

CLEAN ENERGY FUELS CORP

Table of Contents

01	Dart Media	19	Timeline
04	Executive Summary	21	Budget
05	Problem Statement	23	Evaluation
06	Situation Analysis	24	Appendix
14	Objectives/Strategies		

DART MEDIA

Dart Media
Oklahoma State University
Stillwater, Okla. 74074

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Dear Mr. ██████████,

I would like to begin by thanking you on behalf of the entire Dart Media team; we are thrilled with this opportunity and are excited to share our final plans for this campaign. We believe that the natural gas industry is expanding and expect Clean Energy Fuels to continue to remain a leading provider of CNG.

While conducting research and forming this campaign, Dart Media focused on the public perception of not only CNG as a product, but also of Clean Energy Fuels and the natural gas industry as a whole. We believe increasing both the awareness and availability of CNG will help establish CNG as a better alternative to gasoline. Since fleet owners are already converting their trucks to be CNG compatible, we think it is important to focus on gas station owners in order to target the consumer.

Clean Energy Fuels has already established itself as an industry leader for providing natural gas, and we believe that our campaign will create awareness and increase sales of both CNG and CNG vehicles.

Once again, thank you for such an incredible opportunity; we look forward to hearing from you.

Sincerely,

██████████

Account Executive, Dart Media

DART MEDIA

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Executive summary

Clean Energy Fuels Corp. has provided over 800 million gallons of compressed natural gas in North America, predominantly selling to high mileage drivers, specifically fleet owners. Dart Media believes that by increasing awareness and availability Clean Energy Fuels will be able to attract the everyday consumer, and exceed 1 billion gallons sold.

With gasoline prices increasing to more than \$3 per gallon, CNG has held steady at just over \$1 per gas gallon equivalent. Gasoline prices will only grow if America continues the same dependence as before. Compressed Natural Gas offers a domestic, abundant, cleaner and cheaper option to consumers rather than regular gasoline or diesel.

Consumer awareness and initial start-up costs plague CNG providers with problems that must be resolved. Dart Media is proposing a campaign to increase awareness about CNG through many forms of media including events, social media advertisements and a nationwide TV commercial. Focusing events on awareness will give everyday consumers and fleet owners an opportunity to view these vehicles first-hand will create more awareness about the CNG product. Hosting an expo for fleet owners and a “Poker Run” for everyday consumers are two of Dart’s ideas of creating awareness. Promoting through social media is an easy, cheap way to advertise these events while also creating more interaction between consumers and Clean Energy.

Enticing consumers and fleet owners to switch vehicles will be problematic since the availability of pumps and start-up cost are big factors. One of Dart Media’s goals is to partner with Kum & Go to increase the amount of pumps located across America while adding onto the stations already onboard. Kum & Go prides themselves on trying to help the environment, which aligns with Clean Energy’s goals. Dart Media encompasses many walks of life to help make decisions. Having multiple people from metropolitan areas like Dallas, Kansas City and Tulsa gives us an inside look at metropolitan traffic, the middle class worker and gas station locations. Having members from smaller town Oklahoma increases our knowledge about country and commercial driving and access to gas stations. Using our backgrounds of creativity, logic and communication, Dart Media strives to create an advertising campaign personalized for each client utilizing the clients’ and Dart Media’s strengths.

After 2 years, there will be a collection of information taken throughout the nation about the effectiveness of the campaign. There will be a mass survey taken online that will gauge whether America feels differently about CNG and Clean Energy. This will also help in recording how many new CNG users there are. Evaluating social media sites will be included in collecting information. Tracking Facebook likes and Twitter followers will help calculate our final reach and exposure to our target markets. Analyzing every post by the amount of shares, likes, comments and retweets will help future campaigns in showing which type of posts didn’t work and which exceeded expectations.

Clean Energy Fuels is the largest provider of natural gas fuel for transportation in North America. While providing fuel for over 30,000 vehicles each day, there are over 16 million new vehicles sold each year. Clean Energy’s goal is to increase sales of CNG capable vehicles to increase usage in the domestic, abundant, cleaner and cheaper compressed natural gas fuel source.

Problem Statement

Clean Energy Fuels is the leading CNG fuel provider in the United States. The company has more than 300 fueling stations and provides fuel for more than 30,000 vehicles, including fleets, throughout the U.S. While the demand for CNG is slowly increasing, there are a few issues the company needs to address. The greatest weakness for Clean Energy Fuels is the lack of awareness among the target audiences. Areas for improvement include creating CNG awareness throughout the renewable fuel market and increasing product accessibility.

Company



T Boone Pickens founded Clean Energy Fuels Corp, the largest provider of natural gas for transportation in the U.S., in 1996. Clean Energy currently employs more than 1,000 people and is based in Newport Beach, Cali. The company currently fuels more than 30,000 vehicles nationwide and is

looking to expand. Clean Energy Fuels recently partnered with GE Capitol Finance in an attempt to solve problems that might be keeping fleet owners from converting their trucks into CNG vehicles. With this partnership the company hopes to establish a yearlong payback plan for the initial conversion cost of fleets.

Clean Energy offers CNG for normal operating vehicles and LNG for heavy-duty vehicles; both fuels are better for the environment and significantly cheaper when compared to gasoline. The company builds and operates its own fueling stations, supplying them with natural gas products and the equipment needed to properly fuel vehicles.

Clean Energy currently focuses most of its marketing on fleet owners, and sells most of its product to the trucking industry and public transportation services. Due to the lack of fueling stations and CNG converted vehicles, the average consumer has not adopted this new form of fuel. Interviews and surveys conducted by Dart Media discovered that consumers would either be willing to convert to CNG or buy a new CNG vehicle if the product was made more available to the general public. The low fuel cost and environmental friendliness are the two key benefits that attract consumers.

Clean Energy's website and LinkedIn account have up-to-date articles and press releases that contain the current news about both the company and the product. The company isn't engaged in any form of social media besides Facebook, and its page has nearly 1,000 likes. Clean Energy remains in the news media because of its innovativeness with products and services.

Clean Energy has not established a firm public perception because the general public hasn't adopted CNG. Blogs and Facebook posts from those who are aware of the company, product and market are generally positive.

Customers

C NG's customers include truck drivers, fleet owners and those who drive or haul heavy machinery. A truck driver's demographic tends to be male, 25-45 years old, white-Caucasian, with an income between \$45,000 and \$75,000. Fleet owners tend to possess the same demographics. Drivers who carry heavy machinery tend to do so because of their job, such as lawn mowers or horse trailers.

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CNG's customers also include those who are concerned with the environment and gas prices. CNG fuel is substantially cleaner than regular gas. CNG is offered as low as \$1.23 per gallon, compared to about \$3.50 per gallon with regular gas in Oklahoma.

Fleet owners are the most influential customers of CNG. According to Clean Energy Fuel's company website, "Clean Energy reliably fuels more than 6,000 natural gas buses across North America every day, supplying both compressed natural gas (CNG) and liquefied natural gas (LNG) to transit fleets that include LA Metro in Los Angeles, Metro RTA in Akron, Ohio, and TransLink in Vancouver, Canada," (CleanEnergyFuels.com). Also, "For many transit fleets, switching to natural gas fuel has proven to be the answer—because natural gas is cleaner, greener, cheaper and domestically abundant," (CleanEnergyFuels.com).

The two main reasons for why CNG's customers purchase CNG fuel and vehicles are the price of CNG fuel, and the clean impact it has on the environment. These customers are looking for efficiency, reliability and affordability when they purchase a CNG vehicle. They are concerned with fueling up frequently while saving money. They are concerned with the environment and they believe in the cleaner fuel CNG has to offer.

Competitors

Clean Energy Fuels has different types of competitors. A few direct competitors are other compressed natural gas fuel companies, such as Shell, Trillium and Southwestern Energy.

Shell is a group of energy and petrochemical companies located throughout the world. Royal Dutch Shell recently signed with Travel Centers to offer LNG stations to compete with Clean Energy Fuel's contract with F. On a global and fueling scale, Shell is one of the largest companies in the world. Shell does a good job in connecting with its audience via the Internet and social media sites. It has more than 200,000 Twitter followers, 4 million likes on Facebook and 80 thousand people talking about its company. On its social media sites, Shell engages the audience with facts concerning the company and new information.

Trillium is a compressed natural gas fuel company that provides 35 million gallons of CNG per year to customers, including San Jose Transnational Airport, Frito Lay, UPS, AT&T, The National Park Service, etc. Trillium CNG is the combination of three different companies: Trillium USA, Pinnacle CNG and Integrys Energy Group. Trillium CNG has loyal customers and alliances already doing business with them. While it is doing great with consumers that are companies, every day consumers are lacking connection. Its website lacks creativity and the social media sites are bare. Its Facebook page only has 28 likes, even though it seems to be updated daily.

Southwestern Energy is the fifth largest producer of CNG in the world. SE awarded 21 employees with new vehicles that ran on CNG. In 2012, SE created an employee incentive program for 100 employees to make the switch, which they would later be reimbursed. Houston Chronicle named Southwestern Energy in 2011 and 2012 as one of the top places to work. SE has an incredible relationship with its employees and highlights this as a main benefit of the company. While SE works great with its employees, it does not connect well with its audience. Its Facebook page has 754 likes, but has only one post. Its Twitter has 112 followers, but has zero tweets and does not follow anyone.

While more renewable energy fuel companies are showing up to the market, the indirect competitors are more of an impact on Clean Energy rather than the direct ones. The indirect and major competitors are lack of awareness, regular gasoline, and the cost and fears of renewable fuels.

Even though CNG and other renewable fuels have been in the market for a while, most consumers barely have any or incorrect knowledge about the fuels. Gasoline is an indirect competitor of renewable fuel companies. Consumers have a long-standing history with regular gasoline, thus making them less open to changing their ways and use something different. Gasoline stations and companies have shaped the auto market and have been in the market since the creation of the commercial vehicle. Gas stations can be found on every corner, while CNG stations are less available. While fuels like CNG are better and cheaper, the ease and tradition of gasoline is going to be tough to overcome.

Consumers and companies in the auto industry are hesitant to get into a market that seems to be growing at a slow pace. Cost is among one of the biggest factors that have prevented consumers from switching to renewable fuels. Most consumers say they cannot or will not pay the additional cost to convert, nor buy an already equipped CNG vehicle even though the cost of CNG fuel is lower than gasoline, (Marc Carter).



Context & Collaborators/Complementors

The government offers tax break incentives to sway people to make the step toward CNG and other renewable fuels. The Alternative Fuel Vehicle (AFV) Tax Credit is a one-time tax credit for 50 percent of the cost of purchasing equipment to convert vehicles to alternate fuels. The Alternative Fueling Infrastructure Tax Credit is available for up to 75 percent of the cost of alternative fueling infrastructure. Also, the Oklahoma Natural Gas CNG Rebate Program is a state program that offers a 25-cent surcharge on each gallon of CNG sold and compressed natural gas vehicles purchased on or after January 10, 2012 may be eligible to receive the rebate.

A focus on "going green" continues to grow with the general public. Since Natural gas is one of the cleanest burning fuels and domestically available, it should be a great product to get Americans on board. American opinion of getting any products, especially fuel, from other countries is not popular right now. Creating a domestic fuel, such as CNG, highlights America depending on its own land for fuel.

The increasing unemployment rate and struggling economy can benefit, yet work against Clean Energy Fuels. The significantly cheaper cost of CNG fuels as compared to gasoline is one of the main incentives for customers to purchase a new CNG vehicle or convert their current car. However, the original cost of buying a new CNG vehicle could scare away potential customers, especially with such an unstable economy. Buyers may be reluctant to spend \$30,000 on a new vehicle, and it could be difficult for customers to see the long-term benefits of purchasing a new CNG car.

Target Markets

Clean Energy Fuels is a company that can be useful a variety of audiences. Of the varying types of CNG consumers, research shows fleet owners, gas stations and dealerships to be the most essential markets for Clean Energy Fuels to target.

Fleet Owners

Fleet owners have a great potential to spread the word about CNG while playing a big part in Clean Energy Fuels financially. By targeting the top fleet owners, Clean Energy Fuels can gain an advantage in the CNG industry. The particular fleet companies Clean Energy Fuels will target are oil and gas businesses that care about the environment, focus on being innovative, strive to be money savvy and desire to hold a “green” reputation. These characteristics parallel with Clean Energy Fuels, thus providing a potentially great partnership with the same vision.

Gas Stations

If Clean Energy fuels can persuade gas stations to take the next step and take advantage of the growing use of CNG fuels, there will be a spiked interest from consumers. If gas stations agree to install more CNG pumps, consumers will notice the increased availability and might feel more open to convert to CNG. Also, the more CNG is promoted through partnering gas stations, such as logos placed on gas pumps, the more visibility CNG will have to potential consumers.

SWOT

120 year supply of CNG
 Experienced executives from either private energy or government energy regulators
 “Greener” fuel source
 Major provider of an alternative fuel, non-hybrid source
 Cheaper than petroleum-based products
 Green energy is a big pull right now
 Just as efficient as regular gasoline

Currently lacks availability of pumps
 High cost of converting
 Less energy (when combusting) than diesel or propane
 Difficulty of maintain PSI in fuel tanks
 Lacks infrastructure to meet demand

Domestically produced and refined	New technologies allowing for the compression and transportation of CNG
Cleaner burning	Increasing fueling sites nationwide
Green lifestyle of consumer	USP; cars can run both CNG and gasoline/diesel
Little to no competition	Government subsidies for alternative fuels
Developing market demand	

Concerns about fracking	Potential for propane as a fuel source
Stubborn market, consumers already used to regular gasoline	“Hippy” perception that might turn consumers away
Restrictions of being a new product	Misconception that CNG is dangerous
Expensive equipment	Currently low demand for CNG
Price of gasoline dropping	

Primary Research

Observations

Dart media conducted observational research at local gas stations in the area. The team observed users of CNG, Diesel and gasoline fuels. The goal was to gauge the frequency of CNG consumers compared to gasoline and diesel consumers. We also wanted to find out more about our target audience, such as race, gender, age, preference of vehicle and more.

Personal Interviews

Che Dart Media team conducted 16 interviews with people of different ages, gender and race. The interviews were conducted to gather information from everyday consumers. The goal was to uncover their thoughts, opinions and knowledge of CNG as a source of fuel for vehicles.

Key Points

- Low overall awareness
- Unknown pump locations
- Apt to switch with better infrastructure
- Appealing low prices
- High initial costs
- Attracted to idea of domestically produced
- Not influenced by “clean” aspect

“Our friend has a truck he drives that runs on CNG. He just bought it for work and he loves the gas prices but says that right now it’s not worth the purchase because there are only two places in Kansas City that he can go to in order to refuel. He won’t take it on road trips either because it’s too much of a hassle to plan his routes on when and where he will need to fill up his tank.”

-John, 51

“[I would encourage others to convert to CNG] but only when there are more fueling stations. It’s a pain to have to worry about when and where you will be able to fill up. Having more of those would change a lot of minds about CNG.”

-Andy, 40

“Literally the only things I that would cross my mind the next time I buy a car would be the cost of the car and its appearance. I hate to say it, but the environment really doesn’t affect any of my purchases as a buyer.”

-Hailey, 21

“Even though CNG is cheaper, I don’t think I put enough mileage on my car for it to be worth it. It would be hard to convince the boss to change the few company cars we have to CNG because of that high cost. Even though CNG is cheaper none of us drive enough to make it cost efficient. There is a fairly high turnover rate with our company cars as well. So if we paid to switch them we may not have the car in our ownership for very long. That is also a concern with investing thatmuch more into a car.”

-Ron, 45

Gas Stations Strategy 2

Tactic 1

Partner with Kum & Go to launch a co-op campaign. “Clean Energy Fuels is partnering with Kum & Go to extend America’s natural gas highway.”

Clean Energy Fuels would pay for a commercial promoting Kum & Go’s brand (promoting more environmentally friendly fueling methods...paid in part by Clean Energy Fuels). This commercial would help promote Kum & Go as well as create awareness about switching to environmentally friendly fuels; it would help establish a relationship between Clean Energy Fuels and Kum & Go.

- Deadline: [REDACTED]
- Budget: \$[REDACTED]
- Special requirements: Both companies would have to agree on the script and format of the commercial.
- Supervisor: [REDACTED]
- Evaluation: This tactic will be measured by whether or not Kum & Go creates a co-op with Clean Energy Fuels.

Tactic 2

Raise awareness about Clean Energy Fuels and CNG through on-site advertising and promotional events. Clean Energy Fuels will pay to install an electronic banner-style advertisement displayed across the top of gas pumps at [REDACTED] and [REDACTED] fueling stations. Clean Energy will run six digital advertisements at 50 different locations over a 12-month span. power source.

- Deadline: [REDACTED]
- Budget: \$[REDACTED] per month, \$[REDACTED] total.
- Special Requirements: Wi-Fi at fueling stations and an existing power source
- Supervisor: [REDACTED]
- Evaluation: This tactic will measure exposure by tracking the number of consumers who frequent each fueling station.

Consumers Strategy 1 Create awareness about CNG cars for purchase.

Tactic 1

Poker Run promotion of CNG vehicles. Clean Energy Fuels will host a “Poker Run” promoting vehicles already equipped with CNG tanks. Dealers will rent vehicles for participants to use as they drive between different stations collecting info about CNG.

- Deadline: [REDACTED]
- Budget: \$[REDACTED] for upkeep of event and catering
- Special Requirements: There will need to be planning and cooperation between car companies and gas stations to prepare for the event. Donations of vehicles and information booths is important and will require more planning
- Supervisor: [REDACTED]
- Evaluation: The success of this tactic will be measured by the amount of attendants at the event along with increase in CNG vehicles bought after the event.

Tactic 2

Stick with CNG” sticker tag promotion with social media posts. Clean Energy employees and partners will be given CNG adhesive window clings to place on random vehicles. Those tagged, can hash tag “#TagYoureClean” to be eligible for a CNG gift card at local fueling stations.

- Clean Energy Fuels will run a sticker tag promotion corresponding participate, along with gas station owners.media hits, and the number of CNG stickers distributed.
- Deadline: [REDACTED]
- Budget: Free social media, \$[REDACTED] for stickers, \$1[REDACTED] for gift cards
- Special Requirements: Clean Energy employees must be willing to
- Evaluation: The exposure of this tactic will be measured by social

Consumers

Strategy 2

Increase awareness of conversion practices

Tactic 1

Co-op commercial and advertising deals with conversion companies and Clean Energy Fuels. Consumers will also be prompted to download the “Map App” which will help them locate CNG pumps across the country. *See Appendix.30-33*

Partner with conversion companies throughout the Midwest in states such as Kansas and Texas advertising Clean Energy Fuel stations and conversion companies like Clear Sky conversions. Advertise through social media. Advertise heavily on the locations and cost of co-op conversion locations and Clean Energy Fuel stations.

- Deadline: [REDACTED] and start implementing commercial and ad ideas by summer [REDACTED]
- Budget: [REDACTED] depending on co-op agreement and how many conversion companies agree to co-op.
- Special Requirements: Have at least 4-5 conversion companies throughout the Midwest agree to a co-op campaign.
- Supervisor: [REDACTED]
- Evaluation: The success of this tactic will be measured by the increase of conversion

Tactic 2

Have Clean Energy Fuels offer gas cards to consumers who convert their vehicles. When consumers decide to convert to CNG fuel, they are offered a certain mileage gas card

- Deadline: [REDACTED]
- Budget: \$ [REDACTED]
- Special requirements: Consumers have to use the gas card at only Clean Energy fuel and partnered gas stations
- Supervisor: [REDACTED]
- Evaluation: The success of this tactic would be measured by the amount of gas cards given out

Fleet Owners

Strategy 1

Curve some conversion costs for several conversions

Tactic 1

Partner with Clear Sky Conversions and offer a discount for converting a certain amount of fleet vehicles.

Clean Energy and Clear Sky would partner together and offer fleet owners discounts toward converting their fleet vehicles to CNG operable. Clean Energy Fuels could offer gas cards by Clean Energy and a slight discount installing the tanks.

- Budget: Clean Energy would offer a \$ [REDACTED] gas card for each vehicle and Clear Sky would offer a 10 - 20 percent discount depending on amount of vehicles converted.
- Supervisor: [REDACTED]
- Special Requirements: Approval is needed for the gas card.
- Evaluation: Evaluating this tactic will be fairly easy as the number of conversions will be the main source of evaluation.

Strategy 2

Offer fleet owners an incentive to convert their fleet to CNG while also creating social media buzz.

Tactic 1

CNG promotional fleet wrap to win a newly converted, CNG wrapped vehicle. Provided, total \$ [REDACTED]. Every three months, Clean Energy will randomly select a fleet to win.

- Deadline: [REDACTED]
- Budget: \$ [REDACTED] for CNG wrap, converted CNG vehicle already
- Supervisor: [REDACTED]
- Evaluation: Awareness will be measured by social media hits during the promotion time. Exposure will be estimated by how frequently the CNG-wrapped vehicle drives in high traffic areas.

See Appendix.32

Timeline

January

01

Dealer Event Promo: Utilize social media to generate awareness about dealer event, while inviting the general public to attend [REDACTED].

CNG Initiative: Utilizing social media throughout the entire month to promote CNG and increase overall awareness about CNG and the industry [REDACTED].

15

Gas Card Drawing: Giveaway drawing [REDACTED].

30

Gas Card Drawing: Giveaway drawing [REDACTED].

February

10

Interactive Map App: Release free, interactive map app on iTunes and Google Play [REDACTED].

Commercial: Meet with Kum & Go about potential partnership and a co-op commercial [REDACTED].

09

Interactive Map App: Promote and update free, interactive map app for iTunes and Google Play [REDACTED].

15

Gas Card Drawing: Giveaway drawing [REDACTED].

30

Gas Card Drawing: Giveaway drawing [REDACTED].

March

01

Gas Card Competition: The social media competition begins. Two CNG gas cards are raffled off twice a month for the extent of the campaign. Consumers can win a gift card by social media interaction [REDACTED].

Trade-In: Promoted through social media throughout the entire month, consumers are encouraged to visit local dealerships to find deals about trading in vehicles for CNG compatible vehicles [REDACTED].

Conversion: Using social media to create awareness about the viable option of converting current vehicles to CNG [REDACTED].

15

Gas Card Drawing: Giveaway drawing [REDACTED].

30

Gas Card Drawing: Giveaway drawing [REDACTED].

April

01

Dealer Event Promo: Utilize social media throughout the entire month to generate awareness about dealer event, while inviting the general public to attend the event [REDACTED].

Commercial: The advertisement runs throughout the month during the designated TV spot. The commercial will be highlighted in these months, but will run minimally during other months [REDACTED].

06

Tradeshaw Newsletter: Mail the newsletter, which informs companies about Clean Energy and it's the upcoming fleet show. [REDACTED].

15

Gas Card Drawing: Giveaway drawing [REDACTED].

30

Gas Card Drawing: Giveaway drawing [REDACTED].

June

08

Commercial: Producing and filming advertisement with Kum & Go [REDACTED].

01

Commercial: The advertisement runs throughout the month during the designated TV spot. The commercial will be highlighted in these months, but will run minimally during other months [REDACTED].

12

Fleet Show: This two-day expo will highlight Clean Energy Fuels and ways consumers can switch to CNG [REDACTED].

15

Gas Card Drawing: Giveaway drawing [REDACTED].

30

Gas Card Drawing: Giveaway drawing [REDACTED].

August

01

Attend Local Industry Event: Locate and attend industry event regarding fuel and CNG [REDACTED].

04

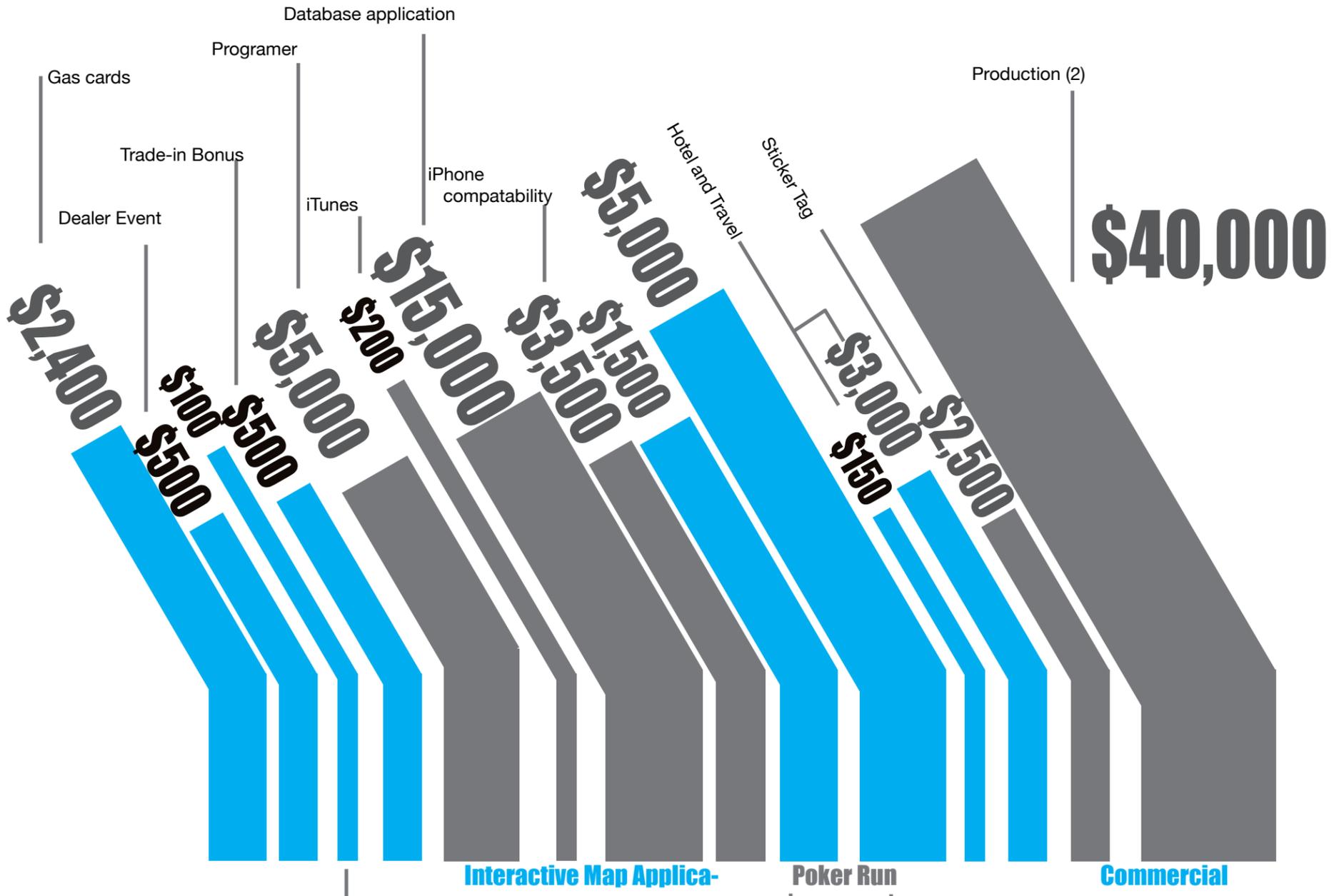
Newsletter: Distribute updated newsletter [REDACTED].

September

01

Trade-In: Promoted through social media throughout the entire month, consumers are encouraged to visit local dealerships to find deals about trading in vehicles for CNG compatible vehicles [REDACTED].

Gas Card Drawing: Giveaway drawing [REDACTED].

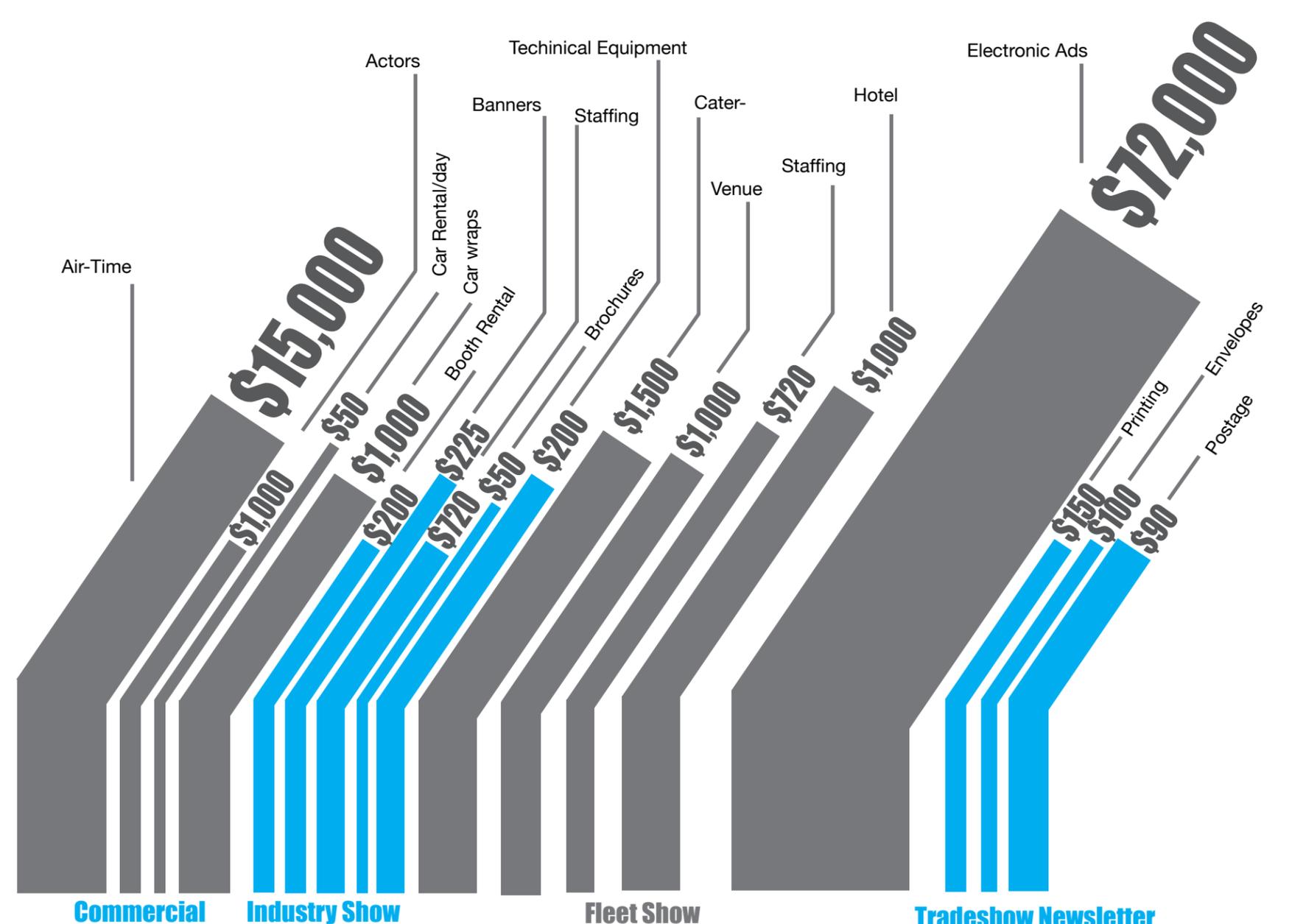


Interactive Map Applica-

Poker Run

Commercial

\$40,000



Commercial

Industry Show

Fleet Show

Tradeshow Newsletter



% contingency

Campaign Evaluation

When evaluating Clean Energy Fuels and natural gas, DART Media found that many customers were not aware of the advantages using CNG. They were unaware of the locations that offered this fuel and worried about the lack of availability. DART Media’s campaign gears toward increasing CNG awareness to the public while marketing Clean Energy Fuels to gas stations across the nation.

During the campaign, evaluating Clean Energy’s social media presence will be done by using Facebook’s analytics to monitor reach, views and likes. Monitoring these pages during the campaign will provide Clean Energy with information about how successful the posts are reaching targets. Achieving a reach of 10,000 on the post about the expo and fleet car giveaway at the end of the campaign will show the increase in awareness about Clean Energy. Increasing the page’s likes will be important in getting to the reach goal. By increasing likes from 1,000 to 5,000 by [REDACTED] of the first year, the goal of 10,000 reached is easily manageable.



When gaining new followers on social media sites, understanding why they visited and how they learned about the page is important, which will be monitored by Facebook analytics along with a Facebook survey distributed to Clean Energy Fuels’ followers. This survey will be sent out at the end of the first year and at the end of the campaign. Having over 50 percent of website followers by advertising efforts and website hits proves that the public are aware about Clean Energy.



Highlighting client-to-customer involvement by incorporating a “Sticker War” that cross promotes on social media and guerrilla advertising provides a cheap, effective tactic of increasing awareness about Clean Energy and CNG. Creating awareness about Clean Energy employees to customers also creates face-to-face communication, which keeps customers engaged with Clean Energy. By [REDACTED] the hashtag “#TagYoureClean” will have trended on Twitter and Clean Energy’s Twitter page followers will have increased to 7,500.

APPENDIX

Social Media Calendar

M Months that we are having the gas card competition (██████████), posting on Mondays to entice followers to post, like and retweet for a chance to win a gas card on the 15th and the 30th will give audience members the most time to interact with Clean Energy. On months that we are not having the gas card competition, we will be having “Map Mondays.” During the first Monday of the month, we will invite customers to try our free application.

T Certain Tuesdays will be considered “Trade-In Tuesdays.” On these days, we will post about potential subsidies and tax breaks for trading in vehicles in order to purchase a CNG vehicle. During the months that we are promoting trading in, we will make the entire month “Trade-In Tuesdays.”

W Wednesday posts will be segmented into posting about the cleaner and greener effect CNG has on the world rather than regular gasoline. Taking the idea from the saying, “The grass is always greener on the other side,” These posts will accent the effect of switching and can work in correlation with Clean Energy’s Redeem campaign.

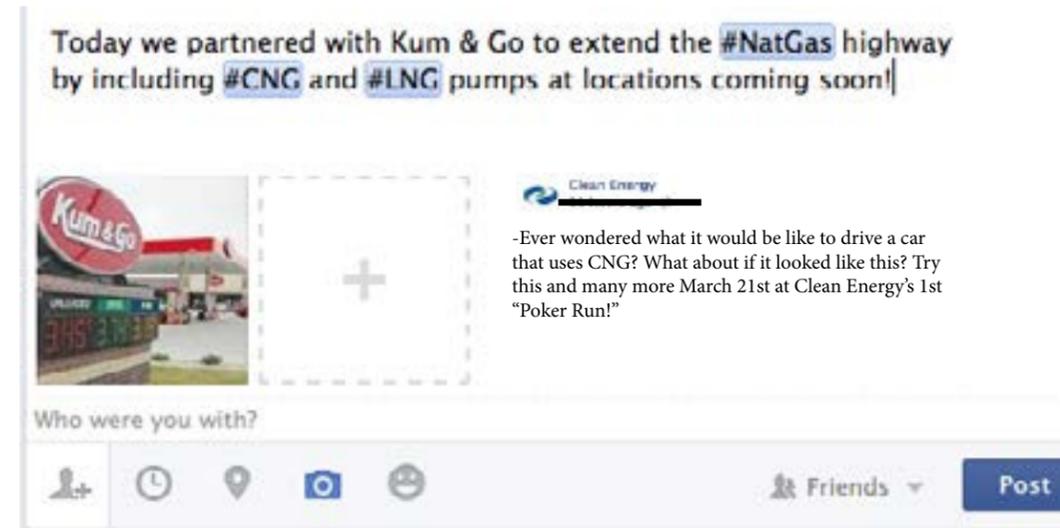
R Thursday posts will be about gas stations and the extension of the Natural Gas Highway. Before the weekend gets underway, we would like for consumers to hear about the new gas stations and pumps that are being placed across the country. This day will also be geared toward families and consumers who drive CNG.

F Friday posts will be about informing the audience about the happenings at Clean Energy. From posting about future events such as the dealer event and the “Poker Run,” along with new promotions for Clean Energy, these posts will be filled with pictures of booths and links to brochures and newsletters for everybody to read.

Itemized Timeline

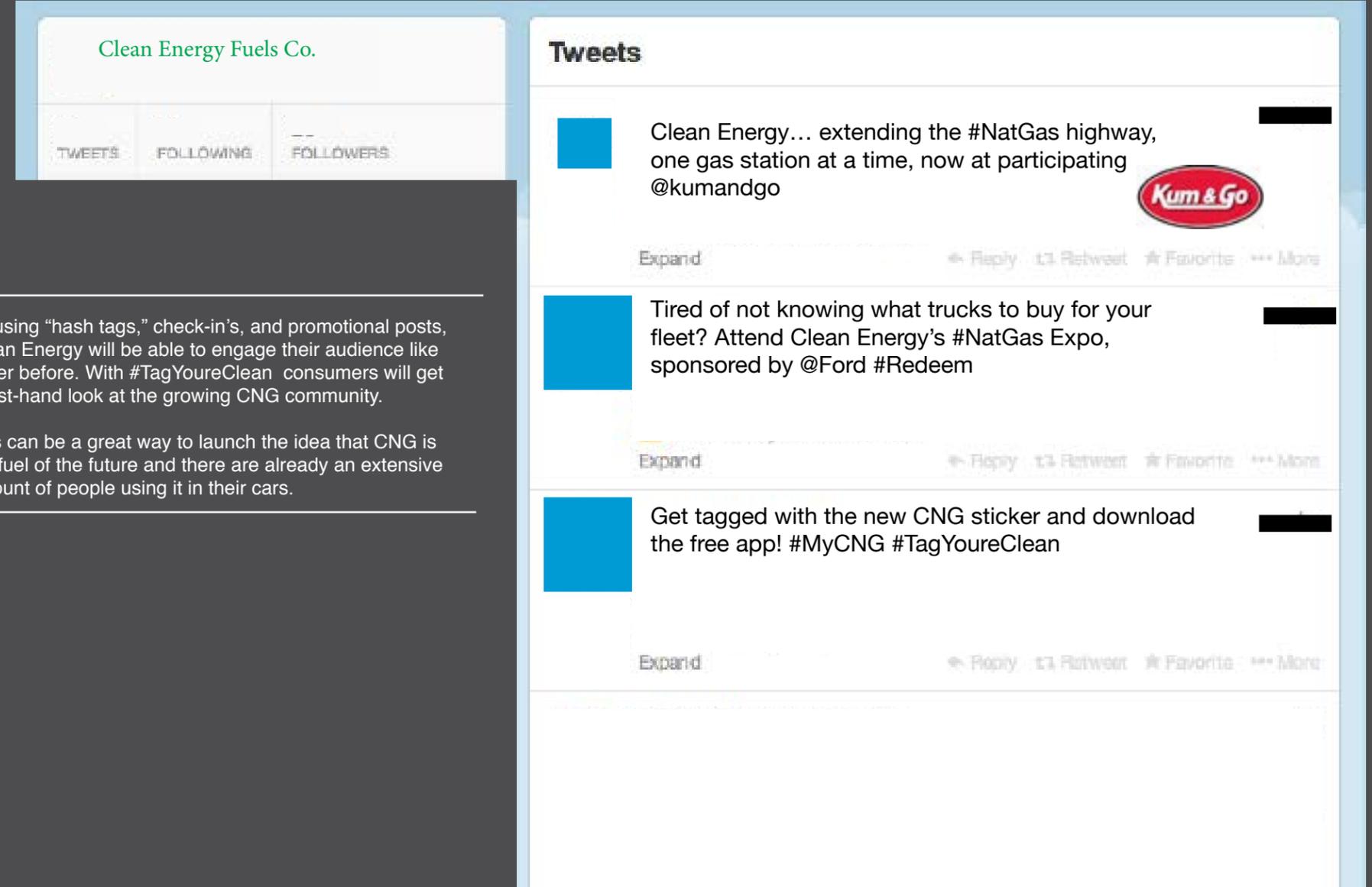
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PULSE Run adverts through social media, YouTube etc throughout the year, push during high selling times of the year												
Big News PULSE												
Mag advert in rodeo mag?												
Summary												
PULSE PULSE												
Consumers												
Budget promo												
Social Media												
Gas card comp				XX	XX		XX				XX	XX XX
Dealer Event Promo			X			X						X
CNG Initiative			X									X X
Interactive Map				X								
Trade-In				X						X		
Conversion				X								
Dealer event											X	
Poker Run											X	
Trade-In				X						X		
Gas Card Comp			XX	XX	XX							XX XX XX
Gas Stations			Research on K&G									Find industry events
Meet with K&G				X								
Produce Advert								X				
Industry Show									X			
Run Advert; which stations to run?					X			X		X		
Fleet												X
Tradeshow NewsL						X				X		
Fleet Show							X					
Fleet Giveaway												X

Through frequent educational Facebook posts, Clean Energy will begin to build a routine of informing the public on the benefits of CNG. The Social Media Calendar outlines specific tactics for posts on Facebook and Twitter.



By encouraging feedback on Facebook you can generate more traffic on the company page.

As well as prompting readers to "Check In" on the page to ensure higher visits to the page.



By using "hash tags," check-in's, and promotional posts, Clean Energy will be able to engage their audience like never before. With #TagYoureClean consumers will get a first-hand look at the growing CNG community.

This can be a great way to launch the idea that CNG is the fuel of the future and there are already an extensive amount of people using it in their cars.

Interactive Map App

With an interactive CNG locator app, consumers can now have a tool that makes it easy to find a CNG pump anywhere in the country. This database app will also reveal promotional events, such as the gas card giveaway.

In order to generate buzz about the app, the app will be attached the Sticker Tag mentioned earlier. By giving away the app for users to download it will not only increase the number of app downloads, but also create more searches on CNG providing gas stations. This will be an easy way for new CNG users to locate pumps without feeling like they are being troubled too much to find a pump.



Once users put in their location data, they will be brought to this screen. Here they will find all the stations with CNG pumps within a 100 mile radius.

The closest stations will be itemized at the bottom of the app, while the rest will be displayed on the map. The user will then press find a store again and the street address to the gas station they selected will appear. Making it easy and hassle-free to find a pump near you.



Storyboard "DART Media" Co-op Commercial



Open on scene of a group of young adults in a sedan driving down a highway with ocean in the background



Cut to family driving in New Mexico, with the mesas in the background



Cut to dad looking in rearview mirror smiling at his kids in the back



Cut to rodeo scene of Will Howell roping



Cut to scene of Will Howell getting into truck and latching trailer onto it



Cut to scene of a rainy day in West Virginia driving through the forest

Fade in logo of CNG and Clean Energy, voice over "America's Fuel...America's Future" as well as graphic.

The graphic would also include Rodeo Star and Sirius Radio.



Car Wrap

Car wraps are a great way to market your product. What better way to put CNG on display than on the street, in use?

Take the brand that CNG has developed for itself to the next level with these car wraps. Throughout the campaign these wraps can be used as giveaways, put on company cars or put on display at the promotional events.





4675 MacArthur Court, Suite 800
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NEWS RELEASE

██████████
FOR IMMEDIATE RELEASE

Contact Information:

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Clean Energy Releases Map Application

OKC/OK- Clean Energy Fuels Corp. is excited to announce its new phone application, Map App, will be available

Map App is a smartphone application that provides the user with specific locations of CNG pumps nearby. It will be updated as new CNG pumps are installed at gas stations. The app will be available to anyone at no cost.

Clean Energy Fuels Senior Director of Marketing, ██████████ discusses the possibilities the Map App will bring to CNG users.

"I am optimistic about the new Map App. While CNG availability is limited, it is important that we provide this resource to our CNG consumers, so they know where they can fill up at all times. This will be a great resource for CNG consumers."

Clean Energy Fuels will provide opportunities for benefits for downloading the Map App. There will be promotions ran through social media to increase interest among CNG users. One promotion will be to tweet the hash tag #CNGMapApp to win a CNG gas card.

For more information about Clean Energy Fuels Map App, please contact ██████████ or ██████████@cleanenergy.com.

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NEWS RELEASE

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Clean Energy New Station Locations

OKC/OK- Clean Energy Fuels Corp. along with OnCue Express gas stations is happy to announce three gas stations that offer CNG.

Clean Energy Fuels Corp. has been working with OnCue Express gas stations to launch two new store openings. Locations will be in downtown Oklahoma City and Edmond, Okla. These gas stations will offer gasoline, diesel fuel and CNG pumps.

Manager Mark McKinney has worked with OnCue Express for more than eight years and has transferred from Wilburton OnCue Express to manage the new Edmond location.

"I have assisted in running three stores in the past eight years and I am happy I could work my way up to manager," McKinney said. I have never worked at a station that offers CNG pumps, but in bigger cities like Edmond more people use CNG."

The Owner, Scott Nancy of the Oklahoma City store, will be at the Grand Opening ~~Monday, 6/1/2011~~. He drives a CNG car and requested that his station offer the fuel.

"Most people don't realize that CNG fuel is out there and available," Nancy said. "I think that if more stations carry the fuel, more people will want it. I am glad my store provides the product."

For more information about Dealership Days, please contact john.howell@cleanenergy.com or ██████████@cleanenergy.com.

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NEWS RELEASE

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CNG Sticker War

Clean Energy Fuels Corp. announces Sticker War prize is a new CNG vehicle.

is the start date of Clean Energy Fuels Sticker War In big cities throughout U.S. employees and volunteers will place CNG window clings on random vehicles. There will be 5 different games played throughout the year and they are to take place in Los Angeles, Ca., Oklahoma City, Okla., New York City, New York, Atlanta Ge., and Miami Fl.

Each Sticker will have #CEFStickerWar and will be placed on random cars throughout the city. The person who tweets with this hastag first wins and gets a chance to move on to the final round. The final round will consist of winners from all five states. The winner of this round wins a free 2014 Dodge Dakota that is CNG compatible.

, Senior Director of Marketing, is overseeing the project.

“This idea of a sticker competition is a creative way to gain awareness of Clean Energy Fuels,” said. “ Companies use to do this idea of a sticker war to get awareness in a fun way. We are doing it to engage citizens of the U.S. and to give away a new vehicle”.

Fore more information about Dealership Days, please contact John Howell at 949-437-1000 or

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PRESS RELEASE

Media Contact:

949-437-1000

FOR IMMEDIATE RELEASE

Poker Run to be held in Kansas City to promote CNG

949-437-1000

We are pleased to announce that the first of many Poker Run's to promote compressed natural gas (CNG) will be held on in Kansas City, MO beginning at the Riviera Fountain Square at 9 a.m.

After an exciting year kicking off the CNG campaign and introducing compressed natural gas into the marketplace, we have decided to increase awareness through a hands-on consumer experience. Gladstone Dodge of Kansas City has graciously agreed to let the Poker Run participants rent CNG compatible vehicles for a day during the week of the poker run as they drive between different stations collecting information about compressed natural gas and its components.

It is encouraged to enter the run in groups of 2. Our team expects the poker run to last until late into the evening of the h. A grand prize will be awarded to the winning couple at midnight on the t.

Anyone interested in volunteering to help in the setting up and planning of the poker run should contact l at 949-437-1000. Any and all help is welcome and appreciated.

We are looking forward to a great turnout and lots of fun all the while informing the public about a cheaper, cleaner fuel alternative. Now, let's get this show on the road, literally!

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For more information please contact of Clean Energy Fuels by phone at 949-437-1000 or by email at for a detailed schedule of events. For information regarding volunteering, please contact l at 949-437-1000.com.



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NEWS RELEASE

██████████
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[Clean Energy Provides CNG Gas Cards](#)

OKC/OK- Beginning ██████████ Clean Energy Fuels Corp. will provide gas cards for CNG users at any gas station that provides CNG fuel.

Upon purchase of a CNG gas card, Clean Energy Fuels will provide an initial balance of 100 dollars as a thank you. From then on, the CNG user will be able to add and manage a balance on his or her CNG gas card. This will provide more convenience to CNG users.

Gas cards will be available to fleets, as well. This will enable fleet owners and managers to set purchase controls with their cards. **The CNG gas cards for fleets will also help the fleet keep more accurate tracking of traveling expenses.**

Gas cards with balances of 100, 200, even 300 dollars will be handed out by promotions throughout the year of ██████████. These promotions will be carried through Clean Energy Fuels' Facebook page and Twitter account.

For more information about Clean Energy Fuels CNG gas cards, please contact ██████████ at ██████████ or ██████████.

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