



What Will the Future Utility Brand Look Like?

By Bill LeBlanc

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Authentic, empathetic, customer-centric, and choice are just some of the terms that describe the future state of utility branding.

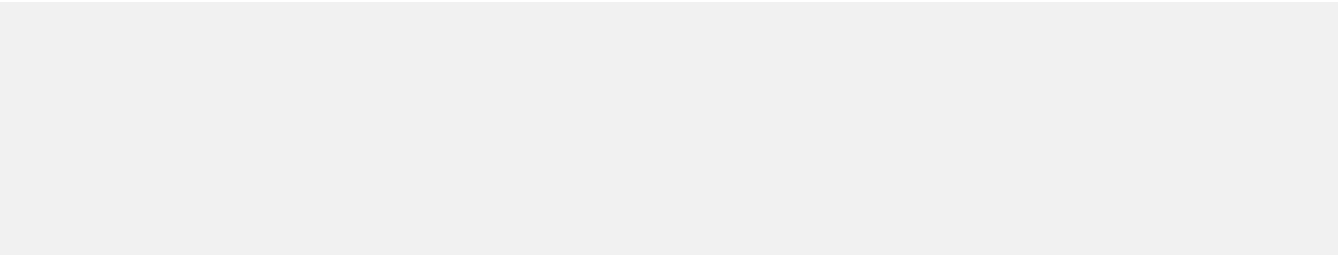


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When we asked a group of marketing and communications leaders at the Fall 2018 E Source Utility MarCom Executive Council to describe current utility brand attributes, we heard words like reliable, safe, and low cost. But when we asked them to think about what brand attributes w



These words and phrases populated the list of future brand attributes: authentic, socially responsible, empathetic, customer-centric, control, choice, and partner. It's clear that most utilities envision a high-touch relationship with their customers, one in which the utility would help its Brand promise examples for the utility of the future

Toward the end of our workshop, we had participants develop future brand promises based on customers' emerging priorities. Here are some of our favorites:

- Customer-driven, community-focused
- Delivering a clean, connected energy world for all
- Delivering a bright future

• Energy for who you are

Note that not all of them refer to the utility or energy. Rather, we see an emphasis on anticipating and serving customers' needs, whether those needs are clean energy, connected devices, or personalized service.

Resources you can access now

Listen to a recording from an E Source web conference, [Rethink, Reinvent, and Reposition Your Utility Brand for the Twenty-First Century](#), featuring brand expert Fridrik Larsen to learn how to actively shape and differentiate your brand in the utility market. Let's talk about how E Source can help you shape your brand by understanding future customer wants and needs.

[Contact us today](#)

About the author



BILL LEBLANC

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Bill LeBlanc previously served the business as vice president for marketing, vice president for consulting, and vice president for research. He's also president of the Boulder Energy Group. Bill has more than 20 years of experience in strategic marketing, new product development, p



Let us know what you think. If you want to weigh in or chat about this topic, just email [Sannie Sieper](#), E Source director of marketing.