



#### CASE STUDY:

# FLORIDA PUBLIC UTILITIES

## MEDIA PLANNING & BUYING

Florida Public Utilities (FPU) provides natural gas, propane, and electric services across the state, with a focus on delivering reliable, cost-effective energy solutions to homeowners. To support growth in Central and South Florida, FPU partnered with evok to drive new customer acquisition through targeted promotion of rebate programs for gas appliances. By leveraging in-depth market research, audience insights, and a strategically optimized media mix, evok developed an integrated campaign designed to reach high-potential homeowners and position natural gas as a smart, efficient energy choice.



**INDUSTRY**  
UTILITIES



**AUDIENCE**  
HOMEOWNERS



**CATEGORY/TACTICS**  
PRINT MARKETING  
DIGITAL MARKETING  
OUT-OF-HOME  
BROADCAST

## CASE STUDY: FLORIDA PUBLIC UTILITIES

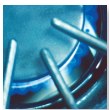


## IDEAS.

Florida Public Utilities distributes natural gas, propane gas and electricity in Florida. This campaign focused on acquiring new natural gas customers in FPU's Central and South Florida service areas by promoting rebate programs for gas appliances. Reaching potential customers in these dense urban and suburban areas required careful media planning and targeting.



## Energy for Life.



Your home is the biggest investment you'll ever make. So if you're ready to build or buy a new home, make sure it's a Florida Public Utilities certified GoodCents gas home. GoodCents gas homes are well-built, comfortable and include many valuable energy-saving features.

Florida Public Utilities also offers a number of money-saving programs such as appliance rebates and conservation incentives to help keep your life simple.

At the Florida Public Utilities showroom you'll find the latest gas appliances and accessories—and our service is second to none. We're there for you...24 hours a day, 7 days a week. It's easy to use gas...start enjoying the comfort, convenience and value today.

Call Florida Public Utilities today and ask how you can save money and enjoy all the benefits of a GoodCents gas home. In DeBary please call 386-668-2600. Outside of DeBary please call 1-866-937-4427.



www.fpuc.com



Value Code: CFLRC

Energy for Life.



Print Ads

Billboard Ads

## CASE STUDY: FLORIDA PUBLIC UTILITIES



Print Ads



## WORK.

Our agency conducted extensive market research to fully understand FPU's competitive landscape, customer demographics, and media consumption preferences. This included studying competitors' strategies, analyzing cultural trends to see if the target market reads newspapers digitally or in print, and evaluating past campaign performance. We tweaked the media plan based on our findings to adjust for changes in media outlets like radio station formats.

Budget allotment across media channels was determined through market research insights like Arbitron ratings data (prioritizing stations with the most listeners for longest durations) and cost-per-impression data for print. Media buys aimed to achieve two key objectives: drive an immediate consumer response for FU's rebate programs and build long-term brand awareness. For lasting brand impressions, tactics included high-visibility placements like billboards and bus ads viewable 24/7 by motorists.

Online ads focused on newspaper websites to effectively and cost-efficiently reach tech-savvy potential customers. Print ads targeted home finder sections of major dailies to connect with readers browsing new construction and appliances.

Our creative team developed television commercials tailored to resonate with the metropolitan/suburban audience. FPU's "Desperate" ads—inspired by the series "Desperate Housewives"—portrayed suburban moms eagerly pursuing the efficiency of gas appliances. This humorous pitch aligned with the target demographic.

CASE STUDY: FLORIDA PUBLIC UTILITIES



**Flip the Switch**

**Get with the Program**  
to Conserve Energy  
and Save Money.

CALL 526-6800 FOR A  
FREE ENERGY SURVEY

www.fpuc.com

FLORIDA PUBLIC UTILITIES  
Energy for Life

This billboard features a white thermostat with a digital display showing '78' and 'R/C TEMP-SET'. The background is dark blue with a subtle pattern. The 'Flip the Switch' logo is in the top left corner.



**Flip the Switch**

**Unplug it**  
to Conserve Energy  
and Save Money.

CALL 526-6800 FOR A  
FREE ENERGY SURVEY

www.fpuc.com

FLORIDA PUBLIC UTILITIES  
Energy for Life

This billboard features a white wall outlet with two sockets. The background is dark blue with a subtle pattern. The 'Flip the Switch' logo is in the top left corner.



**Flip the Switch**

**Turn it Down**  
to Conserve Energy  
and Save Money.

CALL 526-6800 FOR A  
FREE ENERGY SURVEY

www.fpuc.com

FLORIDA PUBLIC UTILITIES  
Energy for Life

This billboard features a white water heater tank. The background is dark blue with a subtle pattern. The 'Flip the Switch' logo is in the top left corner.

Flip the Switch Campaign Billboards



## RESULTS.

The campaign succeeded in acquiring new gas customers through FPU's rebate programs. It was recognized with two awards:

- Advertising and Marketing Award, Southeast Region, Southern Gas Association
- Best Over-All Advertising Campaign, Grand Award, SMC Awards of Excellence

This success highlights our agency's ability to leverage research and strategic planning to connect brands with their target audience across the right media mix. For FPU, we delivered an integrated campaign that raised brand awareness and exceeded sales goals.

## KEY TAKEAWAYS

- A research-driven media strategy enabled precise targeting of homeowners in high-density markets, maximizing reach and efficiency across channels.
- Aligning messaging with consumer priorities such as cost savings, efficiency, and comfort helped position natural gas as a compelling alternative for new and existing homes.
- A balanced mix of broadcast, print, digital, and out-of-home media delivered both immediate response and sustained brand awareness.
- Strategic placement in home-focused media environments and high-visibility formats ensured consistent exposure at key decision-making moments.
- Evok's integrated approach exceeded campaign objectives, driving new customer acquisition, increasing awareness, and earning industry recognition for overall campaign performance.