

# V2G: SUPPORTING AUSTRALIA'S FUTURE IN ENERGY



SHAPING  
OPINION



INCREASE  
PARTICIPATION



FUTURE  
OUTLOOKS

PERSONA 1  
**LUXURY  
SEEKERS**

PERSONA 2  
**THE  
MAJORITY**

PERSONA 3  
**CRANKY  
GNOME**

PHYSICAL

MEDIUM OF  
PROMOTION

ONLINE

## PROBLEMS

- Self Centred

- Uncertainty
- Information Asymmetry
- Risk Aversion

- Change Aversion

## ATTRACT

Placed in strategic locations across Australia. These attractive posters are designed to attract the consumer and encourages them to research further.

aims

## EXPLAIN

A website designed for all demographics, explaining what V2G is to the average consumer, or to the EV enthusiast. From bite sized data and FAQs, to the specifics of the protocols.

## TARGETS

- Framing
- Highlight Individual Benefits
- Status

- Availability
- Heuristic
- Default Choice

- Normative Pressures

## SHORT

Short, high-impact, and to the point. These messages will surely get the point across.

format

## ELABORATIVE

Elaborating and delivering all the information that an inquiring consumer could ask for before making an informed decision.

## RATIONALE

- Gets the Ball Rolling

- Main Source of Energy Capacity

- Non-critical Demographic

## EXPOSURE

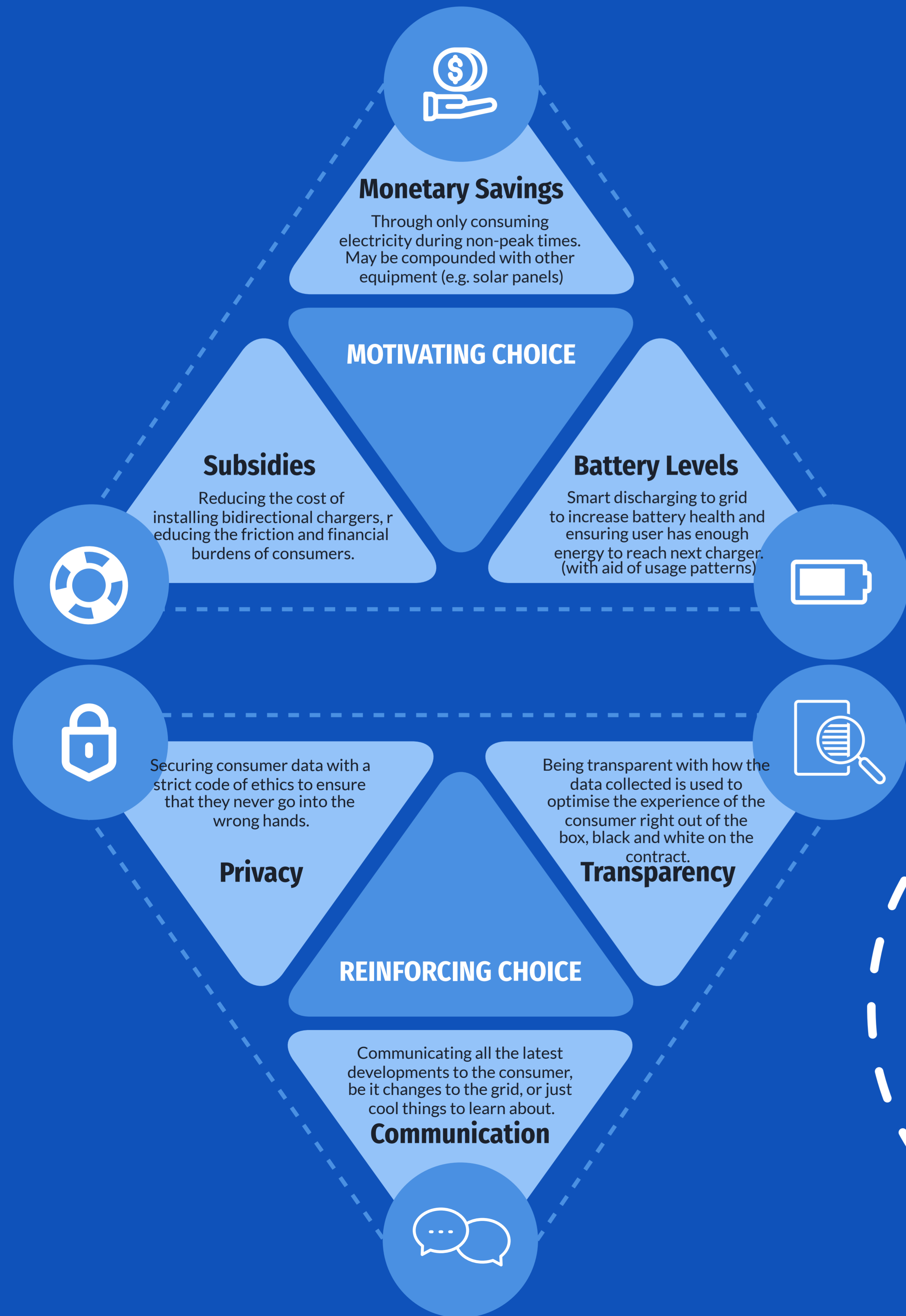
Making sure the public is aware of what V2G is, prebunking the misinformation before it has happened.

combating  
misinformation

## TARGETED

Targeting the fiercest battlegrounds of misinformation, targeted posts on social media help to protect the most vulnerable groups from being lied to.

# CONSUMER PARTICIPATION



## Communications Spotlight

In order to target the risk averse behaviour and tackle uncertainty via providing control and sense of security in a variable system like V2G, we would like to propose the implementation of a trusted and reliable communication method.

### EMERGENCY SMS

An emergency SMS is sent in times of a demand shock to the grid, prompting users to provide permission to supply electricity back to the grid.

### MONTHLY DIGEST

More proactive users may also choose to subscribe to the monthly digest, where they can see updates about V2G and how they have contributed towards the power grid.

## What's Next? An Outlook for the Future

We are expecting all stakeholders to experience an increase in utility as time goes on. Not only will the expected user base increase, which reduces the amount of power drawn per car, but advancements in battery technology will also boost the potential of the solution.

However, this is contingent on the fact that V2G technology rapidly develops in the next 2 years, which may be hindered from policy delays and limited domestic manufacturing capabilities. Leaving room for future measures to consider how to boost manufacturer involvement.