

## **Block Heater Timer Program: Marketing & Advertising Overview**

### **Target Customers**

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Residential customers who own one or more vehicles that are parked outdoors during winter months, and do not own a block heater timer. More specifically, these customers will be driving to work in the early morning (6:00am to 9:00am) when it is coldest and their vehicle engine has cooled overnight.

### **Price & Distribution**

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The block heater timers are available to customers for no cost. They are delivered to and installed at the customers' home.

### **Marketing Materials**

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To promote the block Heater Timer program, the following marketing materials will be employed:

- Online (Save on Energy and Thunder Bay Hydro Websites)
- Social Media
- Billboard Advertising
- Radio Advertising
- Print Brochures

### **Promotion Strategy**

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A media event will take place to launch the new program, followed by a local advertising campaign featuring the marketing materials previously presented. Closer to the time period of the campaign, trade specific events will be chosen to promote the program.

This advertising and promotion strategy will be executed in all five of the LDC's participating in the program.