



NGVsNOW: Natural Gas Vehicles Driving America's Future

America has enough domestic natural gas to power the country for the next 100 years. Yet, less than 1 percent of natural gas is currently being used in one of the most obvious ways: to fuel vehicles.

GA was engaged to launch Natural Gas Vehicles Now (NGVsNow), an organization dedicated to raising support for natural gas-powered vehicles. GA recognized a need to change America's awareness of the potential of natural gas and worked to change public perception.

Leveraging numerous traditional and new-media placements in publications including the Huffington Post and Forbes, the campaign was centered around building an integrated online and social media presence. The objective was to create an organic groundswell of support for natural gas-powered vehicles and their role in the national conversation about energy, the environment, the economy and national security.

The campaign has been enormously successful, achieving notable results in the seven months since its launch. GA turned an online relationship into real-world results by organizing a media-attended natural gas event on Capitol Hill with Rep. Spencer Bachus, featuring a natural gas advocate NGVsNow recruited through Twitter.

NGVsNow's edgy video, "Natural Gas: How Do You Like to 'Get It?'," gained rapid traction, achieving more than 13,000 views in nine days. Although the video's popularity alone was remarkable, its unconventional message propelled its notoriety in numerous outlets, including Wired's Autopia blog and the American Gas Association's blog.

Most importantly, the campaign became an online hub for Americans to learn about the potential of natural gas vehicles – and their ability to provide our country with a cleaner, safer and more sustainable future.

 **ngvsnow** 8 mo.

Twitter Impressions: >3.5M

Twitter Followers: 2,500

YouTube Views: >83K

Media Impressions: 30.7M

WIRED AUTOPIA

Forbes 

The Birmingham News

THE HUFFINGTON POST

CBS NEWS

Natural Gas: How Do You Like to "Get It"?

NGVsNow 20 Videos



The New Look of Natural Gas

NGVsNow 20 Videos

