



2020 Home Energy Assistance Program Marketing Strategy Duke Energy

Marketing Objective

- Increase awareness of Home Energy Assistance (HEA) program to eligible customers through digital marketing, website resources, print, educational tools, community outreach and events (live or virtual)
- Utilize \$0.30 per meter charge on all KY residential customer bills and Duke Energy shareholders contribution to provide utility bill assistance to make their home energy cost more affordable
- Utilizing learnings from low-income research and results from customer panel survey in Kentucky for assistance programs to customize messaging

Timeframe

- October – December each program year

Duke Energy

- Provide information and program details to Duke Energy Customer Contact Center and add program information to online contact center resources
- Promote HEA program on our customer assistance webpage
- Promote HEA program and other assistance programs through social media
- Promote HEA on all Duke Energy owned and operated channels
 - Duke-energy.com
 - My Home Energy Report
 - Residential Newsletter
- Develop HEA flyers (both print and digital)
- Send information on the program to residential customers on how to enroll through email
- Promote program at Duke Energy sponsored Community meetings
- Partner with NKCAC to hold joint Energy Saver Events with other community partners (live or virtual educational webinars)

Community Action Kentucky (CAK)

- Promote HEA program through website
- Conduct training for CAAs to review program guidelines, eligibility requirements and communication plan

Northern Kentucky Community Action Commission (NKCAC)

- NKCAC staff will refer eligible customers to HEA program when they are applying for other utility bill assistance programs such as LIHEAP or WinterCare
- Contact all families previously served and educate them of the program
- Invite these families to the neighborhood centers (live or virtually) to learn more about the HEA program
- Send program information through mail or email