

Sunnova's Transmedia Production Bible

Marketing Campaign Created
By: Saboor Wasim



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BUSINESS PLAN

GOALS

CAMPAIGN GOALS

Sunnova is a solar energy company looking for a transmedia marketing campaign that consists of all the products and services they provide while also providing its benefits to homeowners and businesses throughout Houston for a campaign that will begin from spring of 2022 on social media platforms, a dedicated website, and to emphasize the call to action, which is to purchase from Sunnova and to visit the campaign website.

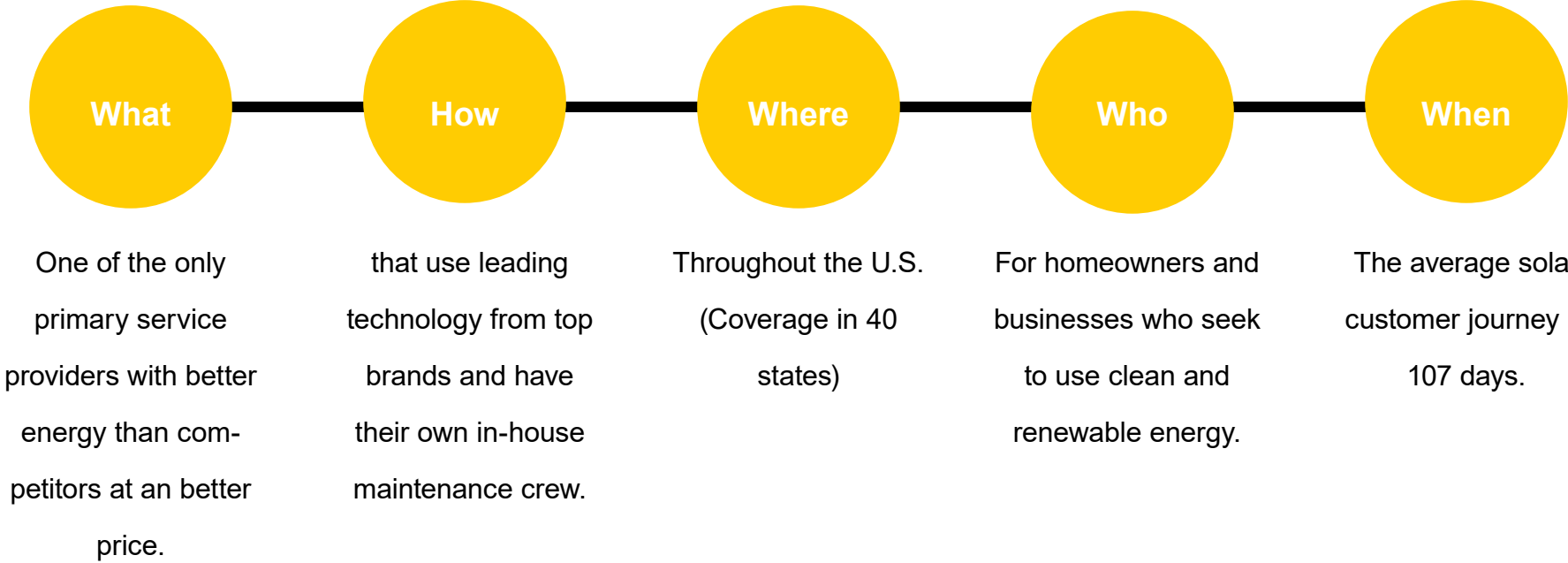
SUCCESS INDICATORS

- Secure 5 new clients
- Secure 20 new followers on Twitter
- Have at least 5 website visits

USER NEED

Sunnova is a solar energy company located in Houston, Texas. Sunnova was first founded in 2012 by William John Berger, who is currently the President, CEO, and Chairman of the board. The company has three major core values that they believe are necessary to follow in order for them to reach its goals successfully. The three core values of the brand would be service, synergy, and sustainability. Sunnova strongly believes in providing the best service possible to create high customer satisfaction which would result in the customers being loyal to the company. The main mission of Sunnova is to make their service, which is providing clean energy, become more accessible, affordable, and reliable. The main service provided by Sunnova would be the solar + battery storage service. For this service, the customer's system would only produce energy during the day and then store all the extra energy in the battery, which is rechargeable. The energy stored in the batter can be used whenever the customer wants to and during nighttime. This service comes with a 25-year protection plan and also helps protect customers from electricity rates that are rising.

ZAG STATEMENT (POSITIONING)



THE COMPETITION

	Sunrun	Goodleap	Suntuity	SunPower
About	- Founded in January 2007 - Founded by Lynn Jurich, Edward Fenster, and Nat Kreamer - Headquarters located in San Francisco, California	- Founded in 2003 - Founded by Hayes Barnard - Headquarters located in Roseville, California	- Founded in 2008 - Headquarters located in New Jersey	- Founded in 1985 - Founded by Richard Swanson - Headquarters located in San Jose, California
Solar Industry	- #1 Home solar company in America - 15 years of experience	- America's #1 point-of-sale platform for sustainable home solutions - Point-of-sale technology supports more than 40,000 sales professionals.	- 26 percent federal tax credit against the cost of the solar system - Depreciation allowance deducting up to 85 percent of the solar asset from your taxes	- #1 in durability - 55 percent more energy for greater savings
Products/ Services	- Solar Panel System - Battery Storage	- Solar Panel System - Home Battery - Energy-Efficient Windows - Roofing	- Solar Panel System	- Solar Panel System
Client Base	- Homeowners - Businesses	- Homeowners - Businesses	- Homeowners - Businesses	- Homeowners - Businesses
Size of Co.	- 11,383 employees in 2021 - Revenue was 1.61 billion dollars in 2021	- Has 1,300 employees - Revenue was 361 million dollars in 2020	- Has 65 employees - Estimated revenue of 5.2 million	- 3,660 employees in 2021 - Revenue was 1.32 billion in 2021

“Americans installed enough solar panels in 2022 to power 22 million homes” (Wakefield, 2022).

COMPANY SWOT

Strong dealer network with strong local knowledge regarding solar	Low reviews due to dealer network (Sometimes dealers will mess up on installations which results in a negative customer experience)	Only a few competitors have grown as large as Sunnova, most solar companies are smaller businesses	Changes in federal government legislation can negatively effect the solar industry
Strong vendor relationships, for example,Tesla, Enphase, Franklin, and Generac. LINK TO SOURCE	Not enough employees to deal with the large number of customers due to the company's fast growth.	Benefits from Inflation Reduction Act (IRA), such as making solar become more affordable LINK TO SOURCE	Steep drop in price of fossil fuels
Provides a 25 year protection coverage to customers.	Highly competitive industry.	Local government regulation requiring solar in some states. LINK TO SOURCE	Competing for customers with local utilities companies LINK TO SOURCE
Has a strong mix of financing packages to make solar more affordable	Competing with large utilities companies	Rising electricity rates increases consumers appetite for an alternative energy source LINK TO SOURCE	Volatile industry results in new solar companies giving the industry a bad reputation LINK TO SOURCE
Has many trained expert techs with 200+ hours of experience regarding specialized training	Outdated laws and government policies (Many laws favor electrical companies rather than solar companies)	Offers many more services beyond solar, such as generators, EV chargers, security systems, etc.	Competition for dealers from finance only companies
10 years of experience regarding residential service excellence	Extreme differences between utilities in various states		



DIFFERENTIATION

In order to provide customers with the best experience possible, Sunnova will have to follow its Zag statement, which is using leading technology while providing services at a much more affordable price than others, in order to stand out from competitors. As a result, the company will continue to grow and improve its customer satisfaction significantly.



TARGET MARKET 01

Homeowners

- **Age:** Average 32 - 47 Years (Can be older)
- **Location:** United States
- **Language:** English
- **Spending power and patterns:** Housing, transportation, household supplies, and food
- **Interests:** Safe area, good security, sustainability
- **Challenges:** Inflation, rising prices, taxes, climate issues, repair and maintenance costs
- **Stage of life:** Settling down with family
- **Likes:** Traveling, Food, Gardening
- **Dislikes:** Being dirty or messy
- **Strengths:** Responsible and hardworking
- **Weaknesses:** Dealing with multiple tasks at once, can be overwhelming and time consuming
- **Physical characteristics:** Adults that are dressed casually



TARGET MARKET 02

Investors

- **Age:** 40+ Years
- **Location:** United States
- **Language:** English
- **Spending power and patterns:** Stocks, real estate, businesses, bonds, etc.
- **Interests:** Climate change, eco-friendly, making profitable shareholder value
- **Challenges:** Financial Management
- **Stage of life:** Well accomplished in their career
- **Likes:** Art and reading books
- **Dislikes:**
- **Strengths:** Knowledgeable and Friendly
- **Weaknesses:** Impatient and procrastination
- **Physical characteristics:** Adults that are dressed nicely and look professional (Example: Male investors wearing a suit)



TARGET MARKET 03

Business Owners

- **Age (Average):** 44 Years
- **Location:** United States
- **Language:** English
- **Spending power and patterns:** Payroll, Marketing, Branding, etc.
- **Interests:** Staying open as much as possible and increasing the number of customers.
- **Challenges:** Inflation, rising prices, volatile economy, competitive industry
- **Stage of life:** Focused on work and trying to improve their business to the best of their abilities
- **Likes:** Reading, trends, and social media
- **Dislikes:** Laziness
- **Strengths:** Punctilious, Dedicated, Hardworking, Sociable
- **Weaknesses**
- **Physical characteristics:** Dressed nicely to look professional

TARGET MARKET PERSONA



Muhammad Khan

- **Age:** 55 Years
- **Education:** University Graduated
- **Marital Status:** Married
- **Children:** 2
- **Location:** Austin, Texas
- **Annual Income:** \$87,000
- **Hobbies:** Cooking, Painting, and Football
- **Social Media Preferences:** Facebook, Instagram, and Twitter

Muhammad Khan, a science teacher, is a sociable person who enjoys spending time with his family and has moved from Chicago (Southern Current, 2017). He currently lives in Austin and has been the owner of his current home for five years so far and has noticed some issues that need to be changed. After becoming a homeowner, he has realized how expensive electricity can be and that the price will only continue to increase. This lead him to find alternative sources, where he was able to do research regarding solar. “In 2019, I decided to explore solar again found that solar panels are a lot more durable nowadays. What’s more, I calculated that and I would be able to fully recover the money spent on my system within just 7 to 8 years, so I thought it was something that I should do” (Tham, 2021).

Even though switching to solar helped Khan save a lot of money, there was another factor that made him want to get solar panels as well. His other reason for wanting to switch to solar was due to its environmental benefits. “In the long run, this solar power system will save me thousands of dollars. The environmental impact of burning fossil fuels was also part of our decision. A clean environment is important to us” (Southern Current, 2017).

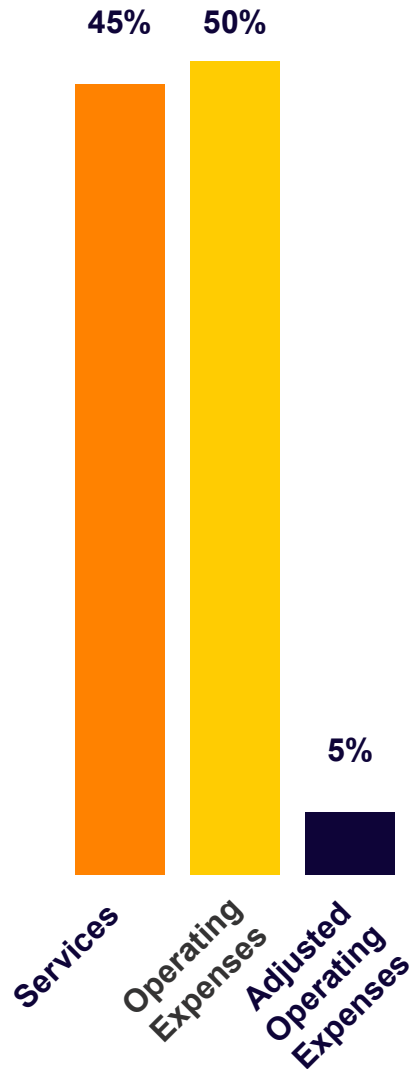
INSIGHTS

“For the first 10 months of going solar, if we compare it to a similar period of before, we saved \$4,100 dollars in 10 months. So it was big savings. It went a long way towards paying for the actual solar installation” (Alba Energy Solar Power, 2018). Solar energy is extremely beneficial since it helps people save their money and also “reduce our carbon footprint and help generate renewable energy for the grid...” (Solaria Corporation, 2021).

BUSINESS MODELS

- Sales of services:
 - Solar Panel System
 - Solar Panel System + Battery Storage
 - Add - On Battery Storage
 - Roof Replacement
 - EV Charging
 - Home Standby Generators
 - Sunnova Protect (25-Year System Coverage)
- Operating Expenses: Rent, equipment, inventory costs, etc.
- Adjusted Operating Expenses: Selling and administrative expenses, advertising costs, research and development costs, etc.

	2019	2020	2021	2022	2023
REVENUE	\$131.6 M (Sunnova Energy, 2019)	\$160.8 M (Sunnova Energy, 2020)	\$241.8 M (Sunnova Energy, 2021)	\$362.1 M (Sunnova Energy, 2022)	\$430 M (Sunnova Energy, 2023)
EXPENDITURES	\$237.1 M	\$297.8 M	\$437.2 M	\$577.4 M	\$650 M
NET	-\$105.5 M	-\$137 M	-\$195.4 M	-\$215.3 M	-\$220 M



PROJECTIONS & BUDGETING

	COST	MAN HOURS	ON-GOING DEVELOPMENT
Website	- \$0 man hours (personal time) - \$10 - \$20 domain fee (Upwork, 2021)	Design: 15 - 80 hours (Onix Systems, 2022)	\$50 per month (Carney, 2023)
Video	- \$0 man hours (personal time) - \$50 - \$150 music license (Olóndriz, 2023)	12+ hours (Tracy, 2018)	None
Social Media	- \$0 man hours (personal time) - \$15 Social Media Advertising (WebFX, 2023)	13 hours	\$20 per month (WebFX)
Live-Stream	- \$0 man hours (personal time)	3 - 5 hours	None

PRODUCTION TEAM



Biography

A 21 year old student currently enrolled at the University of Houston and part of the Digital Media Program.

Copyright, IP, Licensing

All intellectual property created for this marketing campaign is owned by Saboor Wasim. Sunnova’s logo and branding belongs to Sunnova Energy International, Inc., and should not be recreated in any type of manner. Any other media, fonts, or resources used within this campaign or part of Sunnova’s guidelines will be credited and cleared for commercial use before being put in the campaign.

TREATMENT

TAGLINE & SYNOPSIS

Tagline

Always Stay Energized!

Marketing Campaign

Sunnova Energy, which is a solar energy company, is wanting a marketing campaign done for them. A transmedia marketing campaign can help them gain more customers that believe in the company's goals, which is to provide homeowners with an affordable and clean energy source that allows them to live their lives without any interruptions

(Sunnova 2023).

Campaign Story

The story created to help promote this transmedia marketing campaign is based on a true story of a homeowner named Roger Millar, who was interviewed by a company, which was called Alba Energy, about his experience regarding solar panels (Alba Energy, 2018).

Act 1

The story begins with a character named Muhammad who moved to Austin five years ago. While he was living in Austin, he realized that the electricity prices are extremely expensive. This led him to wanting to make a change.

Act 2

After having a realization that electricity can be overpriced, Muhammad decides to research for alternative energy sources. His research led to him becoming interested in solar energy.

Act 3

After reading all the benefits that come from solar energy, Muhammad decided to switch to solar energy. He had researched multiple solar energy companies and decided to choose Sunnova due to its services and products being reliable while also available at an affordable price. This also leads to Muhammad convincing his neighbor, Robert to switching to solar as well. However, Roger switches to solar not only to save money, but also because of its environmental benefits.

Video

A YouTube video that provides details about Muhammad's story, such as what motivated him to switch to solar, and his experience with solar energy after switching.

Social Media (Instagram, Facebook, and Twitter)

The social media will include content regarding Muhammad's story, such as a campaign poster, and will also include surveys, polls, and quizzes to help keep the customer's engaged while also receiving feedback from them.

Website

This website will include any marketing, such as a poster advertisement, regarding the services and products provided by Sunnova

Augmented Reality (AR)

An AR filter will be available on social media where users will see a simulation of a home solar energy tour.

Live Stream

The live stream will consist of an educational webinar regarding energy which will then transition to Muhammad's story being told and information about the benefits of solar.

BACK STORY

SUNNOVA ENERGY MARKETING STORY

SETTING:

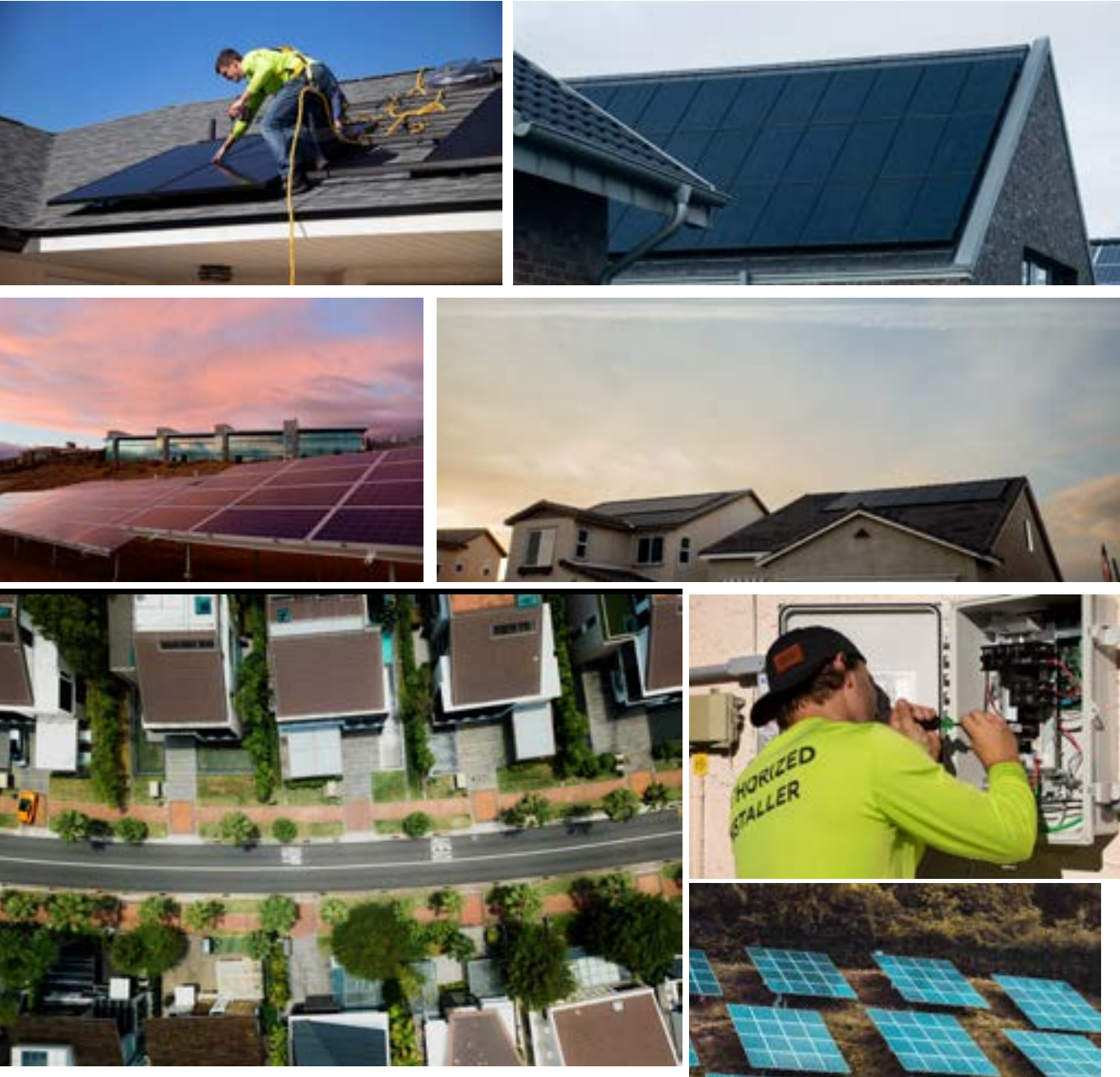
- Residential Areas
- Texas

LOOK & FEEL:

- Minimalist Design
- Modern
- Clean
- Vibrant

EMOTIONAL IMPACT:

- Uplifting
- Inspirational
- Empowering
- Independent



Characterization & Attitude

Muhammad Khan

Muhammad is a 55 year old science teacher who moved from Chicago to Austin (Southern Current, 2017). He is currently living with his wife, a retired delivery nurse, and two kids. Moving to Austin helped him realize just how expensive electricity can be. As a result, he decided to switch to solar which helped him save thousands of dollars within 10 months (Alba Energy, 2018).

Name: Muhammad Khan
Age: 55
Marital Status: Married
Nationality / Race: White
Family: Wife and 2 kids
Likes: Science, Cooking, and Football
Dislikes: Untidiness
Fears: Heights
Physical Attributes: 5’6”, bald, gray mustache, blue eyes, and 200 lb

Role: Taking care of his family as efficiently as possible
Motto: “Making sure my family can work and enjoy their lives without any worries”
Traits: Hardworking and responsible
Desires: Saving money and not having to worry about electricity whenever it’s out
Strengths: Takes his time with projects, focuses on quality instead of quantity
Weaknesses: Lack of physical strength and tends to overwork



Characterization & Attitude

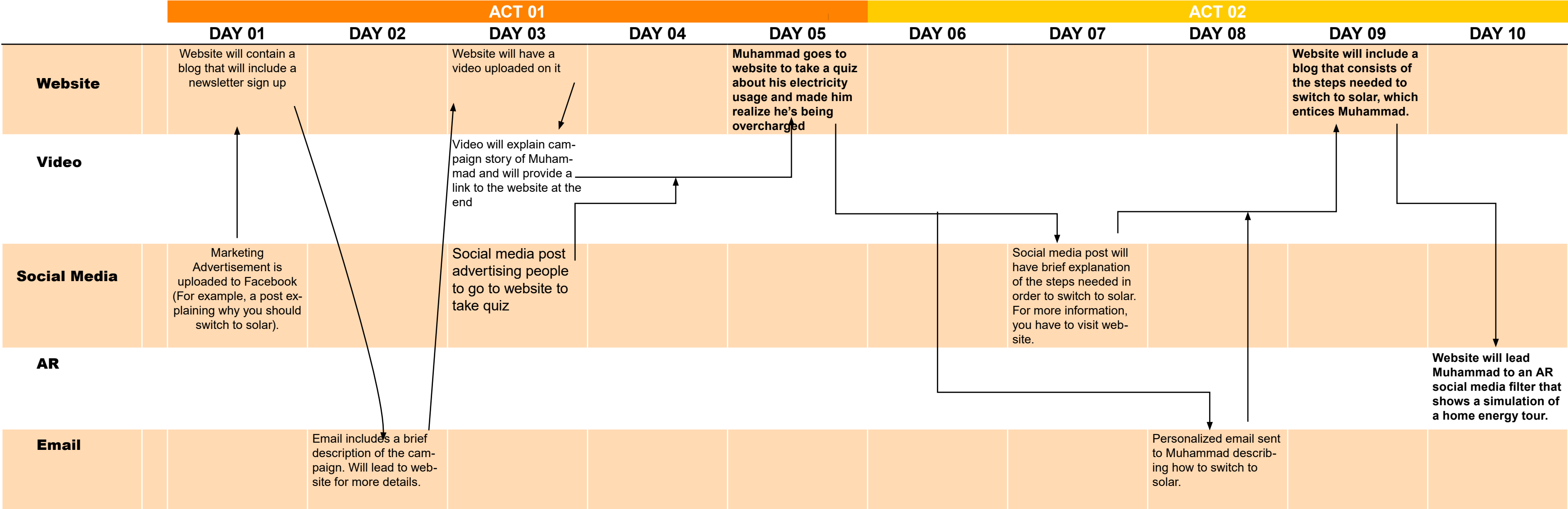
Robert White

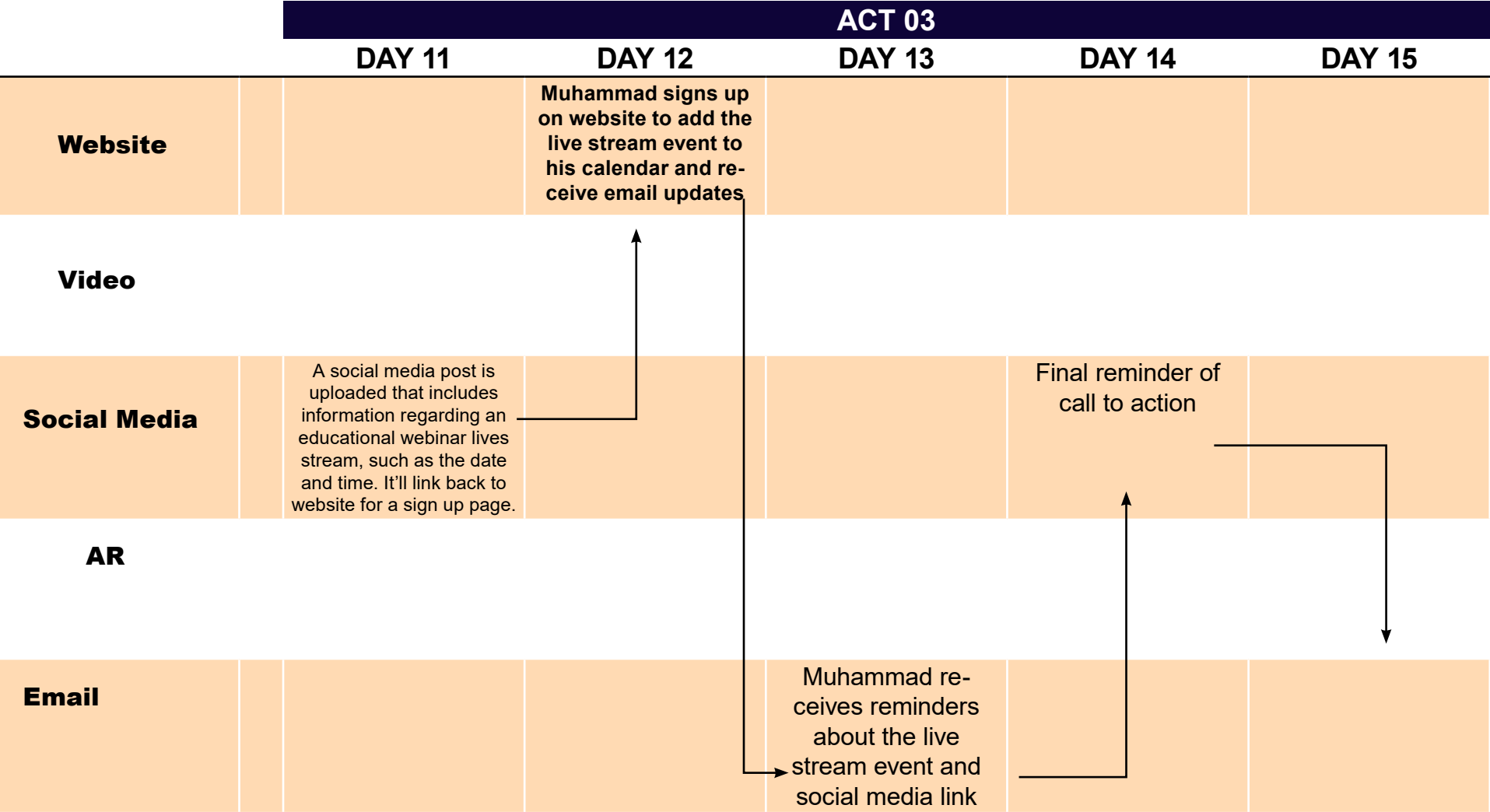
Robert is a 65 year old retired dentist who currently lives in Austin, Texas with his daughter, Jessica (Wells Solar, 2020). Robert and Jessica both were curious about solar and after doing some research, learned about the many benefits that can come from switching to solar energy. Due to this, they decided to purchase multiple solar panels for their home.

Name: Robert White
Age: 65
Marital Status: Divorced
Nationality / Race: White
Family: 1 Brother and 1 Daughter
Likes: Movies, Golf, and Drawing
Dislikes: Bad hygiene
Fears: Drowning
Physical Attributes: 5’5”, bald, brown eyes, no facial hair, and 200 lb

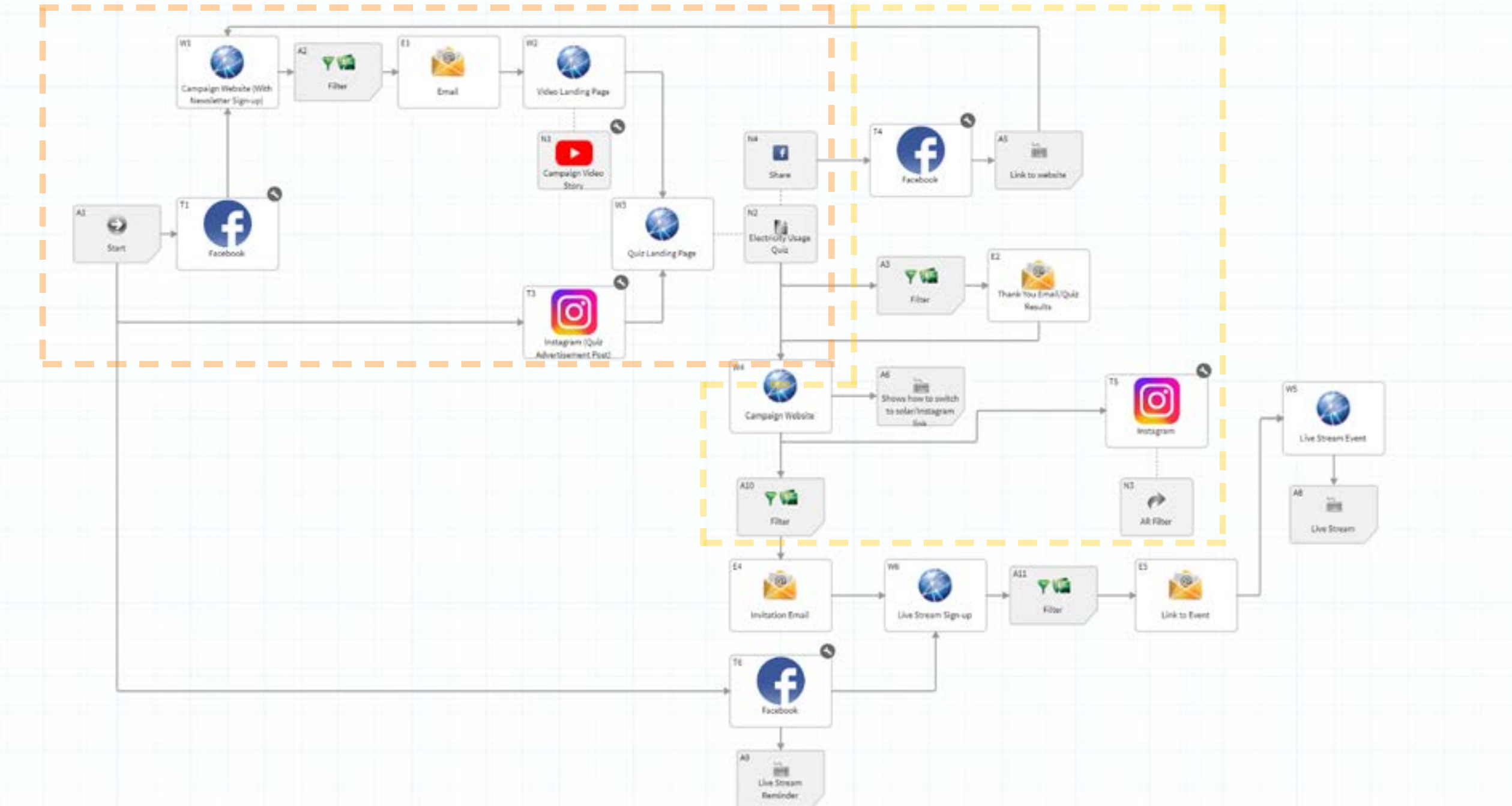
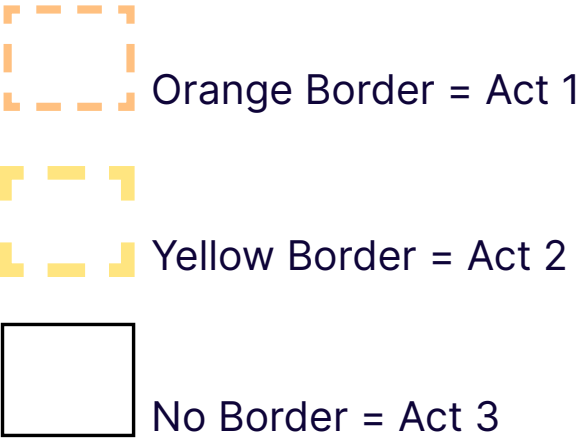
Role: Focused on relaxing and enjoying his time with his daughter
Motto: “Keeping the environment clean”
Traits: Well organized, diligent, and kind
Desires: Use solar energy due to it being affordable while also helping the environment
Strengths: He is patient and understanding
Weaknesses: Procrastination and gets sidetracked often

USER JOURNEY with PLOT POINTS

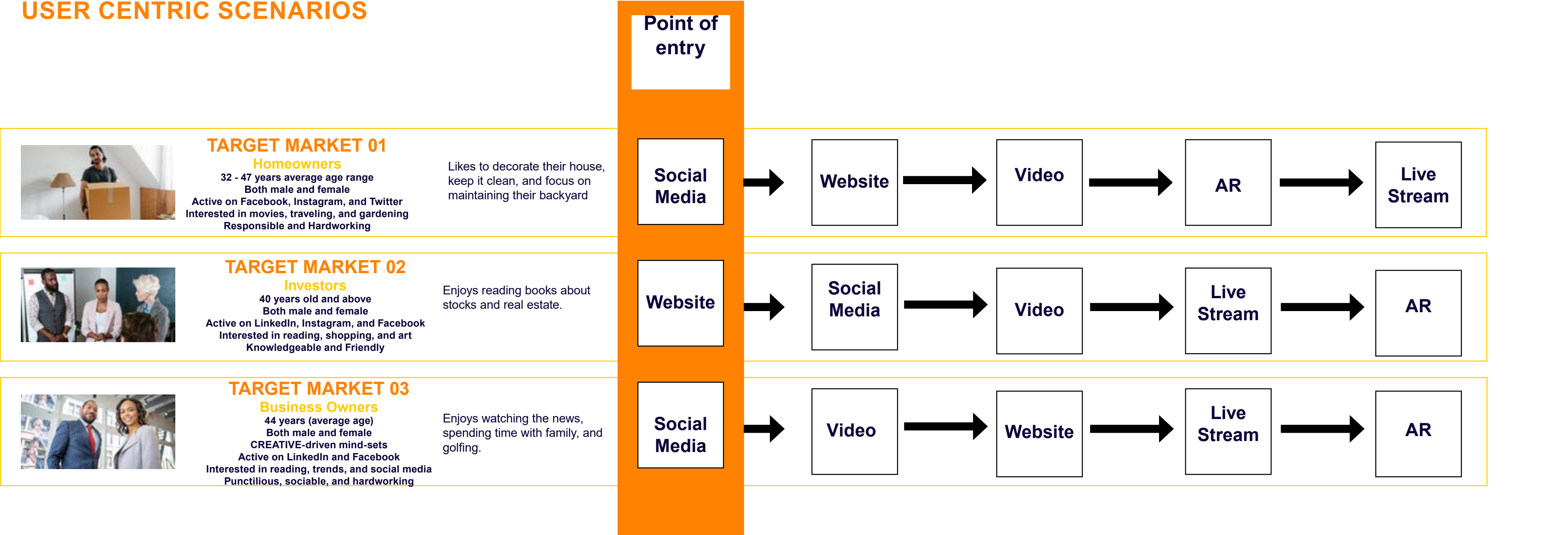




XMPIE USER JOURNEY



USER CENTRIC SCENARIOS



RULES OF ENGAGEMENT

Privacy of Data

Facebook and Instagram

Privacy of data is decided by Meta, who happens to own both Facebook and Instagram. This company may collect personal data, which can be used for many reasons, such as providing users with personalized advertisements (Meta, 2023). All personal data that can identify a person will never be sold or shared with others. “We don’t sell any of your information to anyone, and we never will” (Meta, 2023).

Twitch

Privacy of data is established by the company Twitch. Unlike Facebook and Instagram, Twitch might share personal data with other companies. “Twitch may share personal information with, and receive personal information from, our affiliates (meaning entities controlled by, controlling, or under common control with Twitch), including Amazon.com, Inc. and its subsidiaries that are either subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice” (Twitch, 2023).

YouTube

Privacy of data is for YouTube is decided by Google, who guarantees that personal information of users won’t be sold to anyone. “Google does not sell your personal information. Google also does not “share” your personal information as that term is defined in the CCPA” (Google, 2022).

Webflow

“Webflow may use Personal Information provided to operate, improve upon, and personalize the Service, for billing identification and authentication, to contact and communicate with you about the Service and your use of the Service, to support use of the Service, to send marketing materials for research purposes, and to generally improve the content and functionality of the Service” (Webflow, 2020).

USER CONTRIBUTION

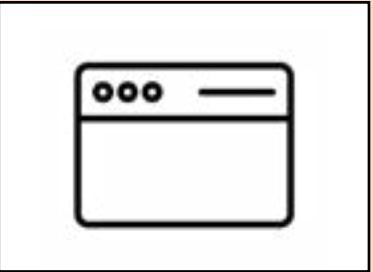
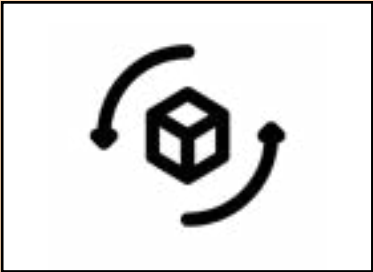
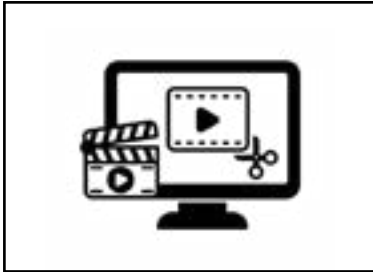
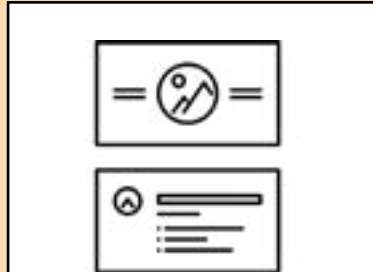
Expected user engagement at the time includes:

- Polls provided on Instagram and Facebook
- Usage of AR filter on Instagram
- Shares, likes, and comments on social media platforms

Terms and Conditions

All terms and conditions are established by host companies of Facebook, Instagram, Twitch, YouTube, and Webflow. Before using these platforms, all users must agree to the terms and conditions. In order to accept the terms and conditions, all users must be at least the age 13 or above.

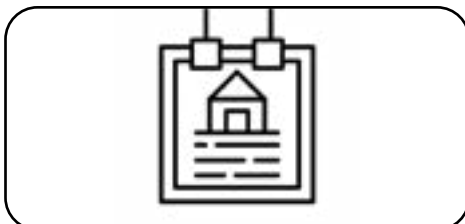
SERVICE BUILDS

				
WEB BUILDS	EXISTING RESOURCES	NON-WEB SOFTWARE BUILDS	VIDEO PRODUCTION	PHYSICAL BUILDS
Website: Webflow Live Stream: Twitch	Instagram: Posts and AR filter Facebook: Posts YouTube: Video Twitch: Live Stream	AR: Meta Spark Studio	YouTube Video: Campaign Story	None

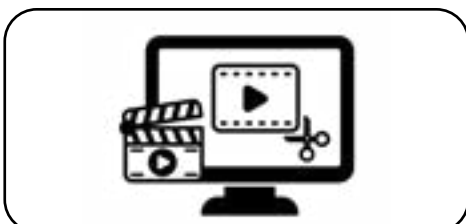
PLATFORMS AND CHANNELS



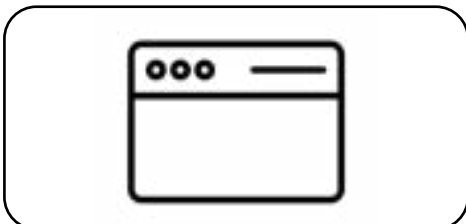
AR
DEADLINE:
FEB 27TH - MAR 7TH



POSTER
DEADLINE:
MAR 6TH - MAR 14TH



VIDEO
DEADLINE:
MAR 20TH - MAR 24TH



WEBSITE
DEADLINE:
MAR 21ST - APR 4TH

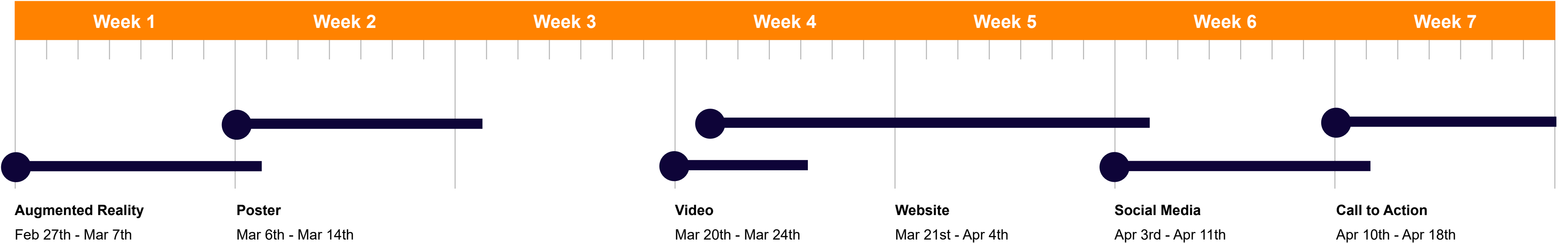


SOCIAL MEDIA
DEADLINE:
APR 3RD - APR 11TH



CALL TO ACTION
DEADLINE:
APR 10TH - APR 18TH

PRODUCTION TIMELINE



DESIGN

Design Aesthetic

Campaign Look and Feel

The design of the transmedia marketing campaign for Sunnova will be based on the brands personality. The Sunnova brand seeks to invoke “minimal”, “warm”, “vibrant”, and “modern” qualities.

Tone of Voice

Conversational	Straightforward
Friendly	Customer-centric
Helpful	Honest

Colors

The main color of the brand would be a vibrant orange, which represents feelings of warmth and energy. It also represents how the sky looks during the day, which goes with the solar theme. The brand also uses different shades of blue as a secondary color, which represents how the sky looks during night.



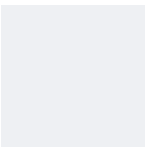
Hex
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RGB
245, 130, 32
CMYK
0, 60, 100, 0



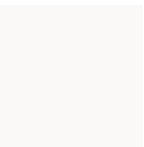
Hex
#ffcc02
RGB
255, 204, 2
CMYK
0, 19, 100, 0



Hex
#0e0438
RGB
14, 4, 56
CMYK
96, 95, 41, 58



Hex
#eef0f3
RGB
238, 240, 243
CMYK
5, 3, 2, 0



Hex
#faf9f8
RGB
250, 249, 248
CMYK
1, 1, 1, 0

Campaign Logo



2D Imagery

This marketing campaign will consist of images focused on people interacting with energy during real situations and of images of the product/service.



3D Imagery

This marketing campaign will consist of 3D models of buildings with solar panels and of batteries.



TYPOGRAPHY

Sunnova has three main fonts that they use for their brand. The font that they use the most is Helvetica, with the focus of making the text easily readable in order to communicate the content more clearly.

Header and Subheads Font:

Helvetica Neue LT Std Roman

Alternative Font (For those who don't have access to Helvetica):

Arial

Body Font:

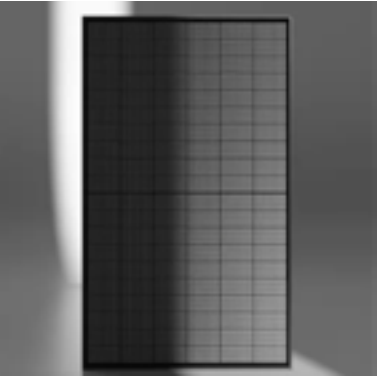
Inter

MEDIA DESIGN STYLES



This website for Svea Solar uses a unique animation for their logo near the top of the page that helps convey the theme of energy.

[Link to website](#)



A motion file of a gif made by a solar company that shows solar panels in a modern style.

[Link to gif](#)

-



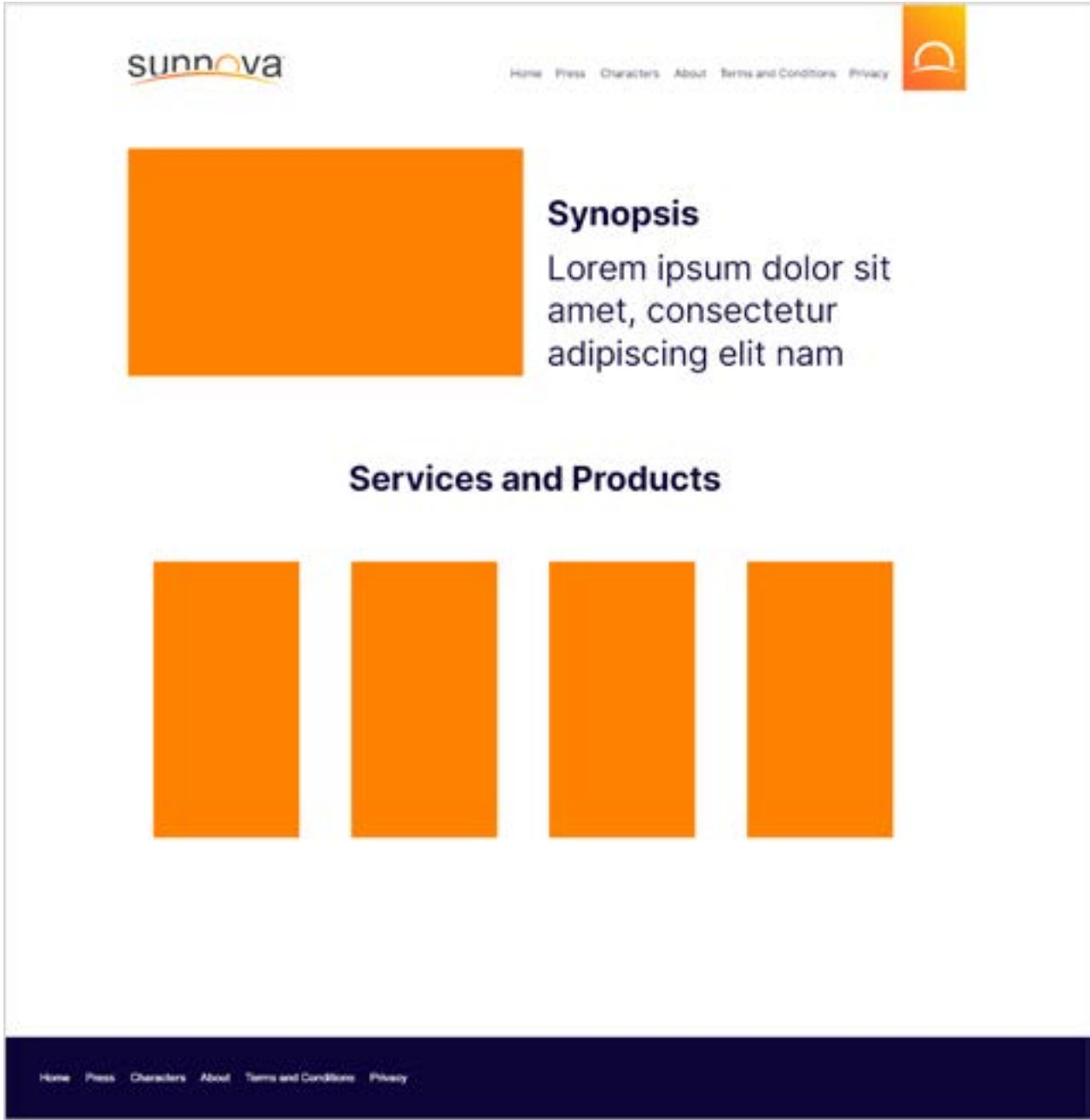
The animation style in this video is great for inspiration since it uses a minimal and clean style while conveying all the information efficiently.

[Link to website](#)

TECHNOLOGY

PLATFORM VISION & SERVICE BUILD INFRASTRUCTURE

	BUILT IN	FINAL FILE FORMATE	DISTRIBUTED THROUGH	PLATFORM DISTRIBUTION DEVICE
Website	Built in Webflow 	HTML and CSS 	BROWSERS 	APPLE / WINDOWS / ANDROID, PC & MOBILE 
30 sec - 120 sec Video	Edited in Premiere 	Exported as Quicktime H.264 	BROWSERS VIA YOUTUBE 	APPLE / WINDOWS / ANDROID, PC & MOBILE 
Social Media Assets	IMAGES: Created with Photoshop and Illustrator, exported as JPEGs TEXT: Created in Google documents 	JPEG and PNG 	BROWSERS VIA FACEBOOK, INSTAGRAM, AND TWITTER 	APPLE / WINDOWS / ANDROID, PC & MOBILE 
Live Stream	SCRIPT created in Google documents 	Streamed through TWITCH 	BROWSERS VIA TWITCH 	APPLE / WINDOWS / ANDROID, PC & MOBILE 
AR	Built in Adobe Aero 	GLB 		APPLE /ANDROID, & MOBILE 



HOME

Desktop and Mobile Wireframes



ABOUT

Desktop and Mobile Wireframes



WIREFRAMES

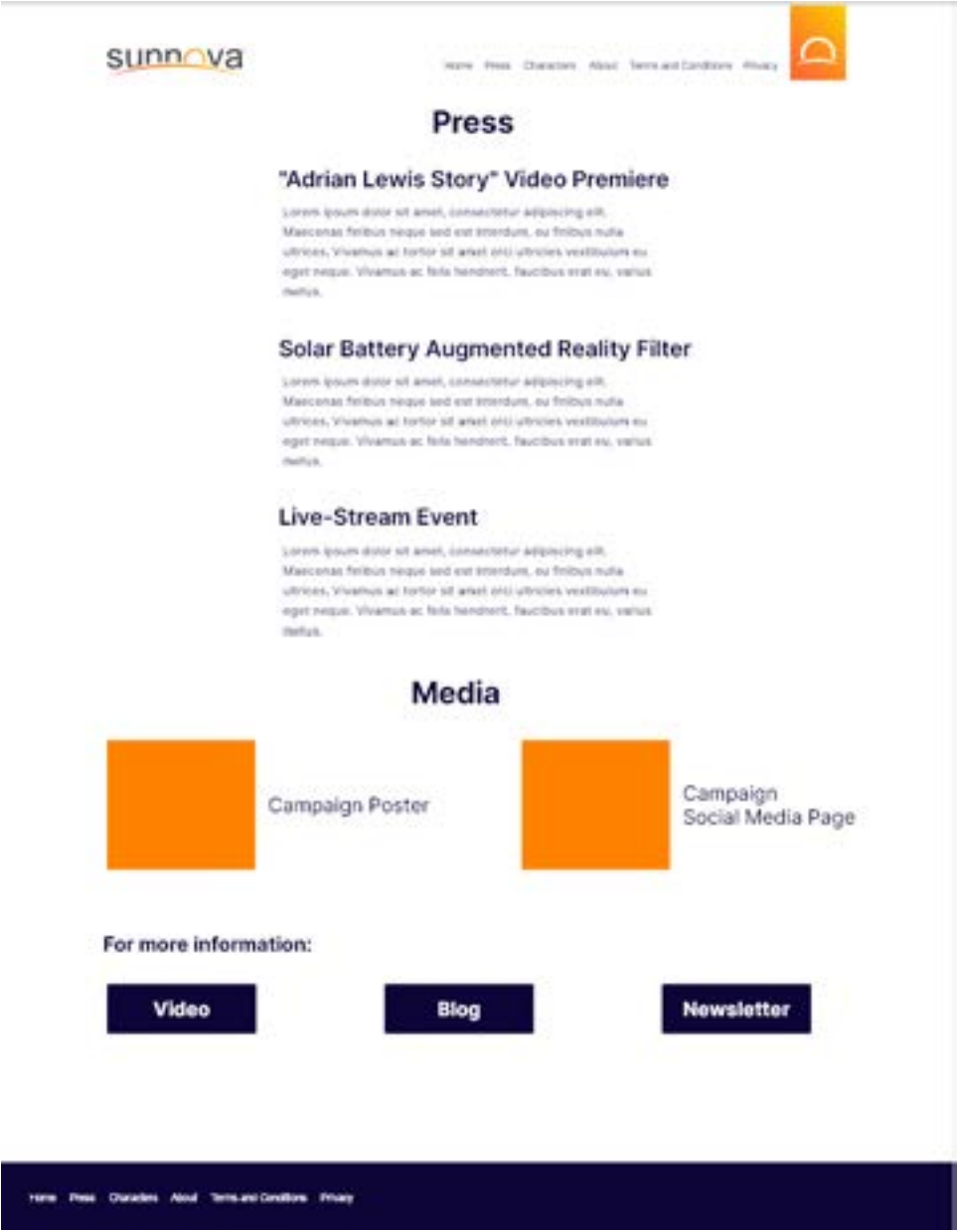
CHARACTERS

Desktop and Mobile Wireframes



MEDIA/PR

Desktop and Mobile Wireframes



To see the rest of the media, such as the video, and pages click the following link: <https://xd.adobe.com/view/5b8c5e7d-57b7-4279-89df-5a9a1a6a10ab-0edf/>

AR FILTER

This AR filter adds an interactive experience for customers who are seeking to switch or are interested in solar energy. Solar energy is represented by sunglasses for this filter.



Video showcasing the AR filter:
<https://indd.adobe.com/view/2f25d0f5-1e6d-4cf6-a681-fb79608db46c>

Want to try the filter for yourself? Scan the QR code down below to go to our Instagram page and check the newest post to learn how to use the filter!



ASSETS

Always Stay Energized!

Adrian's Story

Sunnova's Marketing Campaign



sunnova

“There is no doubt that creativity is the most important human resource of all. Without creativity, there would be no progress, and we would be forever repeating the same patterns.”

-Edward de Bono

POSTER

VIDEO SCRIPT

Duration	Shot List	Visual	Audio
0:0:10	01 Introduction of Muhammad	Medium to close-shot angle of Muhammad sitting on a couch at his home	Muhammad describes what home means to him
0:0:05	02 Flashback #1 (Part 1)	Footage of a natural disaster, such as a hurricane	Muhammad describing his experience with a natural disaster, which leads to power outage
0:0:05	03 Flashback #1 (Part 2)	More footage of a flooded city or of frozen power lines	Background music
0:0:05	04 Flashback #2 (Part 1)	A medium side shot angle of Muhammad opening letters	Background music
0:0:05	05 Flashback #2 (Part 2)	A close-up shot of Muhammad's letter, which is an electric bill	Muhammad talking about the rise of electricity cost
0:0:05	06 Typing	A medium side shot angle of Muhammad typing on a laptop	Background music
0:0:05	07 Research	Close-up shot of Muhammad's laptop screen on Google. Muhammad is on his laptop researching alternatives to electricity, which leads to him finding Sunnova.	Muhammad speaking about his research

Duration	Shot List	Visual	Audio
0:0:04	08 Typing	Medium side shot angle of Muhammad typing on his laptop	Background music
0:0:05	09 Electricity Usage Quiz	Close-up shot of the quiz on Muhammad's laptop screen	Muhammad speaking about his experience with the quiz and his results
0:0:04	10 Typing	Medium side shot angle of Muhammad typing on his laptop	Background music
0:0:05	11 Online Quote Form	Close-up shot of Muhammad completing an online quote form	Background music
0:0:05	12 Online Solar Model	Close-up shot of online solar model on Muhammad's laptop screen	Background music
0:0:05	13 Phone Call	Close-up shot of Muhammad on the phone with a Sunnova representative	Background music
0:0:05	14 Contract	Close-up shot of Muhammad finalizing the deal by signing a digital contract	Narration of Muhammad's decision of switching to solar
0:0:05	15 Solar Panels	Close-up shot of solar panels on Muhammad's house and of him standing outside his home	Background music
0:0:05	16 Call to Action	Text telling audience to go to Sunnova for more information	Background music

PROJECT NAME: Sunnova's Campaign Video
SCENE: Customer Testimonial Video

PAGE 1 OF 2

SHOT #: 1



ACTION: Adrian sitting on couch
DIALOGUE: Adrian speaks about what home means to him
FX: Background Music

SHOT #: 2



ACTION: Footage of natural disaster
DIALOGUE: Adrian speaks about power outage.
FX: Background Music

SHOT #: 3



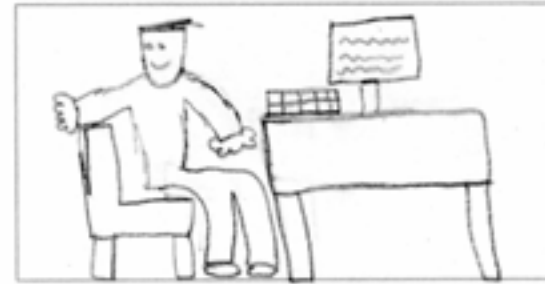
ACTION: Adrian opening electric bills.
DIALOGUE: Adrian speaking about electricity cost.
FX: Background Music

SHOT #: 4



ACTION: Adrian conducting research
DIALOGUE: Adrian talks about his research.
FX: Background Music

SHOT #: 5



ACTION: Adrian taking electricity usage quiz.
DIALOGUE: Adrian's quiz experience.
FX: Background Music

SHOT #: 6



ACTION: Adrian completes quote form
DIALOGUE: Adrian speaking with a representative.
FX: Background Music

PROJECT NAME: Sunnova's Campaign Video
SCENE: Customer Testimonial Video

PAGE 2 OF 2

SHOT #: 7



ACTION: Adrian looking at solar model
DIALOGUE: Adrian's reaction to solar model
FX: Background Music

SHOT #: 8



ACTION: Adrian getting solar panels
DIALOGUE: Adrian's reaction to solar panels.
FX: Background Music

SHOT #:



ACTION:
DIALOGUE:
FX:

SHOT #:



ACTION:
DIALOGUE:
FX:

SHOT #:



ACTION:
DIALOGUE:
FX:

SHOT #:



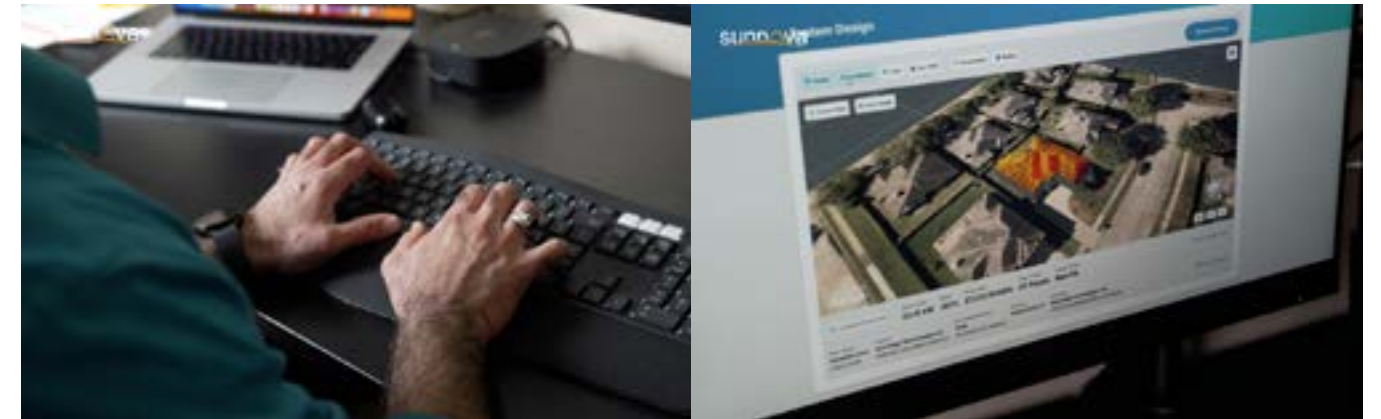
ACTION:
DIALOGUE:
FX:

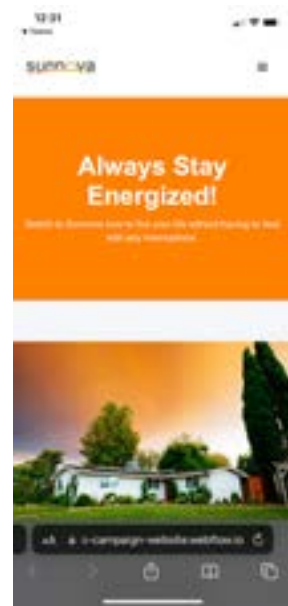
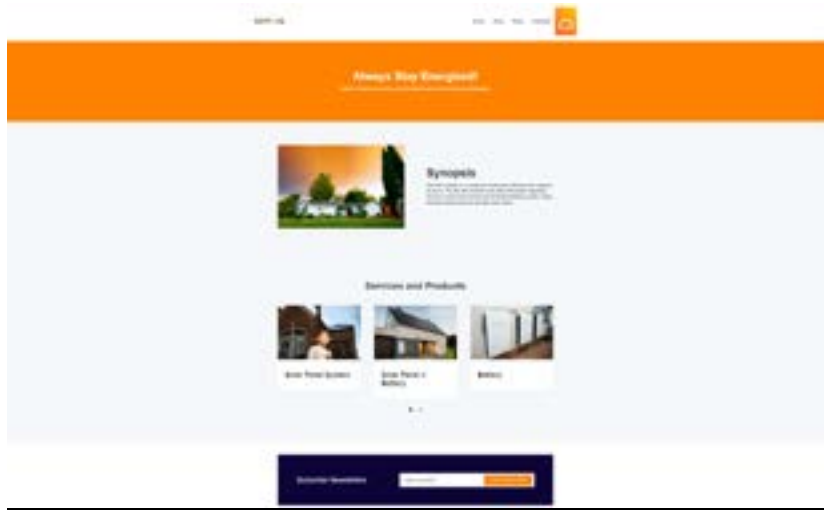
VIDEO

This video follows Muhammed Khan's story, which is portrayed through this customer testimonial video. It explains Muhammed's electricity issues, leading him to find Sunnova and switch to solar instead. This video will be posted on the campaign website and YouTube in order to help improve the marketing for Sunnova.

Click here to watch the video:

<https://www.youtube.com/watch?v=Jf1VNfzVc-Q>





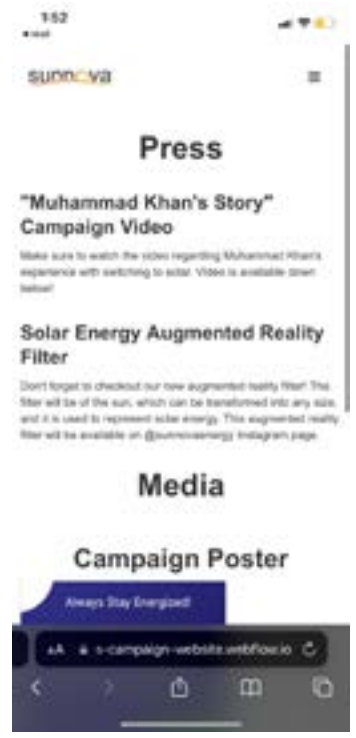
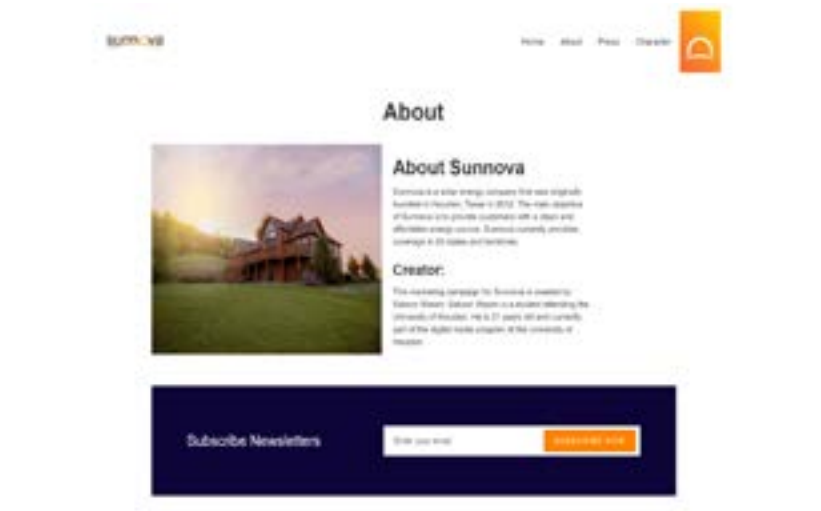
WEBSITE

This marketing campaign website for Sunnova was created using Webflow. This website includes the services and products provided by Sunnova and other essential information regarding the campaign.

ROUTES: 8 sections
REACH: Local
AUDIENCE: 5 per day

Link to website:

<https://sunnovas-campaign-website.webflow.io/>



POST 01

PHOTO & TEXT



Friday
April 7th @ 3 PM

Are you tired of being interrupted due to unfortunate situations, such as a hurricane? Then solar energy is the best choice for you! Still not convinced? Visit <https://sunnovas-campaign-website.webflow.io/> to learn about Muhammad's story, one of our many satisfied customers.

POST 02

Photo & TEXT

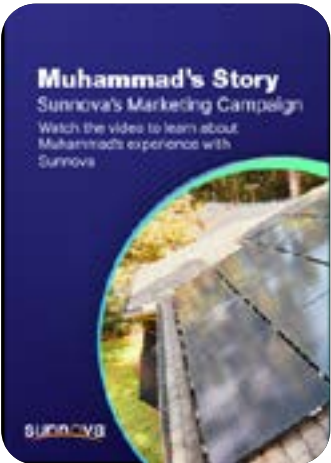


Saturday
April 8th @ 1 PM

Check out our new AR filter! We decided to create an AR filter of the sun to help symbolize the importance of solar energy while also allowing our customers to interact with it. Visit <https://sunnovas-campaign-website.webflow.io/> for more information.

POST 03

PHOTO & TEXT



Sunday
April 9th @ 1 PM

Want to know more about our customer's experience? Visit <https://sunnovas-campaign-website.webflow.io/> to watch Muhammad Khan's testimonial video. Khan is just one of the many satisfied customers we've had over the years.

POST 04

Photo & TEXT



MONDAY
April 10th @ 12 PM

Are you thinking about switching to solar but are unfamiliar with the process? Then look no further! Visit <https://sunnovas-campaign-website.webflow.io/> to check out our blog where we easily explain how to switch to solar.

POST 05

PHOTO & TEXT



TUESDAY
April 11th @ 10 AM

Want to be a part of our community? Visit <https://sunnovas-campaign-website.webflow.io/> to purchase one of our services or products. Here at Sunnova we take pride in making sure our customers get the energy they deserve.

INFLUENCER LIST

	CATEGORY	Brand	NAME (First and Last)	TITLE	CONTACT	NOTES
		YOUR LIST				
01	Client	• Found Realty (Real Estate Company)	Lucy Mondragon	Real Estate Agent	mondragonrealestategroup@gmail.com	Located in Houston and currently has 7,201 followers on Instagram and 464 followers on Facebook
02	Client	• Douglas Elliman (Real Estate Company)	Tatiana Neagu	Real Estate Agent	tatiana.neagu@elliman.com	Located in Houston and has a master's degree in marketing and logistics.
03	Personality	• Local Community Figure	Katie Day	Real Estate Agent	katie@movemetotx.com	Located in Houston and currently has 31k followers on Instagram
04	Client	• Douglas Elliman (Real Estate Company)	Viktoria Sabinina	Real Estate Agent	viktoria.sabinina@elliman.com	Located in Houston and currently has 18.8k followers on Instagram
05	Client	• Compass (Real Estate Company)	Thomas Coselli	Real Estate Agent	thomas.coselli@compass.com	Located in Houston and currently has 15.9k followers on Instagram
06	Client	• Texas Made Realty (Real Estate Company)	Suzy Pittman	Real Estate Agent	SuzyPittmanHomes@gmail.com	Located in Houston and currently has 7,206 followers on Instagram
07	Client	• Nan and Company Properties (Real Estate Company)	Nancy Almodovar	Real Estate Agent	info@nanproperties.com	Located in Houston and currently has 31k followers on Instagram and 11,988 followers on Facebook
08	Client	• NextGen (Real Estate Company)	Andrea Tran	Real Estate Agent	@andreatranrealestate on Instagram	Located in Houston and currently has 9,144 followers on Instagram
09	Client	• KSTX Realty (Real Estate Company)	Kanithia Hills	Real Estate Agent	dr.k@kstxrealtygroup.com	Located in Houston and currently has 23.6k followers on Instagram and 2.6k followers on Facebook
10	Personality	• Local Community Figure	Amanda Corral	Real Estate Agent	info@theamadaagency.com	Studied at the University of Houston and currently has 41.4k followers on Instagram
11	Client	• Compass (Real Estate Company)	J'vonne Lowe	Real Estate Agent	hello@jvonnelowe.com	Located in Houston and currently has 15.8k followers on Instagram
12	Client	• Douglas Elliman (Real Estate Company)	Caroline Spagnola	Real Estate Agent	Caroline.spagnola@elliman.com	Located in Houston and currently has 10.3k followers on Instagram
13	Personality	• Local Community Figure	Candice Johnson	Real Estate Agent	HtxLuxeProperties@gmail.com	Located in Houston and currently has 67.3k followers on Instagram
14	Client	• eXp Realty	Nicole Quintero	Real Estate Agent	Listwithnico@gmail.com	Located in Houston and currently has 10.2k followers on Instagram
15	Personality	• Local Community Figure	Brittney Rogers	Real Estate Agent	b.rogers@roggrp.com	Located in Houston and currently has 101k followers on Instagram and 2.2k followers on Facebook
16	Personality	• Local Community Figure	Karishma Naidu	Real Estate Agent	@karishma_htx on Instagram	Located in Houston and currently has 47.2k followers on Instagram
17	Client	• Douglas Elliman (Real Estate Company)	Alexis Paige	Real Estate Agent	alexispaigeweiner@gmail.com	Located in Houston and currently has 23.3k followers on Instagram and 1.1k followers on Facebook
18	Client	• Compass (Real Estate Company)	Alicia Jammer	Real Estate Agent	alicia@aliciajammer.com	Located in Houston and currently has 11.9k followers on Instagram
19	Personality	• Local Community Figure	Tiera Carrington	Real Estate Agent	TieraTheRealtor@gmail.com	Located in Houston and currently has 149k followers on Instagram
20	Client	• NextGen (Real Estate Company)	Julia Wang	Real Estate Agent	julia@nextgen.re	Located in Houston and currently has 331k followers on Instagram

PRESS RELEASE AND PROMO EMAIL

FOR IMMEDIATE RELEASE: 4/11/2023

SUNNOVA CONDUCTS A TRANSMEDIA STORY PLAN REGARDING A CUSTOMER'S EXPERIENCE TO HELP HIGHLIGHT THEIR SERVICES

Houston, Texas - April 11, 2023 - Sunnova, has decided to officially begin their transmedia campaign. Sunnova is a solar energy company that helps provide its customers with many products and services, such as solar panels. For this campaign, Sunnova will be showcasing Muhammad's experience with the company after purchasing one of their services and what led him to choose Sunnova. Muhammad Khan is one of Sunnova's many satisfied customers.

"A satisfied customer is the best business strategy of all" (LeBoeuf, n.d.). Muhammad's story begins with him speaking about his struggles with electric companies, such as its high cost. This leads him to research for alternative options, hoping to find a solution to his problems. As a result, he learns about solar energy and comes across Sunnova. Sunnova is constantly helping Muhammad throughout the whole process and is very communicative, which ultimately ends with Muhammad getting solar panels from the company.

Press Release Image

All information regarding Muhammad's experience is available on Sunnova's campaign website, which is listed in the following. Here are some essential links regarding Muhammad's story:

- Website Link: <https://sunnovas-campaign-website.webflow.io/>
- Video Link: <https://www.youtube.com/watch?v=Jf1VNfzVc-Q>

About Sunnova

Sunnova was originally founded in Houston in 2012. Even though Sunnova was founded in Houston, the company currently provides coverage in 40 states and territories. Muhammad's story was based in Austin, which helps emphasize how Sunnova is able to provide their services to more places outside of Houston. The main goal of the company is to provide people with a clean and affordable energy source.

Contact Information:

Name: Saboor Wasim

Company: Sunnova

Phone Number: 832-638-5746

Email: saboorwasim@gmail.com

###

Promo Email

Are you interested in being a part of Sunnova's journey? Then look no further!

Dear [Influencer Name],

This is a brief message to inform you that we, a solar energy company, have officially released our new transmedia campaign! As of April 11th, we have published our brand new campaign website where we are able to showcase our services and products while also showcasing one of our satisfied customer experiences with us.

Since we both are targeting homeowners for our business, we would love it if you are able to promote our new website and socials! As a result, we would also help promote your business by including your information on our campaign website.

Here is some of our information regarding promotional work:

- Website: <https://sunnovas-campaign-website.webflow.io/>
- Customer Testimonial Video: <https://www.youtube.com/watch?v=Jf1VNfzVc-Q>
- Instagram: <https://www.instagram.com/sunnova.energy/>
- Twitter: https://twitter.com/sunnova_energy
- Facebook: <https://www.facebook.com/sunnova.stayenergized>

If you have any questions or concerns, please feel free to contact me. My phone number is 832-638-5746 and my email is saboorwasim@gmail.com.

Saboor Wasim

Digital Media Student,

University of Houston

PRESS RESPONSE

	Brand	NAME (First and Last)	1st Email	Response	2nd Email	Response	3rd Email	Response
	YOUR LIST							
01	• Found Realty (Real Estate Company)	Lucy Mondragon	04/05/2023	None	4/12/2023	None	4/15/2023	None
02	• Douglas Elliman (Real Estate Company)	Tatiana Neagu	04/05/2023	None	4/12/2023	None	4/15/2023	None
03	• Local Community Figure	Katie Day	04/05/2023	None	4/12/2023	None	4/15/2023	None
04	• Douglas Elliman (Real Estate Company)	Viktoria Sabinina	04/05/2023	None	4/12/2023	None	4/15/2023	None
05	• Compass (Real Estate Company)	Thomas Coselli	04/05/2023	None	4/12/2023	None	4/15/2023	None
06	• Texas Made Realty (Real Estate Company)	Suzy Pittman	04/05/2023	None	4/12/2023	None	4/15/2023	None
07	• Nan and Company Properties (Real Estate Company)	Nancy Almodovar	04/05/2023	None	4/12/2023	None	4/15/2023	None
08	• NextGen (Real Estate Company)	Andrea Tran	04/05/2023	None	4/12/2023	None	4/15/2023	None
09	• KSTX Realty (Real Estate Company)	Kanithia Hills	04/05/2023	None	4/12/2023	None	4/15/2023	None
10	• Local Community Figure	Amanda Corral	04/05/2023	None	4/12/2023	None	4/15/2023	None
11	• Compass (Real Estate Company)	J'vonne Lowe	04/05/2023	None	4/12/2023	None	4/15/2023	None
12	• Douglas Elliman (Real Estate Company)	Caroline Spagnola	04/05/2023	None	4/12/2023	None	4/15/2023	None
13	• Local Community Figure	Candice Johnson	04/05/2023	None	4/12/2023	None	4/15/2023	None
14	• eXp Realty	Nicole Quintero	04/05/2023	None	4/12/2023	None	4/15/2023	None
15	• Local Community Figure	Brittney Rogers	04/05/2023	None	4/12/2023	None	4/15/2023	None
16	• Local Community Figure	Karishma Naidu	04/05/2023	None	4/12/2023	None	4/15/2023	None
17	• Douglas Elliman (Real Estate Company)	Alexis Paige	04/05/2023	None	4/12/2023	None	4/15/2023	None
18	• Compass (Real Estate Company)	Alicia Jammer	04/05/2023	None	4/12/2023	None	4/15/2023	None
19	• Local Community Figure	Tiera Carrington	04/05/2023	None	4/12/2023	None	4/15/2023	None
20	• NextGen (Real Estate Company)	Julia Wang	04/05/2023	None	4/12/2023	None	4/15/2023	None

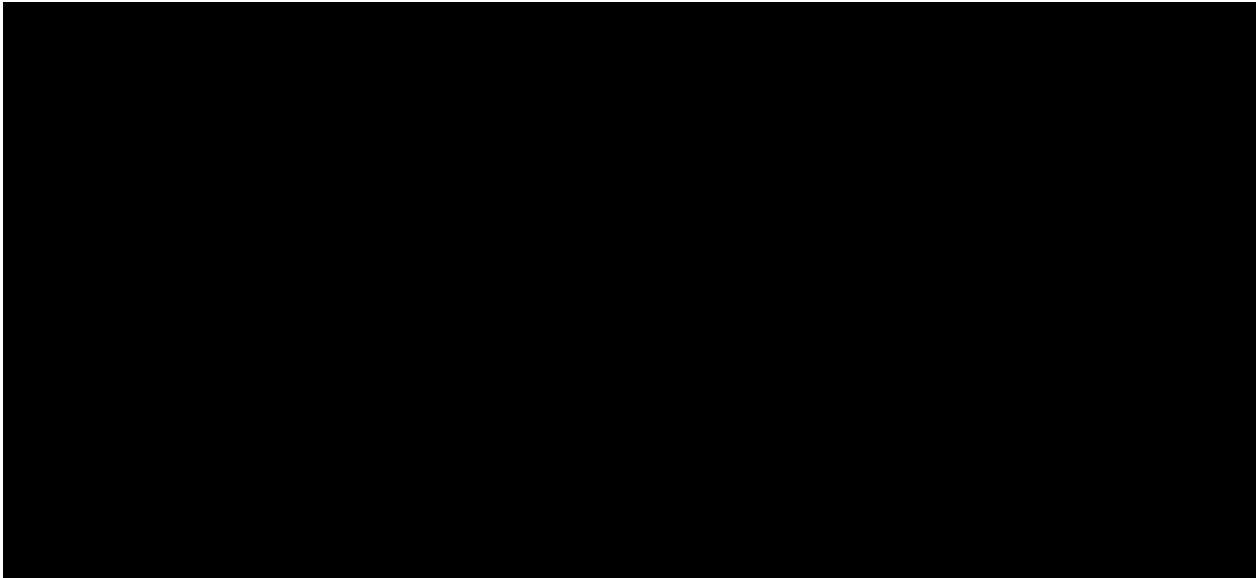
AR Instagram filter

An animation of sunglasses to help create an interactive experience for Sunnova’s new customers and existing customers.

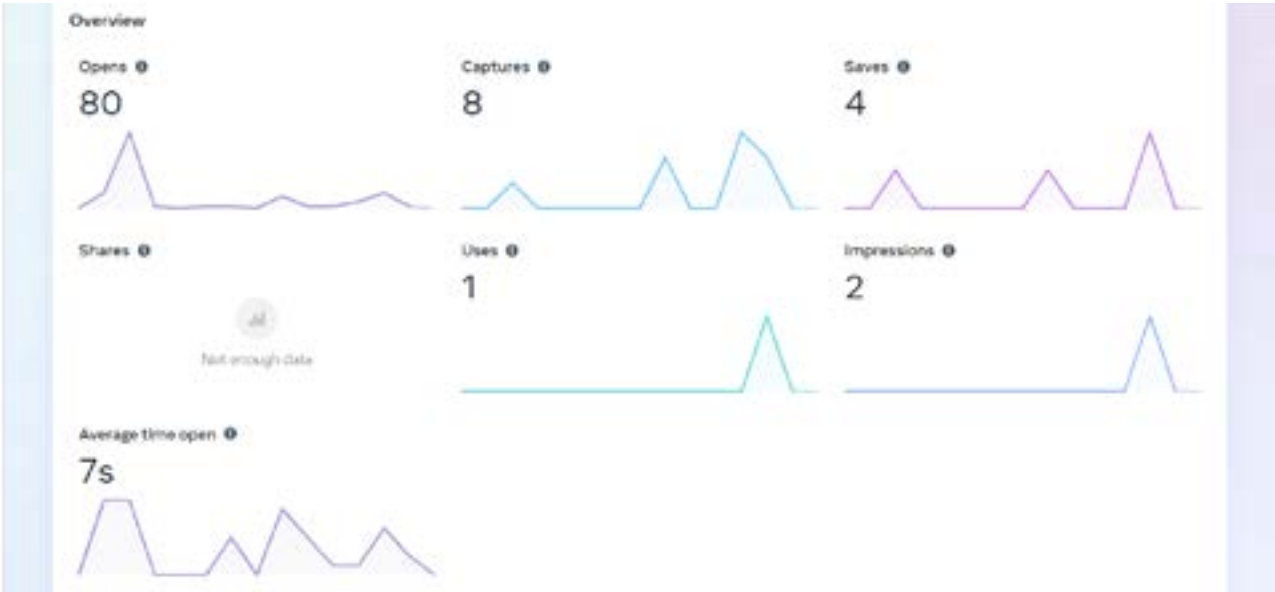
DURATION: 4 seconds

USERS: 80

REACH: Throughout the U.S.



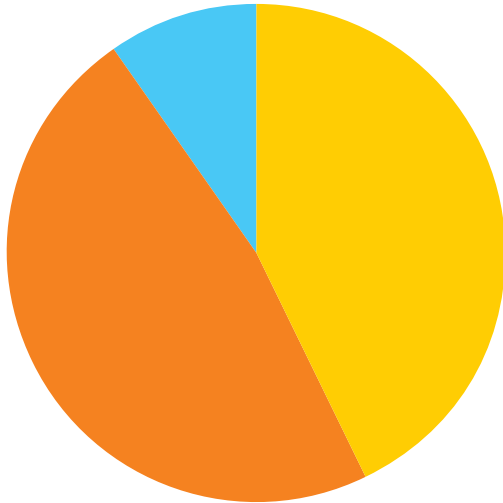
AR Filter Analytics



RESULTS

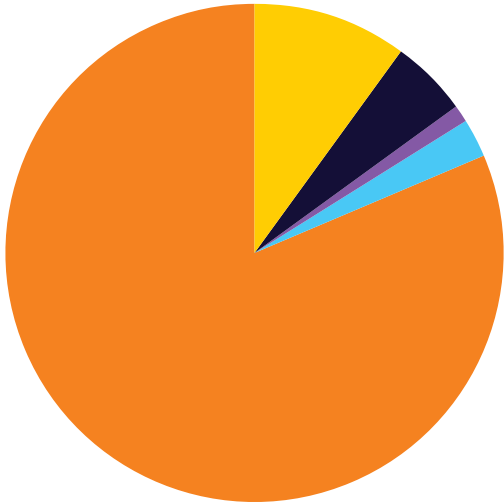
RESULTS

CAMPAIGN
WEBSITE



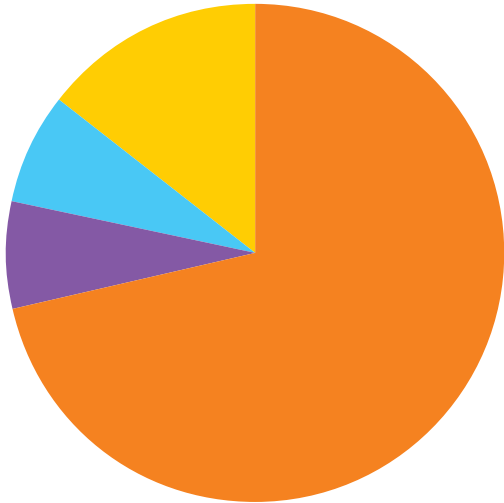
- Direct: 9
- Organic Social: 10
- Referral: 2
- Sessions: 20

AR FILTER ANALYTICS



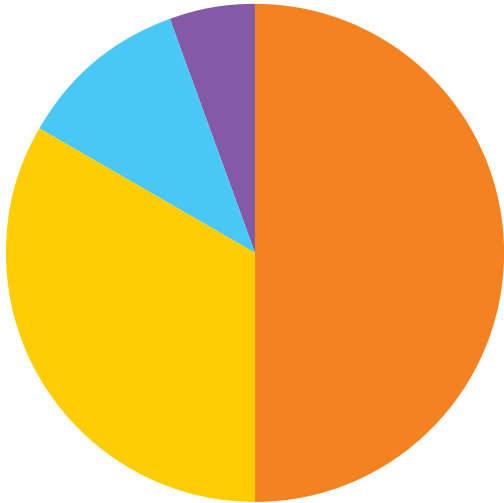
- Opens: 80
- Captures: 8
- Saves: 4
- Uses: 1
- Impressions: 2
- Average Time Open: 7 Seconds

SOCIAL MEDIA USE



- Instagram Followers: 20
- Twitter Followers: 2
- Facebook Followers: 2
- Total Number of Comments: 4

VIDEO
ANALYTICS

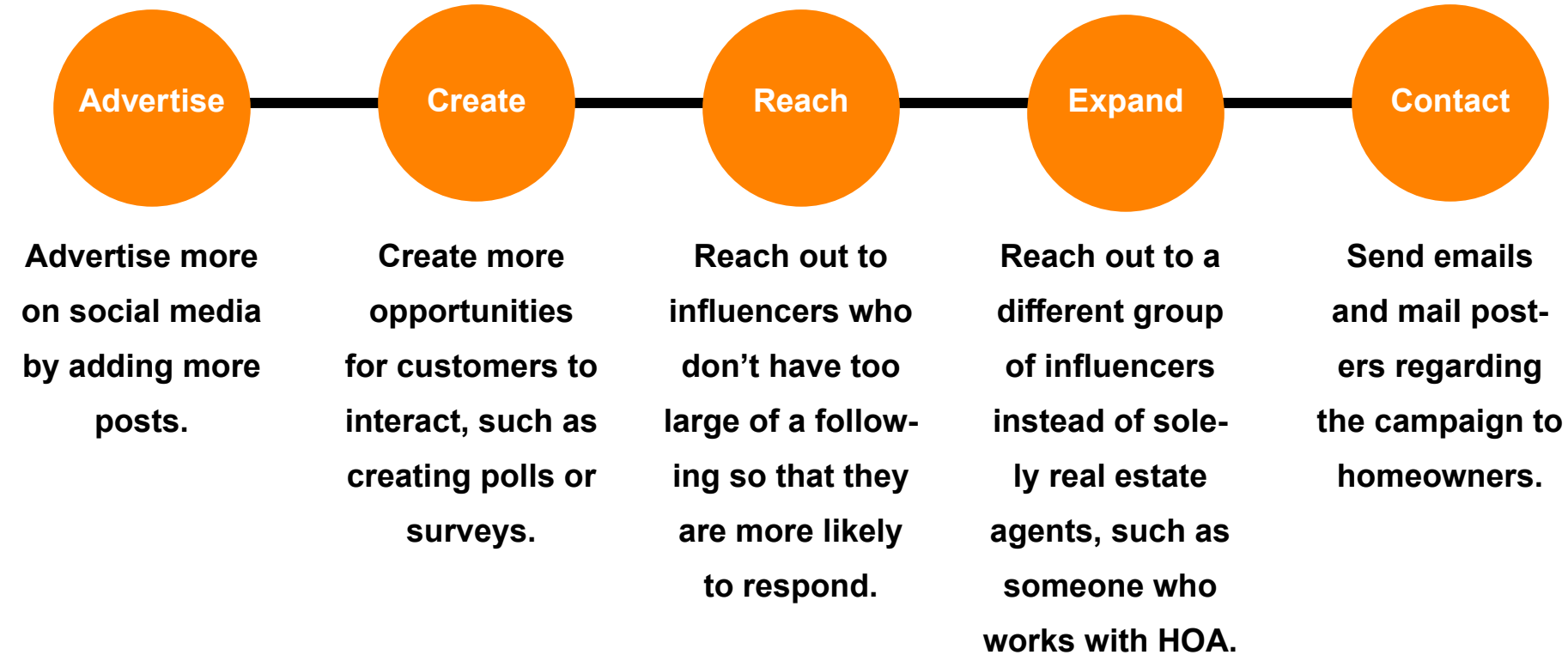


- Total Number of Views: 18
- Views From External Sources: 9 (50%)
- Views From Direct or Unknown Sources: 6 (33%)
- Views From Browse Features: 2 (11.1%)
- Views From Channel Pages: 1 (5.6%)
- Average View Duration (External Sources): 1:22

STATUS AND NEXT STEPS

In order to help Sunnova to continue to grow in the future, the company can try some of the following additional strategies.

FURTHER MARKETING STRATEGY



SUMMARY AND CALLS TO ACTION

In conclusion, I was able to accomplish some of the goals I created before starting this campaign. Two of my original goals were to gain twenty followers on Twitter and to have five visits on my campaign website. I did end up getting twenty followers, however, I got them on Instagram instead of Twitter. I also was able to get more than five visits on the campaign website. Unfortunately, there is one goal I couldn't reach, which was much harder to achieve than I originally expected. The only goal I wasn't able to achieve was for Sunnova to gain five more clients from my campaign. I was also unable to receive any responses from my influencer list, however, now I know to choose people more realistic that don't have too large of a following. I learned that advertising to sell solar panels is extremely difficult. What surprised me the most is the amount of users I received from my AR filter, since I got a lot more than I expected. Even though I was able to reach some goals, there is still plenty of room for improvement. Overall, this has been a great learning experience, which I will use to grow and further improve my work and marketing strategy.

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