

Welcome to

onethingTM

onethingct.com

Part of Governor Rell's Energy Vision for a Cleaner, Greener State

With regard to Connecticut residents and businesses, ...

- Facing rate hikes for nearly every form of energy
- Pressuring government and utilities for relief
- Governor Rell has put forth a broad-based Energy Vision – Conservation/efficiency programs are key components

When it comes to conservation of energy and environment, ...

- The global consciousness is peaking
- Information is everywhere
- Many people are on the *verge* of changing behaviors
- Overwhelmed. Need to condense the size of the task on a personal level
- People need a reason to believe their contribution counts

What we know...

- Provided tangible measures, they do respond.
- The impact of small steps taken by large populations, in aggregate, can be a powerful catalyst to change

onething™

A mindset.

A solution.

An action.

A movement.

onething is a mindset.

It's the realization that you can have a dramatic impact on our energy future by doing onething.

a solution.

Reducing energy costs. Preserving the planet. These things are so big, you might think there's nothing you can do about them. But even if you only do onething, you're doing something to solve these problems.

an action.

It's the onething you can do to save energy at home, on the road or in the workplace. And it's hundreds of things you can choose from every day.

a movement.

If everyone did onething to save energy, that'd be more than 3-and-a-half million onethings in Connecticut alone. And if everyone did onething every day, that's more than a billion onethings every year.

And if onething leads to another, pretty soon there could be so many people doing so many onethings, there would be enough things to change our energy future. And that's everything.

Multimedia Campaign approach:

– Image Building

- TV
- Print
- Outdoor
- Radio
- PR
- Networking

Multimedia Campaign approach:

– Information Delivery - OneThing™ ideas

- Website - onethingct.com
- Small space print
- Promotion
- POP Environmental signage
- OneThing™ EXPO

Print



Changing the world is a big job. But if everyone in Connecticut did OneThing everyday, we'd do enough things to make a big difference. OneThing at a time. So, cut your energy costs and preserve the planet with 100's of OneThings at:

onethingct.com

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Television

One Thing Leads to Another (:60)



Fun, upbeat music under and throughout. An incandescent bulb shines against a blue sky and green grass. A pull chain clicks and it turns off. Clicks again, and it turns into a CFL.



(VO): TURNING OFF LIGHTS IS ONE THING...
CHANGING BULBS IS ANOTHER.



CFL morphs into a shower head sprinkling a light shower
TAKING SHORTER SHOWERS IS ONE THING...



A sweater seems to grow from the grass, hanging on a line.
AIR DRYING IS ANOTHER.



Sky reflects like water. A boy in a float tube drifts by.

PLAYING OUTSIDE IS ONE THING...



A child's figure appears and splashes into the sky.

PUTTING A TIMER ON YOUR POOL PUMP IS ANOTHER.



A giant bicycle tire ambles through the frame

DRIVING LESS IS ONE THING...



An old tire rim grows a fully inflated tire.

KEEPING YOUR TIRES INFLATED IS ANOTHER.



The tire rolls out. The sun begins to rise.

IF WE ALL DID JUST ONE THING EVERY DAY TO SAVE ENERGY.



The sun pulses as it reaches the highest point.
THAT ONE THING WOULD LEAD TO ANOTHER,
AND WE WOULDN'T JUST BE SAVING ONE THING...



A faint glow or reflection of the Earth is seen in the sun.
OUR ONE THING WOULD BE SAVING ANOTHER.

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Fade to graphics and image of Governor Rell.
(GOV. RELL) YOU CAN FIND HUNDREDS OF ONE THINGS AT ONETHING CT DOT COM. PART OF MY ENERGY VISION FOR A CLEANER, GREENER STATE.

Outdoor



Outdoor



Outdoor



Join me
in doing

Part of Governor Rell's Energy Vision
For a Cleaner, Greener State

onething™

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The banner features a woman with short blonde hair wearing a purple jacket on the left. The background is split into a green upper half and a white lower half. The text 'Join me in doing' is in white on the green background. Below it, the text 'Part of Governor Rell's Energy Vision For a Cleaner, Greener State' is in black. On the white background, the logo 'one thing' is displayed in black and green, with a trademark symbol. Below the logo, the website 'one thingct.com' is written in black and green.

Web

onething™

Shut the TV and lights off when not in the room. That's OneThing from Fran M., Shelton. « | »

OneThing starts here.

And here are some OneThings to get you started - simple things you can do right now to lower your energy costs and help preserve the planet.



OneThing leads to another.

As the official OneThing site is constructed, you'll be seeing more and more OneThings on this page, and all around you. Which is great, because the more OneThings you do, the bigger the impact on your energy bills. And the more OneThings everyone does, the bigger the impact on our planet.



What's your onething™?

Name*:
Address:
City*:
State:
Zip:
Area Code: Phone:
Email:

My onething is*:

Submit

* Indicates a required field

Web

The screenshot shows the homepage of the 'onething' website. The header features the 'onething' logo in green, a search bar, and navigation links for Home, About Us, News, and Resources. Below the header is a horizontal menu with categories: Why Conserve?, At Home, At Work, Business Owners, Transportation, My City or Town, Agriculture, and Energy Sources. The main content area is divided into several sections. On the left, there are four vertical green boxes, each with the 'onething' logo and a specific call to action: 'A Message From the Governor', 'What's Your One Thing?', 'Why Conserve?', and 'Costs Calculator'. The central banner features a cityscape image and the headline 'More than a plan: A Vital Measure', followed by a paragraph about the benefits of energy conservation and a link to 'Learn More...'. To the right of the banner is a box for the 'onething EXPO', mentioning a regional energy exposition on October 10-12, 2006. Below the banner is a section titled 'onething Tools: Rebates, Tax Credits, and Incentives' with a grid of buttons for Home, Business Owners, My Town, Work, Transportation, and Agriculture. At the bottom left, there is a 'News' section with a list of articles and a 'View All' link. At the bottom right, there is a green box with a row of icons and the text 'Add everything you know to also do something. That's Onething from Chapter 2. Southport.' with a 'Submit your Onething' button. The footer contains navigation links for Home, About Us, News, Resources, and Site Map.

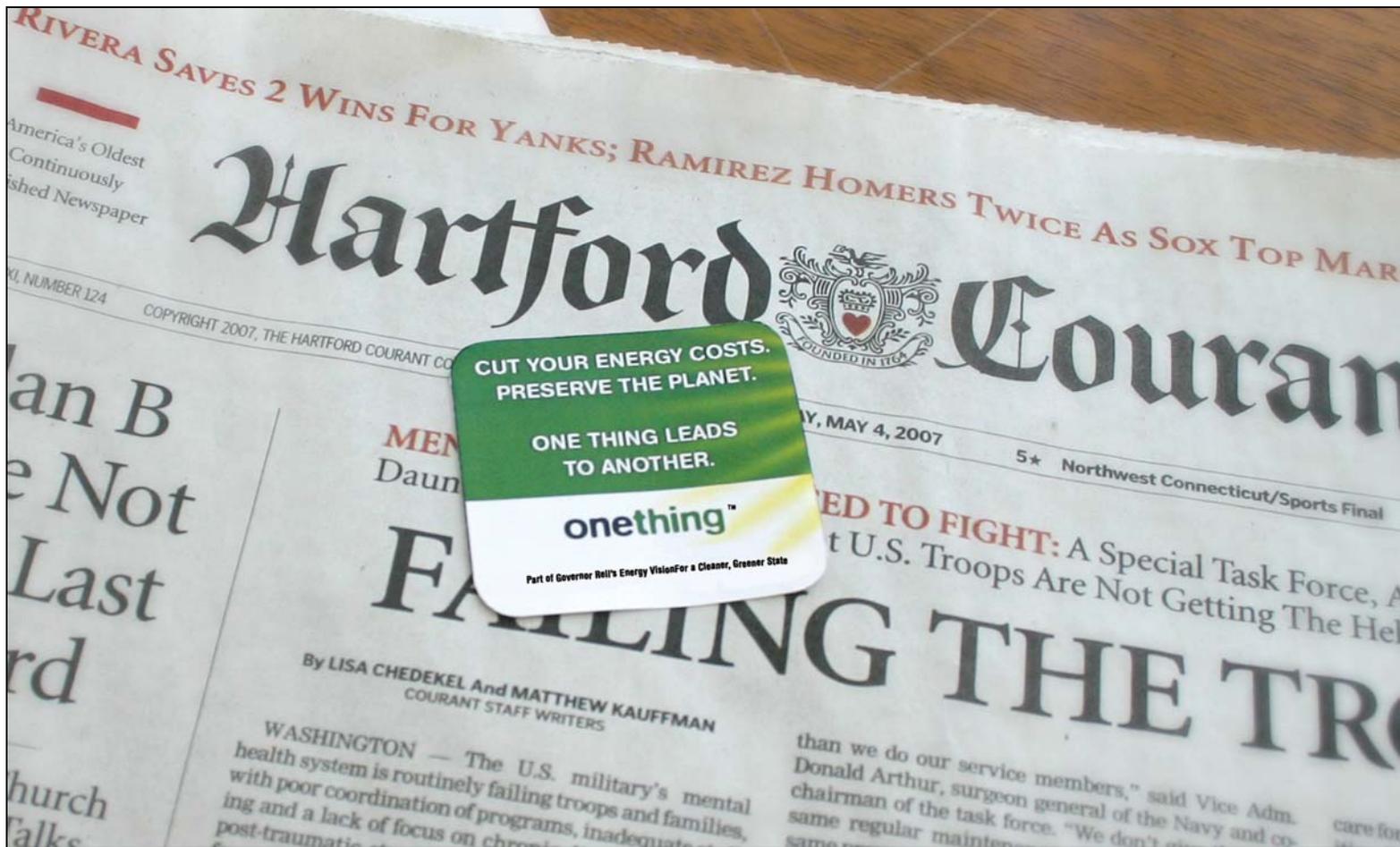
Environmental Signage



Environmental Signage



Small-space Newspaper



Small-space Newspaper



Education

Cut your energy costs. Preserve the planet. Go to onethingct.com



This is one thing my family does to save energy...



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Education / EXPO

CONNECTICUT CONVENTION CENTER, HARTFORD

onething™

CONSERVATION

EXPO

OCTOBER 9-12, 2008

SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES

Find a million **onething™** s.
EXPO

OCT. 11-13 2008

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Part of Governor Rell's Energy Vision for a Cleaner, Greener State



onething™ Expo

- A “World’s Fair” of conservation
- Home of a Million onethings!
- Attracting exhibitors and visitors from Maine to Maryland
- Connecting Connecticut businesses, state agencies, organizations and communities



onething™ Expo

- Four days, Columbus Day weekend, 2008
- Activities include:
 - Day 1; Kickoff Reception; Awards Banquet
 - Day 2; All-Education day
 - Day 3&4; Open Exhibit 9am-6pm
- Total use of CT Convention Center; synergy with CT Science Center; Hartford Marathon

onething™ Expo

– An educational track
built around title
sponsor exhibits

- Kids & Education
- Residential
- Business
- C & I
- Transportation
- Agriculture
- Future



onething™ Expo

- Green Carpet opening night banquet
- Onething Business Awards
- Workshop & seminar tracks
- Hands-on/high-touch educational experiences
- Major media support and sponsorship
- Business association support and sponsorship
- Programs to reach and involve statewide communities/town/cities

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