Communication Plan

Dec. 6th, 2021

**Southern California Gas Co., Dial it Down Alert Campaign**

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| **Date** | **Audience** | **Medium** | **Notes** |
| Before Campaign Launch | People who watch or keep in touch with the news. | Use news reporters to report on the negative effects of excess heat usage in colder seasons and what you could do to help against it or at least lower the risks. | Inform about the the downfall of using too much heat in the colder seasons and what the benefits would be of lowering temperatures. |
| During Campaign Launch | Subscribers of newsletters & customers of SoCalGas Co.; drivers on the road | Set up billboards & emails alerting audiences of the upcoming Alert. | By alerting audiences to the Dial it Down Alert, this will prep their mind and give them more time to become conviced that they need it, if they hear and see about it a lot before the time comes. |
| Dial It Down Alert Initiated | People with cellphones (that are customers of SoCalGas Co.) | Send text notifications to those with electronic accessibility.  | By getting reminders othrough appliances users are most likely to find themselves on, this will most likely lead them to the easiest way to remind them of the convenience of just downloading the app. |
| After Campaign | App(mobile device) Users | Create and send Infographics, Emails explaining the results of the campaign and the benefits that have come from using the Alert system. | Send reminders of how useful the app is, send notifications of what a good job users have been doing by sticking to the guidelines and recommendations |

**Southern California Gas Co., Dial it Down Alert Campaign**

In this campaign, we have set up a new program for communication that would best produced desired results of lowering natural gas and electricity usage. Before launching any campaign, it is important to set up a plan that clarifies the audience, the key messages, mediums of communication and means of measuring the success of the campaign. What we want to start off with is understanding who we are trying to reach. In essence, we want to reach those who impact natural gas and electricity usage levels. In understanding our client, Southern California Gas Co., it is well understood that their clientele are those who live in California, so what we want to do is target Californians. What we also know is that we are living in a generation dependent on technology, so what we want to do for the launching of the campaign is meet our targeted audience where they are at, on their phones, computers, and televisions. So what we can do is send customers text messages reminding them to download the app (mentioning the convenience of the app in helping them track their usage levels); write out emails and newsletters reminding and informing users of natural gas and electricity usage as well as the effects of using the app (and benefits); set up billboards notifying Californians on the road of their electricity and natural gas usage; and finally, release a news report informing occupying users of the risks and effects of high natural gas and electricity usage in the colder seasons, with a small list of tips on how to help (with a premonition of the creation of SoCalGas Co.’s Dial it Down Alert).

What we want to do next is clarify the purpose of the campaign. We can start off by telling users of SoCalGas Co., what is going on with their usage during the colder season. By adding colorful graphics and infographics, this will catch your audience’s attention; visuals hold viewer’s attention for much longer than without. In emails and newsletters, display images of people committing acts that help lower their electricity & gas usage to inspire target audiences. Another tactic that could be performed could be small ads (on YouTube and other social media platforms), displaying videos of actors using the Dial it Down Alert. This can help to promote and engrain the idea in viewer’s brains, that will eventually inspire them to do what they repeatedly see. The best tactic for communication is consistency, simplicity, as well as quality. By being consistent with the key message,

Some of the key actions we recommend that SoCalGas Co. Should keep in mind when delivering their messages are:

* Setting their thermostat to 68 degrees when you are home and 55 degrees when you are not home;
* Waiting until off-peak hours to use natural gas appliances;
* Washing clothes with cold water;
* Taking shorter hot showers;
* Reducing the temperature on water heaters;
* Running only full loads of dishes and clothes;
* Using low-flow shower heads;
* Keeping windows and doors closed when the heater is on and
* Dressing warmer.

Best of luck on the campaign!