



Taking Consumer Awareness on the Road

THE APPROACH:

- Launched Oncor’s Smart TexasSM campaign to educate consumers about the deployment of more than 3 million smart meters
- Developed integrated marketing communications program to take educational experience directly to consumers
- Designed and created a 1,000-square-foot mobile experience center (MEC) with several strategic partners
- Planned and executed MEC tour across Texas; hosted events in retail parking lots; sponsored local fairs/festivals and conferences
- Developed ad campaign and created marketing materials
- Launched and maintained Facebook, Twitter and YouTube pages

RESULTS*:

- 220 Smart Texas events (since 2008)
- 67,195 visitors
- 89.3 percent of registered visitors find the events educational and 82.7 percent would attend again
- More than 1 million door hangers delivered
- Over 170 million advertising impressions
- Nearly 30 million consumers reached through media coverage

**Results as of December 2010*