

Southern California Edison

WSD-011 – Resolution implementing the requirements of Public Utilities Code Sections 8389(d)(1), (2) and (4) related to catastrophic wildfire caused by electrical corporations subject to the Commission’s regulatory authority

DATA REQUEST SET Cal Advocates - SCE - 2021 WMP - 06

To: Cal Advocates
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Received Date: 2/22/2021

Response Date: 2/25/2021

Question 006:

Identify all independent media sources (including news stations and any channels on which SCE purchased an advertising time slot) that SCE used in 2020 to advertise its Customer and Community Resiliency Programs or the availability of Customer Resiliency Equipment.

Response to Question 006:

For our Critical Care Backup Battery (CCBB) Program which provided a free backup battery to critical care customers, SCE did not purchase any paid media sources. The CCBB Program was marketed through direct mail and emails.

PSPS rebates for electric power stations (\$50 rebate) and power generators for well water pumping (\$300 and \$500 rebates) were marketed through direct mail, paid search and social media. A pilot paid search campaign was conducted from July 14 to August 12, 2020, which resulted in 135,476 impressions, a Click Through Rate (CTR) of 1.25%, at an expenditure of \$1,901. The campaign was expanded to include paid social media and ran from September 9 to November 13, 2020. Paid search resulted in 220,374 impressions with a 2.23% CTR. Paid social media resulted in 578,280 impressions and a CTR of 1.23%. Cost of the campaign was approximately \$15,000. The campaign directed consumers to SCE’s Marketplace and to sce.com/rebates.