



***Emotive* — Promoting the Electric Vehicle Experience In British Columbia**

Montréal, June 20, 2016

Charlotte Argue, Fraser Basin Council
Eve Hou, Metro Vancouver



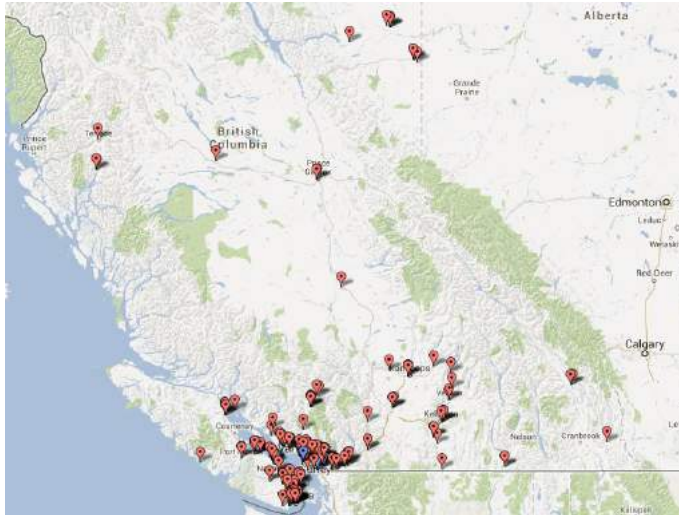
An initiative of



Plug in BC

A collaborative partnership representing groups and organizations that have been supporting the uptake of electric vehicles in BC.

BC Government, BC Hydro, Fraser Basin Council, Metro Vancouver, municipal governments, academic institutions, EV owners, PowerTech Labs, industry, New Car Dealers Association and more...



British Columbia has...

- ✓ Largest network of charging stations
- ✓ Highest EV adoption rate in Canada
- ✓ Highest ratio of BEV:PHEV adoption

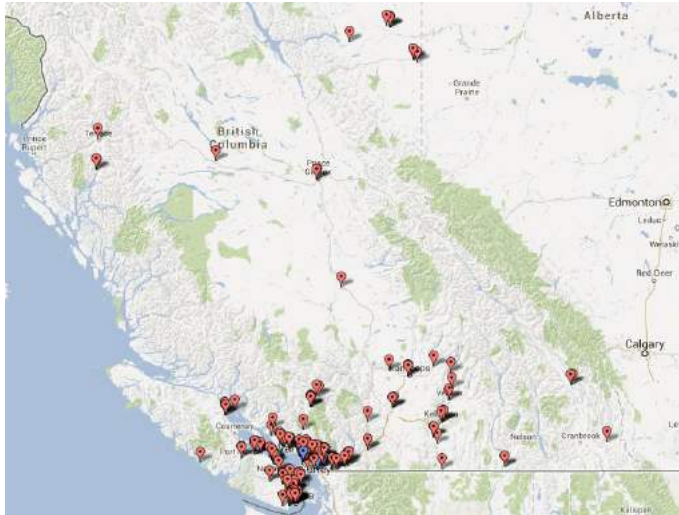
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Outreach Goal:

To Raise Awareness about Electric Cars in BC

Outreach Strategy: Key Research Findings

7% of Canadians had
 some experience
with driving, riding or
seeing an EV

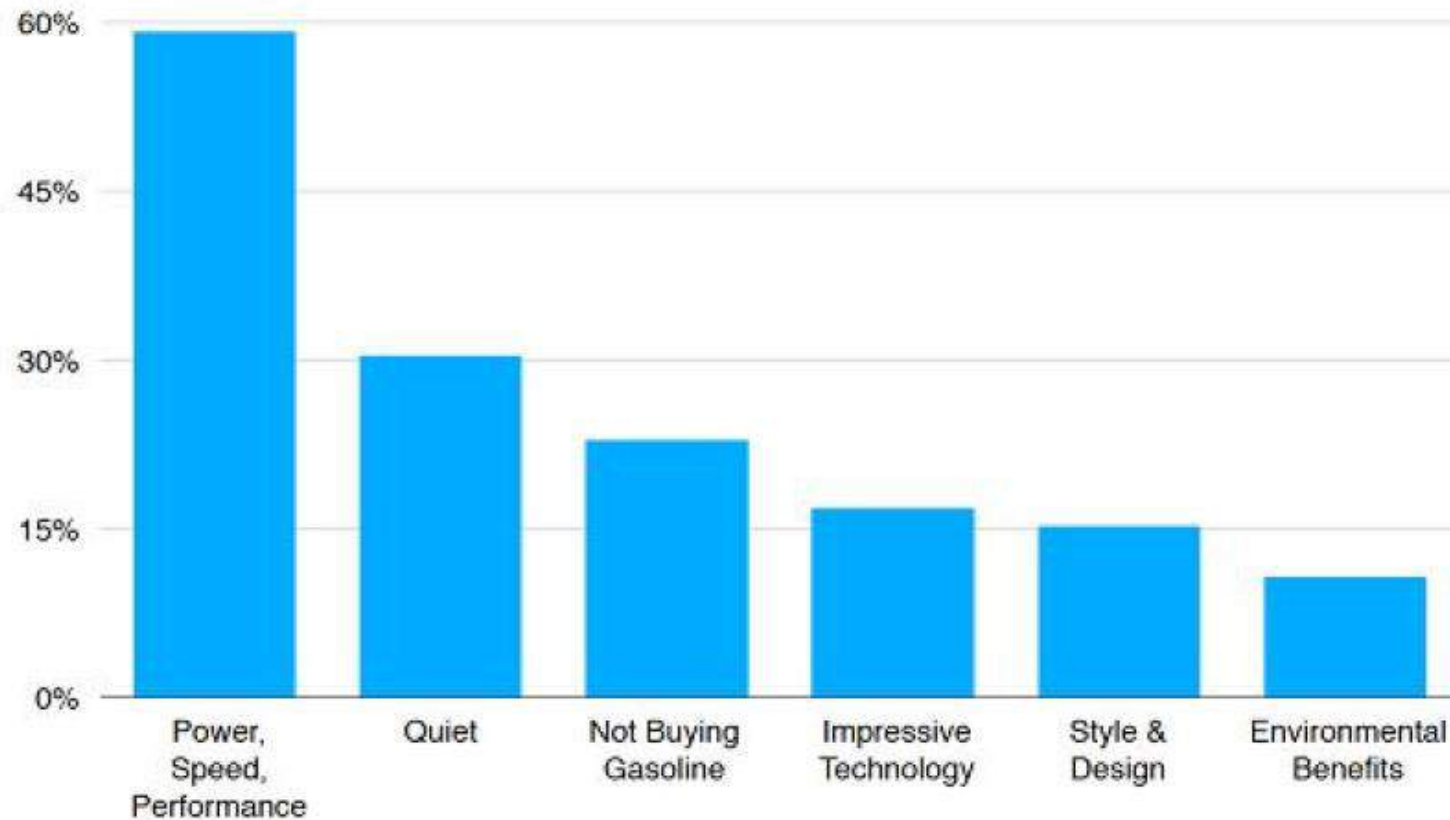
47% of Canadians
 didn't know
anything about EVs

Source: WWF & Environics online survey 2012 & 2014

- Awareness of EVs is **LOW**
- Current messaging in BC tended to be fact or **news-related**
- People buy cars **emotionally**

Key finding from EV Owners:

People love EVs for performance



What aspects of your electric vehicle do you like the most?

Source: Pecan Street Research Group EV Research Trials Summary

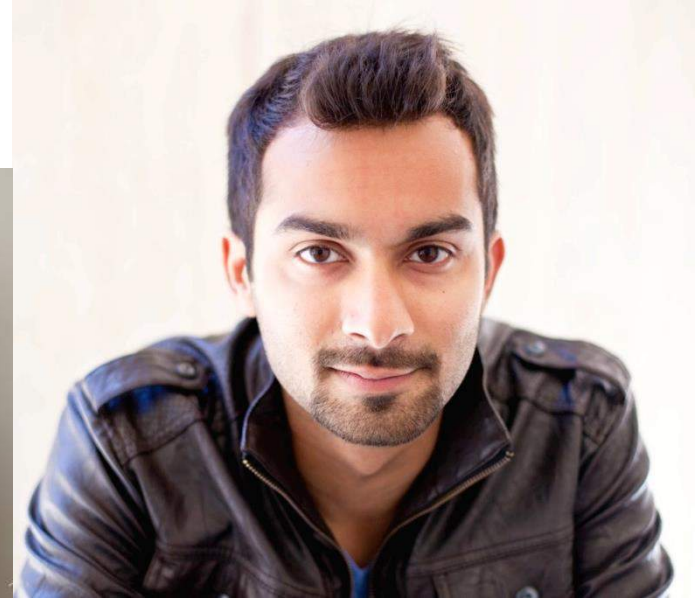
Who is the Target Audience?



1 Active Environmental



3 Low-Flex Environmental



2 Technology Oriented

Source: Jonn Axsen, Simon Fraser University

emotive

THE ELECTRIC VEHICLE EXPERIENCE



“fun” associations



How does driving electric **FEEL...**

- ✓ EVs are a *smart* choice
- ✓ Fun, Fast, Powerful, full of torque
- ✓ Innovative, Convenient, Exciting



Sharing real experiences

EV Ambassadors

- Authentic voice for the campaign
- Share real stories, real experiences
- Trusted source of information



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2,050 “Likes”

Reach = >80,000 people per quarter

 **Emotive**
Published by Eliana Chia · June 11 at 10:30am ·

Watcha gonna do when they come for you...in their new **BMW i3**



BMW wins bid to supply LAPD with 100 electric cop cars

BMW announced today that it has won a contract with the Los Angeles Police Department to supply 100 of its compact i3 electric cars. The initiative is a part of...

THEVERGE.COM | BY CHRIS ZIEGLER

1,131 people reached [Boost Post](#)

Like Comment Share

Rolando Hernández, Nate Em and 25 others [Top Comments](#)

 **Emotive**
Published by Jérémie Bernardin · May 20 at 4:03pm ·

The Emotive Team is **AMPED UP** to attend the North Shore Artisan markets this weekend!

Come say hi and chat to the team at Lonsdale Quay Market on Saturday May 21st and Ambleside Market on May 22nd.

For more information visit <http://www.artisanmarkets.ca/>



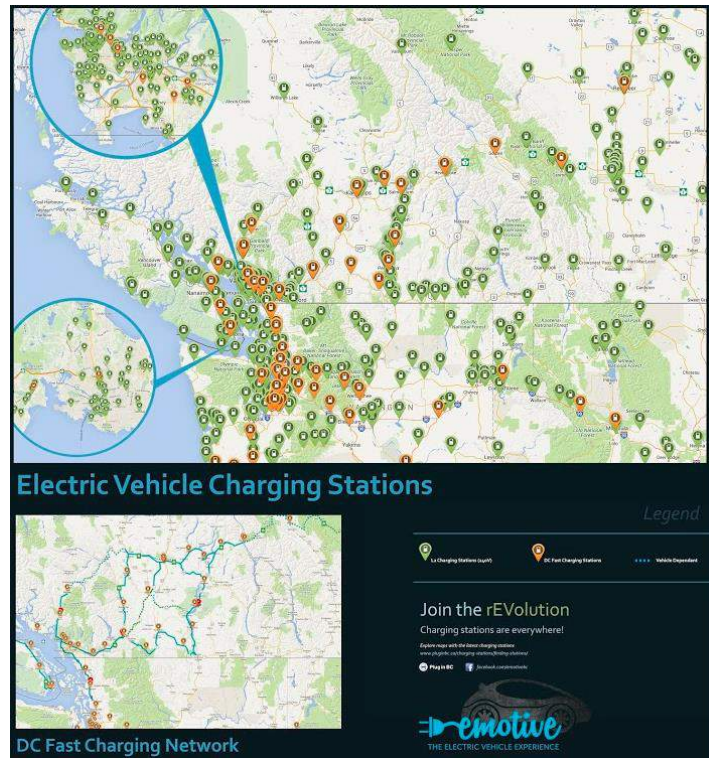
Events

- ✓ Vehicle(s) on display
- ✓ EV Ambassadors
- ✓ Map of stations
- ✓ Poster of available cars
- ✓ Giveaways / swag
- ✓ Test drives (when possible)

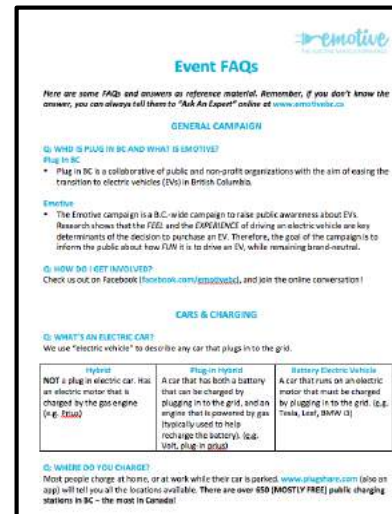


Community Event Kits

“Become a Community Partner!”
The collaborative approach



Banners, Tent, Posters



Training Kit, FAQ binder



Giveaways, swag

What's Needed for Continued Success

Partnerships are Key!

- Multi-collaborative steering committee
- EV owners and owner associations
- Automakers and dealerships
- Local government, community organizations
- Communications Firm
- Prize sponsors
- Station hosts



Stay Relevant for Audience!

- Awareness is improving
- Integrate deeper level of information
- Ride and drives wherever possible
- Reach new audiences
 - Be creative with social media
 - Expand regions



Help Grow the rEVolution!

More info

facebook.com/emotivebc

pluginbc.ca

Video: <http://youtu.be/tWu2cjBfuRY>



Thanks!

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