



Electrify America Selects Eleven as Creative Marketing and Advertising Agency

Reston, VA (March 5, 2019) – Electrify America has named [Eleven](#), a San Francisco-based creative agency as its advertising and marketing Agency of Record (AOR).

Eleven will be responsible for Electrify America’s brand neutral and electric vehicle (EV) station utilization marketing and advertising efforts. The agency will help lead the company’s initiatives to build general awareness and education around the adoption of zero emission vehicles (ZEV).

“Eleven has an excellent creative team to help us bring zero emissions vehicle awareness to consumers as they make mobility choices now and in the future,” said Richard Steinberg, senior director of marketing, communications and Green Cities initiatives, Electrify America. “Eleven has a proven track record in the automobile, electric vehicle and tech fields and we are confident that they will broaden our outreach across the country.”

Starting in July 2019, Electrify America plans to invest \$62 million in a series of campaigns marketing and advertising ZEVs and ZEV infrastructure over a 30-month period. The largest campaign will utilize traditional and new media to educate the public and boost the general awareness of the benefits of adopting ZEV transportation in a brand-neutral manner. Electrify America will also run smaller, heavily digital campaigns to drive utilization of EV charging stations.

“Electrify America has the opportunity to help transform the EV industry by rapidly expanding open, fast and convenient nationwide charging,” said Mike McKay, partner and chief creative officer of Eleven. “As an agency that has been inspired and influenced by innovation since the day we opened our doors, we couldn’t be more excited to support Electrify America on their mission.”

Electrify America is investing \$2 billion over ten years in zero emission vehicle (ZEV) charging infrastructure, access and education programs across America, the largest commitment of its kind to date. In the first two phases of the company’s investments ending December 31, 2021, Electrify America’s DC fast charging stations will be located in 29 metro areas, along high-traffic corridors in 46 states including the District of Columbia and two cross-country routes.

The charging stations feature charging levels that will range from 50 kilowatts (kW) up to 350kW, with the latter being able to add up to 20 miles of range per minute to a vehicle. Nationally, each planned charging station will be located no more than 120 miles apart and planned locations average only 70 miles apart.

About Electrify America

Electrify America LLC, a wholly-owned subsidiary of Volkswagen Group of America headquartered in Reston, VA and with an office in Pasadena, CA, is investing \$2 billion over 10 years in Zero Emission Vehicle (ZEV) infrastructure, education and access. 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, visit www.electrifyamerica.com.

About Eleven

[Eleven](#) is a creative agency in San Francisco that sits at the intersections of branding, advertising, design, and media. Eleven's approach translates business, brand and product strategy into design experiences, creative content, and social conversations that connect with and surround the consumer. Eleven's culture and process is influenced by the tech industry of the Bay Area, and clients span early to late stage startups as well as established brands such as Google, Apple, Dignity Health, Visa, Chevrolet, Shipt, SurveyMonkey, GetAround, Western Governors University, Kleiner Perkins, and E&J Gallo. In 2017, Eleven was recognized as Advertising Age's Silver Small Agency of the Year in the U.S. In 2018, Eleven was named Advertising Age's West Coast Silver Agency of the Year and was awarded the honor of B-to-B Campaign of the Year for their NCAA work with Google Cloud.

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