

1 **Q. Page 16 states advertising to recruit participants will cost approximately**
2 **\$10,000. Please provide details on Newfoundland Power’s advertising**
3 **strategy.**
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5 A. Newfoundland Power’s advertising strategy will use a combination of communication
6 channels to recruit participants for the EV Load Management Pilot Project.
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8 The Company will work with an external advertising agency to develop branding and
9 promotional materials for the pilot project. These materials will direct individuals to the
10 takeCHARGE website for additional information on the pilot project, including how to
11 enroll.¹
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13 The promotional materials will be deployed primarily using a targeted approach. Direct
14 mail and email communications will be sent to members of the takeCHARGE EV Drivers
15 Club to invite participation in the pilot project, which currently has 138 members.²
16 Newfoundland Power will also leverage its relationships with industry partners within the
17 EV sector to distribute the promotional materials to their members. Social media will be
18 used as a cost-effective means to achieve a broader reach, as takeCHARGE has a social
19 media audience of approximately 20,000 accounts across its various channels.

¹ Newfoundland Power’s takeCHARGE website is a primary means of communicating with individuals on conservation and electrification, with nearly one million page views in the last 12 months.

² The EV Drivers Club, Go Electric, was established in 2020 to learn from and support EV drivers. Members receive information on EVs, including a newsletter and invitations to events, and have an opportunity to share their experiences with owning an EV.