## Comprehensive Statewide Higher-Level Blend Ethanol Marketing Campaign

**FINAL BUDGET REPORT - MAY 1, 2014**

### INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Budget</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Totals</th>
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**INCOME TOTAL** $424,000 $241,850 $224,850 $466,700

### EXPENSES

#### STRATEGY 1 - Create a consistent statewide promotional message for higher-level ethanol blends

**Budget** $22,848 $0 $22,848

- **Campaign concepts and message platform**
  - Message development $11,500 $11,549 $0
  - Research/Message testing $6,000 $0 $0
  - Branding $5,500 $5,579 $0
  **Strategy 1 TOTAL** $23,000 $22,848 $0 $22,848

#### STRATEGY 2 - Increase the percentage of FFV owners using ethanol blends

**Budget** $424,000 $0 $424,000

- Partner with auto dealerships
  - Establish pilot program to learn what will be most effective/beneficial $10,000 $1,839 $11,839
  - Informational P.O.S. packet to FFV owners $5,000 $5,361 $10,361
  - Information for dealership website & emails $5,000 $0 $0
  - Roll out statewide - coordination and additional packets $18,000 $2,311 $20,311
  **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 $64,821
  **Strategy 2 TOTAL** $268,050 $176,490 $444,540

- **Direct mail & nurture campaign**
  - Direct Mail - strategy, concept, copy, design, layout $15,000 $18,176 $33,176
  - Engage environment $37,500 $43,043 $80,543
  - DM Efforts - Year 1 $40,000 $72,372 $112,372
  - DM Efforts - Year 2 $40,000 $0 $40,000
  - (Sat Rental) $10,000 $0 $10,000
  - Offer/incentive (gas cards) $4,000 $8,067 $12,067
  **Target with online ads**
  - Place ads during "black" months of at-the-pump education $15,000 $1,245 $16,245
  **Social Media**
  - Develop strategy & content calendar (switched to radio) $4,400 $0 $4,400
  - Create Facebook & Twitter spaces $900 $0 $900
  - Training and consultation $2,250 $0 $2,250
  **Strategy 3 TOTAL** $27,950 $8,673 $36,623

- **Promotional materials throughout dealership**
  - Strategy, design, concept, copy and layout $17,950 $0 $17,950
  - Video development, print production & distribution $25,000 $0 $25,000
  **Promotional materials throughout dealership** $42,950 $0 $42,950

- **North Dakota Auto Dealers Association**
  - Provide a speaker for the 2012 convention $5,000 $5,689 $10,689
  **Strategy 3 TOTAL** $77,950 $12,867 $90,817

- **Other**
  - Coordination & management - Deana $40,000 $20,050 $60,050
  - American Lung Association $4,800 $0 $4,800
  - Post-project survey - Winkelman $15,000 $25,000 $40,000
  - Management - Flint $23,626 $19,131 $42,757
  **Other TOTAL** $55,900 $48,781 $104,681

**EXPENSE TOTAL** $260,831 $206,019 $466,850
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**
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  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 23.5 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.
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**INCOME TOTAL**

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$224,850

$466,700

#### EXPENSES

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<th>Strategy 1 - Create a consistent statewide promotional message for higher-level ethanol blends</th>
<th>Message development</th>
<th>Research/Message testing</th>
<th>Branding</th>
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$11,500

$6,020

$5,279

$22,848

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$11,500

$5,000

$10,000

$38,000

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<th>Strategy 3 - Increase auto industry familiarity on the use of higher-level ethanol blends</th>
<th>Direct Mail - strategy, concept, copy, design, layout</th>
<th>Engage environment</th>
<th>DM Efforts - Year 1</th>
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$18,176

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$72,372

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$20,050

$4,800

$25,000

$23,626

| 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

PAY LESS AT THE PUMP.

www.RunFlexFuel.com
Brought to you by NORTH Dakotans FOR ENERGY INDEPENDENCE
Run with it.

**FLEX FUEL ETHANOL BLENDS**

RunFlexFuel.com

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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 a corn ethanol blend with gasoline. This means the fuel, when used in vehicles that are flex-fueled, enhances the octane rating and reduces emissions.

**E-20** 85% ethanol, 15% unleaded gasoline
**E-30** 90% ethanol, 10% unleaded gasoline
**E-85** 85% ethanol, 15% unleaded gasoline

ERects cleaner to protect the environment for future generations. Diesel contains fuel. The flex-fuel car runs on 85% and reduces our reliance on foreign oil.

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

RunFlexFuel.com

Brought to you by North Dakota for Energy Independence.
Fuel Retailer Mailer Promoting Coupons

Front

[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

Back

$5.00 OFF
COUPON INSIDE!

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

PO BOX 2012
Fargo, ND 58107

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

WIN $1,000 OF FREE FLEX FUEL

www.FlexFuelND.com/NDY

[First], find the flex fuel pump and

Run with it.
Fuel Retailer Coupons and Voucher

**SAVE 25¢ PER GALLON**

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

Offer good for up to 20 gallons. One coupon per person, per transaction. Offer not valid in North Dakota. Cannot be used with any other discounts or offers. Coupon expires [DATE]

RETAILER: [Name of retailer]

Discount amount: $0.25

**$5.00 OFF**

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

One coupon per person, per transaction. Must be printed on receipt or sales slip. Offer not valid in North Dakota. Cannot be combined with other discounts or offers. Coupon expires [DATE]

RETAILER: [Name of retailer]

Discount amount: $5.00

**$30 VOUCHER**

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

One voucher per person, per transaction. Must be presented with receipt of sale. Offer not valid in North Dakota. Cannot be combined with any other discounts or offers. Voucher expires on [DATE]

RETAILER: [Name of retailer]

Discount amount: $30

**VOID**

**Printed Coupons**

**Coupon**

**Voucher**

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*Voided by North Dakotans for Energy Independence*
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.

Find a pump at www.RunFlexFuel.com
Flex fuel pumps are available at over North Dakota when you fill up, look for the pump with the yellow hose!

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 conserves 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 easily as low-octane gasoline, self-ignition damages the precision timing of your engine, causing "pinging" or "engine knock" that can damage and destroy engine parts.
  - Flex fuels generate the greatest amount of power for your vehicle and perform to manufacturer specifications.
  - They help your engine run more efficiently.

How your flex fuel engine differs from regular gasoline engines.
Modern engine changes ensure you can safely use all flex fuel ethanol blends— including E85, E-30, E-15 or any combination.

- Plastic-lined fuel tanks protect your fuel system components.
- Self-ignition system is designed to sense flex fuel blends and burn them efficiently.

The right blend can improve your mileage.
According to a study conducted by the American Coalition for Biomass and Biorenewable Fuels, three out of four flex fuel vehicles get 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 variable fuel prices than most vehicles.

Know your costs per gallon
Track the mileage of ethanol blends and gasoline to compare fuel economy.

- Watch prices
  - Calculate your fuel costs and choose wisely.

- Know where you’re going
  - When driving on roads of least speed, higher ethanol flex fuel can get the same mileage per gallon as regular gas and avoids taxation.

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

Scan this code or visit www.RunFlexFuel.com

Brings to you by NORTH DAKOTA FUELS FOR ENERGY INNOVATION.
Run with it.
FUEL TRACKER
Get to know your flex fuel vehicle and save at the pump!

FLEX FUEL
ETHANOL BLENDS

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.

GALLONS PURCHASED 15  COST PER GALLON $4.39

<table>
<thead>
<tr>
<th>Gallons</th>
<th>Miles</th>
<th>MPG</th>
<th>Cost per Mile</th>
</tr>
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<tbody>
<tr>
<td>E-10</td>
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<td>15</td>
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<tr>
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</tr>
<tr>
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<td>150</td>
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<tr>
<td>E-85</td>
<td>200</td>
<td>13</td>
<td>13.00</td>
</tr>
</tbody>
</table>

Scan this code or visit www.RunFlexFuel.com
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.
Brung to you by NORTH DAKOTANS 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.
Brung to you by NORTH DAKOTANS 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, 2023. Check if you have a flex fuel vehicle, they are made for higher ethanol blends.

Run with it.

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

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

FREE FLEX FUEL FOR A YEAR! $1,885

Run with it.

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

Fuel Retailer Handout

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

Run with it.
RunFlexFuel.com

Nozzle Talkers

Run with this. Run with this. Run with this. Run with this.

Facebook Ads

Save $5.00 at the Pump
ND drivers: Click to save $5 when you fill your flex fuel vehicle with ethanol blends.

$1,000 of FREE Flex Fuel
ND drivers: Click to enter for a chance to win FREE flex fuel.