



Using Experiential Marketing to Drive EV Adoption

Jeff Beeson, Evergy



Evergy companies



HISTORY

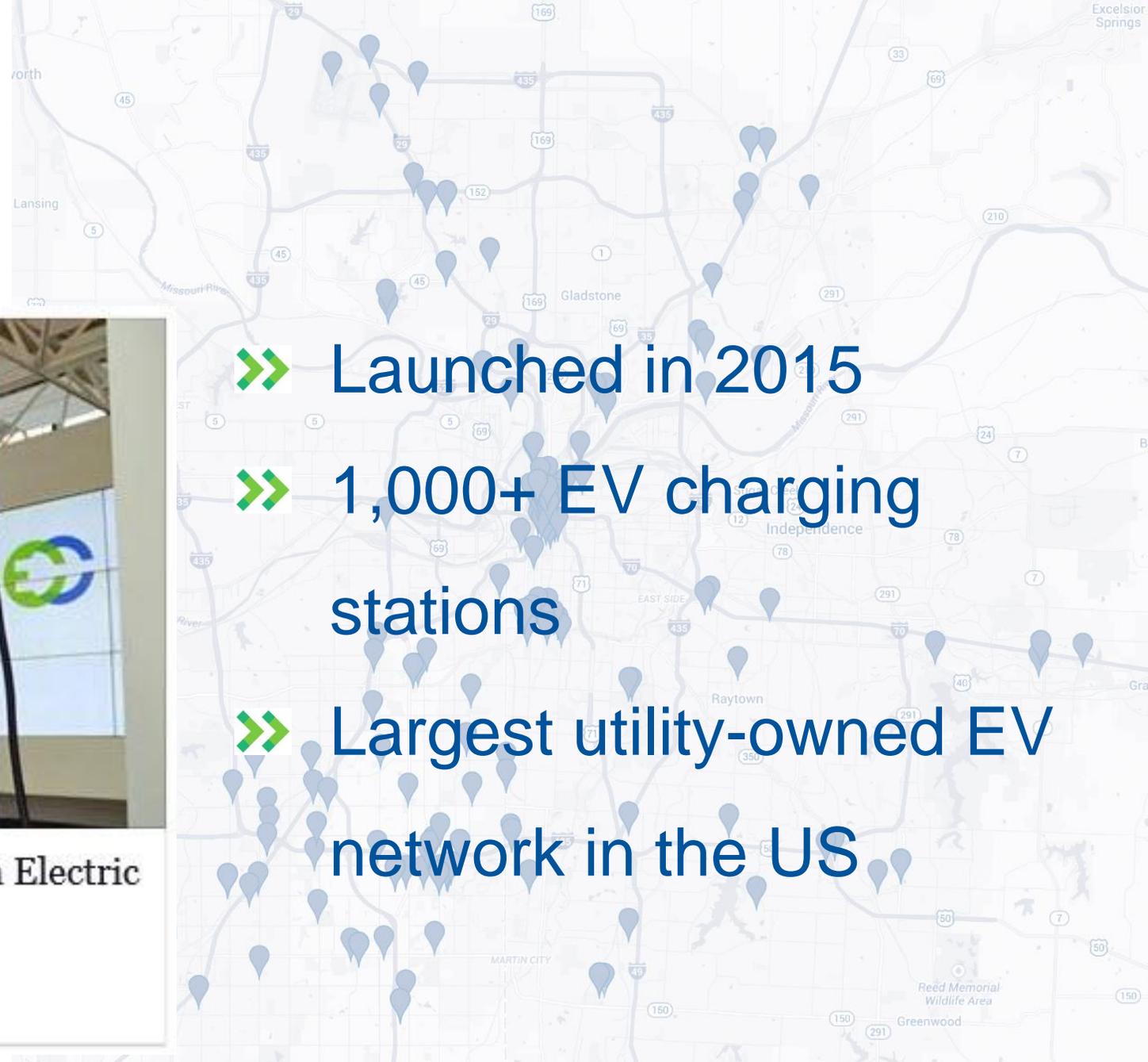


This City May Soon Be the Best Place to Own an Electric Car

A huge plan is in the works to juice electric vehicle adoption.

TIME.COM

- » Launched in 2015
- » 1,000+ EV charging stations
- » Largest utility-owned EV network in the US

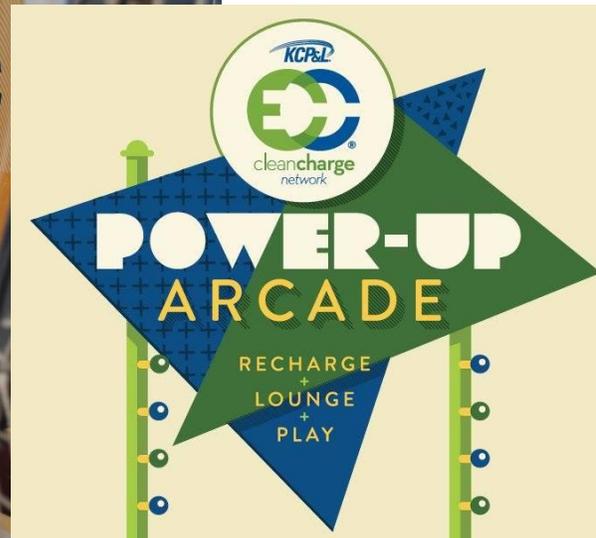




Step 1: The Perfect Partner

“There is no amount of money that will get you in if you don’t share the same ethos”

» **Goal:** Know your audience and find brands, partners, events where they are or want to be



- » Boulevardia
- » PBS Station
- » Arts Festival
- » Middle of the Map Band Festival
- » Kansas City Royals



Step 1: The Perfect Partner



EV DAY AT THE KANSAS CITY ZOO





Step 2: Make it Shareable, Memorable & Measurable





CCN MICROSITE

cleancharge network

WHY DRIVE ELECTRIC BUYING AN ELECTRIC CAR THE CLEAN CHARGE NETWORK

TESLA MODEL X 2017 VW E-GOLF 2017 TOYOTA PRIUS PRIME 2017 AUDI A3 E-TRON 2017 CHEVROLET VOLT

BROWSE AND COMPARE Research multiple EV models. Select Cars

FIND YOUR MATCH Which electric car is perfect for you? Take the Quiz

BYE-BYE GAS.

WELCOME TO EV 101 Learn about the basics of electric vehicles. Get started

AMIN WAHI

"In Kansas City, it's much easier to talk about the convenience of charging in public thanks to the excellent charging infrastructure."

Read Driver Profile

WHY DRIVE ELECTRIC Quiz: Find Your EV Match

BUYING AN ELECTRIC CAR Compare Electric Car Models

THE CLEAN CHARGE NETWORK

LATEST NEWS & EVENTS City Teaming with KCP&L to Provide Free On-Street Electric Vehicle

- » One-stop destination that's readable and fun
- » Consumer-focused approach to driving electric
 - » Not too technical for prospects
 - » Focused on more than one brand or vehicle
 - » Show people just like them who drive EVs
 - » Communicate the benefits of the CCN





Step 3: Touch, Feel & Take Home



NEED JUICE!

KEEP ME
PLUGGED IN PLEASE.

I need this charge to get where I'm going.

I should be done by _____

Call or text me if you need assistance _____

KCP&D clean charge network
www.kcpl.com/cleancharge

GOOD TO GO.

IT'S OK
TO UNPLUG ME.

I have enough charge to get where I'm going.

If you unplug me, please leave this card on my windshield so I can use it again.

I should be done by _____

Call or text me if you need assistance _____

KCP&D clean charge network
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HEY
THERE!

You may not have noticed, but this space is reserved for ELECTRIC VEHICLE CHARGING.

For EV drivers, spaces like this serve as our "gas station." We often need the charge we receive here to get to our next destination.

In the future, please remember to check for signage indicating a space is for EVs only.

THANKS!

All shown at 70% of actual size.





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YOUR ENERGY SOLUTIONS CENTER



KCP&L Connect is **linking** our community.

- Customers want a place to go for information
- A point for outreach, help understanding technologies

*Fuel your drive
at the Plug* and the pump



Driving to plug-in isn't enough. It's also important to know the requirements of the plug-in. The best charging will give you a fully charged car and some extra equipment. The best way to charge is to use a charging station.

→ AC LEVEL 1 CHARGING

AC Level 1 charging is the slowest way to charge an electric vehicle. It uses a standard 120V household outlet and a charging cable. It can take up to 20 hours to charge a fully depleted battery.

→ AC LEVEL 2 CHARGING

AC Level 2 charging is the most common way to charge an electric vehicle. It uses a 240V outlet and a charging cable. It can take up to 8 hours to charge a fully depleted battery.

→ DC FAST CHARGING

DC fast charging is the fastest way to charge an electric vehicle. It uses a special charging station and a charging cable. It can take up to 30 minutes to charge a fully depleted battery.

Get more information and resources at www.kcpandl.com. We're committed to helping you understand the benefits of electric vehicles.

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YOUR ENERGY SOLUTIONS CENTER

Electricity powers our world

These energy sources produce the electricity that you use every day

The display features a stylized city skyline with buildings of varying heights, some with colorful lights. Above the skyline are icons for different energy sources: a wind turbine, a solar panel, and a hydroelectric dam. Text boxes with icons provide information about each source. A man and two children are sitting on a blue beanbag chair, interacting with the display.





RESULTS

OUTCOMES

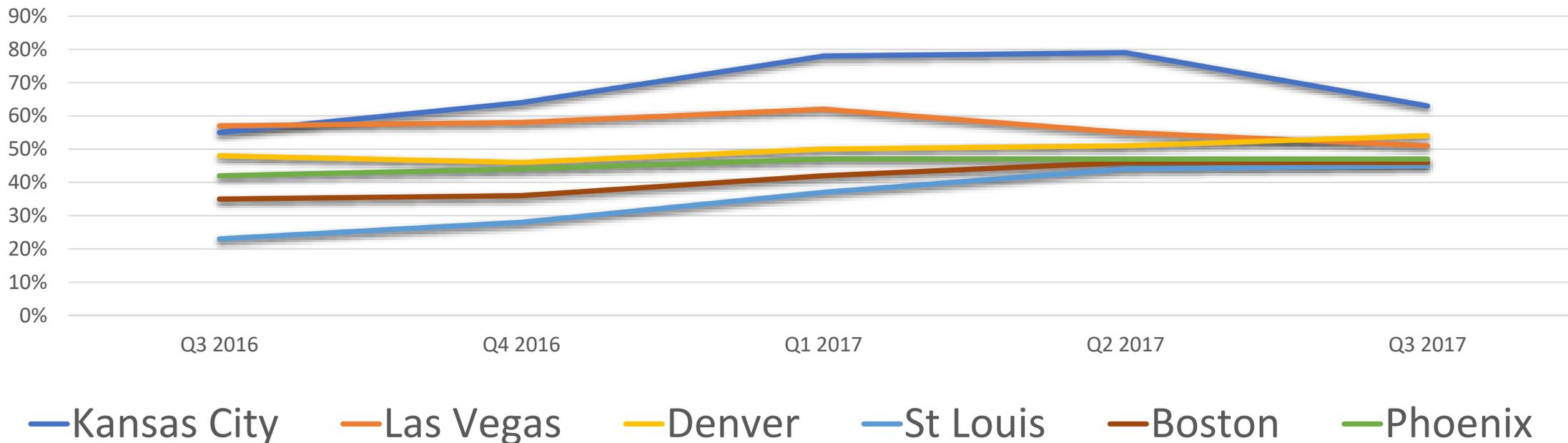
#1 in the nation in EV growth

according to Polk and EPRI, besting cities including Las Vegas, Los Angeles and Denver

2,322%

 Increase in unique drivers from 2015-17

Top Metro YOY EV Sales Growth by Quarter



»» Questions?

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