



ELECTRIC FOR ALL *Kicking Gas Campaign*

Campaign Overview

On June 26, 2019, Veloz launched *Kicking Gas* starring Arnold Schwarzenegger. *Kicking Gas* was part of Veloz's Electric For All public awareness campaign. The edgy 3-minute video went viral over the summer with more than 224 million engagements over the span of the campaign. *Kicking Gas* online ads and 37 billboards around the state amused many and also gave consumers tools to learn more about electric cars, purchase incentives and perks, and fueling on the ElectricForAll.org campaign website. When the Terminator talks, people listen.

Campaign Flight

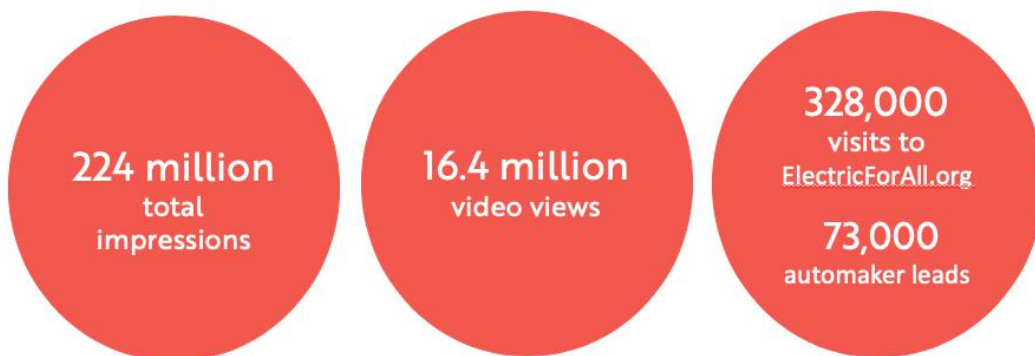
June 26, 2019 – December 23, 2019

Media

Paid media channels included: social media (Facebook, Instagram, YouTube), Search (Google, Bing), display banners (various websites) and billboards (37 – San Francisco, Sacramento, Bakersfield, Los Angeles and San Diego). The organic media strategy included Arnold Schwarzenegger's social media, [Veloz's twitter account](#) and Electric For All [Instagram](#) and [Facebook](#) accounts.

Kick Gas Metrics

Kicking Gas Metrics Paid/Organic (June 26- December 23, 2019)



*167 million digital
*69 million of these in communities of opportunity
*57 million billboard impressions



Videos

The full *Kicking Gas* video was 3.38 minutes where Arnold Schwarzenegger goes undercover as a used car salesman, Howard Kleiner. To drive more people to the full video, three 15-second teaser videos.



Digital Banners



Billboards

We had 37 billboards up and down California located in San Francisco, Sacramento, Bakersfield, Los Angeles and San Diego.



Earned Media

We had a strong earned media launch and continued to get coverage over time. Coverage included stories in 182 media outlets with an estimated 6.5 million views. These outlets included Mashable, Wired and Fast Company.

Final Kicking Gas Media Engagement Metrics (June 26- December 23, 2019)

