

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign

FINAL BUDGET REPORT - MAY 1, 2014

	Budget	Year 1	Year 2	Totals
INCOME				
ND Ethanol Council	\$40,000	\$20,000	\$20,000	\$40,000
ND Corn Utilization Council	\$160,000	\$80,000	\$80,000	\$160,000
ND Industrial Commission	\$199,600	\$86,650	\$112,950	\$199,600
ND Department of Commerce	\$0	\$43,300	\$0	\$43,300
In-Kind (NDEC and Americal Lung Association)	\$24,800	\$11,900	\$11,900	\$23,800
INCOME TOTAL	\$424,400	\$241,850	\$224,850	\$466,700
EXPENSES				
STRATEGY 1 - Create a consistent statewide promotional message for higher-level ethanol blends				
Campaign concepts and message platform				
Message development	\$11,500	\$11,549	\$0	
Research/Message testing	\$6,000	\$6,020	\$0	
Branding	\$5,500	\$5,279	\$0	
Strategy 1 TOTAL	\$23,000	\$22,848	\$0	\$22,848
STRATEGY 2 - Increase the percentage of FFV owners using ethanol blends				
Partner with auto dealerships				
Establish pilot program to learn what will be most effective/beneficial	\$10,000	\$1,839	\$1,502	
Informational P.O.S. packet to FFV owners	\$5,000	\$5,361	\$2,022	
Information for dealership website & emails	\$5,000	\$0	\$0	
Roll out statewide - coordination and additional packets	\$18,000	\$2,311	\$2,808	
	\$38,000	\$9,511	\$6,332	\$15,843
Establish partnerships with fuel retailers				
At the pump education	\$11,000	\$9,255	\$0	
Roll out statewide (placement, video and print production & distribution)	\$50,000	\$14,821	\$10,144	
	\$61,000	\$24,076	\$10,144	\$34,220
Direct mail & nurture campaign				
Direct Mail - strategy, concept, copy, design, layout	\$15,000	\$18,176	\$627	
Engage environment	\$37,500	\$43,043	\$17,262	
DM Efforts - Year 1	\$40,000	\$72,372	\$0	
DM Efforts - Year 2	\$40,000	\$0	\$31,734	
List Rental	\$10,000	\$0	\$3,638	
Offer/Incentive (gas cards)	\$4,000	\$8,067	\$19,517	
	\$146,500	\$141,658	\$72,778	\$214,436
Target with online ads				
Place ads during "black" months of at-the-pump education	\$15,000	\$1,245	\$3,613	
	\$15,000	\$1,245	\$3,613	\$4,858
Social Media				
Develop strategy & content calendar (switched to radio)	\$4,400	\$0	\$45,831	
Create Facebook & Twitter spaces	\$900	\$0	\$0	
Training and consultation	\$2,250	\$0	\$0	
	\$7,550	\$0	\$45,831	\$45,831
Strategy 2 TOTAL	\$268,050	\$176,490	\$138,698	\$315,188
STRATEGY 3 - Increase auto industry familiarity on the use of higher-level ethanol blends				
Training program for dealership personnel				
Establish pilot program with dealerships	\$15,000	\$0	\$0	
Develop content & design for PowerPoint presentation	\$5,000	\$418	\$0	
Roll out statewide	\$10,000	\$6,760	\$0	
	\$30,000	\$7,178	\$0	\$7,178
Promotional materials throughout dealership				
Strategy, design, concept, copy and layout	\$17,950	\$0	\$0	
Video development, print production & distribution	\$25,000	\$0	\$0	
	\$42,950	\$0	\$0	\$0
North Dakota Auto Dealers Association				
Provide a speaker for the 2012 convention	\$5,000	\$5,689	\$0	
	\$5,000	\$5,689	\$0	\$5,689
Strategy 3 TOTAL	\$77,950	\$12,867	\$0	\$12,867
Other				
Coordination & management - Deana	\$40,000	\$20,050	\$23,190	
American Lung Association		\$4,800	\$0	
Post-project survey - Winkelman	\$15,000	\$0	\$25,000	
Management - Flint		\$23,626	\$19,131	
Other TOTAL	\$55,000	\$48,476	\$67,321	\$115,797
EXPENSE TOTAL	\$424,000	\$260,681	\$206,019	\$466,700

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign

Final Report: Contract R-013-024

May 1, 2014

Provided by the North Dakota Ethanol Council

Objective

The objective of this project was to increase the amount of higher-level ethanol blends (E15 and higher) used in North Dakota by unifying the state's ethanol stakeholder groups to develop and implement a two-year statewide, coordinated marketing campaign targeted at North Dakota flex fuel vehicle (FFV) owners and the state's auto industry. The partner entities committed to the project included the North Dakota Ethanol Council, North Dakota Ethanol Producers Association, North Dakota Corn Utilization Council, North Dakota Corn Growers Association, and American Lung Association of North Dakota.

The strategies implemented to meet the objective were 1) creating a consistent statewide promotional message for higher-level ethanol blends, 2) increasing the percentage of FFV owners using higher-level ethanol blends, and 3) increasing auto industry familiarity with the use of higher-level ethanol blends.

Results

There was a 36 percent increase in the number of ethanol gallons (E10-E85) that stayed in North Dakota from 2010 to 2013. This equates to an additional 10.7 million gallons being used by North Dakota consumers and not shipped out of state. In 2010, prior to the campaign, total gallons of ethanol sold in the state were 23.6 million gallons. In 2013, at the end of the campaign, this had increased to 34.3 million gallons. In addition, there was a 26 percent increase in the amount of fuel sold in North Dakota that is blended with ethanol. As of December 2013, 83 percent of the fuel sold in North Dakota was blended with ethanol. This is up from 57 percent in 2010 prior to the campaign.

The campaign was successful in developing a consistent statewide message for higher-level ethanol blends, which decreases consumer confusion. The campaign theme and messages were used in numerous partner efforts outside of the campaign and will continue to be used after the campaign has ended. It has also further strengthened partner relations, which will enhance all future efforts to educate North Dakota's fuel consumers on ethanol blends. The auto industry also reported a six percent increase in its familiarity with higher-level ethanol blends.

One of the considerations in developing the campaign was the expectation that higher-level ethanol blend availability in the state would increase due to the success of North Dakota's Biofuel Blender Pump Program. However, blender pump use actually decreased, thus reducing the availability of higher-level blends, specifically E20 and E30. This was a result of refiners no longer offering 87 octane gasoline without ethanol, which limits retailers' ability to blend mid-level ethanol blends. The campaign partners and other stakeholders are looking into options for addressing these issues in order to utilize North Dakota's blender pump infrastructure to its full capacity.

Accomplishments on Deliverables

Strategy 1: Create a consistent statewide promotional message for higher-level ethanol blends

➤ *Results of Tactic 1: Develop a campaign theme*

The theme "Run With It" and supporting messages, such as the ones below, were used on campaign materials targeted at FFV owners and the auto industry.

- Flex fuel vehicles are built to **RUN WITH IT**—any blend, including E20, E30 and all the way up to E85.
- The North Dakota economy can **RUN WITH IT**. It creates jobs in agriculture and industry—jobs that can't be shipped to other countries.
- The US can **RUN WITH IT**—without importing so much foreign oil.
- The world can **RUN WITH IT**—because lower emissions mean a cleaner environment.
- Look for the yellow hose and **RUN WITH IT**.

The theme and messages have been used by the partnering entities for additional marketing and promotional efforts outside of the campaign. This included a flex fuel billboard campaign and an E15 campaign, which began the fall of 2013. The relationship between the partnering entities has been strengthened significantly as a result of the campaign, and it is the intent of all groups to continue working collaboratively on higher-level ethanol blend promotion long-term. This will ensure our entities provide a consistent message for the state's consumers into the future.

Samples of the materials developed and messages used throughout the campaign are included in Appendix A.

Strategy 2: Motivate FFV owners to use higher-level ethanol blends

➤ *Results of Tactic 1: Partner with auto dealerships*

The campaign engaged 22 North Dakota auto dealerships in promotional efforts for customers purchasing FFVs. The dealerships distributed fuel tracker cards with a link to www.runflexfuel.com, and an informational handout with the opportunity to receive a \$30 voucher to be used toward a higher-level ethanol blend purchase by visiting www.freeflexfuel.com. Upon completion of the campaign, 106 people had visited the landing page, and 84 vouchers were redeemed.

➤ *Results of Tactic 2: Partner with fuel retailers*

There were 66 fuel retailers that participated in the campaign. They displayed signage and collected coupons from flex fuel customers. Materials provided to retailers included posters, pump toppers, nozzle talkers, bollard signs, handouts, window clings and an electronic message for Daktronics boards.

In addition, Facebook and radio ads were developed and implemented. Both ad series directed FFV owners to www.ndflexfuel.com to receive a coupon toward the purchase of higher-level ethanol blends. This also allowed us to gather additional information on their fuel purchasing habits. During the life of the campaign, over \$26,000 in coupons was redeemed for flex fuel (E20-E85) from all retailers.

➤ *Results of Tactic 3: Direct mail & nurture campaign*

The specific objectives of the direct mail campaign were to 1) build an enhanced database for subsequent marketing and communication efforts, 2) make FFV owners aware that their vehicle is a FFV and what that means, and 3) encourage FFV owners to use higher-level ethanol blends in their FFVs by educating them on the benefits.

Throughout the campaign, nearly 37,000 FFV owners were directly reached through six direct mailings. These mailers included information on the benefits of higher-level ethanol blends,

coupons, and the chance to win free flex fuel. This effort resulted in the collection of 2,100 email addresses of FFV owners, which were added to a database that received further communication regarding benefits of higher-level ethanol blends through the nurture campaign.

The nurture campaign allowed us to collect additional behavior information and insight into ethanol use and factors that would influence the increased use of higher-level ethanol blends. Materials used for the nurture campaign included personalized emails, personalized landing pages, general/educational landing page and videos on the landing page.

Strategy 3: Educate the auto industry on the benefits of using higher-level ethanol blends

- *Results of Tactic 1: Training program for dealership personnel (sales team and service writer)*
Rich Cregar, instructor and department head for advanced transportation technologies at Wilson Community College in Wilson, North Carolina, was brought to North Dakota in June 2012. His presentation was recorded and is located on the NDEPA YouTube Channel. The video can be used in the future for further educational opportunities.
- *Results of Tactic 2: Promotional materials throughout dealership*
There are 22 auto dealerships across North Dakota that engaged in the campaign by distributing materials to individuals purchasing flex fuel vehicles. Included in the materials were coupons, fuel tracker cards with a link to www.runflexfuel.com, an easel display with coupons, and an informational handout with the opportunity to receive a \$30 voucher to be used toward a higher-level ethanol blend purchase by visiting www.freeflexfuel.com. Throughout the life of the campaign, 84 vouchers were redeemed.
- *Results of Tactic 3: Partner with the North Dakota Auto Dealers Association*
NDEPA attended the Automobile Dealers Association of North Dakota convention on Nov. 11-13, 2012, in Bismarck. Upon evaluation of the event, it was recommended that we not participate in future years as attendees are primarily management and controllers versus the sales force or mechanics, which we were targeting.

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign
PROJECT SUMMARY: Contract R-013-024
Provided by the North Dakota Ethanol Council
May 1, 2014

Purpose

The objective of this project was to increase the amount of higher-level ethanol blends (E15 and higher) used in North Dakota by unifying the state's ethanol stakeholder groups to develop and implement a two-year statewide, coordinated marketing campaign targeted at North Dakota flex fuel vehicle (FFV) owners and the state's auto industry. The partner entities committed to the project were the North Dakota Ethanol Council, North Dakota Ethanol Producers Association, North Dakota Corn Utilization Council, North Dakota Corn Growers Association, and American Lung Association of North Dakota.

The strategies implemented to meet the objective were 1) creating a consistent statewide promotional message for higher-level ethanol blends, 2) increasing the percentage of FFV owners using higher-level ethanol blends, and 3) increasing auto industry familiarity with the use of higher-level ethanol blends.

Work Accomplished

The campaign was successful in developing a consistent statewide message for higher-level ethanol blends, which decreases consumer confusion. The campaign theme and messages were used in numerous partner efforts outside of the campaign and will continue to be used after the campaign has ended. It has also further strengthened partner relations, which will enhance all future efforts to educate North Dakota's fuel consumers on ethanol blends.

The campaign was successful in educating nearly 37,000 flex fuel vehicle (FFV) owners on the benefits of higher-level ethanol blends. This was accomplished through direct mail correspondence and partnerships with 66 petroleum retailers and 22 auto dealerships across the state. During the life of the campaign, FFV owners saved \$26,000 on flex fuel (E20-E85) through coupon redemption.

Results

There was a 36 percent increase in the number of ethanol gallons (E10-E85) that stayed in North Dakota from 2010 to 2013. This equates to an additional 10.7 million gallons being used by North Dakota consumers and not shipped out of state. In 2010, prior to the campaign, total gallons of ethanol sold in the state were 23.6 million gallons. In 2013, at the end of the campaign, this had increased to 34.3 million gallons. In addition, there was a 26 percent increase in the amount of fuel sold in North Dakota that is blended with ethanol. As of December 2013, 83 percent of the fuel sold in North Dakota was blended with ethanol. This is up from 57 percent in 2010 prior to the campaign. The auto industry also reported a six percent increase in its familiarity with higher-level ethanol blends.

Potential Applications

The campaign could be used as a model for other states developing efforts to increase the use of higher-level ethanol blends, including E15, E20 and E30. In addition, the campaign partners will continue to use materials and strategies developed, as applicable, into the future.

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign
PROJECT SUMMARY: Contract R-013-024
Provided by the North Dakota Ethanol Council
May 1, 2014

Purpose

The objective of this project was to increase the amount of higher-level ethanol blends (E15 and higher) used in North Dakota by unifying the state's ethanol stakeholder groups to develop and implement a two-year statewide, coordinated marketing campaign targeted at North Dakota flex fuel vehicle (FFV) owners and the state's auto industry. The partner entities committed to the project were the North Dakota Ethanol Council, North Dakota Ethanol Producers Association, North Dakota Corn Utilization Council, North Dakota Corn Growers Association, and American Lung Association of North Dakota.

The strategies that implemented to meet the objective were 1) creating a consistent statewide promotional message for higher-level ethanol blends, 2) increasing the percentage of FFV owners using higher-level ethanol blends, and 3) increasing auto industry familiarity with the use of higher-level ethanol blends.

Work Accomplished

The campaign was successful in developing a consistent statewide message for higher-level ethanol blends, which decreases consumer confusion. The campaign theme and messages were used in numerous partner efforts outside of the campaign and will continue to be used after the campaign has ended. It has also further strengthened partner relations, which will enhance all future efforts to educate North Dakota's fuel consumers on ethanol blends.

The campaign was successful in educating nearly 37,000 flex fuel vehicle owners on the benefits of higher-level ethanol blends. This was accomplished through direct mail correspondence and partnerships with 66 petroleum retailers and 22 auto dealerships across the state. During the life of the campaign, flex fuel vehicle owners saved \$26,000 on flex fuel (E20-E85) through coupon redemption.

Results

There was a 36 percent increase in the number of ethanol gallons (E10-E85) that stayed in North Dakota from 2010 to 2013. This equates to an additional 10.7 million gallons being used by North Dakota consumers and not shipped out of state. In 2010, prior to the campaign, total gallons of ethanol sold in the state were 23.6 million gallons. In 2013, at the end of the campaign, this had increased to 34.3 million gallons. In addition, there was a 26 percent increase in the amount of fuel sold in North Dakota that is blended with ethanol. As of December 2013, 83 percent of the fuel sold in North Dakota was blended with ethanol. This is up from 57 percent in 2010 prior to the campaign. The auto industry also reported a six percent increase in its familiarity with higher-level ethanol blends.

Potential Applications

The campaign could be used as a model for other states developing efforts to increase the use of higher-level ethanol blends, including E15, E20 and E30. In addition, the campaign partners will continue to use materials and strategies developed, as applicable, into the future.

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign

Final Report: Contract R-013-024

May 1, 2014

Provided by the North Dakota Ethanol Council

Objective

The objective of this project was to increase the amount of higher-level ethanol blends (E15 and higher) used in North Dakota by unifying the state's ethanol stakeholder groups to develop and implement a two-year statewide, coordinated marketing campaign targeted at North Dakota flex fuel vehicle (FFV) owners and the state's auto industry. The partner entities committed to the project included the North Dakota Ethanol Council, North Dakota Ethanol Producers Association, North Dakota Corn Utilization Council, North Dakota Corn Growers Association, and American Lung Association of North Dakota.

The strategies implemented to meet the objective were 1) creating a consistent statewide promotional message for higher-level ethanol blends, 2) increasing the percentage of FFV owners using higher-level ethanol blends, and 3) increasing auto industry familiarity with the use of higher-level ethanol blends.

Results

There was a 36 percent increase in the number of ethanol gallons (E10-E85) that stayed in North Dakota from 2010 to 2013. This equates to an additional 10.7 million gallons being used by North Dakota consumers and not shipped out of state. In 2010, prior to the campaign, total gallons of ethanol sold in the state were 23.6 million gallons. In 2013, at the end of the campaign, this had increased to 34.3 million gallons. In addition, there was a 26 percent increase in the amount of fuel sold in North Dakota that is blended with ethanol. As of December 2013, 83 percent of the fuel sold in North Dakota was blended with ethanol. This is up from 57 percent in 2010 prior to the campaign.

The campaign was successful in developing a consistent statewide message for higher-level ethanol blends, which decreases consumer confusion. The campaign theme and messages were used in numerous partner efforts outside of the campaign and will continue to be used after the campaign has ended. It has also further strengthened partner relations, which will enhance all future efforts to educate North Dakota's fuel consumers on ethanol blends. The auto industry also reported a six percent increase in its familiarity with higher-level ethanol blends.

One of the considerations in developing the campaign was the expectation that higher-level ethanol blend availability in the state would increase due to the success of North Dakota's Biofuel Blender Pump Program. However, blender pump use actually decreased, thus reducing the availability of higher-level blends, specifically E20 and E30. This was a result of refiners no longer offering 87 octane gasoline without ethanol, which limits retailers' ability to blend mid-level ethanol blends. The campaign partners and other stakeholders are looking into options for addressing these issues in order to utilize North Dakota's blender pump infrastructure to its full capacity.

Accomplishments on Deliverables

Strategy 1: Create a consistent statewide promotional message for higher-level ethanol blends

➤ *Results of Tactic 1: Develop a campaign theme*

The theme "Run With It" and supporting messages, such as the ones below, were used on campaign materials targeted at FFV owners and the auto industry.

- Flex fuel vehicles are built to **RUN WITH IT**—any blend, including E20, E30 and all the way up to E85.
- The North Dakota economy can **RUN WITH IT**. It creates jobs in agriculture and industry—jobs that can't be shipped to other countries.
- The US can **RUN WITH IT**—without importing so much foreign oil.
- The world can **RUN WITH IT**—because lower emissions mean a cleaner environment.
- Look for the yellow hose and **RUN WITH IT**.

The theme and messages have been used by the partnering entities for additional marketing and promotional efforts outside of the campaign. This included a flex fuel billboard campaign and an E15 campaign, which began the fall of 2013. The relationship between the partnering entities has been strengthened significantly as a result of the campaign, and it is the intent of all groups to continue working collaboratively on higher-level ethanol blend promotion long-term. This will ensure our entities provide a consistent message for the state's consumers into the future.

Samples of the materials developed and messages used throughout the campaign are included in Appendix A.

Strategy 2: Motivate FFV owners to use higher-level ethanol blends

➤ *Results of Tactic 1: Partner with auto dealerships*

The campaign engaged 22 North Dakota auto dealerships in promotional efforts for customers purchasing FFVs. The dealerships distributed fuel tracker cards with a link to www.runflexfuel.com, and an informational handout with the opportunity to receive a \$30 voucher to be used toward a higher-level ethanol blend purchase by visiting www.freeflexfuel.com. Upon completion of the campaign, 106 people had visited the landing page, and 84 vouchers were redeemed.

➤ *Results of Tactic 2: Partner with fuel retailers*

There were 66 fuel retailers that participated in the campaign. They displayed signage and collected coupons from flex fuel customers. Materials provided to retailers included posters, pump toppers, nozzle talkers, bollard signs, handouts, window clings and an electronic message for Daktronics boards.

In addition, Facebook and radio ads were developed and implemented. Both ad series directed FFV owners to www.ndflexfuel.com to receive a coupon toward the purchase of higher-level ethanol blends. This also allowed us to gather additional information on their fuel purchasing habits. During the life of the campaign, over \$26,000 in coupons was redeemed for flex fuel (E20-E85) from all retailers.

➤ *Results of Tactic 3: Direct mail & nurture campaign*

The specific objectives of the direct mail campaign were to 1) build an enhanced database for subsequent marketing and communication efforts, 2) make FFV owners aware that their vehicle is a FFV and what that means, and 3) encourage FFV owners to use higher-level ethanol blends in their FFVs by educating them on the benefits.

Throughout the campaign, nearly 37,000 FFV owners were directly reached through six direct mailings. These mailers included information on the benefits of higher-level ethanol blends,

coupons, and the chance to win free flex fuel. This effort resulted in the collection of 2,100 email addresses of FFV owners, which were added to a database that received further communication regarding benefits of higher-level ethanol blends through the nurture campaign.

The nurture campaign allowed us to collect additional behavior information and insight into ethanol use and factors that would influence the increased use of higher-level ethanol blends. Materials used for the nurture campaign included personalized emails, personalized landing pages, general/educational landing page and videos on the landing page.

Strategy 3: Educate the auto industry on the benefits of using higher-level ethanol blends

- *Results of Tactic 1: Training program for dealership personnel (sales team and service writer)*
Rich Cregar, instructor and department head for advanced transportation technologies at Wilson Community College in Wilson, North Carolina, was brought to North Dakota in June 2012. His presentation was recorded and is located on the NDEPA YouTube Channel. The video can be used in the future for further educational opportunities.

- *Results of Tactic 2: Promotional materials throughout dealership*
There are 22 auto dealerships across North Dakota that engaged in the campaign by distributing materials to individuals purchasing flex fuel vehicles. Included in the materials were coupons, fuel tracker cards with a link to www.runflexfuel.com, an easel display with coupons, and an informational handout with the opportunity to receive a \$30 voucher to be used toward a higher-level ethanol blend purchase by visiting www.freeflexfuel.com. Throughout the life of the campaign, 84 vouchers were redeemed.

- *Results of Tactic 3: Partner with the North Dakota Auto Dealers Association*
NDEPA attended the Automobile Dealers Association of North Dakota convention on Nov. 11-13, 2012, in Bismarck. Upon evaluation of the event, it was recommended that we not participate in future years as attendees are primarily management and controllers versus the sales force or mechanics, which we were targeting.

Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign

FINAL BUDGET REPORT - MAY 1, 2014

	Budget	Year 1	Year 2	Totals
INCOME				
ND Ethanol Council	\$40,000	\$20,000	\$20,000	\$40,000
ND Corn Utilization Council	\$160,000	\$80,000	\$80,000	\$160,000
ND Industrial Commission	\$199,600	\$86,650	\$112,950	\$199,600
ND Department of Commerce	\$0	\$43,300	\$0	\$43,300
In-Kind (NDEC and Americal Lung Association)	\$24,800	\$11,900	\$11,900	\$23,800
INCOME TOTAL	\$424,400	\$241,850	\$224,850	\$466,700
EXPENSES				
STRATEGY 1 - Create a consistent statewide promotional message for higher-level ethanol blends				
Campaign concepts and message platform				
Message development	\$11,500	\$11,549	\$0	
Research/Message testing	\$6,000	\$6,020	\$0	
Branding	\$5,500	\$5,279	\$0	
Strategy 1 TOTAL	\$23,000	\$22,848	\$0	\$22,848
STRATEGY 2 - Increase the percentage of FFV owners using ethanol blends				
Partner with auto dealerships				
Establish pilot program to learn what will be most effective/beneficial	\$10,000	\$1,839	\$1,502	
Informational P.O.S. packet to FFV owners	\$5,000	\$5,361	\$2,022	
Information for dealership website & emails	\$5,000	\$0	\$0	
Roll out statewide - coordination and additional packets	\$18,000	\$2,311	\$2,808	
	\$38,000	\$9,511	\$6,332	\$15,843
Establish partnerships with fuel retailers				
At the pump education	\$11,000	\$9,255	\$0	
Roll out statewide (placement, video and print production & distribution)	\$50,000	\$14,821	\$10,144	
	\$61,000	\$24,076	\$10,144	\$34,220
Direct mail & nurture campaign				
Direct Mail - strategy, concept, copy, design, layout	\$15,000	\$18,176	\$627	
Engage environment	\$37,500	\$43,043	\$17,262	
DM Efforts - Year 1	\$40,000	\$72,372	\$0	
DM Efforts - Year 2	\$40,000	\$0	\$31,734	
List Rental	\$10,000	\$0	\$3,638	
Offer/Incentive (gas cards)	\$4,000	\$8,067	\$19,517	
	\$146,500	\$141,658	\$72,778	\$214,436
Target with online ads				
Place ads during "black" months of at-the-pump education	\$15,000	\$1,245	\$3,613	
	\$15,000	\$1,245	\$3,613	\$4,858
Social Media				
Develop strategy & content calendar (switched to radio)	\$4,400	\$0	\$45,831	
Create Facebook & Twitter spaces	\$900	\$0	\$0	
Training and consultation	\$2,250	\$0	\$0	
	\$7,550	\$0	\$45,831	\$45,831
Strategy 2 TOTAL	\$268,050	\$176,490	\$138,698	\$315,188
STRATEGY 3 - Increase auto industry familiarity on the use of higher-level ethanol blends				
Training program for dealership personnel				
Establish pilot program with dealerships	\$15,000	\$0	\$0	
Develop content & design for PowerPoint presentation	\$5,000	\$418	\$0	
Roll out statewide	\$10,000	\$6,760	\$0	
	\$30,000	\$7,178	\$0	\$7,178
Promotional materials throughout dealership				
Strategy, design, concept, copy and layout	\$17,950	\$0	\$0	
Video development, print production & distribution	\$25,000	\$0	\$0	
	\$42,950	\$0	\$0	\$0
North Dakota Auto Dealers Association				
Provide a speaker for the 2012 convention	\$5,000	\$5,689	\$0	
	\$5,000	\$5,689	\$0	\$5,689
Strategy 3 TOTAL	\$77,950	\$12,867	\$0	\$12,867
Other				
Coordination & management - Deana	\$40,000	\$20,050	\$23,190	
American Lung Association		\$4,800	\$0	
Post-project survey - Winkelman	\$15,000	\$0	\$25,000	
Management - Flint		\$23,626	\$19,131	
Other TOTAL	\$55,000	\$48,476	\$67,321	\$115,797
EXPENSE TOTAL	\$424,000	\$260,681	\$206,019	\$466,700

NDEPA Campaign Materials

Billboards

Run with it.

FLEX FUEL

ETHANOL BLENDS

RunFlexFuel.com

HIGH PERFORMANCE
for your vehicle... and your budget.

www.RunFlexFuel.com

Brought to you by NORTH DAKOTANS FOR ENERGY INDEPENDENCE

FLEX FUEL
ETHANOL BLENDS

PAY LESS AT THE PUMP.

www.RunFlexFuel.com

Brought to you by NORTH DAKOTANS FOR ENERGY INDEPENDENCE

FLEX FUEL
ETHANOL BLENDS

Fuel Retailer Indoor Posters

Run with it.

FLEX FUEL
ETHANOL BLENDS

RunFlexFuel.com

FLEX FUEL
ETHANOL BLENDS

Run with it.

RunFlexFuel.com
BROUGHT TO YOU BY NORTH DAKOTANS FOR ENERGY INDEPENDENCE

Run with it

Check if you have a flex fuel vehicle, they are made for higher ethanol blends.

Check the cap. Check the fuel door. Check the badge. Check the manual.

What is flex fuel?
Made from corn, ethanol is blended with gasoline to create flex fuel, a high-performance option for vehicles.

E-20 20% ethanol 80% unleaded gasoline	E-30 30% ethanol 70% unleaded gasoline	E-85 85% ethanol* 15% unleaded gasoline
---	---	--

It burns cleaner to protect the environment for future generations. It also conserves fuel. That keeps gas prices down and reduces our reliance on foreign oil.

The ethanol in flex fuel provides an effective octane boost that improves performance.

FLEX FUEL
ETHANOL BLENDS

RunFlexFuel.com
BROUGHT TO YOU BY NORTH DAKOTANS FOR ENERGY INDEPENDENCE

FLEX FUEL
ETHANOL BLENDS

Run with it.

RunFlexFuel.com
BROUGHT TO YOU BY NORTH DAKOTANS FOR ENERGY INDEPENDENCE

FLEX FUEL
ETHANOL BLENDS

Run with it.

RunFlexFuel.com
BROUGHT TO YOU BY NORTH DAKOTANS FOR ENERGY INDEPENDENCE

Fuel Retailer Mailer Promoting Coupons

Front



FLEX FUEL
ETHANOL BLENDS

[FIRST],
YOUR FLEX FUEL
[MODEL]
WAS BORN TO RUN WITH ETHANOL BLENDS.

\$5.00 OFF
COUPON INSIDE!

ENTER TO WIN \$1,000 OF FREE FLEX FUEL: www.FlexFuelND.com/ND/[purf]

Back



\$5.00 OFF COUPON INSIDE!

FLEX FUEL
ETHANOL BLENDS

ENTER TO WIN \$1,000 OF FREE FLEX FUEL: www.FlexFuelND.com/ND/[purf]

PO BOX 2012
Fargo, ND 58107

[FIRST] [LAST]
[ADDRESS]
[CITY] [STATE] [ZIP CODE]



**WIN \$1,000
OF FREE FLEX FUEL***
www.FlexFuelND.com/ND/[pur1]

[First],
find the flex fuel pump and
Run with it.

FIND THE FLEX FUEL PUMP AND RUN WITH IT.

Your [Model] is a flex fuel vehicle. That means it's made to run at peak performance on ethanol blends in addition to regular gasoline. When you're at the pump, there are lots of great reasons to fill up with flex fuel.

SAFE FOR YOUR [MODEL]

The [Model] engine was designed to run perfectly with flex fuel. In fact, flex fuel typically gives you a performance boost.

PAY LESS AT THE PUMP

Flex fuel costs less at the pump. And certain blends, such as E-20 or E-30, show potential to actually improve your miles per gallon.

**\$5.00
OFF**

**FLEX FUEL
ETHANOL BLENDS**

On eligible ethanol blends: E-20, E-30 and E-85.

One coupon per person, per transaction. Offer only good in North Dakota. Cannot be duplicated. No cash value. Valid at participating locations. Cannot be combined with other discounts or offers. Coupon expires 03/09/13.

Amount shown in NORTH DAKOTA. OFFER VARYS BY DEPENDING PRICE

*Offer ends at 11:59 p.m. on December 31, 2012. No purchase necessary to win. Contest is open to all legal residents of North Dakota age 18 or older with a valid driver's license. All Federal, state, local and tribal rules and regulations apply. Void where prohibited. Winner will be notified by January 31, 2014 via e-mail. The \$1,000 flex fuel (\$20-\$30) will be issued on a gas card to the North Dakota Fuel number of choice for \$1,000. The amount of cashed prizes will depend upon the total number of eligible entries received. For complete contest rules, visit flexfuelnd.com/contest.

Source: www.northdakotainstitute.org FOR ENERGY INDEPENDENCE

You could be driving away with
\$1,000 OF FREE FLEX FUEL*
for your [Model]!

WIN \$1,000 OF FREE FLEX FUEL: [www.FlexFuelND.com/ND/\[pur1\]](http://www.FlexFuelND.com/ND/[pur1])

Fuel Retailer Coupons and Voucher

Printed Coupons

SAVE 25¢ PER GALLON

FLEX FUEL ETHANOL BLENDS

On eligible ethanol blends: E-20, E-30 and E-85.

Offer good for every 10 gallons. One coupon per person, per transaction. Offer only good in North Dakota. Cannot be duplicated. No cash value. Valid at participating locations. Cannot be combined with other discounts or offers.

Coupon expires [DATE]

RETAILER: For reimbursement, submit this coupon to North Dakota Grocer, 200 East Main, (or PO BOX 758) Bismarck, North Dakota, 58501. These coupons must be separated from standard manufacturer coupons sent to ND Grocer. A copy of the transaction receipt must be stapled/attached to indicate the date of purchase and the eligible fuel type (E-20, E-30, or E-85).

Discount amount (\$2.50 max): \$

\$5.00 OFF

FLEX FUEL ETHANOL BLENDS

On eligible ethanol blends: E-20, E-30 and E-85.

One coupon per person, per transaction. Offer only good in North Dakota. Cannot be duplicated. No cash value. Valid at participating locations. Cannot be combined with other discounts or offers.

Coupon expires [DATE]

RETAILER: For reimbursement, submit this coupon to North Dakota Grocer, 200 East Main, (or PO BOX 758) Bismarck, North Dakota, 58501. These coupons must be separated from standard manufacturer coupons sent to ND Grocer. A copy of the transaction receipt must be stapled/attached to indicate the date of purchase and the eligible fuel type (E-20, E-30, or E-85).

Discount amount (\$5.00 max): \$

Coupon

\$5.00 OFF

FLEX FUEL ETHANOL BLENDS

On eligible ethanol blends: E-20, E-30 and E-85.

One coupon per person, per transaction. Offer only good in North Dakota. Cannot be duplicated. No cash value. Valid at participating locations. Cannot be combined with other discounts or offers.

Coupon expires 05/30/13

Brought to you by NORTH DAKOTANS FOR ENERGY INDEPENDENCE

RETAILER: For reimbursement, submit this coupon to North Dakota Grocer, 200 East Main, (or PO BOX 758) Bismarck, North Dakota, 58501. These coupons must be separated from standard manufacturer coupons sent to ND Grocer. A copy of the transaction receipt must be stapled/attached to indicate the date of purchase and the eligible fuel type (E-20, E-30, or E-85).

Voucher

\$30 VOUCHER

FLEX FUEL ETHANOL BLENDS

On eligible ethanol blends: E-20, E-30 and E-85.

One voucher per person, per transaction. Cannot be duplicated. No cash value. Valid at participating locations only. Offer only good in North Dakota. Voucher expires on XX/XX/XXXX.

VOID

RETAILER: For reimbursement, submit this voucher to North Dakota Grocer, 200 East Main, (or PO BOX 758) Bismarck, North Dakota, 58501. These vouchers must be separated from standard manufacturer coupons sent to ND Grocer. A copy of the transaction receipt must be stapled/attached to indicate the date of purchase and the eligible fuel type. (E-20, E-30, or E-85).

Brought to you by NORTH DAKOTANS FOR ENERGY INDEPENDENCE

Dealer Communication: Brochure

CONGRATULATIONS
You've got a new flex fuel vehicle.

Run with it.

Higher ethanol blends are perfect for your new car.
Flex fuel is a high-quality fuel that's designed to perform efficiently with the flex fuel engine.

Visit www.FreeFlexFuel.com for
\$30 IN FREE FLEX FUEL!

Hurry to www.FreeFlexFuel.com and get your voucher while supplies last.
Enter promo code:
[promo code]



FLEX FUEL
ETHANOL BLENDS

What is flex fuel?

Made from corn, ethanol is blended with gasoline to create flex fuel, a high-performance option for vehicles like the one you now own.

It burns cleaner to protect the environment for future generations. It also can serve as fossil fuel. That keeps gas prices down and reduces our reliance on foreign oil.

The ethanol in flex fuel provides an affordable octane boost that improves performance in the following ways:

- Flex fuels don't self-ignite as easily as lower-octane gasoline. Self-ignition disrupts the precise timing of your engine, causing "pinging" or "knock" that can damage and destroy engine parts.
- Flex fuels generate the correct amount of power for your vehicle and perform to manufacturers' specifications.
- They help your engine run more efficiently.

How your flex fuel engine differs from regular gasoline engines.

Minor engine changes ensure you can safely use all flex fuel ethanol blends - including E-20, E-30, E-85 or any combination.

- Plastic-lined and/or stainless steel fuel system components.
- Fuel injection system is designed to sense flex fuel blends and burn them efficiently.

The right blend could improve your mileage.

According to a study conducted by the American Coalition for Ethanol, three out of four flex fuel vehicles got better fuel economy with a mid-level ethanol blend - like E-20 or E-30 - than with unleaded gasoline.

What does flex fuel cost?

Your new car is better equipped to handle volatile fuel prices than most vehicles.

Know your miles per gallon

Track the mileage of ethanol blends and gasoline to compare fuel economy.

Watch prices

Calculate your price per mile and choose wisely.

Know where you're going

When driving in town at low speeds, higher ethanol flex fuel can get the same miles per gallon as regular gas, and even better!

Experiment with different blends

Studies show that E-20 and E-30 can actually improve mileage in many flex fuel vehicles. Your vehicle might be perfect for a mid-level blend.



Find a pump at www.RunFlexFuel.com

Flex fuel pumps are available all over North Dakota. When you fill up, look for the pump with the yellow hose!

Scan this code or visit
www.RunFlexFuel.com

Brought to you by NORTH DAKOTANS FOR ENERGY INDEPENDENCE

Dealer Communication: Fuel Tracker

Front




Run with it.
FUEL TRACKER
 Get to know your flex fuel vehicle
 and save at the pump!


Inside

Calculate. Compare. Save!

- 1 The next time you fill up choose your preferred flex fuel blend.
- 2 Use this card to track what you buy, how much you pay and your mileage per gallon.

example

GALLONS PURCHASED		15	COST PER GALLON		\$3.87
Calculate Miles Per Gallon	Milestraveled	280	+	Gallonsused	15
					MPG
Calculate Cost Per Gallon	Costpergallon	\$3.87	×	MPG	15
					Cost per mile

E-10

GALLONS PURCHASED		_____	COST PER GALLON		_____
Calculate Miles Per Gallon	Milestraveled	_____	+	Gallonsused	_____
					MPG
Calculate Cost Per Gallon	Costpergallon	_____	×	MPG	_____
					Cost per mile

E-20

GALLONS PURCHASED		_____	COST PER GALLON		_____
Calculate Miles Per Gallon	Milestraveled	_____	+	Gallonsused	_____
					MPG
Calculate Cost Per Gallon	Costpergallon	_____	×	MPG	_____
					Cost per mile

E-30

GALLONS PURCHASED		_____	COST PER GALLON		_____
Calculate Miles Per Gallon	Milestraveled	_____	+	Gallonsused	_____
					MPG
Calculate Cost Per Gallon	Costpergallon	_____	×	MPG	_____
					Cost per mile

E-85

GALLONS PURCHASED		_____	COST PER GALLON		_____
Calculate Miles Per Gallon	Milestraveled	_____	+	Gallonsused	_____
					MPG
Calculate Cost Per Gallon	Costpergallon	_____	×	MPG	_____
					Cost per mile

Brought to you by NORTHERN DISTRICTS FOR ENERGY INDEPENDENCE

Back



Show your miles per gallon
 Track the fuel economy of ethanol blends and gasoline.
Watch prices
 Calculate your price per gallon of flex fuel.
Show where you're going
 You get great mileage when in town or on a road trip with flex fuel.
Experiment with different blends
 Studies show that E-20 and E-30 can improve mileage in many flex fuel vehicles.
TRACK FUELS ONLINE
 There's a convenient internet version of the fuel tracker at www.RunFlexFuel.com.


 Scan this code or visit
www.RunFlexFuel.com


Dealer Communication: Service Counter Easel Display



Run with it.

www.NDFlexFuel.com

THIS IS NOT THE ACTUAL COUPON

\$5.00 OFF **FLEX FUEL**
ETHANOL BLENDS
your next fill of E-20, E-30 or E-85

Print your coupon at www.NDFlexFuel.com
— You'll also be registered to win \$1,000 of free flex fuel —

One coupon available per person. Available for a limited time.
Brought to you by NORTH CAROLINA FOR ENERGY INDEPENDENCE

FLEX FUEL
ETHANOL BLENDS



THIS IS NOT THE ACTUAL COUPON

\$5.00 OFF **FLEX FUEL**
ETHANOL BLENDS
your next fill of E-20, E-30 or E-85

Print your coupon at www.NDFlexFuel.com
— You'll also be registered to win \$1,000 of free flex fuel —

One coupon available per person. Available for a limited time.
Brought to you by NORTH CAROLINA FOR ENERGY INDEPENDENCE

Pump Toppers

\$5.00 OFF **FLEX FUEL**
ETHANOL BLENDS
 your next fill of E-20, E-30 or E-85

Print your coupon at www.FlexFuelCoupon.com
 — You'll also be registered to win \$1,000 of free flex fuel. —

One coupon available per person. Available for a limited time. Promotion ends December 31, 2005.
 brought to you by NORTH DAKOTA'S FUEL ENERGY INITIATIVE.

WIN **FLEX FUEL**
ETHANOL BLENDS

FREE FLEX FUEL
FOR A YEAR!* **\$1,885**^{MSRP}

www.WinFlexFuel.com

*Offer ends at 11:59 pm, on December 31, 2005. No purchase necessary to win. Open to all legal residents of North Dakota up to and including a valid driver license. For complete contest rules, see backside original rules.

Run with it.
 Check if you have a flex fuel vehicle,
 they are made for higher ethanol blends.

Check the cap. Check the fuel door. Check the badge. Check the manual.

FLEX FUEL
ETHANOL BLENDS

RunFlexFuel.com

Run with it.
 Check if you have a flex fuel vehicle,
 they are made for higher ethanol blends.

Check the cap. Check the fuel door. Check the badge. Check the manual.

FLEX FUEL
ETHANOL BLENDS

www.RunFlexFuel.com

Window Clings

\$5.00 OFF **FLEX FUEL**
ETHANOL BLENDS
 your next fill of E-20, E-30 or E-85

Print your coupon at www.FlexFuelCoupon.com
 — You'll also be registered to win \$1,000 of free flex fuel. —

One coupon available per person. Available for a limited time.
 brought to you by NORTH DAKOTA'S FUEL ENERGY INITIATIVE.

WIN **FLEX FUEL**
ETHANOL BLENDS

FREE FLEX FUEL
FOR A YEAR!* **\$1,885**^{MSRP}

www.WinFlexFuel.com

*Offer ends at 11:59 pm, on December 31, 2005. No purchase necessary to win. Open to all legal residents of North Dakota up to and including a valid driver license. For complete contest rules, see backside original rules.

Fuel Retailer Handout

THIS IS NOT THE ACTUAL COUPON.

\$5.00 OFF **FLEX FUEL**
ETHANOL BLENDS
 your next fill of E-20, E-30 or E-85

Print your coupon at www.NDFlexFuel.com
 — You'll also be registered to win \$1,000 of free flex fuel. —

One coupon available per person. Available for a limited time.
 brought to you by NORTH DAKOTA'S FUEL ENERGY INITIATIVE.

Bollards



Nozzle Talkers



Facebook Ads

