



MAINE ENERGY
MARKETERS ASSOCIATION

FUEL YOUR LOVE 3.0

This year, we are challenging ourselves to spread the love to even more Mainers by topping off the tanks of at least 100 homeowners. With 10 members each committing to top off 10 customer tanks, we'll warm the hearts (and homes) of Maine families and kick off 2018 with some great exposure for our association and industry. But remember, this can only happen with your participation.

Overview:

MEMA (through NORA funding) will once again cover the cost of the video production, social media promotion/amplification and the oil. All we ask is that companies, like yours, support the effort by providing a truck and drivers. We'll be reaching out to newspapers, TV stations and other media outlets across the state. They may want to speak with you or even ride along on a few deliveries, which could be great promotion for your business.

Time's a-ticking. We need your commitment no later than January 12th. For more information, please reach out to either **Jamie Py** at jamie@MaineEnergyMarketers.com; or **Matt Morrison** at matt@MaineEnergyMarketers.com; or by calling 207-729-5298.

Last Years Results:

In February 2015, MEMA developed a Valentine's Day promotion, Fuel Your Love, which wound up going viral. Last year, we did it again... only bigger and better! We expanded the promotion from one truck in Augusta, to five branded trucks delivering fuel to selected customers across the state. The resulting video was viewed more than 29K times, and social media posts earned over 93K impressions. Most significant though, was the free PR and press coverage the campaign received from local TV and newspaper outlets, which we estimate would have accounted for up to \$45,000 worth of paid media, doubling the initial investment of participating MEMA members.

Here's what you'll need to do:

- ♥ **Make a truck available for wrapping around February 5th.**
- ♥ **Select 10-12 customers whose tanks you'll top off on Valentine's Day. (Our marketing firm, Blaze, can help coordinate this process and ensure homeowners will be present when you make the delivery.)**
- ♥ **Provide two drivers on Valentine's Day to top off tanks.**
- ♥ **And most importantly, take photos! Lots of photos! And post them to your Facebook and LinkedIn accounts. (Again, Blaze will help organize these efforts.)**

Thanks

