

# THE NEXT CHAPTER

## Rebranding of North Dakota Oil Can! Outreach and Promotional Program



A worker wearing a white hard hat with a logo and a calendar sticker is looking at a computer monitor displaying data. The scene is dimly lit with a blue tint, suggesting an industrial or control room environment. The worker is wearing a grey jacket with a 'CBI' logo. The monitor shows a grid of data points. A 'CAUTION' sign is visible in the background.

## THE MISSION

Transform North Dakotans' diminished, vague indifference toward their state's energy production into a deeply rooted, knowledge-based, prideful conviction.

Our Abundance. America's Strength.



## OBJECTIVES

- Shift the perspective from what oil *CAN* do to what the Energy of North Dakota(ns) *WILL* do.
- Instill stakeholdership and sense of achievement in becoming a significant force in energy production.
- Highlight how oil and gas provide enormous value to North Dakotans' everyday lives.
- Exemplify how the Energy of North Dakota (and North Dakotans) is developing solutions and progress.

## STRATEGY

- Revamped website and content
- Paid advertising and promotion
  - “We Want” ad campaign:
    - Downstream, i.e. quality of life
    - Economic and jobs
    - Environmental
- Increased social media presence
- Continue education and outreach programs

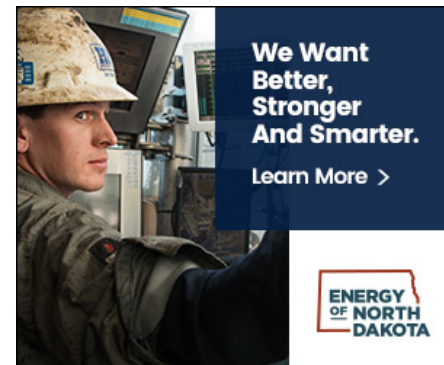
## WHAT DO NORTH DAKOTANS WANT?

- Continued development:
  - Economy;
  - Jobs;
  - Energy Security.
- Accountability:
  - Ensuring spills or impacts are addressed;
  - More info about and enforcement of regulations;
  - How oil taxes are spent.
- Investment in community (taxes and contributions);
- Information: industry plans/outlook, technological advancements, etc.

## TIMELINE - 2017

*Grant Period: June 2017 – Dec. 2018*

- Advertising:
  - Sept. 11-Oct. 1 flight
  - Nov. 6-Dec. 3
  - Includes TV, radio, online, Pandora
  - Targeting adults 25-54



## TIMELINE - 2017

*Grant Period: June 2017 – Dec. 2018*

- June 19-22: Teacher Seminar
- July 18: CookFest, Westhope
- July 19: Bakken Classic Fishing Derby
- July 20: CookFest, Medora
- Summer: Code for the Road
- October-April: #ShowYourEnergy

## **SHOW YOUR ENERGY & STEM YOUR ENERGY**

- Energy awareness campaign
- Partnership with IOGCC, oil and gas states
- Online campaign and contest:

### **SHOW YOUR ENERGY**

- Open to anyone
- Post video on why energy is important to you
- Offer prize incentive

### **STEM YOUR ENERGY**

- Open to schools
- Incorporate stem and post video
- Prize incentive for classroom and school district
- Attend and present at WBPC



## TIMELINE - 2018

*Grant Period: June 2017 – Dec. 2018*

- April: Pick Up the Patch
- May 22: Power Kids' Futures
- June: Teacher Seminar
- July 17: CookFest
- July 19: CookFest
- October-April: #ShowYourEnergy

## **TIMELINE – 2017-2018**

*Grant Period: June 2017 – Dec. 2018*

- Social Media ongoing throughout year
- Filming videos this summer on reclamation, landowner and community relationships
- Tentative: campaign to recruit workforce
- Townhalls and community meetings scheduled throughout year
- Monthly newsletters highlighting oil and gas events

## MEASUREMENTS OF SUCCESS

*Grant Period: June 2017 – Dec. 2018*

- Public polling/perception survey in fall
- Surveys for teachers, attendees of CookFest
- Google Analytics, Campaign Monitor, E-Commerce Analytics, etc.



# BUDGET

*Grant Period: June 2017 – Dec. 2018*

| Project Associated Expense | NDIC's Share      | Applicant's Share (Cash) | Applicant's Share (In-Kind) |
|----------------------------|-------------------|--------------------------|-----------------------------|
| Outreach                   | \$ 38,500         | \$ 38,500                | \$ 5,850                    |
| CookFest                   | \$ 22,000         | \$ 22,000                | \$ 3,750                    |
| Safety & Environment       | \$ 15,000         | \$ 15,000                | \$ 1,500                    |
| Education Sessions         | \$ 1,500          | \$ 1,500                 | \$ 600                      |
| Education                  | \$ 55,000         | \$ 55,000                | \$ 5,250                    |
| ND Energy Education        | \$ 30,000         | \$ 30,000                | \$ 0                        |
| Teacher Seminar            | \$ 25,000         | \$ 25,000                | \$ 5,250                    |
| Promotion & Marketing      | \$ 377,500        | \$ 377,500               | \$ 7,875                    |
| Advertising                | \$ 366,250        | \$ 366,250               | \$ 2,250                    |
| Publications & Documents   | \$ 11,250         | \$ 11,250                | \$ 5,625                    |
| Emerging Issues            | \$ 7,500          | \$ 7,500                 | \$ 0                        |
| <b>TOTAL</b>               | <b>\$ 478,500</b> | <b>\$ 478,500</b>        | <b>\$ 18,975</b>            |



## BUDGET

*Grant Period: June 2017 – Dec. 2018*

|                      |    |         |
|----------------------|----|---------|
| Project expenses:    | \$ | 975,975 |
| NDPC Share:          | \$ | 497,475 |
| Amount requested: \$ |    | 478,500 |

# QUESTIONS?

