NORMAL NOW CREATIVE TOOLKIT

NORMALNOW.COM

VERSION 1.0
UPDATED AUGUST 2019

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Welcome to the Normal Now Creative Toolkit

Many people still think that electric vehicles (EVs) are a weird, new, technological trend. But, with longer ranges, faster charging, and a lot more models to choose from, they're actually normal now. It's time to get the word out there—and you can help. With this toolkit, you can help us promote the Normal Now campaign on your websites, social media, and other online platforms.

On the following pages, you'll be introduced to the campaign and see all the material that is available to you. To make it easy, we have also included implementation guidelines that explain how to properly activate the campaign materials.

Together, we can get more people interested in driving electric—thank you for joining us.

Strategic Overview

Campaign Goal
Stimulate awareness, interest, and adoption of zero-emission vehicles (ZEVs) in the U.S.

Challenge
Introduce and normalize zero-emission vehicles for the vast majority of Americans who are either entirely unaware of or uninterested in electric cars.

Audience
Americans who are either unaware of or uninterested in zero-emission vehicles. These folks represent the overwhelming majority of the car-buying public.

Strategic Background
When people are asked about electric vehicles, they tend to list concerns related to functionality. They say that they're afraid the battery's range is too limited to meet their needs, that it takes too long to charge, that EVs are too expensive. These are all perfectly reasonable challenges. But, with advancement in the EV industry—like the increase of public fast charging stations, more affordable EV models, and longer EV ranges—these barriers are becoming a thing of the past. That's why we needed to dig deeper. We discovered that, in fact, there is a more emotional set of barriers: the fear of change and the lack of exposure to EVs in our everyday lives. Our audience is thinking, "Electric cars are just too different. They are not a part of my life or my community, and I see no good reason to make the change."

Our campaign aims to change that. We are leading with the message that electric vehicles are not a weird, new form of technology. They're normal—and here to stay. But, we haven't forgotten people's initial concerns about driving electric, either. Further messaging helps educate people about the growing capabilities of electric vehicles to prove that they can fit into just about anyone's life.

Single Main Idea
Despite what you might think, electric cars are surprisingly normal.

Creative Result
Electric cars. They're normal now.

The Normal Now campaign leverages humorous comparisons to "new technology" of the past to reassure our audience that, while electric cars might have seemed weird at first, they're normal now.

Media Plan

The Normal Now campaign will run from August 2019 through December 2021. EV education and awareness creative will be delivered via online digital advertising banners, streaming radio, connected TV, paid search, and various social media channels.

What's missing from this media plan? You! Every organization that shares the Normal Now campaign on their own channels will amplify awareness for an even bigger impact.

	CYCLE 2																													
Campaign	Q3 2019			Q4 2019			Q1 2020			Q2 2020			Q3 2020			Q4 2020			Q1 2021			Q2 2021			Q3 2021			Q4 2021		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Flight 1																														
Flight 2																														
Flight 3																														

Normal Now Campaign

Website: normalnow.com
The campaign site walks users through the journey of buying a zero emission vehicle — providing helpful information and resources to answer their questions every step of the way. The website content is backed by thorough research on the ZEV customer journey, and focuses on breaking down the barriers to adoption at each stage of the process. The site also drives traffic to third-party educational ZEV resources and organizations. The campaign site **normalnow.com** offers both Spanish and English language options.

Social Media
Campaign hashtag: **#NormalNow**

Be sure to follow the campaign on social, and tag us in all of your Normal Now social content. Please use the hashtag **#NormalNow** whenever you post.

- Instagram: **@NormalNow**
- Twitter: **@NormalNow**
- Facebook: **facebook.com/normalnow/**
- YouTube: **youtube.com/normalnow**

Featured OEMs
Electrify America would like to thank the following OEMs for their generous electric vehicle loan for our campaign:

- **Chevrolet Bolt**
- **Harley-Davidson® Live Wire™**
- **Hyundai Kona**
- **Nissan LEAF®**

Campaign Assets — Online Video & Radio

Creative
- "Email Was Weird" (Video, :15)
- "Online Dating Was Weird" (Video, :15)
- "Earl of Franks" (Radio, :30)
- "Zany's Gum" (Radio, :30)

Sizes
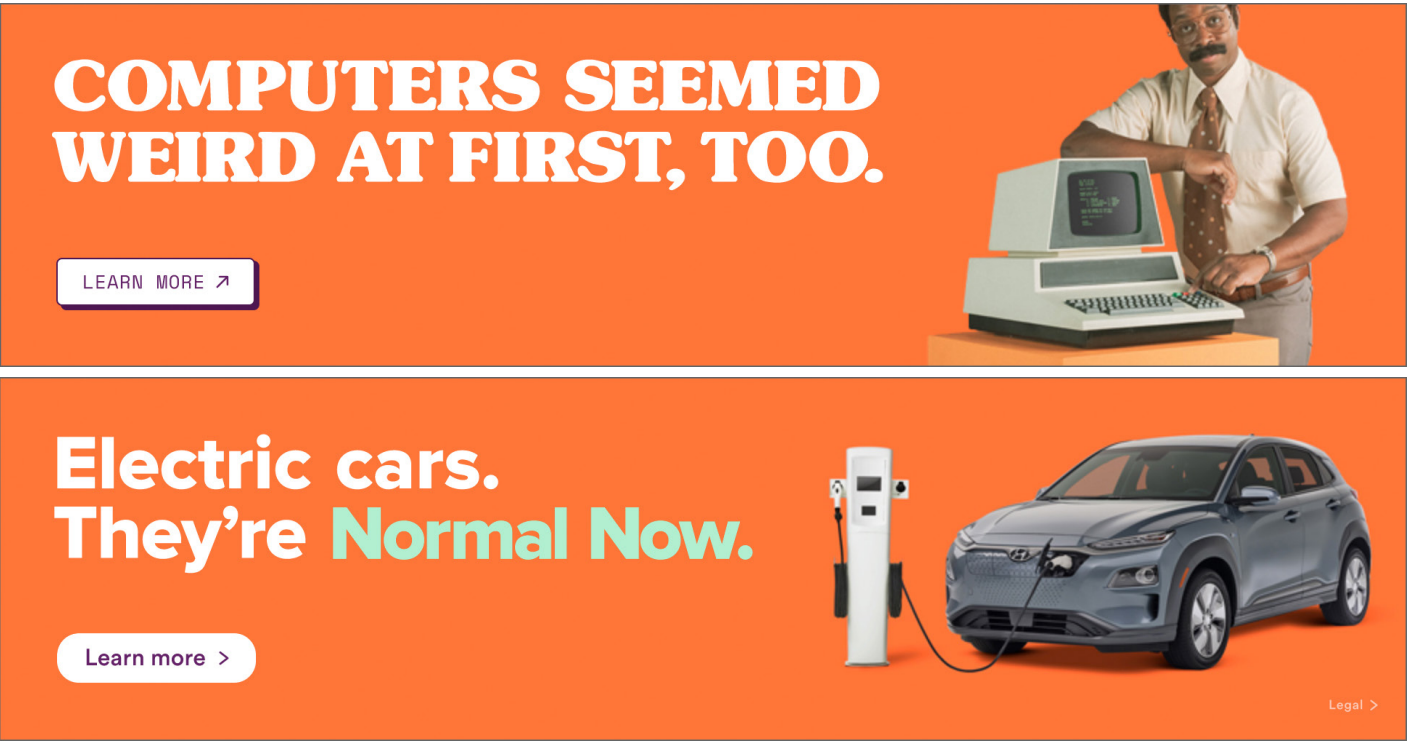- 1920x1080 (16x9)
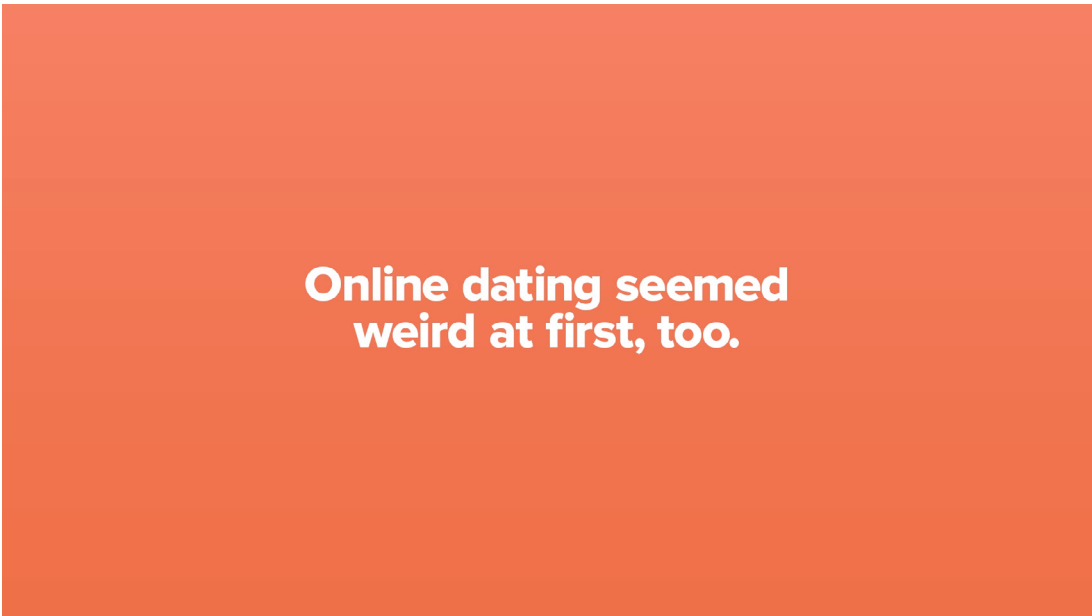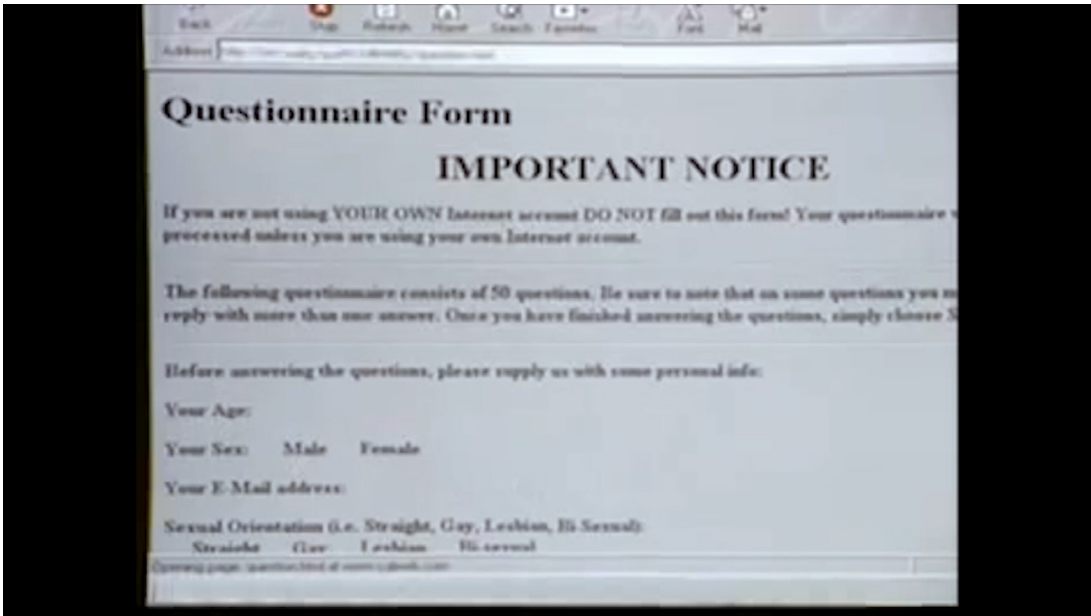
Campaign Assets — HTML Banners

Creative
- "Computer" HTML Banner

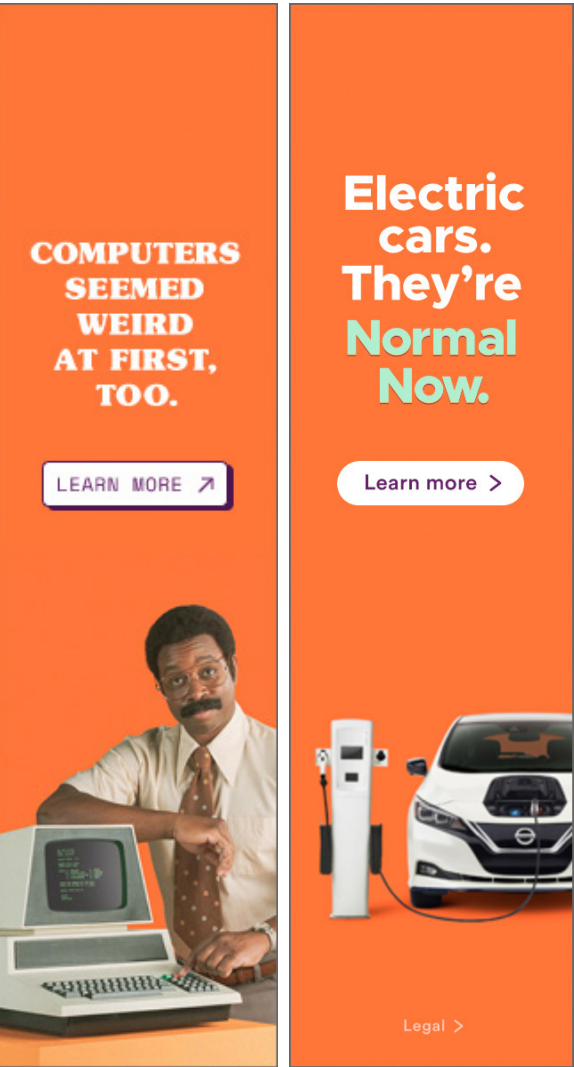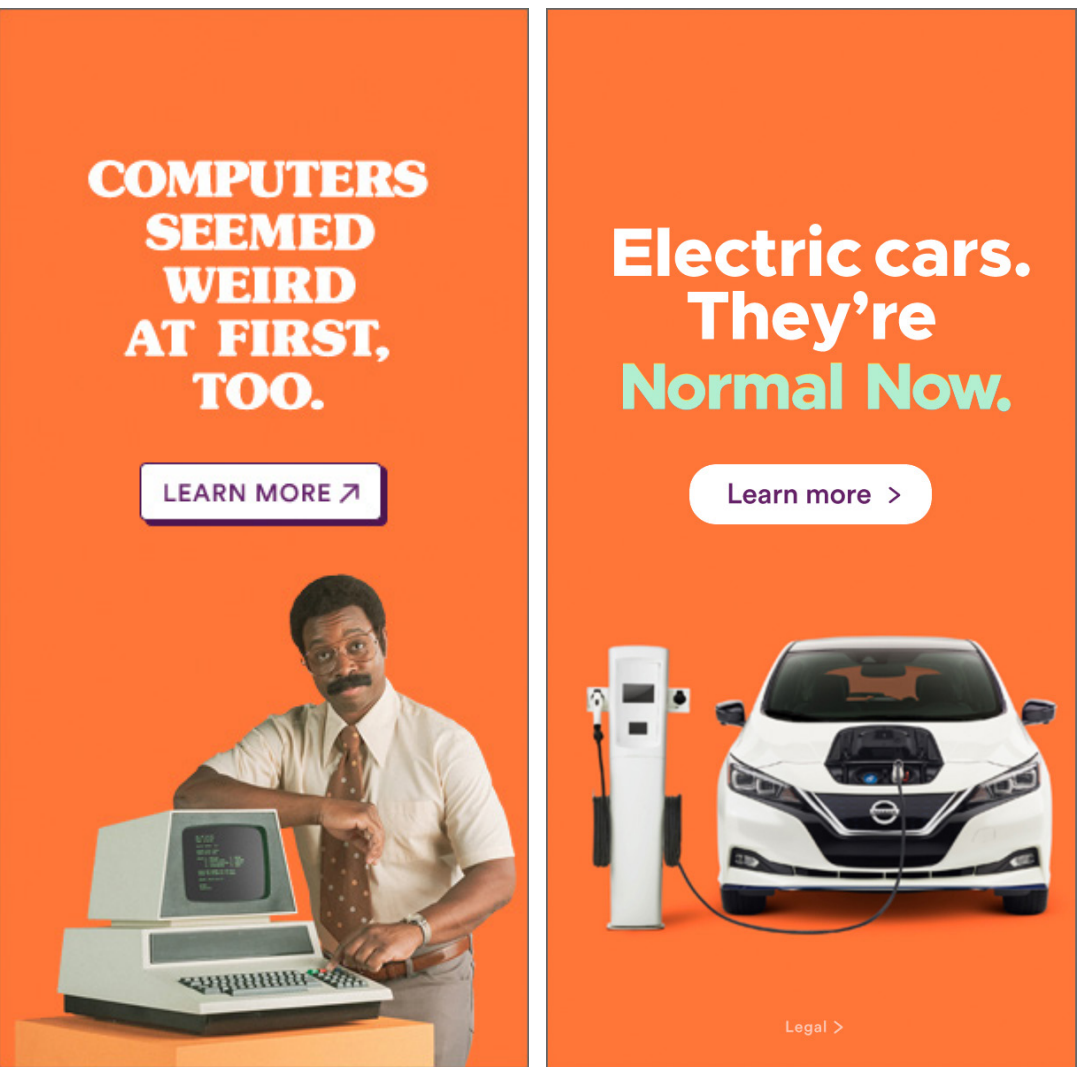**Sizes**
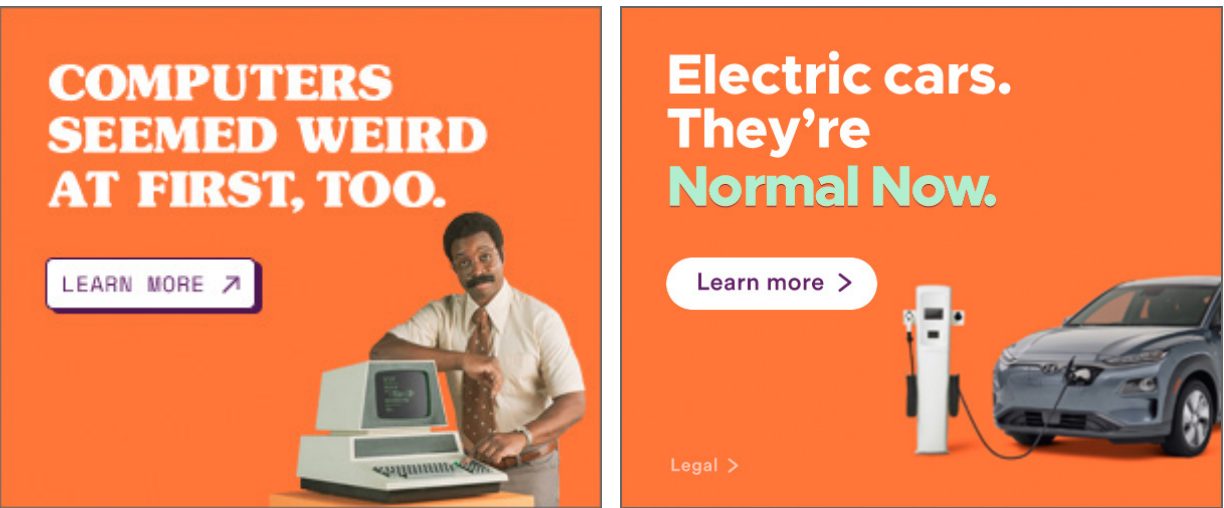- 160x600
- 728x90
- 300x250
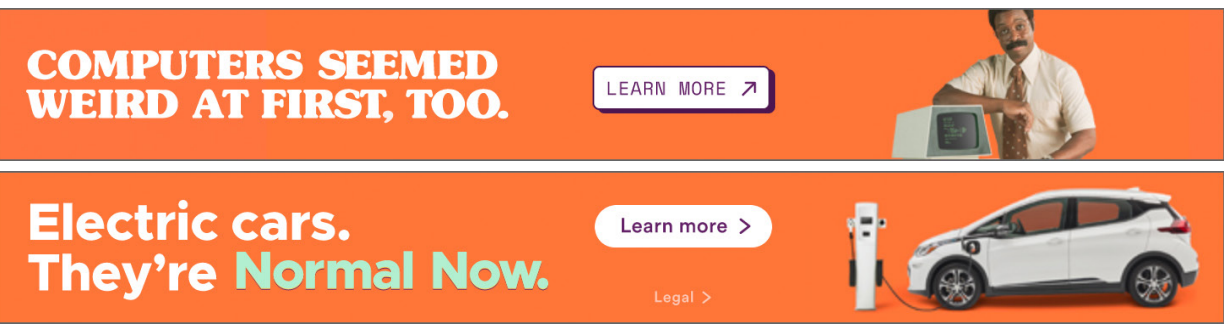- 300x600
- 970x250

970x250

160x600

300x600

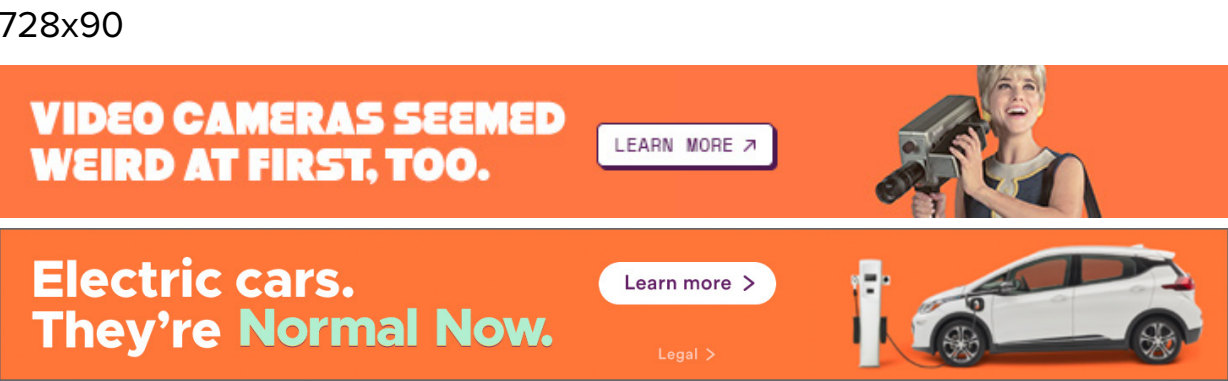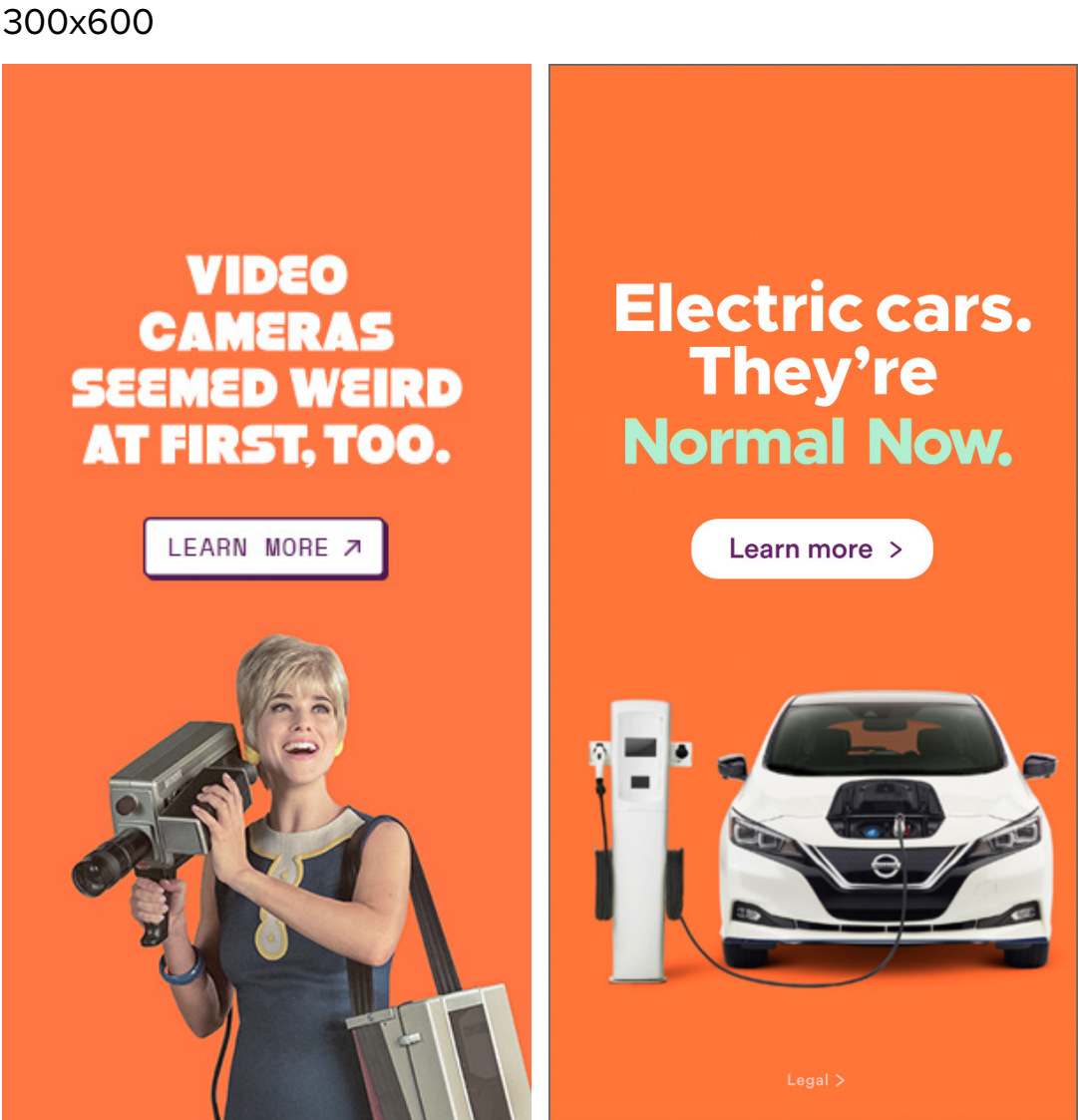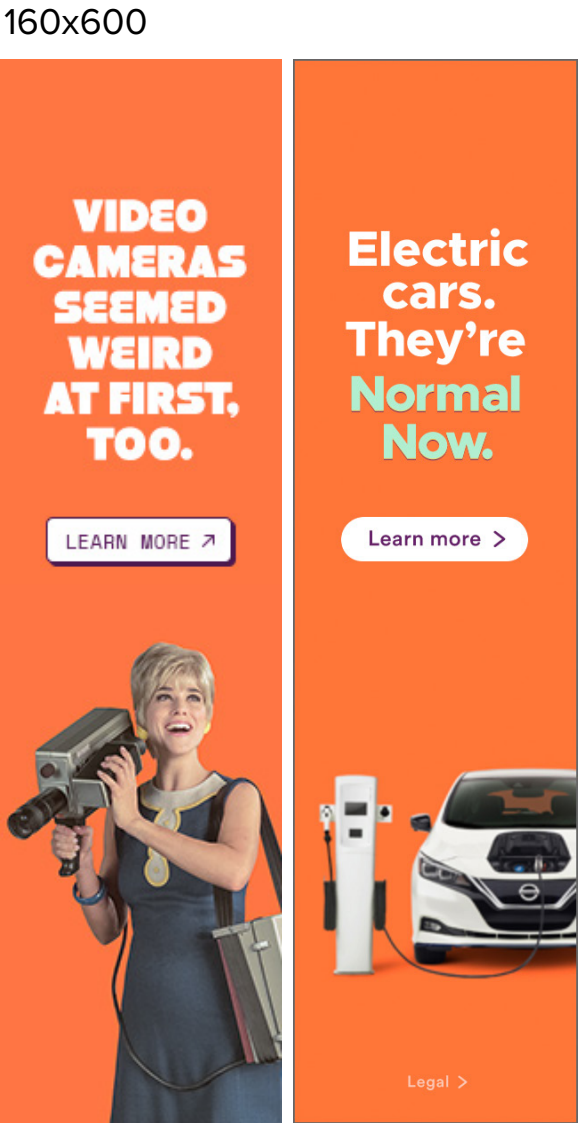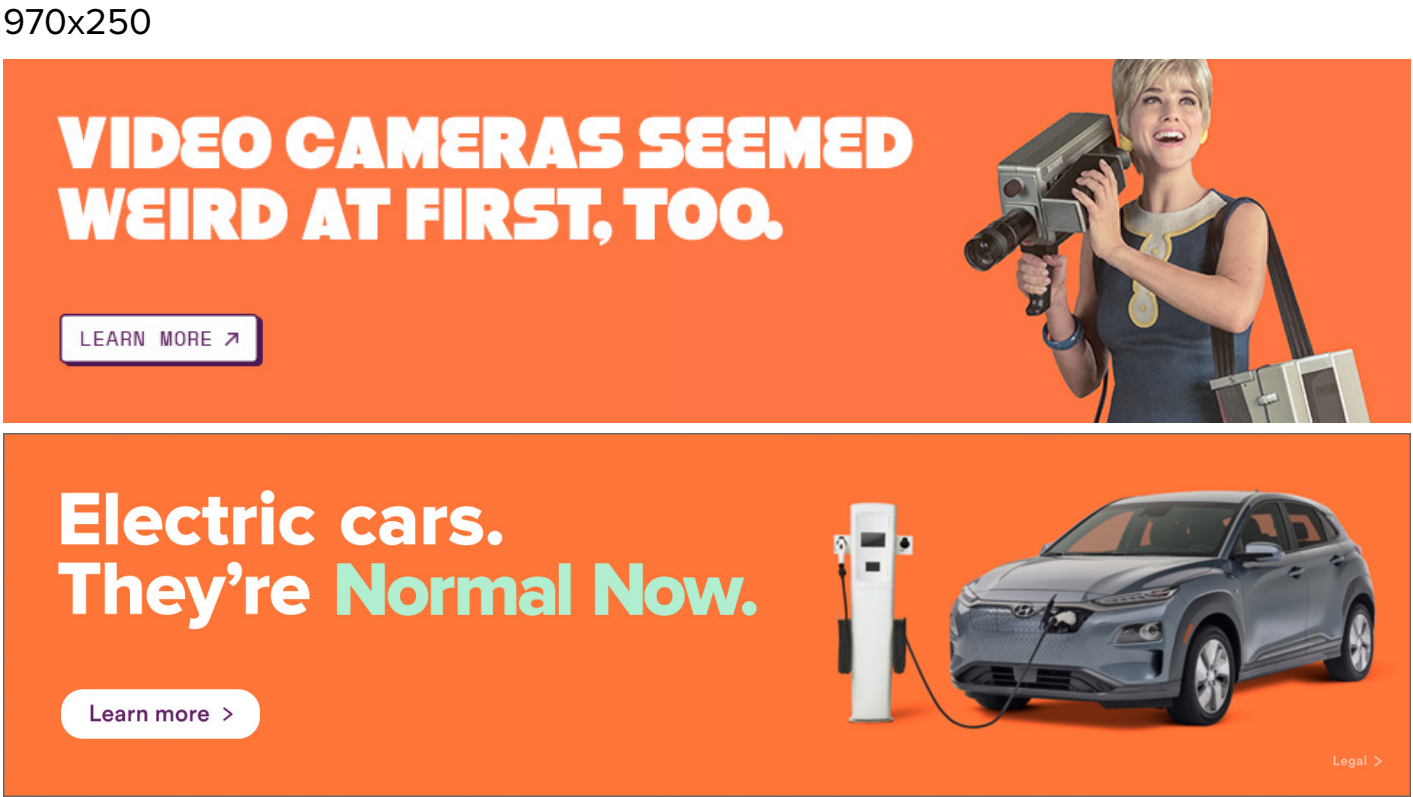300x250

728x90

Campaign Assets — HTML Banners
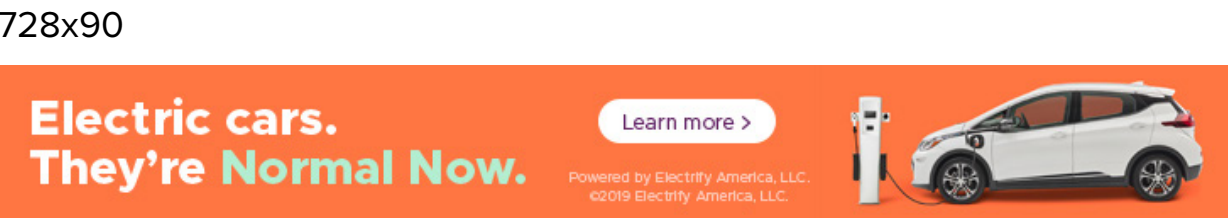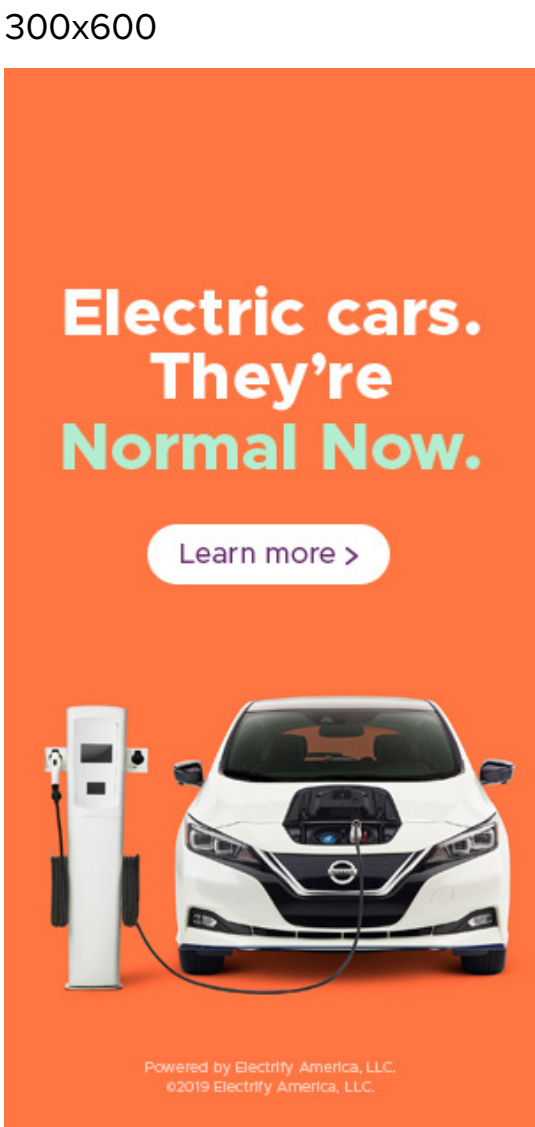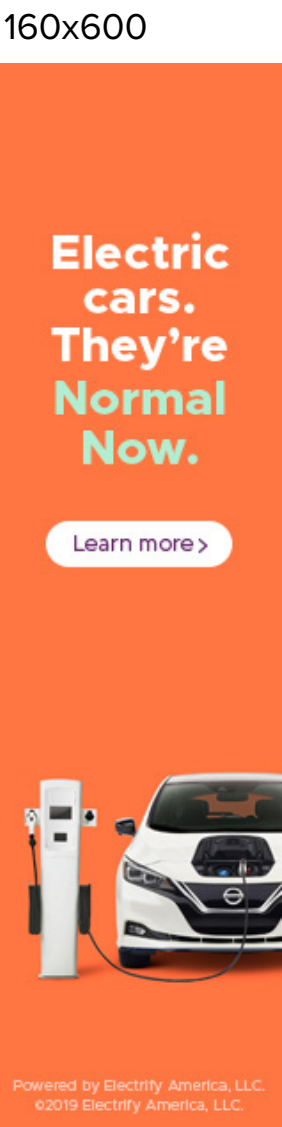
Creative
- "Video Camera" HTML Banners

Sizes
- 160x600
- 728x90
- 300x250
- 300x600
- 970x250

970x250

160x600

300x600
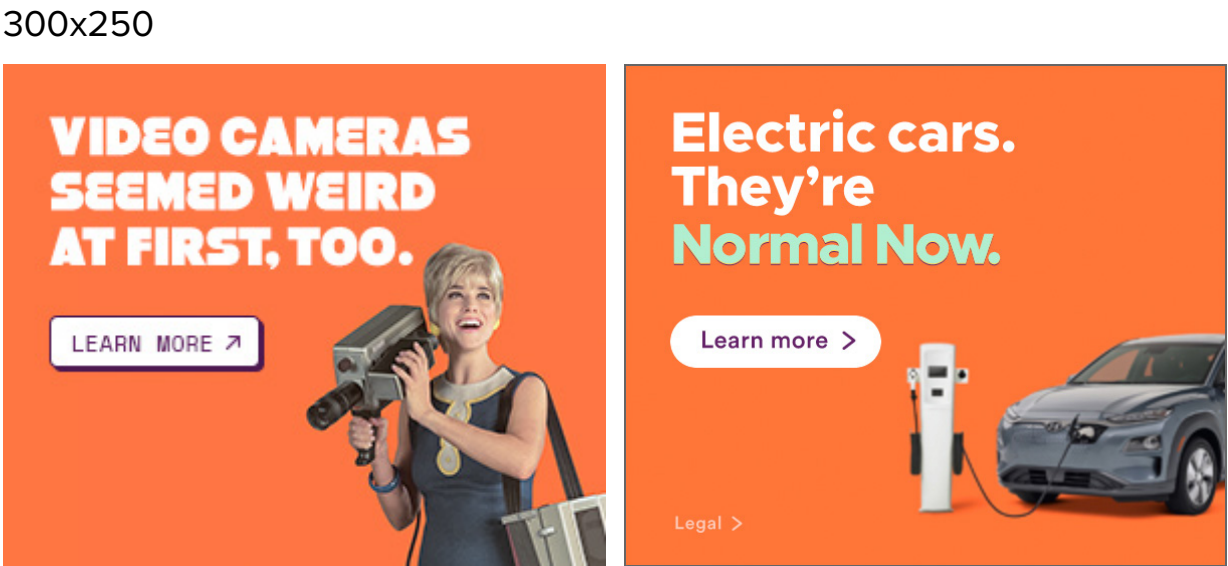
300x250

728x90

Campaign Assets — Static JPG Banners

Creative
- "Normal Now" Static JPG Banners

Sizes
- 160x600
- 728x90
- 300x250
- 300x600
- 970x250
- 320x50

970x250

320x50 Static

300x250

160x600

300x600

728x90
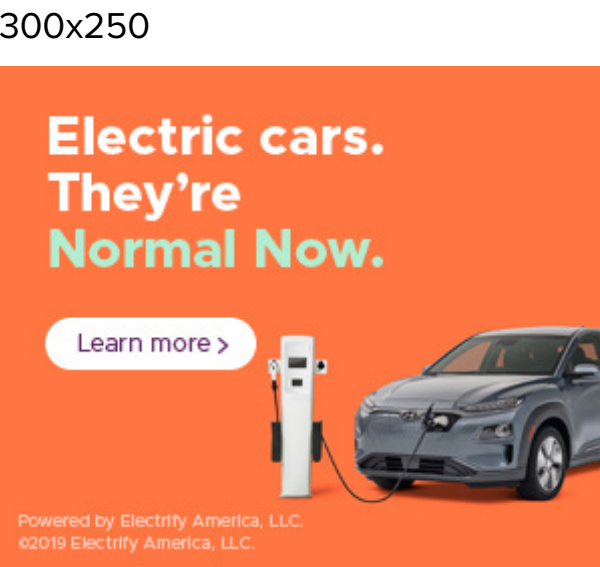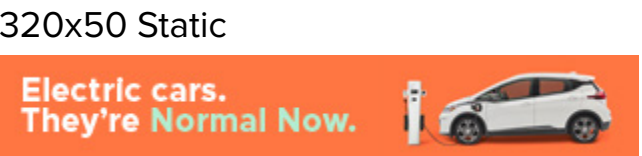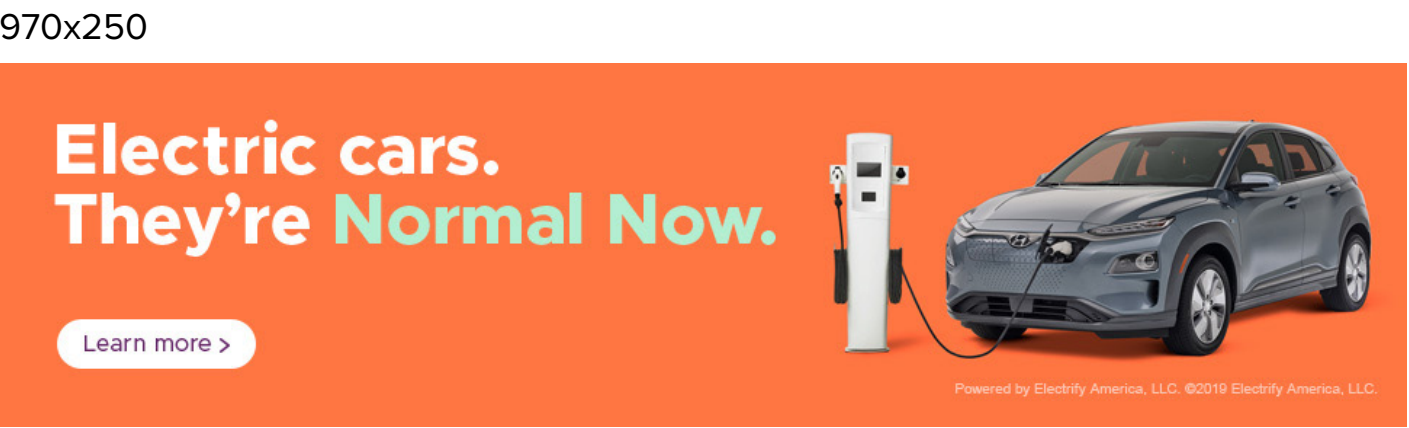
Campaign Assets — Social Images

Creative
- "This Just In" meme

Sizes
- 1080x1350 (4x5)
- 1080x1080 (1x1)

Social Copy
Help us spread the word about Normal Now through your social channels. Please use these suggested post options:

- Did you know electric vehicles are #NormalNow? We're excited to work with @NormalNow to spread the word. Learn more at normalnow.com.

- Electric cars. They're #NormalNow. We're happy to spread the word with @NormalNow. Learn more at normalnow.com.

- Think electric vehicles are weird? With longer ranges, faster charging, and lots of models to choose from, they're actually #NormalNow. Learn more from @NormalNow at normalnow.com.

Campaign Assets — Social Images

Creative
- "Video Camera"
- "Computer"
- "Electric Cars"

Sizes
- 1080x1080 (1x1)

Social Copy
Help us spread the word about Normal Now through your social channels. Please use these suggested post options:

- Did you know electric vehicles are #NormalNow? We're excited to work with @NormalNow to spread the word. Learn more at normalnow.com.

- Electric cars. They're #NormalNow. We're happy to spread the word with @NormalNow. Learn more at normalnow.com.

- Think electric vehicles are weird? With longer ranges, faster charging, and lots of models to choose from, they're actually #NormalNow. Learn more from @NormalNow at normalnow.com.

Campaign Assets — Social Videos

Creative
"Computer" Video
"Boombox" Video
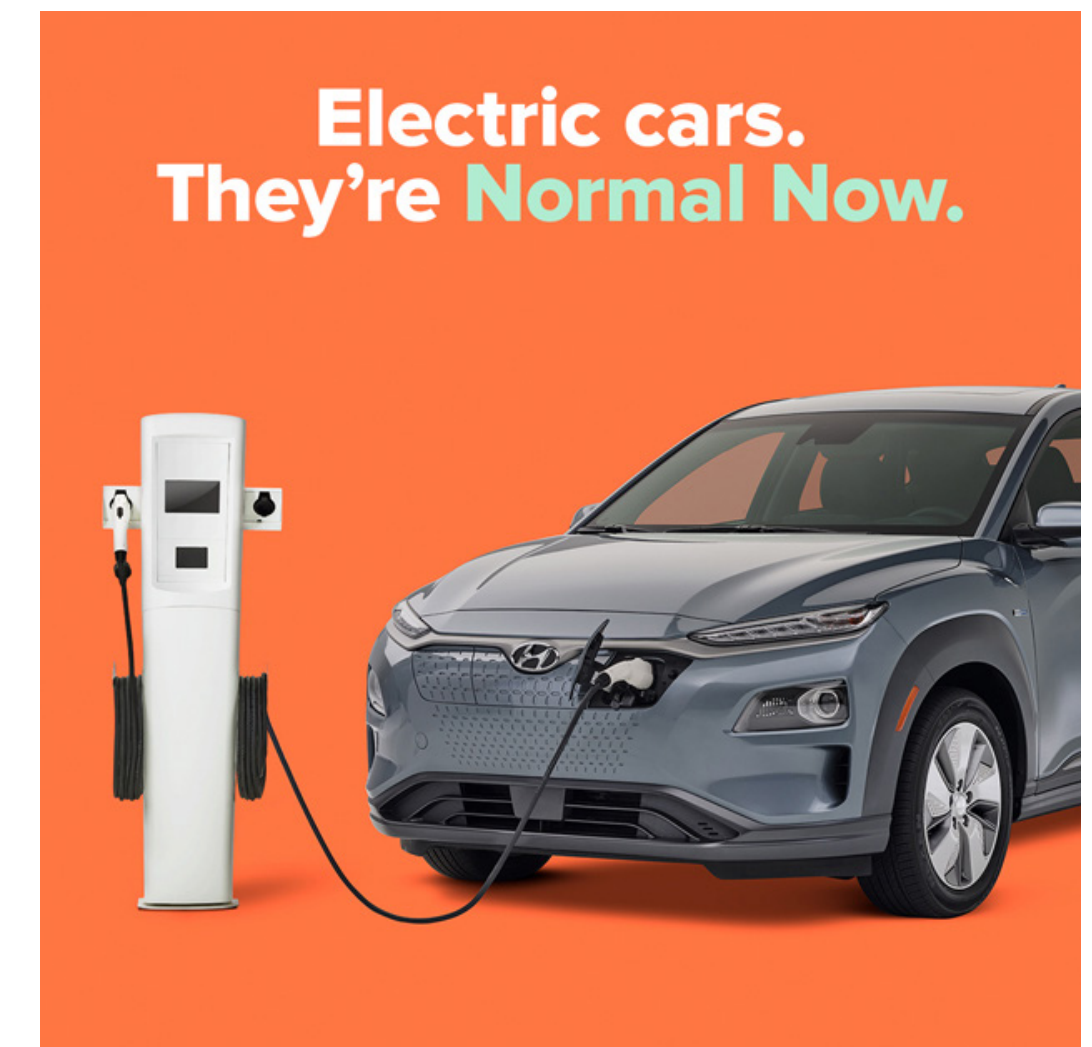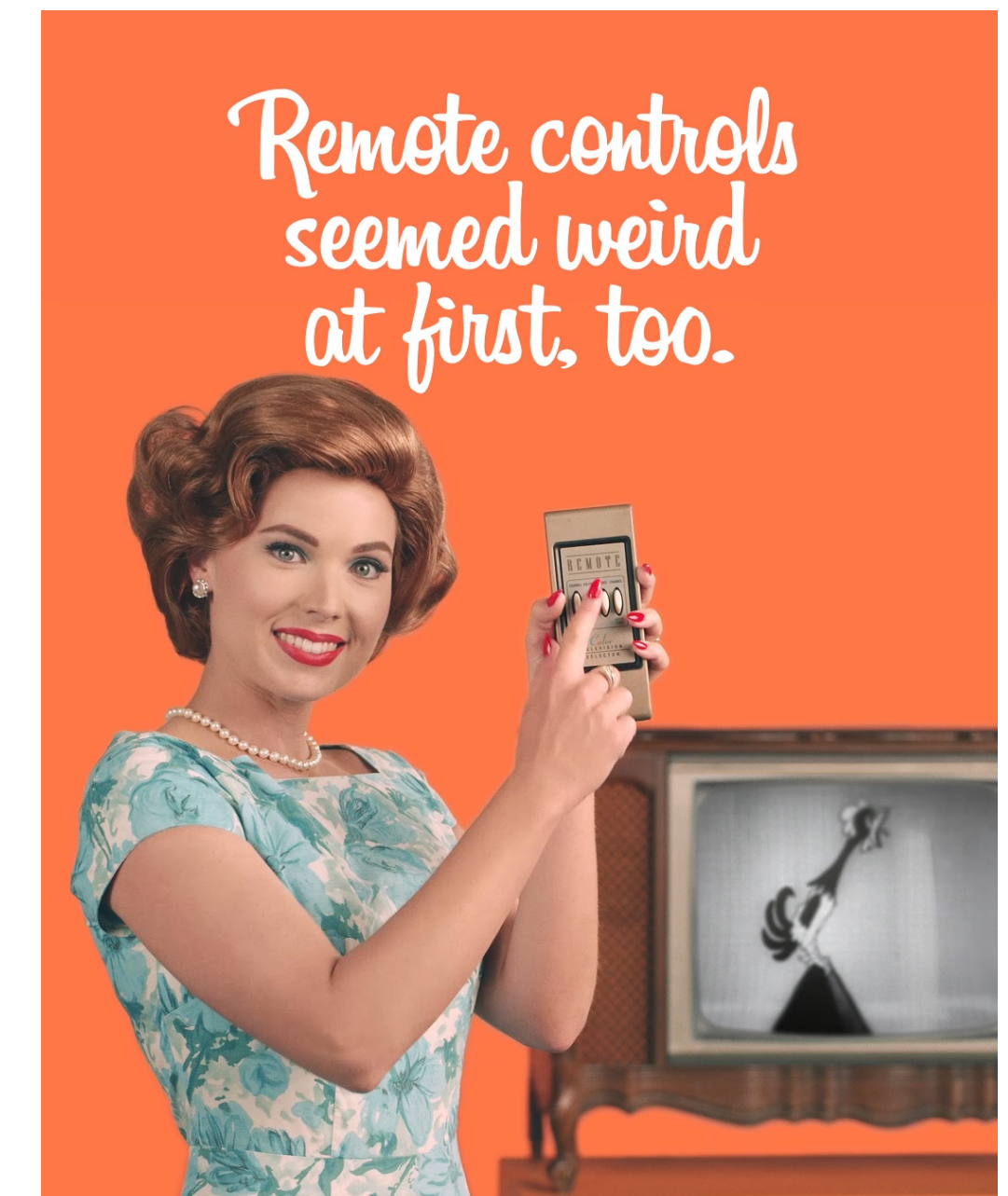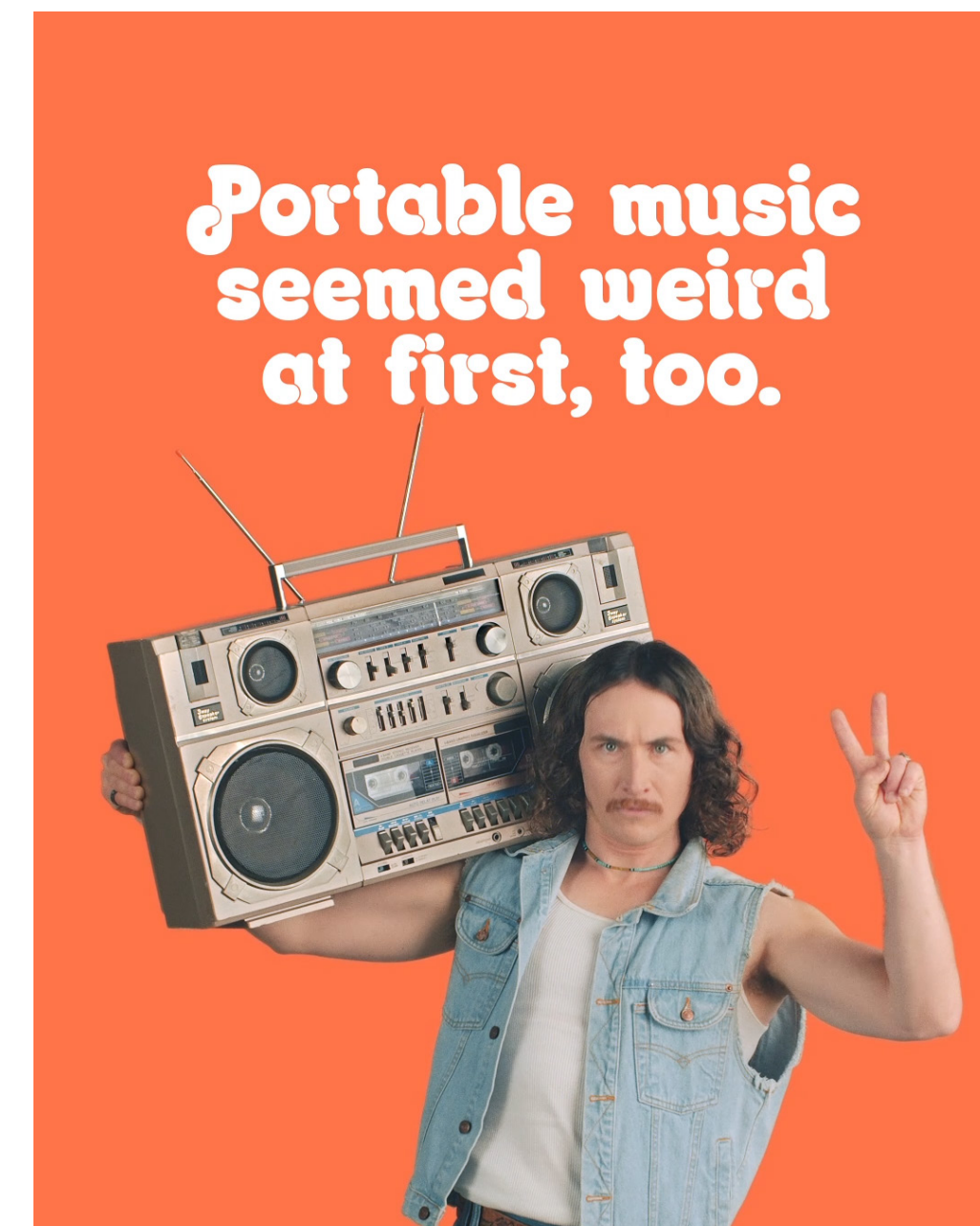"Remote Control" Video

Sizes
- 1080x1350 (4x5)
- 1080x1080 (1x1)

Social Copy
Help us spread the word about Normal Now through your social channels. Please use these suggested post options:

- Did you know electric vehicles are #NormalNow? We're excited to work with @NormalNow to spread the word. Learn more at normalnow.com.

- Electric cars. They're #NormalNow. We're happy to spread the word with @NormalNow. Learn more at normalnow.com.

- Think electric vehicles are weird? With longer ranges, faster charging, and lots of models to choose from, they're actually #NormalNow. Learn more from @NormalNow at normalnow.com.

COMPUTERS SEEMED WEIRD AT FIRST, TOO.

Portable music seemed weird at first, too.

Remote controls seemed weird at first, too.

Implementation Guidelines

Rules of Use

- Do not alter or edit the provided campaign assets in any way.
- All Normal Now campaign assets should be used either as standalone material or to drive web traffic to the official normalnow.com website. Do not use campaign assets to drive web traffic to any other website(s).
- When writing copy for social posts accompanying Normal Now visuals, please reference the approved social copy provided in this toolkit.
- Use **#NormalNow** when posting on social.
- Asset usage term expires on December 31, 2021. Please remove all Normal Now assets from websites or related properties on or before this date.
- If you have any further questions, please contact **businessaffairs@eleveninc.com** to discuss your organization's specific usage before posting any assets to external media.

Reporting

Tracking the performance of the Normal Now campaign is important to us for a number of reasons. Performance data can help us pinpoint which messages and channels are the most effective — which, in turn, can help us increase ZEV awareness.

We kindly ask that you report back any campaign performance data you accumulate after launching the Normal Now campaign assets on your own channels. Specifically, we are interested in:

- Which assets you shared and where (did you post an image on your social channel? Host a video on your website?)
- Total reach of those assets
- Total number of impressions
- Social reach and engagement
- Number of video views
- Banner click-through rates
- Any other raw data or insights you are willing to share

Sharing this performance data will enable our team to get a holistic view of the campaign's effectiveness. You can send this information to **campaign@electrifyamerica.com**. This is voluntary, however, we greatly appreciate your participation.

Download Campaign Assets

- Visit the library of current Normal Now campaign creative assets: **https://tinyurl.com/normalnowtoolkit**

- Asset usage term expires on December 31, 2021. Please remove all Normal Now assets from websites or related properties on or before this date.

- If you have any further questions, please contact **businessaffairs@eleveninc.com** to discuss your organization's specific usage before posting any assets to external media.

- We expect to launch additional assets within 2-3 weeks after the release of this toolkit. Please check the asset management system to access the new assets.