



Electrify America Launches Educational Campaign to Raise Electric Vehicle Awareness

First National Advertising Effort is Part of a \$2 Billion Investment to Advance ZEV Adoption

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Reston, VA (August 13, 2018) – Today, [Electrify America](#), a company investing in electric vehicle charging infrastructure and promoting the adoption of Zero Emission Vehicles (ZEVs), launches its first-ever national advertising campaign leading into the fall television season. The integrated campaign kicks off with national [TV broadcast](#), [radio](#), and a website, www.PlugintothePresent.com.

The advertising spot, titled [“JetStones,”](#) aims to broaden consumer awareness of the advantages and availability of electric vehicles, plus a growing network of EV fast chargers in metropolitan areas, along highways, and in communities at workplaces and multiunit dwellings.

Using the theme songs from two popular Warner Bros.’ Hanna-Barbera cartoons, “The Jetsons” and “The Flintstones,” in the television and radio commercials, the campaign is a playful take on the transition of personal transportation from the Stone Age to the reality of electric vehicles available today. The advertising spot features electric vehicles from six different car manufacturers to showcase a wide variety of EVs available in today’s marketplace.

“Electric cars are not something of the future, they are here now and more accessible than many people know,” says Richard Steinberg, senior director, green cities, marketing and communications, Electrify America. “The JetStones campaign is just the beginning of our work to educate and demonstrate that electric vehicles offer a full array of features that customers expect, and they are totally fun to drive.”

The brand-neutral campaign, developed with creative agency [Deutsch](#), will run nationally through June 2019. The national advertisement was directed by Matt Piedmont, an award-winning film director and writer. The TV commercial was developed, cast, filmed and produced in Southern California.

“This is the first expression of a new movement to break down myths about electric vehicles,” says Guto Araki, EVP, executive creative director at Deutsch. “We tapped into iconic theme songs from the fan-favorites ‘The Flintstones’ and ‘The Jetsons’ as a way to connect the past to the present, and to send the message that the future is electric.”

The campaign, which features the national TV and radio spots, is part of a \$45 million education and public awareness initiative. Electrify America, a subsidiary of Volkswagen Group of America, is investing \$2 billion over a 10-year period in Zero Emission Vehicle (ZEV) infrastructure and awareness.

ABOUT ELECTRIFY AMERICA:

Electrify America LLC, which is headquartered in Reston, Virginia, is investing \$2 billion over a 10-year period in Zero Emission Vehicle (ZEV) infrastructure and awareness. The investment will enable millions of Americans to discover the benefits of electric driving and support the build-out of a nationwide network of workplace, community and highway chargers that are convenient and reliable. For more information and to view the National and California ZEV investment plans, visit www.electrifyamerica.com.

ABOUT DEUTSCH:

Deutsch is an advertising, design and digital agency known for its award-winning creative campaigns. Integrated practices include creative advertising, media planning and buying, all aspects of digital marketing and product development, including ecommerce and mobile, multicultural marketing, public relations, invention, social media, design, branded entertainment, music, and experiential marketing. Deutsch's clients include, Volkswagen, Johnson & Johnson, PNC Bank, Taco Bell, Target, Sherwin-Williams, Dr. Pepper, Green Giant, Snapple and Georgia-Pacific, among others. Deutsch has been named one of the most innovative companies in advertising by Fast Company, and has regularly appeared on Advertising Age's Agency A-List.

ABOUT WARNER BROS. CONSUMER PRODUCTS:

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, the Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi (opening 2018). With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.

THE JETSONS and all related characters and elements © & ™ Hanna-Barbera. (s18)

THE FLINTSTONES and all related characters and elements © & ™ Hanna-Barbera. (s18)

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