shouldn't use
more ethanol?



**Straight from your
tailpipe to your
lungs, heart and brain.**

**GASOLINE
PLUS**



**GASOLINE
PLUS**



**GASOLINE
PLUS**



FixOurFuel.com/omaha

**Tell me again
why we shouldn't use
more ethanol?**



**Toxic carcinogens
are in your fuel.**

**GASOLINE
PLUS**



**GASOLINE
PLUS**



**GASOLINE
PLUS**



FixOurFuel.com/omaha

**Tell me again
why we shouldn't use
more ethanol?**



What's in our gas
is killing us.

GASOLINE
PLUS



GASOLINE
PLUS



GASOLINE
PLUS



FixOurFuel.com/omaha

Tell me again
why we shouldn't use
more ethanol?



CLEANER AIR FOR NEBRASKA



clean air choice

AMERICAN LUNG ASSOCIATION
OF THE UNITED STATES

Choose healthier air for your family.
Choose American Ethanol.



CLEANER AIR FOR NEBRASKA

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clean air choice

AMERICAN LUNG ASSOCIATION
OF THE UNITED STATES

It's also about CHOICE!



- Consumer control
- Not limited to one option, but have choice of many
- Ethanol is not **THE** solution; It's part of the solution
- Available to us right now
- FFVs and Flex Fuels provide the ultimate in consumer choice
- Do I know I have an FFV—and what does that mean?
- When E85 is higher priced, I don't have to use it
- Without Flex Fuels, I don't have **choice**



Meeting Our Objectives



- **Market Access:** Opens doors and starts conversations on a different platform; it becomes about doing the right thing. Changes perceptions.
- **Promotion:** A powerful brand story that resonates; Ties in credible 3rd party partners; Combination of emotion, logic & science; Provides consumers with opportunity to choose
- **Policy Advocacy & Public Perception:** No longer an ag/rural story. Affects everyone who breathes—especially young children and elderly.

What we can all do



- Piggyback on a comprehensive integrated initiative
- Start reinforcing the “clean & healthy air” message
- Expand initiative for regional impact
- Partner with similar advocacy groups
- Help build momentum for the human health story—and the “choice” position
- Adapt messaging locally/regionally

Summary

- Essential to create **consistency** in messaging
- Critical to create **personal impact** on consumers
- Important to understand **consumer perceptions** about air quality and health concerns
- Strategic synergies with other **like-minded advocates**
- Combination of **emotion, logic & science**



NEW TV SPOT



Clean Air: Jane_OMAHA_FINAL

Questions?



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