

October 10, 2017

Influencer marketing: Who's driving your brand message?

Susan Jamison, Energy Trust of Oregon
Rebecca McCuiston, Edelman
Ryan Fantino, CLEAResult

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Energy Forum

Today's panelists



Susan Jamison

Residential Marketing Manager
Energy Trust of Oregon

With her in depth background and leadership in visual merchandising, Susan knows what makes customers tick. After leaving Nike in 2009, Susan joined the marketing team and Energy Trust of Oregon bringing her customer experience background to help drive meaningful customer acquisition through the advancement of energy efficiency.



Rebecca McCuiston

Senior Vice President, Brand
Edelman

By reimagining digital word of mouth marketing, effectively changing how brands connect with consumers by embracing social influencers and brand advocates, Rebecca nurtures influencer marketing teams to deliver industry-leading, award-winning creative strategy for brands like HBO, NBC, Coca-Cola, Kraft and more.

Agenda

- Welcome, introductions and housekeeping / 5 minutes
- Why this topic and questions to consider today / 5 minutes
- In action with Energy Trust of Oregon / 10 minutes
- Influencer Marketing / 20 minutes
- Wrap-up / 5 minutes
- Questions / 15 minutes

Providing a viewpoint on merging traditional demand generation approach with influencer marketing to empower and elevate your brand message.



“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

Scott Cook, Intuit

- U.S. population of Millennials = 75.4M; of iGeneration = 65M, which means they represent 43 percent of our population.
- “Traditional” marketing methodologies are not as effective on these generations because of changing channel preferences so we’re spending more to net the same result.
- Millennials are already in our purview with disposable income, and this cohort has an inclination toward sustainability. As millennials continue to “age up” what opportunities are being missed without a deeper digital engagement strategy that include influencer marketing?
- We have an opportunity to “prime” the iGeneration toward energy efficiency, renewables, payment programs, etc.

In action with Energy Trust of Oregon...

...about how this leading organization in the Northwest drives customer engagement

Please contact Energy Trust of Oregon's Susan Jamison (susan.jamison@energytrust.org) regarding her Energy Forum presentation.

Influencer Marketing...

... what is it and a perspective on how to integrate this next-level social channel into utility marketing plans

Please contact Edelman's Rebecca McCuiston (rebecca.mccuiston@Edelman.com) regarding her Energy Forum presentation.

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Thank you

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