

# SCSB Final Report

## **General Information**

**Principal Investigator(s) Name(s):** Brad Shimmens, Director of Operations and Membership and Kaleb Little, Director of Communications

**Organization:** National Biodiesel Board

**Date:** January 7, 2019

## **Proposal Information**

**Title:** Biodiesel Market Expansion Drive

**Amount Expended to Date:** \$1,000

## **Progress Assessment**

Survey data continues to show high awareness and favorable impressions of biodiesel across all subcategories, but especially high numbers in key areas. Highly educated voters, those identifying as 17+ years of education have the highest positive impressions of biodiesel at 62% (Overall average 52%). Also, those ages 35-44 were 63% positive compared to the 52% average overall. This same age demographic had an astonishing 1% negative impression of biodiesel. Also, a key indicator, those who said they were very/somewhat familiar with biodiesel were 70% positive while those who said they were not too/not at all familiar with biodiesel were just 34% positive. This strong link between awareness and positivity highlights the importance of education efforts like those of the Biodiesel Market Expansion Drive project and high awareness numbers show the success of continued education and outreach.

## **Key Performance Indicators**

Project success is measured by more biodiesel being sold than any other advanced biofuel. Biodiesel markets will continue to use 1/3 of the oil crushed in the U.S. KPIs were met based on current market dynamics as the U.S. biodiesel market is anticipated near 2.8 billion gallons again for 2018 and USDA estimates more than 7 billion pounds of soybean oil to biodiesel, or roughly 33% of domestic soybean oil utilization.

## **Next Steps**

Will continue to execute the project as designed in the next fiscal year, yielding similar results as above.

## **Additional Information**

The targeted advertising campaign performed well in 2018, expanding the reach and messaging on biodiesel to a national audience of more than 20.1 million Americans. The campaign continues to perform at or above industry standards for the specific ad mediums selected. Along with the impressions, the campaign also drove more than 30,000 clicks/actions/interactions that generally all include a deeper dive into biodiesel information than the advertising copy offered. The campaign was widespread, engaging, and educational reaching a national and targeted regional audiences through a comprehensive print, radio, digital, and social media campaign.

Prior to submission, reports should be saved as a pdf document using the following naming convention; 2018Date(yrmoday)\_(PI Last Name)\_(Abbreviated Proposal Title)\_Qtr1.