

**Contract No. R013-024**  
**“Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign”**

Submitted by North Dakota Ethanol Council

Principal Investigator: Deana Wiese

**PARTICIPANTS**

<b>Sponsor</b>	<b>Cost Share</b>
North Dakota Ethanol Council/ND Ethanol Producers Association	\$ 39,920
North Dakota Corn Utilization Council/ND Corn Growers Association	\$159,680
North Dakota Ethanol Council	\$ 20,000 (in-kind)
American Lung Association of North Dakota	\$ 4,800 (in-kind)
North Dakota Industrial Commission	<u>\$199,600</u>
Total Project Cost	\$424,000

Project Schedule – 30 months  
Contract Date – January 11, 2012  
Start Date – July 1, 2011  
Completion Date – December 31, 2013

Project Deliverables:  
Status Report: March 1, 2012 v  
Status Report: July 1, 2012  
Status Report: November 1, 2012  
Status Report: March 1, 2013  
Status Report: July 1, 2013  
Status Report: November 1, 2013  
Final Report: December 31, 2013

**OBJECTIVE/STATEMENT OF WORK:**

The objective of this project is 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 statewide, coordinated marketing campaign. The strategies for this project are creating a consistent statewide promotional message for higher-level ethanol blends, increasing the percentage of flex fuel vehicle (FFV) owners using higher-level ethanol blends by 10 percent (from 15 to 25 percent), and increasing auto industry familiarity with the use of higher-level ethanol blends by 25 percent (from 36.7 percent to 61 percent) It is expected that this project will increase the percentage of ethanol in North Dakota’s total motor vehicle fuel from 6 percent to 10 percent.

**STATUS**

Contract executed. Work began on this project on July 1, 2011.

**March 1, 2012**

First status report received. A marketing firm has been selected and a campaign theme has been determined. Partnerships with auto dealerships and fuel retailers are being undertaken. A direct mail campaign has been developed. Education efforts with dealerships are just beginning.

3/01/12