

The winners of the 2020 E Source Utility Ad Awards Contest

Jessica Bailis

Associate Solution Director,
E Source



E Source

Featuring representatives from the
winning utilities

Today's session moderator



Jessica Bailis

Associate Solution Director, Sales
Support and Engagement, E Source

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jessica_bailis@esource.com

Thank you to our external judges!

- A.J. Schmitz, Progressive Marketing Group Inc.
- Kailie Hartman, Executive Events
- Lindsay Sutula, Sutula Marketing
- Lucia Riley, SAS Institute
- Michelle Goldberg, Chapel of the Flowers
- Mike Swainey, Intelligent Demand

Fall 2020 E Source



Marketing Leadership Council

September 22 | 3:00–5:00 p.m. EDT

September 23 | 3:00–5:00 p.m. EDT

September 24 | 3:00–5:00 p.m. EDT

www.esource.com/events

*This event is invitation-only

forum

VIRTUAL E SOURCE FORUM 2020



October 6-7, 2020

www.esource.com/forum2020



Brand category

And the winners are ...

1st place: LG&E and KU

2nd place: CenterPoint Energy

An aerial photograph of a vast solar farm. Rows of blue solar panels stretch across the landscape, separated by dark, grassy paths. In the center of the image, a worker wearing a white hard hat and a dark jacket stands on one of the paths, holding a tablet. The text "empowering possibilities" is overlaid in white on a dark blue horizontal band at the top.

empowering possibilities

Lauren Colberg
Senior Brand and Advertising Specialist











empowering possibilities







1010-0005254

You have the Best Commercial on T.V. This little light of mine after seeing this my Bill don't look so bad.

Just want you to know I absolutely love your new promotional ad on TV. I'm in love with the music this little light is going to shine. So uplifting, I hate your LG&E rates but I love your new TV promotion. Great job to the creators and LG&E. Thanks,

Message

I want to let you know, I absolutely love your commercial featuring This Little Light of Mine. Most commercials these days are either depressing or just blah. Not so for this one. My husband and I stop whatever we are doing look at the TV and sing or hum along. Thank you for the refreshing few seconds of this commercial. Sincerely, A Happy Customer

• Hey, guys and gals of Harrison County. This is Juanita Wolfe, and this may seem like a silly, small thing but, to me, it's meant a lot. I'm wishing you all well, and, in this scary time when our whole world is upside down, a few things I'd like to share with you all out to ease the load I'll carry. One thing that helped me and raised



my spirits quite often is the advertisement LG&E shares with us. It plays in the background "This Little Light of Mine" and all the time showing normal pictures of happy people and happy times. It makes you think maybe one of these days we will return to these happy times. Sure, there's some LG&E advertisement in it, but it's put forth with love and caring and it gives me hope for a return to a better day. Thank you, LG&E. Wish this could be played at the top of every hour. God bless, stay safe and maybe one day soon we can be back to hugging our babies again. This advertisement, along with faith, empowers me with hope for our future.

Just wanted to tell you that I think your "This Little Light of Mine" commercial is THE best one on TV right now. With all the other "stupid" commercials on TV, it is a very refreshing break when your commercial comes on!

Message

No question. Just wanted to say I love your "This Little Light of Mine" commercial.

"I love your new commercials!

One of my favorite songs of all time..."

- Jill Bell, VP and Chief Communications Officer for Passport

Message

Compliments and congrats on your commercial "This little light of mine." Beautiful! So rewarding to see a message that is positive and uplifting. Thank you. Charlotte, a happy customer

Angie & Stephanie

I just love ❤️ your AD that has the music to This Little Light 💡 of Mine I'm Gonna Let It Shine what a great song during these times

Thanks for lighting up my life each day

Hi, I may not enjoy paying my electric bill, but I really enjoy your new TV ad. It was done really well and actually gets a point across.

Have a blessed day,

Jennifer

CALLLED ABOUT THE KU COMMERCIAL SINGING THIS LITTLE LIGHT OF MINE I'M GONNA LET IT SHINE!!! SHE SAID THE COMMERCIAL MADE HER DAY AND THOUGHT OF HER CHILDHOOD. SHE SHARED IT WITH HER SUNDAY SCHOOL CLASS.

I have sent Ms. Cooper a thank you card for her compliment.

> Question:

>

> Hope this gets to correct department. I want to compliment you > on your latest commercial. I sing

>

> this little light of mine with the commercial and must admit I > watch the entire commercial. Keep

>

> this agency and when its time to change(not now) have a > positive, happy commercial. We all need

>

> this!!!!!!!!! Keep up the good work.



Montgomery, Teresa Best commercial on TV. I catch myself singing it all the time.



Maddox, Alisa I love it too. Best commercial ever.



Seeley, Tom Best commercial we ever did.

Add a comment

05:30



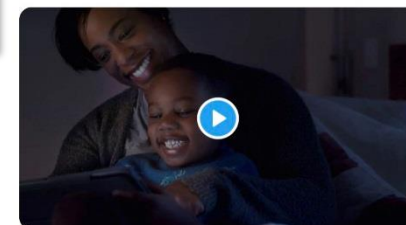
Tweet



Aron Patrick
@aronpatrick

I am so proud to work for such an awesome company! @lgeku

YouTube



Empowering Possibilities For the Communities We Serve

From rural towns to city centers and quiet neighborhoods to bustling industries, we're proud to provide safe, reliable energy — at some of the lowest costs i...

Email sent by customer.

I'm sure you are extremely busy with all that is going on but I just want to tell you what a highlight the LG&E commercial is when we're confined to our home and the TV is on continuously!! When i hear "This little light of mine" I start keeping the beat or start to dance if I'm up!! That commercial is the most uplifting thing coming out over the airway!!!
Keep it coming!!!

"It made me so proud!!! LG&E & KU Energy Proud!"
-Rhonda Anderson, Employee

"Great commercial showing off our employees! fantastic!"... "I really liked the focus on our employees. We are our best asset." — James Lepianka, Employee







Spreading light to you
from our employee
and retiree family.

#LetItShine

#TeamKentucky #TogetherKY



LG&E and KU
July 13 · 🌐

Our new Marketplace empowers you to find the best deals on the most energy-efficient summer electronics. Pretty 'cool'!

Compare, shop, and save on thousands of appliances and electronics at <https://bit.ly/2YTj8Fx>. #LGEKUMarketplace



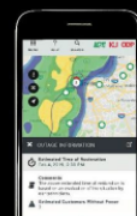
Lexi Messmer and 10 others

LG&E and KU
February 12 · 🌐

We know that when it comes to your power, questions about power outages are right at the top of your list: What happens when there is a power outage? And what is being done to restore power as quickly as possible?

Get answers directly from our subject matter experts here:
<http://bit.ly/2Si9HMz>

don't be in the dark
during power outages.



We've updated our online outage map. It's now fully interactive on your mobile device, empowering you with even more information on the go. It's another way our energies go to serving you. Check it out now at lge-ku.com/storm.



Lexi Messmer and 9 others

LG&E and KU

August 14 at 5:03 PM · 🌐

TRUE or FALSE:

Choosing the wrong air conditioner could cost you up to \$329...

It's TRUE! 🤖 Choosing an energy-saving window air conditioner with an Enervee Score of 90 of out 100 can save you \$329 or more in energy costs over the lifetime of the product.... [See More](#)



10,000 appliances and electronics. one site.
compare energy efficiency | prices | features | reviews and more!

Introducing the online Marketplace. Buying new appliances and electronics can be overwhelming. But our new Marketplace empowers you to compare upfront costs and long-term energy efficiency savings on more than 10,000 products. It's the smart way to compare, shop and save. Visit lge-ku.com/marketplace today.



empowering safety and savings



Empowering you
to save and stay safe.

Christina,
real LG&E employee



Don't let cold temperatures
raise your bill in a big way.

Get money-saving tips inside.

Aron
real LG&E



making more meals at home?

Check out these hot tips for reducing your energy in the kitchen. And visit lge-ku.com/tips for more!
Microwave small portions | Grill out when you can | Match pot size to burner size | Air dry dishes



empowering diversity and inclusion



Angie M. Evans
Vice President-Corporate Responsibility and Community Affairs
LG&E and KU

empowering women. empowering futures.

At LG&E and KU, our energies go to serving our customers in more ways than one. Our employees are not only dedicated to providing safe, reliable energy 24/7, but also are compassionate and committed to empowering our community by volunteering at nonprofit organizations throughout Kentucky. We are especially proud to recognize Angie Evans, vice president-Corporate Responsibility and Community Affairs, for being honored among the 2020 Women of Distinction.



empowering diversity.

We're committed to giving back to our community, and providing safe, reliable energy to every customer — with pride. **Our energies go to serving you.**



empowering a culture of inclusion, equality, dignity and respect for all.

Racism, intolerance and hatred have no place in our society. At LG&E, we are steadfast in our long-standing commitment to diversity and inclusion. Our strength is built upon the diverse perspectives, experiences and talents of our people. The recent events in Louisville and across the nation shine a light on how much work remains to be done to unite us and end all forms of racial injustice. We are actively listening and participating in conversations with community leaders, our employees and customers, and will further support efforts that drive meaningful and lasting change. The only way to succeed is by empowering a culture of inclusion, equality, dignity and respect for all.



empowering communities

empowering education.

LG&E KU
PPL companies

Powering our city.
Empowering LouCity.

LG&E
a PPL company

empowering the arts.

For more than twenty years, the Kentucky Ballet Theatre has enriched lives and inspired young performing artists throughout our community. As a sponsor, the LG&E and KU Foundation is proud to play a supporting role. Our energies go to serving you.

LG&E KU
Foundation

inspiring hope.
empowering possibilities.

Through charitable giving and sponsorships of organizations like Kosair Charities, the LG&E and KU Foundation is proud to help empower our community. Our energies go to serving you.

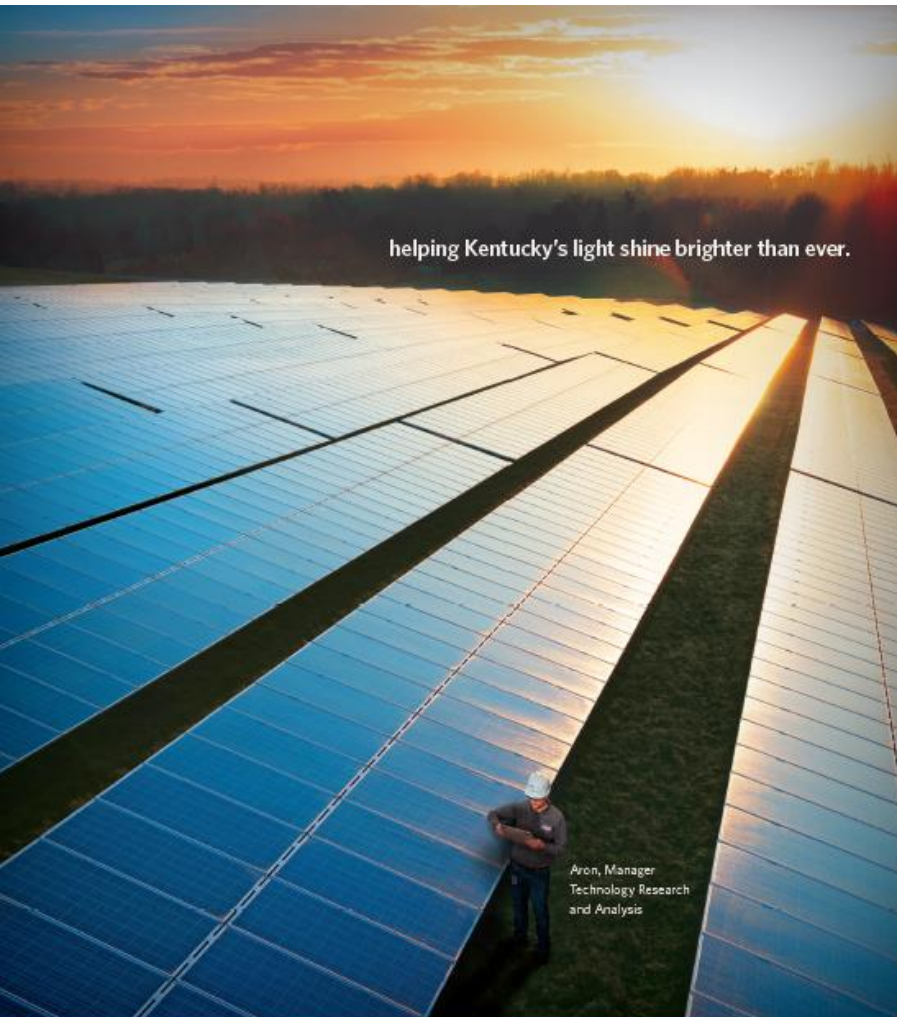
LG&E KU
Foundation

empowering

At LG&E and KU, we power more than lights and scoreboards. We empower the students, faculty and fans with the energy they need to tailgate, celebrate, and cheer the Cats to new heights. It's just one of the many ways our energies go to serving you. lge-ku.com

LG&E KU
PPL companies

empowering sustainability



helping Kentucky's light shine brighter than ever.

Aron, Manager
Technology Research
and Analysis

A more sustainable future. A more reliable future. These are all things LG&E and KU are working on, today. Offering renewable energy options like solar and investing in hydro. Along with innovations that have reduced outages by 29%. At LG&E and KU, we'll never stop developing new ways to help Kentucky's light shine - and empowering the possibilities in all of us. All while keeping your rates among the lowest in the nation. Visit lge-ku.com to learn more.



Powering your commute.
Empowering possibilities.

At LG&E and KU, we're committed to giving you options to support clean fuels. We're partnering with communities and companies to install more charging stations for electric vehicles in public places and at businesses. We're empowering electric vehicle drivers with more convenient charging locations in communities across Kentucky. It's just another way our energies go to serving you. lge-ku.com/ev



empowering businesses



powering businesses.
empowering growth.

Producing safe, reliable energy for the companies that depend on us is only a part of our job at LG&E. We also power Kentucky with some of the lowest rates in the nation to attract new business and help existing ones expand. Our energies go to serving you. lge-ku.com

LG&E
a PPL company

empowering employees





PPL companies

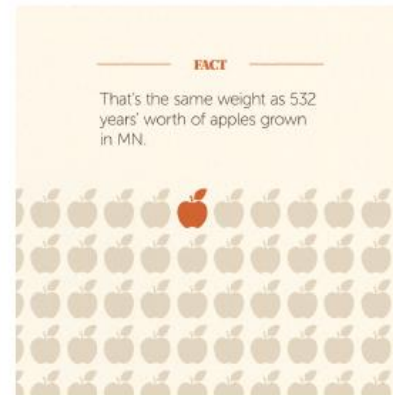
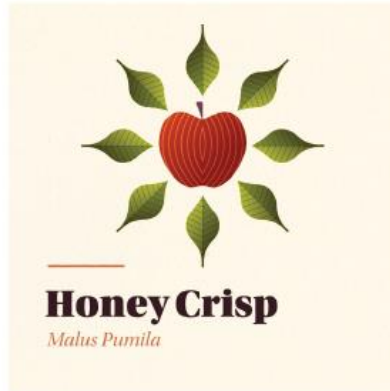



SCOPPECHIO
OVAREGROUP

horizon*insight*
Transforming Information... *Into Inspiration*

Minnesota Conservation Improvements

25-plus years of doing more to use less.





Energy-efficiency and demand response category

And the winners are ...

1st place: Baltimore Gas & Electric (BGE)

2nd place: Sacramento Municipal Utility District

Fairy Tale Campaign

Amber Williams, Marketing
Baltimore Gas & Electric



An Exelon Company



Agenda

- Company Overview
- Background
- Development
- Creative
- Results

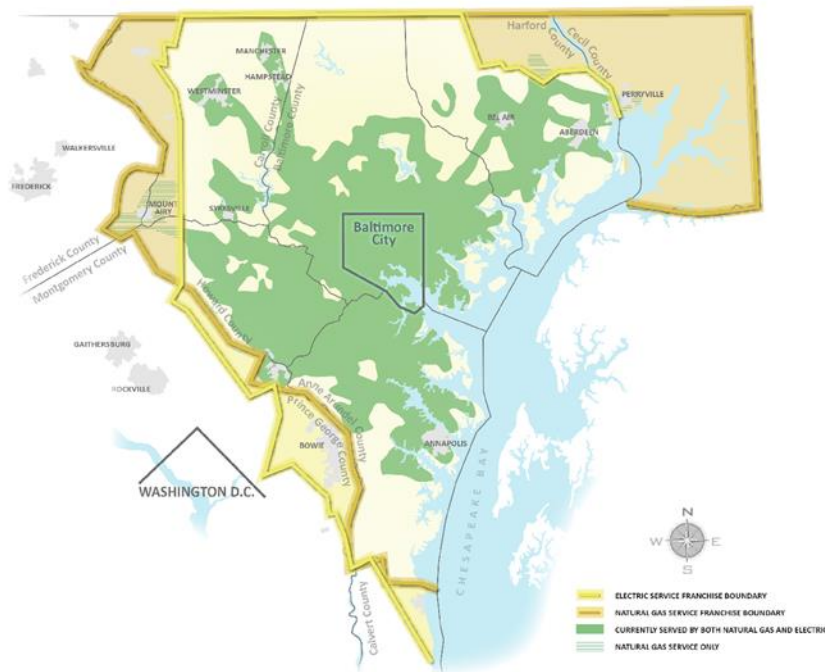


An Exelon Company



Baltimore Gas & Electric

- Founded in 1816, Maryland's largest provider of electricity, serving 1.25 million+ electric customers and 650,000+ gas customers, and the nation's first provider of natural gas.



An Exelon Company

[THAT'S
SMART
ENERGY]SM

Background

- The Smart Energy Savers Program (SESP) launched in 2009 with the goal of helping BGE customers learn about their energy use and take advantage of energy saving offers.
- After almost a decade of SESP Marketing, we needed a new way to engage with customers about energy efficiency.



Talking Tips Campaign
2009- 2015



The Ways Campaign
2015- 2019

Creative Development

- Mood Rooms
- “You can control your energy costs”
- “It pays to be energy efficient”
- “We help you get it done”



Creative Development

- Concept Theater
- An immersive, storytelling experience used to visualize campaign concepts.



Creative Development

- Focus Group Testing
- Tested two campaign storyboards among BGE customers.
- Various income groups tested.
- Findings helped inform creative development.



Fairy Tale Concept

- The story-telling approach combined a two-dimensional animation style featuring a diverse cast of characters in a medieval village with modern technologies like smart thermostats, LEDs and thermographic cameras.
- Each story focuses on highlighting key features and selling points of one of the programs and shows how participating can help customers live energy efficiently ever after.

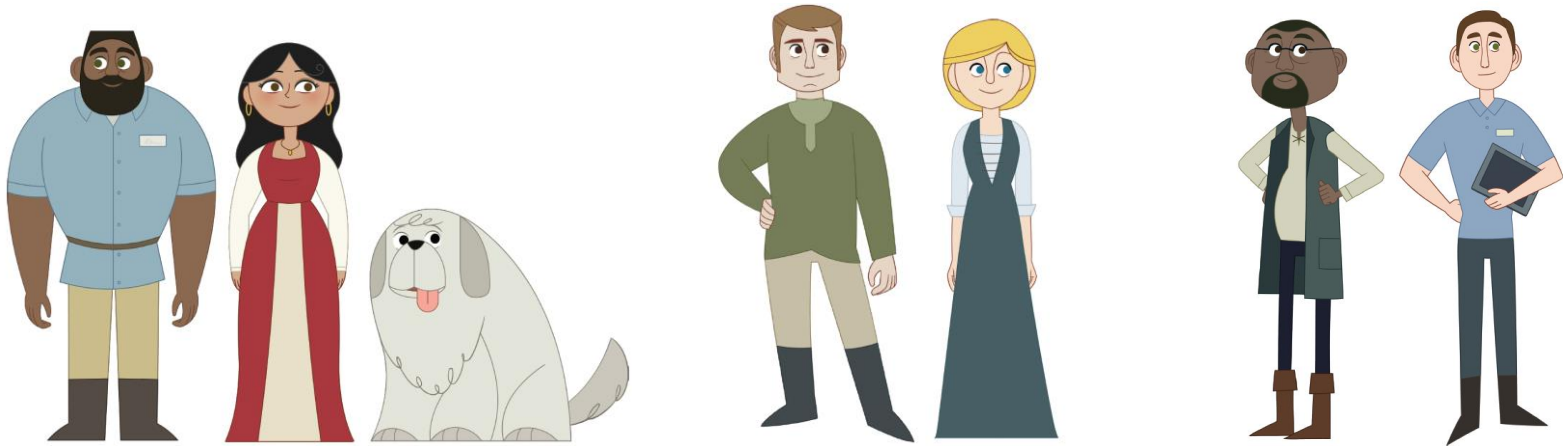


An Exelon Company



Fairy Tale Characters

- Animated Fairy Tale characters were developed for the campaign using:
 - Mosaic Groups
 - GfK MRI syndicated research



Broadcast Television

- Three :30 second and :15 second spots were developed for Broadcast Television to promote
 - Home Performance with ENERGY STAR
 - Quick Home Energy Check Up
 - Lighting Discounts



Outdoor



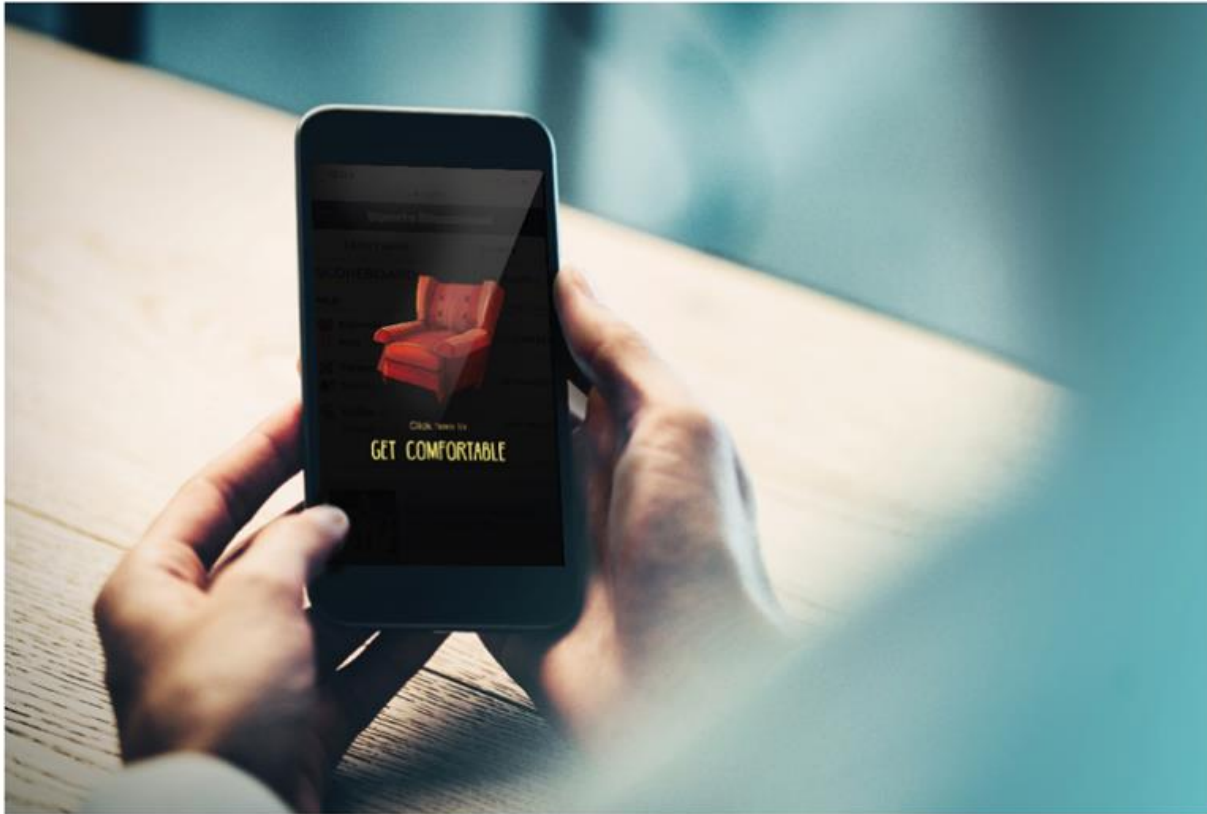
An Exelon Company



Print

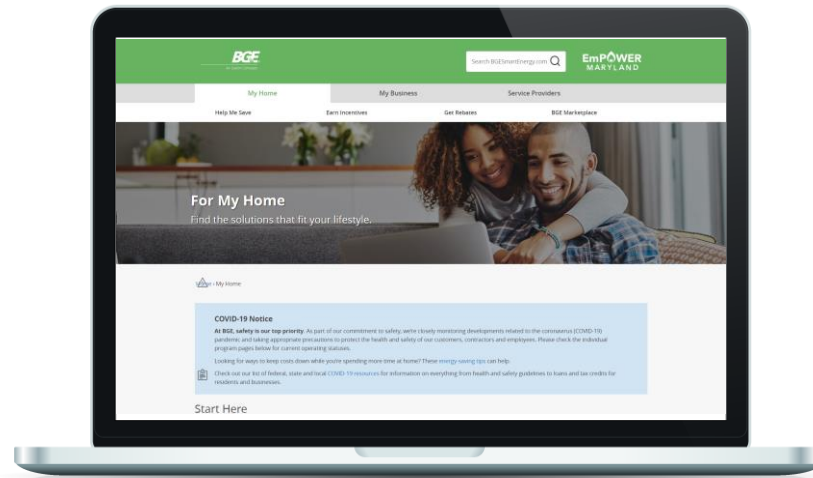


Digital



Results

- **120%** increase in website traffic
- **113%** increase in number of new users on the website



Results

- **25M +** broadcast television impressions



Results

- **312%** increase in program participation compared to the previous year after launch of the campaign



Thank you

Contact

Amber Williams

Sr. Marketing Specialist, Marketing Programs

Baltimore Gas & Electric

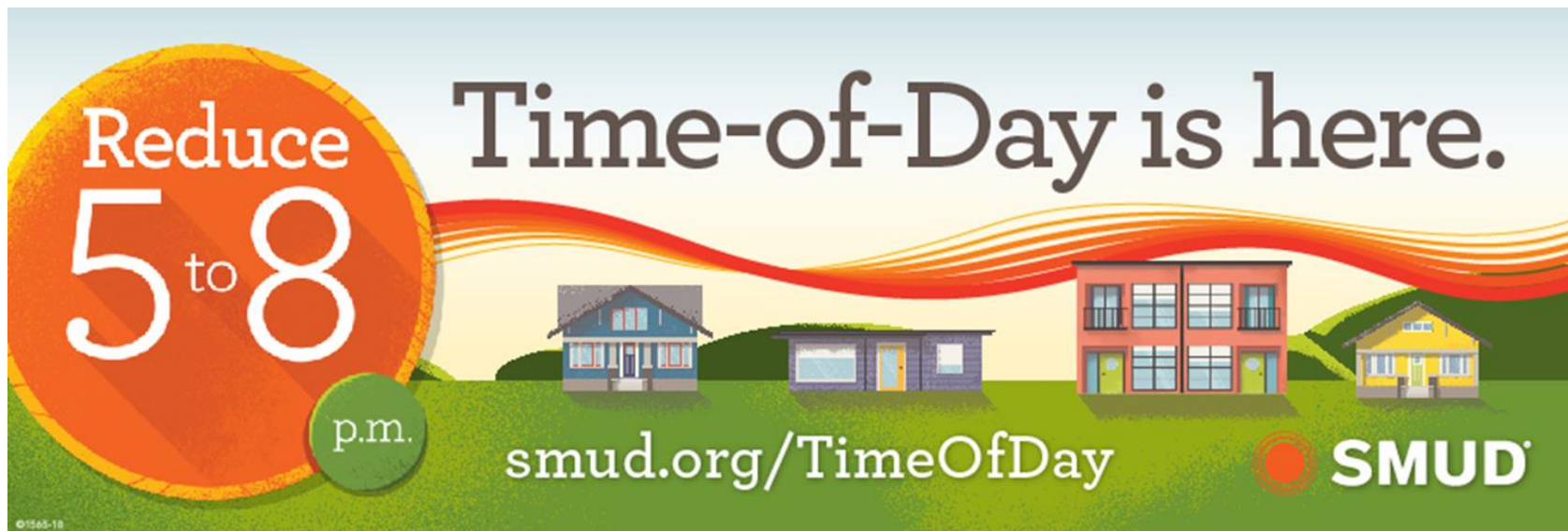
Tel: 410-470-4232

Email: Amber.Williams@bge.com



An Exelon Company





Goal: Transition residential customers to new rate

Campaign


- Wave 1 – Introducing Time-of-Day
- Wave 2 – Time-of-Day is here
- Wave 3 – Summer rates are here + Summer rates end

Research

- All 3 TV commercials received highest marks
- 90% awareness in first 6 months. Sustained through March 30, 2020, 6 months after campaign ended.

Met/Exceeded all campaign goals

- 500 million+ ad impressions
- 60+ opportunities to see or hear a SMUD ad
- 6+ targeted communications to each customer



Safety and emergency or outage communications category

And the winners are ...

1st place: WPPI Energy

2nd place: Winston-Salem/Forsyth County Utilities



2020 E Source Utility Ad Awards

If I were a Lineworker Children's Book

Anna Stieve, Kelly Davis, Jen Dickman and Steve Lightbourn
September 8, 2020



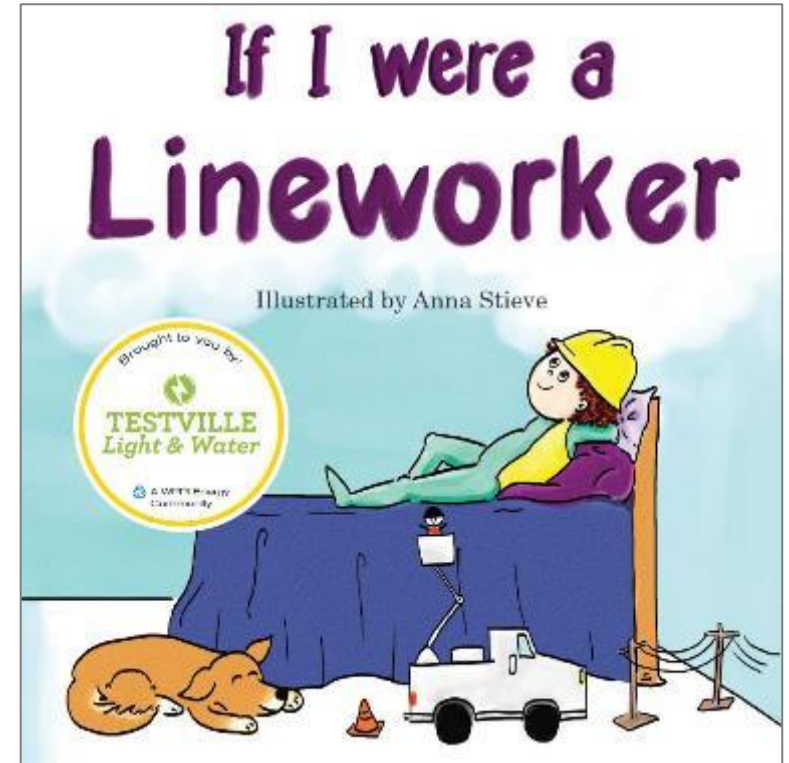
WPPI Energy

- Joint action agency
- 51 municipal utilities in upper Midwest
- Power supply
- Provide services, including marketing



Background

- Children's book with a safety message
- A day in the life of a lineworker (and pet dog)



Background

- Playful and fun vs. dry and too “educational”
- Written and illustrated by WPPI staff



Project Goals

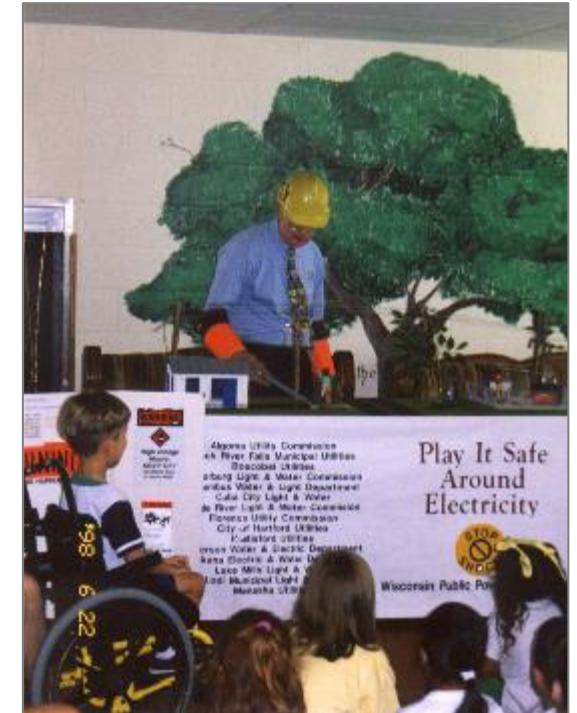
- Emphasize electric safety
- Promote Lineworker Appreciation Day
 - April 18
- Increased utility brand awareness and benefits of being locally-owned

LINEWORKER GEAR



Other Safety Message Strategies

- National Theater for Children
- PowerTOWN
- Lineworker Appreciation



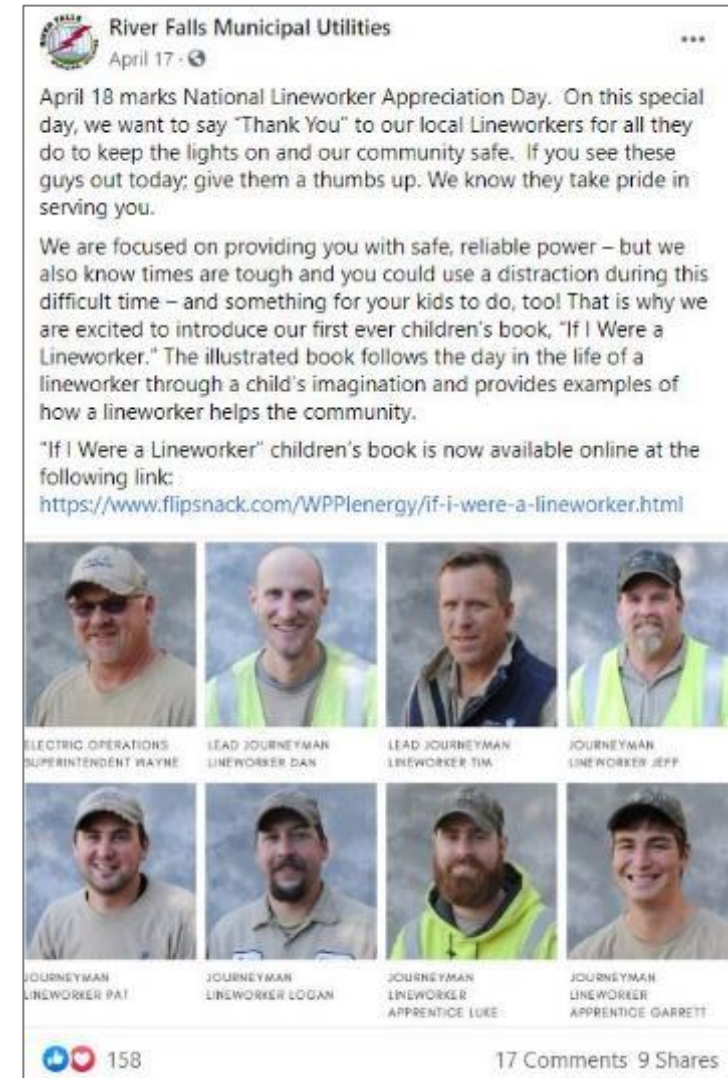
Target Audience

- Families with elementary school kids
- Students and teachers
- Libraries



Strategy

- Utilize a unique marketing channel
- Elevate importance of lineworkers
- Using kids as a way to communicate messages to customers



Initial Implementation Tactics

- Utility brand stickers
- Press release, social media, website content
- Distribute to schools
- Individual utility implementation approach



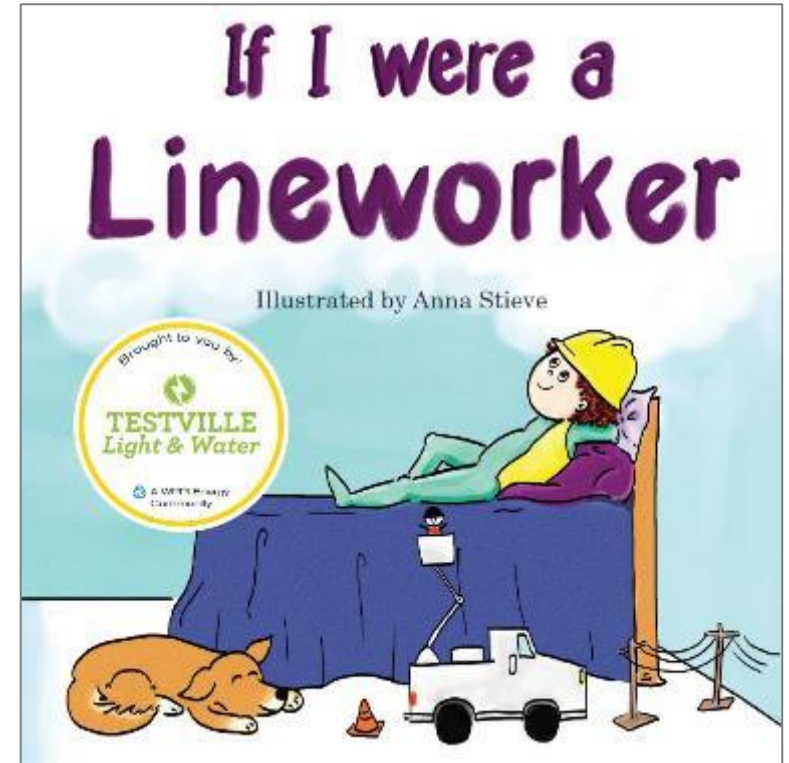
Post COVID Implementation Tactics

- National Lineworker Appreciation Day (virtual)
- Promoting distribution at local Little Free Libraries
- Online version



Results to Date

- 49 utilities ordered 13,000+ books
- Digital version had 400+ views in first week



Keys to Success

- Hidden employee talents
- Maintain focus on target audience – Kids!
- Early line crew buy-in



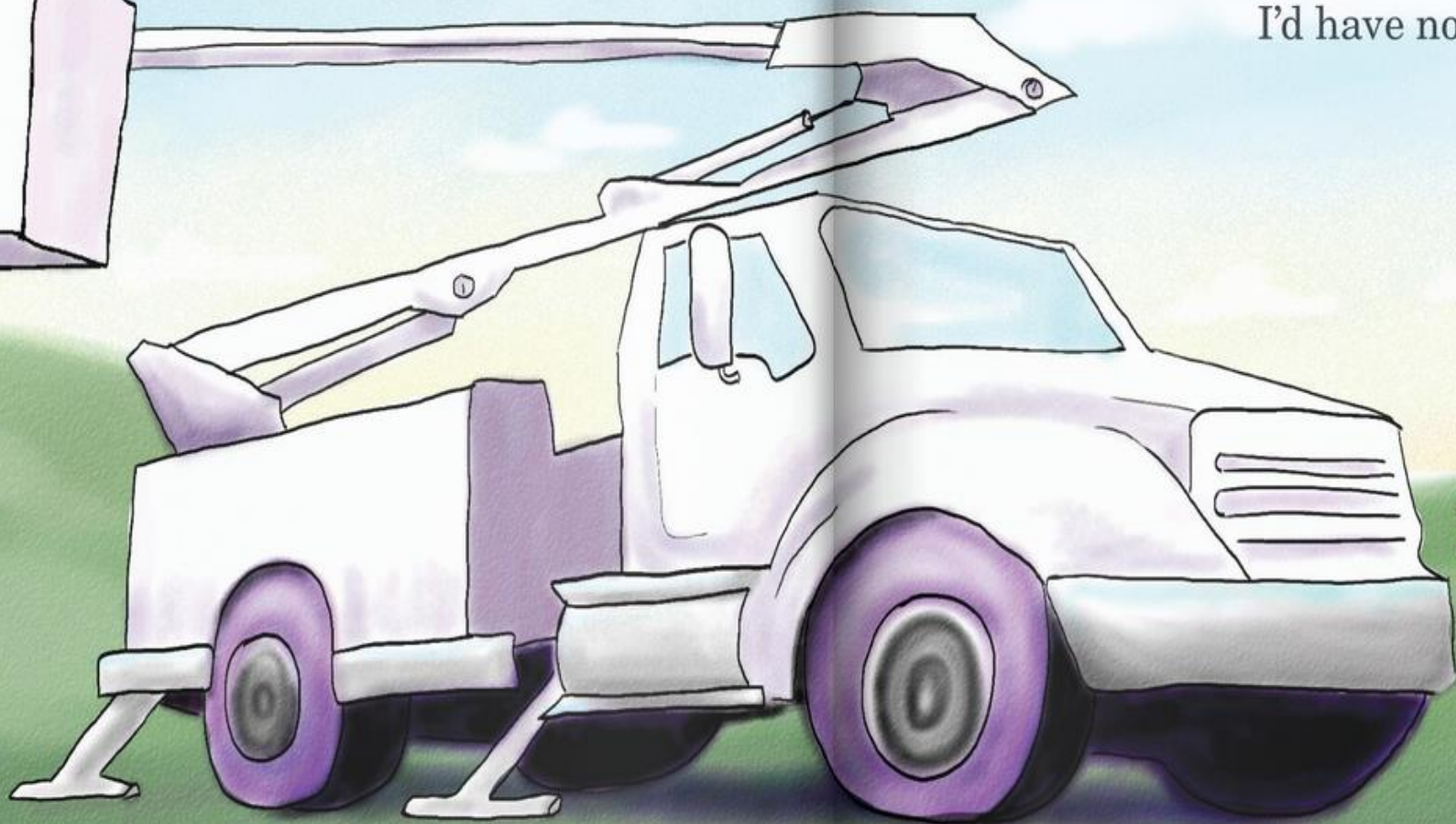
Get to the Book already!





If I were a
lineworker...

I'd keep myself safe,
Wearing special gear,
When up in my bucket,
I'd have no fear!



If I were a lineworker...



When bad weather looms
On the darkest of nights,

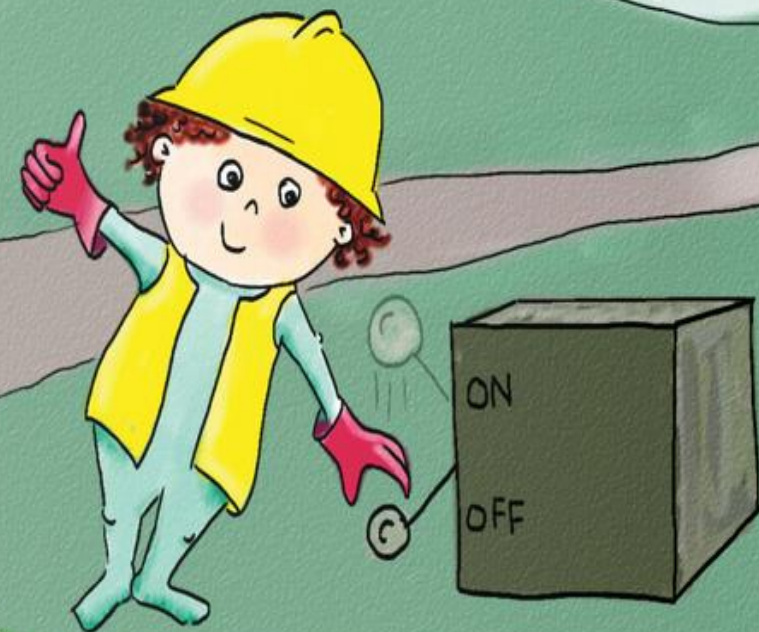
I'd work super-fast,
To keep on the lights.



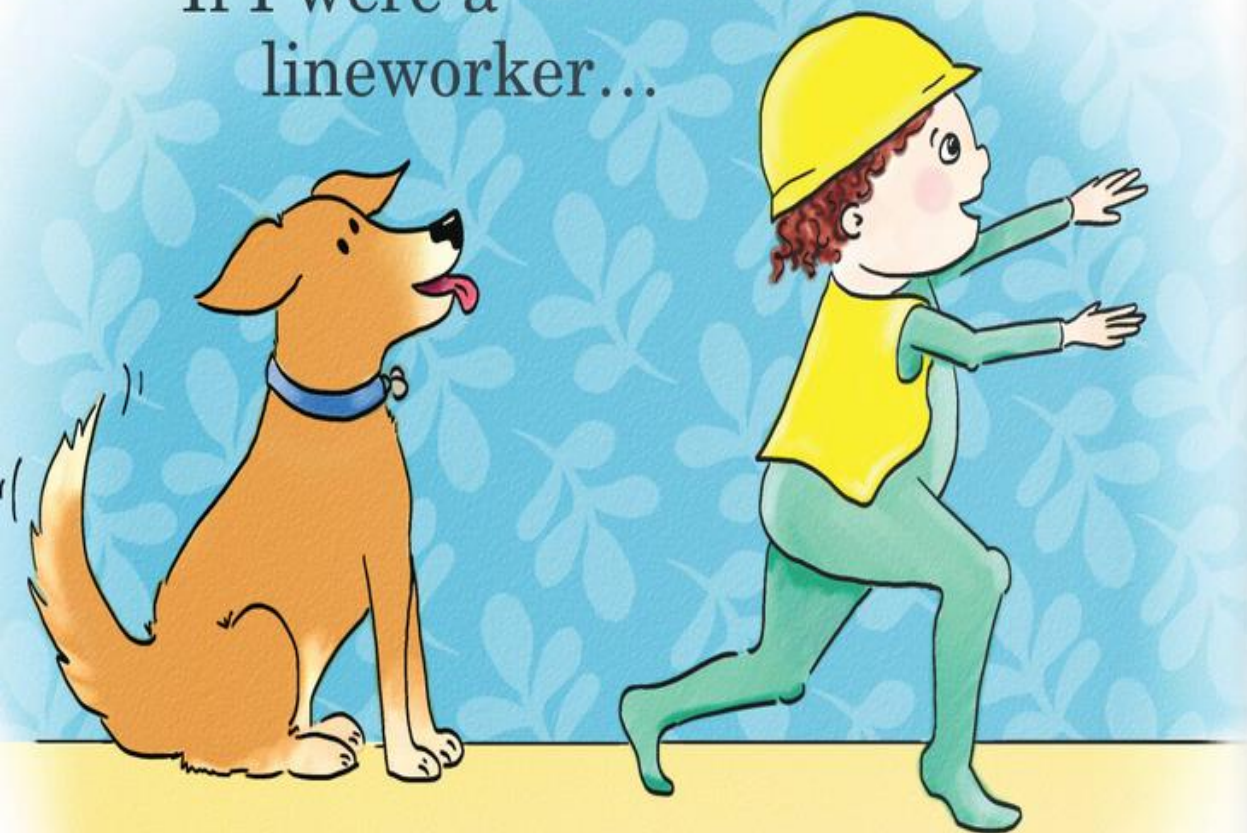
If I were a lineworker...



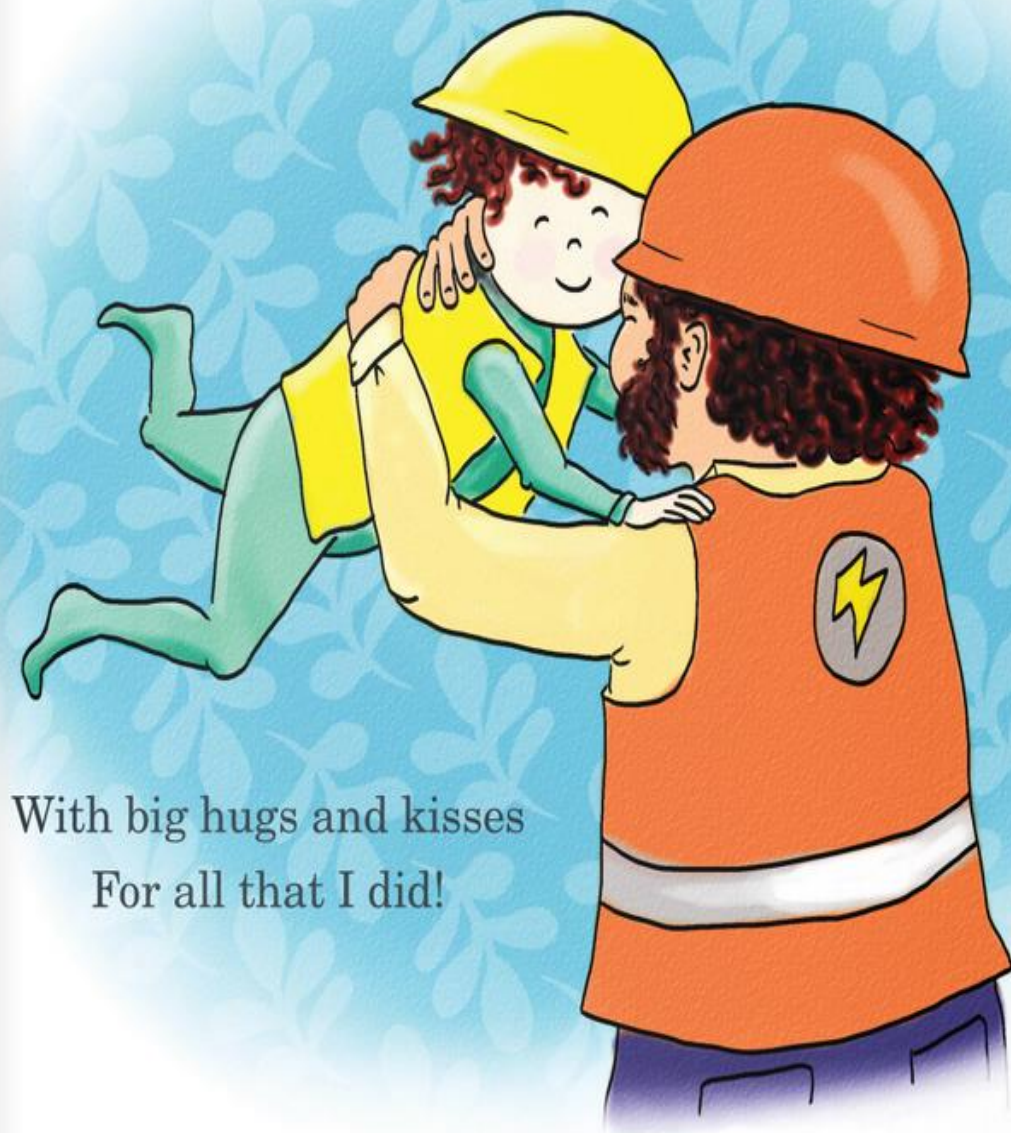
When someone's in trouble,
I'd clear a path to make way,
So the first responders
Could help save the day.



If I were a
lineworker...



I'd be a hero at work
And at home to my kid,



With big hugs and kisses
For all that I did!

SAFETY TIPS



DON'T

fly kites
near power
lines



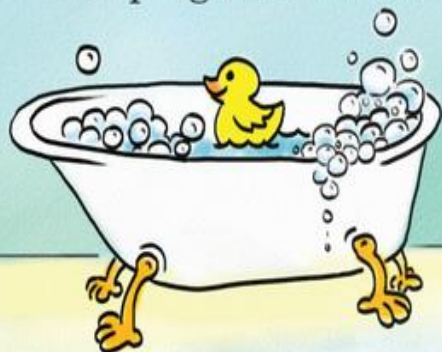
Keep fingers
and other
objects

OUT

of outlets

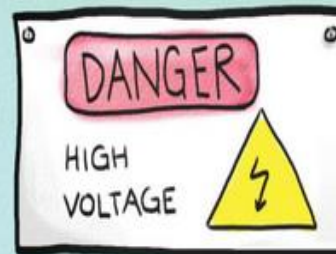


NEVER use items with a cord
or plug near water



PAY ATTENTION

to electrical warning signs



If you see a broken
or fallen power line,

STAY AWAY

and

TELL AN ADULT

(Adults: call 9-1-1)

NEVER

climb power poles or
other utility equipment



BUCKET TRUCK

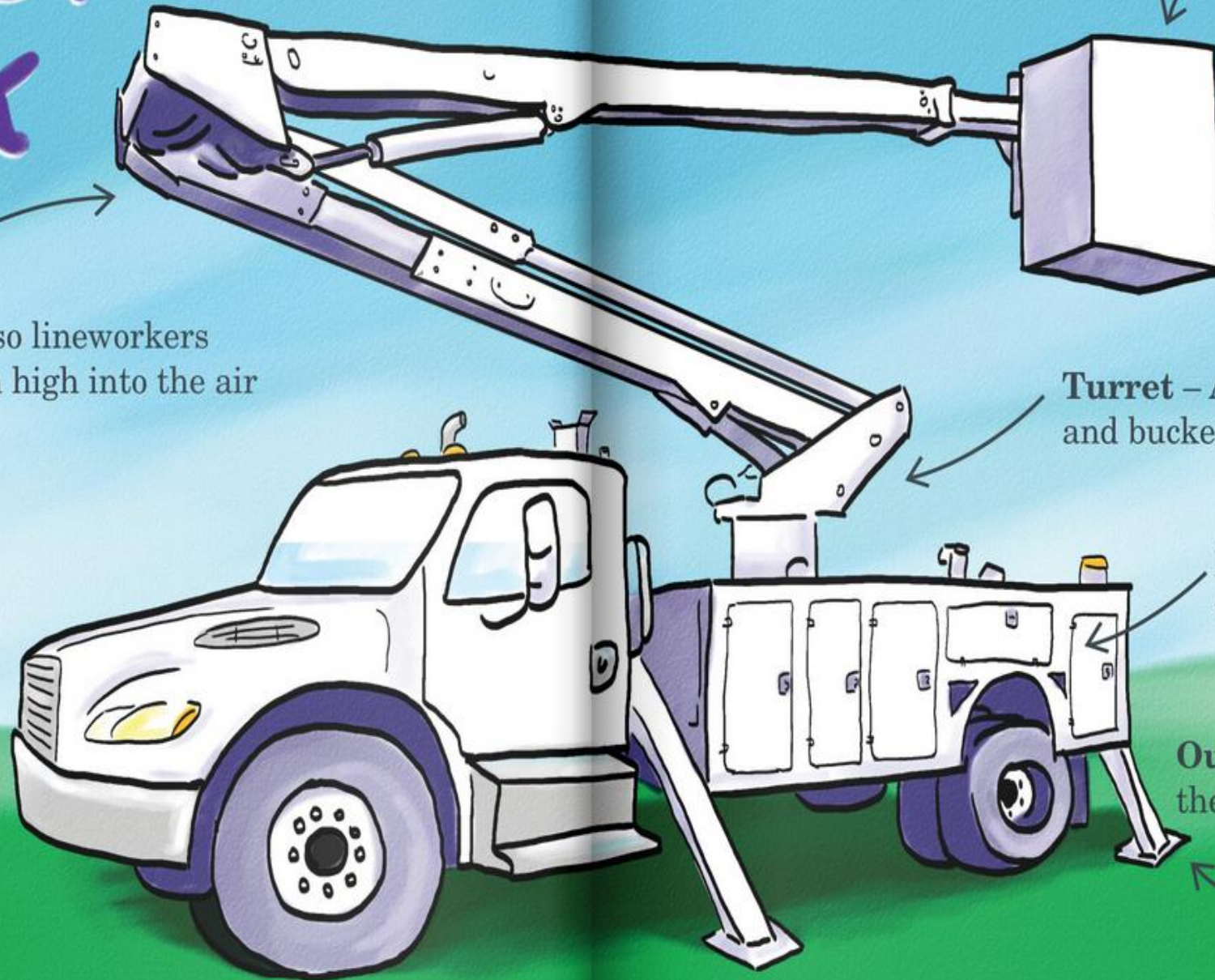
Boom –
Extends so lineworkers
can reach high into the air

Bucket –
Lifts lineworkers
so they can work
on overhead lines
and trim trees

Turret – Allows the boom
and bucket to rotate

Bins – Store parts,
tools and special gear

Outrigger – Helps keep
the truck from tipping over





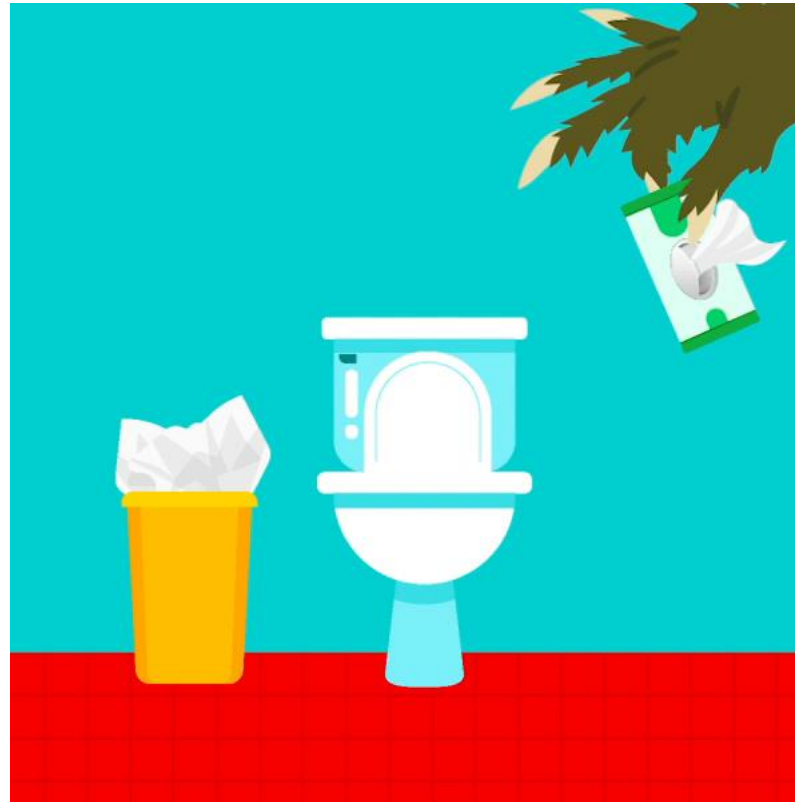
The end.

Steve Lightbourn
slightbourn@wppienergy.org



Winston-Salem/Forsyth County Utilities

English/Spanish Flyers



Animation & Video on WSTV,
YouTube & Social Media

cityofws.org/nowipes

Social Media Graphics &
Email Signature Thumbnails





Self-service category

And the winners are ...

1st place: Enbridge Gas

2nd place: Puget Sound Energy

Fall 2019 eBill Marketing Campaign

Results & Insights

Overview

Challenges:

- Integrating two separate utilities into one company and the huge task of refreshing all the customer-facing collaterals and messaging with new branding
- More than half of the customer base had already switched to eBill
- Goal was to switch 75,000 paper bill customers to eBill in the second half of 2019

High-Level Strategy:

- Leveraged sweepstakes and playful nature of a biweekly contest as a way to drive adoption in both digital and traditional channels (Radio, Billboards, Transit posters)
- Highly segmented approach to target audiences and leverage internal customer research to determine best incentive option
- Used different PRIZM5 and Environics research to determine key segments
- Ethnic segmentation and marketing was used with great success



Results

- Achieved our target and converted 79,000 paper bill customers
- Quick hits:
 - Total Impressions: 126,500,000
 - Total clicks: 588,027
 - Over 3,800,000 impressions targeting ethnic segments
 - Google search performed 564% above industry average*
 - Google display performed 97% to 300% above industry average*
 - Great content engagement; average time spent on landing page was 1:17 minutes
 - 1,034% increase in landing page views during contest time (Oct. to Dec.) versus pre-contest period
 - \$35,000 donated to different charities in Ontario

eBill Sweepstakes


\$5,000
for YOU
+
\$5,000
for CHARITY


A chance to win + all the benefits of eBill:

1. Enjoy peace of mind with all your bills in one place.
2. Never miss a bill with text or email reminders.
3. Get a PDF for your records.

Biweekly draws, sign up by Dec. 31, 2019
enbridgegas.com/winwiththebill


Life Takes Energy™

*No purchase necessary. Contest is only available to active Enbridge Gas residential customers. Go to enbridgegas.com/winwiththebill for full terms and conditions. © 2019 Enbridge Gas Inc. All rights reserved.

*Source: <https://www.wordstream.com/average-ctr>

Creative Examples

Bill Envelope



Google Display Ads

eBill Sweepstakes



Get all the benefits of eBill
+ a chance to win

\$5,000
for you



\$5,000
for charity

 **ENBRIDGE**

[Sign up now](#)

eBill Sweepstakes



Get all the benefits of eBill
+ a chance to win

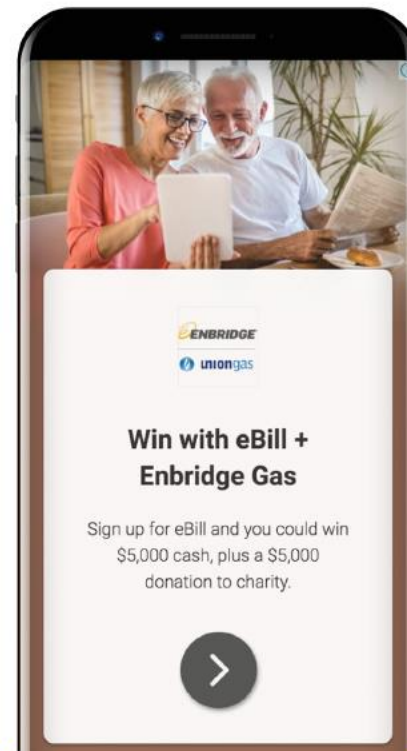
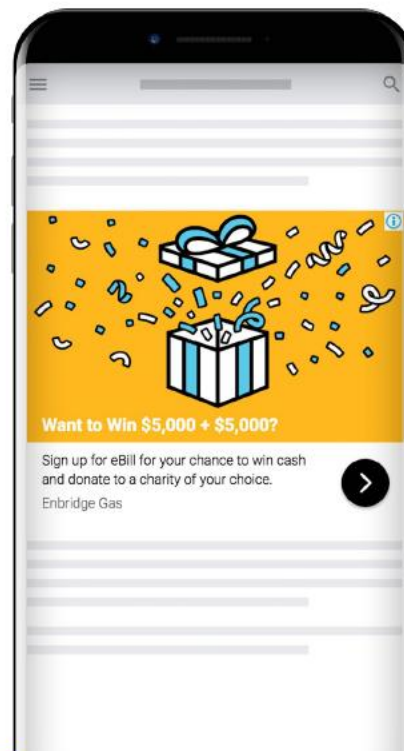
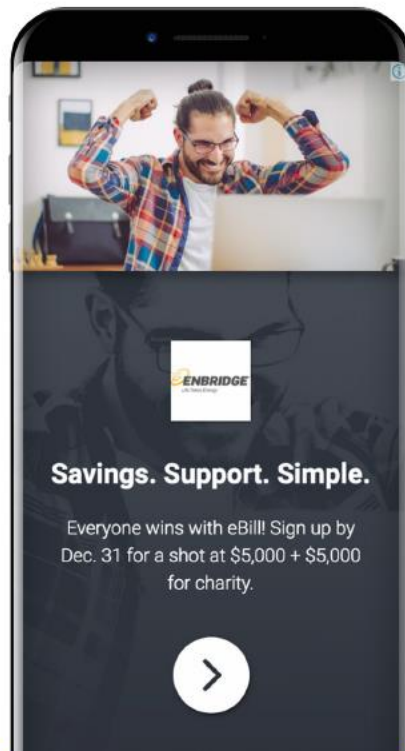
\$5,000
for you



\$5,000
for charity

 **ENBRIDGE** |  **uniongas**

Google Responsive Ads



Top-Performing Tactics

Tactics and Timeline

	October	November	December
Bill Envelope	Oct. 4 - Nov. 29		
Customer Newsletter	Oct. 4 - Oct. 30		Dec. 1 - Dec. 31
Emails (LEG only)		Nov. 1 & Nov 11 Nov. 25	
Radio Tags		Nov. 18 - Dec. 1	
Traditional Radio (30 sec)	Oct. 21 - Nov. 24		
Digital Radio (30 sec)		Nov. 4 - Dec. 15	
Ethnic Radio (30 sec)	Oct. 28 - Nov. 22		
TV Tags		Nov. 18 - Dec. 1	
Print Ads	w/o Oct. 28	w/o Nov. 4	
Out of Home (Transit Ad)	Oct. 21 - Nov. 20		
Digital online (Social, Google, TWN)		Oct. 31 - Dec. 31 (TWN ran December only)	
Ethnic Online		Nov. 4 - Dec. 15	
Text Messages	Oct. 28 - Nov. 5		

Target market:
Ontario

Out of Home

- Targeted key markets: Transit King Posters in Ottawa and Toronto
- 178 faces

Results:

- A25+ impressions: 49,806,000
- Cost per impression: \$0.0013

Market	Ad Units	In Market Dates	Planned		Delivered		Impression Index
			Faces	A25+ Impressions	Faces	A25+ Impressions	
Ottawa	Transit King Posters	Oct 21 to Nov 17	63	10,364,000	63	10,878,000	105
Toronto	Transit King Posters	Oct 21 to Nov 19	115	36,044,000	107	38,928,000	108
Out of Home Total			178	46,408,000	170	49,806,000	107

Out of Home (Transit ad)



Ethnic Display Ads

- Animated and static online ads targeting the following:
 - South Asian (English), Chinese (Cantonese and Mandarin), Filipino (English), Italian and Spanish



Chinese



Spanish



Italian

Ethnic Display Ads (continued)

Results:

- Impressions: 2,282,631
- Clicks: 3,442
- CTR: 0.15%
- Cost per impression: \$0.006

Supplier	Placement	Language	Markets	In Market Dates	Impressions			Clicks	
					Planned	Actual	%	#	%
Standard Display									
Rogers	OMNI Website	English	LEG Markets*	November 1- December 15	144,040	61,262	43%	71	0.12%
	R.E.D. Extension (Chinese targeting)	Chinese	LEG Markets*	November 1- December 15	599,813	159,480	27%	404	0.25%
	R.E.D. Extension (South Asian targeting)	English	LEG Markets*	November 1- December 15	599,813	168,091	28%	334	0.20%
Ethnic Media	Chinese Websites	Chinese	LEG Markets*	November 1 - December 15	555,000	584,591	105%	976	0.17%
	South Asian Websites	English	LEG Markets*	November 1 - December 21	690,000	690,045	100%	1,082	0.16%
	Flipino Websites	English	LEG Markets*	November 1 - December 19	275,000	275,014	100%	313	0.11%
	Italian Websites	Italian	LEG Markets*	November 1 - December 19	185,000	185,023	100%	180	0.10%
	Spanish Websites	Spanish	LEG Markets*	November 1 - December 15	185,000	220,387	119%	153	0.07%
Standard Display Total					3,089,626	2,282,631	74%	3,442	0.15%

First Email Touchpoint

- First email was deployed based on the results from subject line testing

Segment	Send Date	Subject line	Sent to	Open	Open rate	Clicks	Click to open rate
Traditional Communities	11-Nov	\$5,000 + \$5,000: Everyone Wins With eBill!	10,680	2,637	30.06%	195	7.39%
Movers and Shakers			30,178	6,788	27.33%	345	5.08%
Affluent Families			9,024	2,511	34.91%	117	4.66%
General Audience			70,642	15,321	26.75%	794	5.18%
Churned			33,413	11,030	36.25%	423	3.83%
Total			193,944	49,438	28.93%	2522	5.10%

Email Open Rate 29% and Click to open rate of 5.10%

Reminder or Second Email

- Reminder email was sent to customers who didn't open initial email

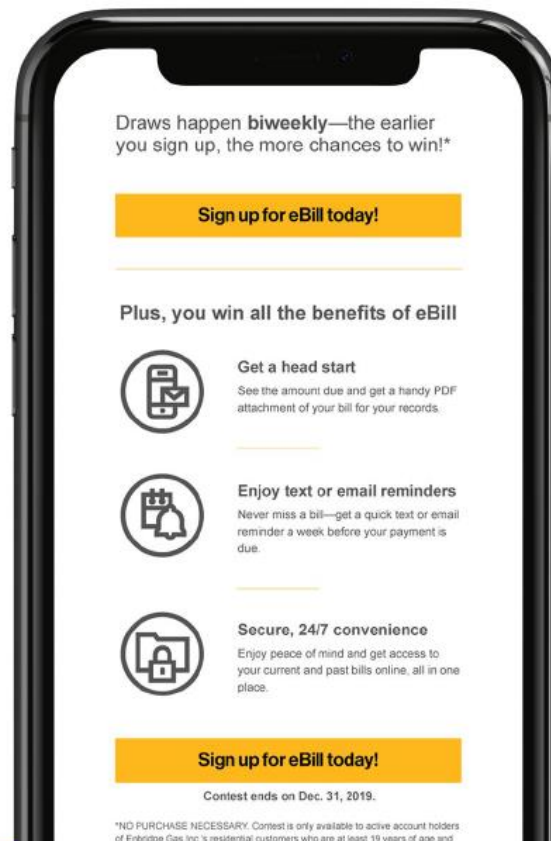
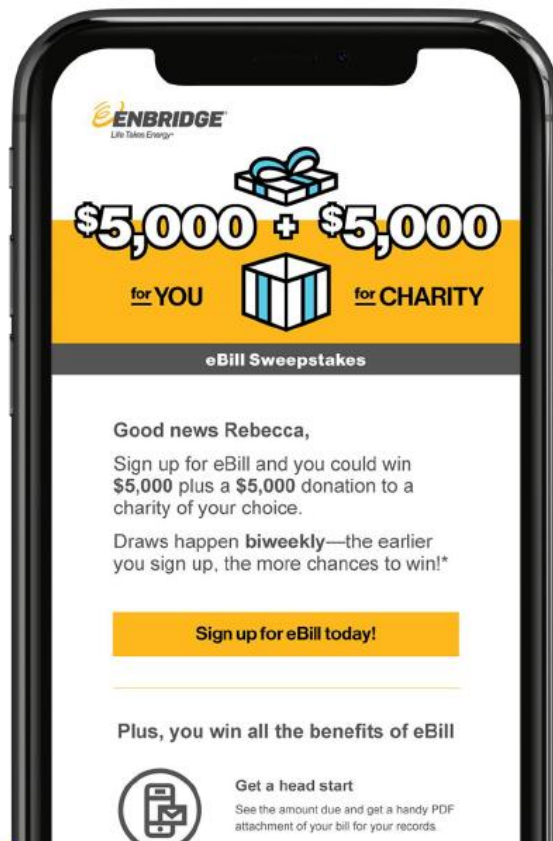
Segment	Send Date	Subject line	Sent to	Open	Open rate	Clicks	Click to open rate
General Audience	25-Nov	Enter the eBill Sweepstakes	63,821	7,909	13.49%	404	5.11%
Traditional Communities			6,729	655	10.73%	51	7.79%
Movers and Shakers			19,282	2,293	12.73%	128	5.58%
Affluent Families			5,327	667	13.82%	42	6.30%
Churned			20,457	2,839	14.66%	85	2.99%
Total			121,160	14,896	12%	735	4.93%

Insights:

In this deployment, segmented customers "Affluent Families" showed higher open and CTO rates but segment size is relatively small to confirm Environics segmentation

Reminder Email increased our total opens to **64,334** (38%) and **3,257** (6%) clicks

Contest Email



Digital search



Enbridge Gas eBill Sweepstakes | Make the Switch to eBill | \$5,000 Cash + \$5,000 Donation

[Ad enbridgegas.com/Make_the_Switch/Ends_Dec_31](https://enbridgegas.com/Make_the_Switch/Ends_Dec_31)

Sign up for eBill by Dec. 31 and you could win \$5,000 plus a \$5,000 donation to charity. The earlier you switch, the better your chances! Winners are drawn biweekly.

Top performing ad in former Enbridge Gas region

- 20,201 clicks and 178,440 impressions
- 11.32% CTR ; \$0.48 CPC

Enbridge Gas eBill Sweepstakes | Make the Switch to eBill | \$5,000 Cash + \$5,000 Donation

[Ad uniongas.com/Make_the_Switch/Ends_Dec_31](https://uniongas.com/Make_the_Switch/Ends_Dec_31)

Sign up for eBill by Dec. 31 and you could win \$5,000 plus a \$5,000 donation to charity. The earlier you switch, the better your chances! Winners are drawn biweekly.

Top performing ad in former Union Gas region

- 7,118 clicks and 52,393 impressions
- 13.59% CTR; \$0.86 CPC

Overall Highlights:

- Cost per impression: \$0.07
- CTR of 13.01% – industry average 1.91%** – over 564% above industry average



Digital display



Top text-based combinations

Win Big + Pay it Forward.

Everyone wins with eBill! Sign up by Dec. 31 for a shot at \$5,000 + \$5,000 for charity.



Win Big + Pay it Forward.

Everyone wins with eBill! Sign up by Dec. 31 for a shot at \$5,000 + \$5,000 for charity.

Top image-based combinations



Win Big + Pay it Forward.

Everyone wins with eBill! Sign up by Dec. 31 for a shot at \$5,000 + \$5,000 for charity.



Win Big + Pay it Forward.

Everyone wins with eBill! Sign up by Dec. 31 for a shot at \$5,000 + \$5,000 for charity.



Top image-based combinations



Win \$5K Cash + \$5K For Charity

To enter the sweepstakes, simply sign up for eBill. Early entries get more chances to win.



Want to Win \$5,000 + \$5,000?

To enter the sweepstakes, simply sign up for eBill. Early entries get more chances to win.

Highlights

- Cost per impression: \$0.0024
- Responsive display ads have the **lowest CPC of \$0.18**
- And CTR of **1.3%** which is 260% above industry standard
- Ads with a stock image had a slightly higher CTR than ads with illustrated images in former Enbridge Gas regions but this trend was reversed in former Union Gas regions

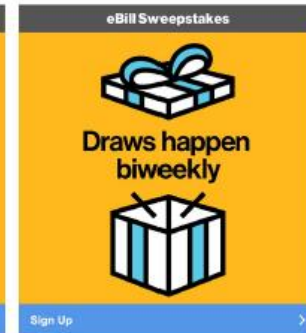
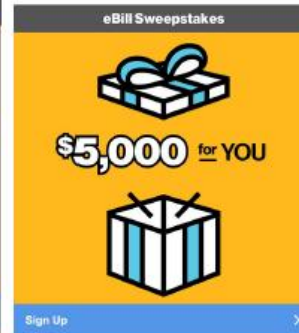
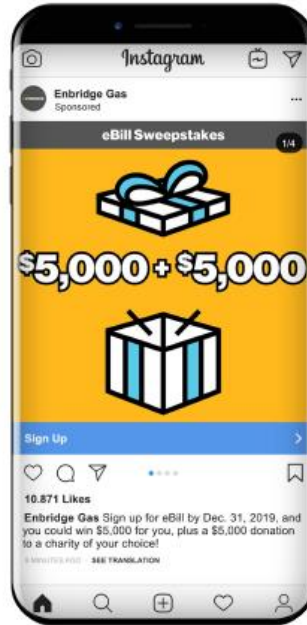


Social: Facebook and Instagram

Highlights

- Cost per impression: \$0.0046
- CPC is \$0.90 – average CPC for Facebook ads across all industries is \$1.72 – **62% lower cost than industry average**
- CTR is 0.51% – below industry average of 0.90% with **top social ad for Instagram generated a 0.79% CTR**

	Former Enbridge Gas Distribution	Former Union Gas
Impressions	7,999,594	7,434,665
Clicks	58,848	30,917
CTR	0.74%	0.42%
CPC	\$0.82	\$1.05



Lessons Learned

Key Findings & Future Considerations

- **Women** generally accounted for higher majority of clicks/higher CTR on Google Ads. It is important to consider different creative options that might target women more directly for future campaigns.
- **Chinese ads** generated highest CTR (0.25%) across ethnic audiences. Recommend including this segment in future campaigns.
- Click through rate from social campaigns from former Union Gas customers was **lower** than former Enbridge Gas customers (0.42% vs. 0.74%) - this can be contributed to a disconnect with Union Gas audience, as they might not self-identify themselves as Enbridge customers.
- **Conversion tracking** is required in order to optimize campaigns for best results (i.e., tracking click-through to sign-up to allow retargeting to look-alike audience).
- In addition, conversion tracking allows us to track which online tactics are generating the most conversions and can realign media budgets to most-converting tactics as campaign progresses.

Why Claymation works



2 OUT OF 5

Claymation breaks through the clutter and gets noticed. **44%** of customers recall seeing, hearing, or reading our advertising within the past year.



90%

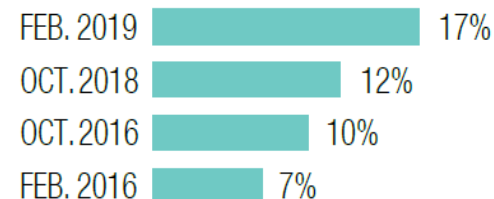
Percentage of customers who consider PSE to be a responsible brand

Claymation has increased **awareness** and **usage** of our mobile app.

Awareness

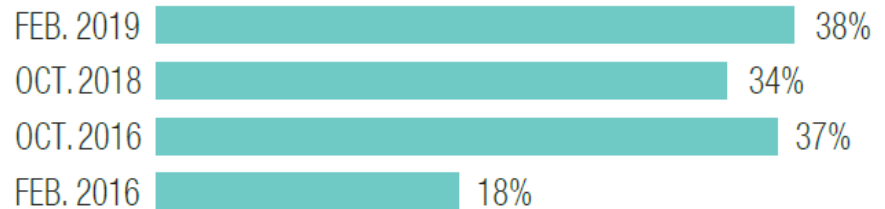


Usage



Since the launch of Claymation advertising in January 2016, general ad awareness immediately **doubled** and has held steady.

2X





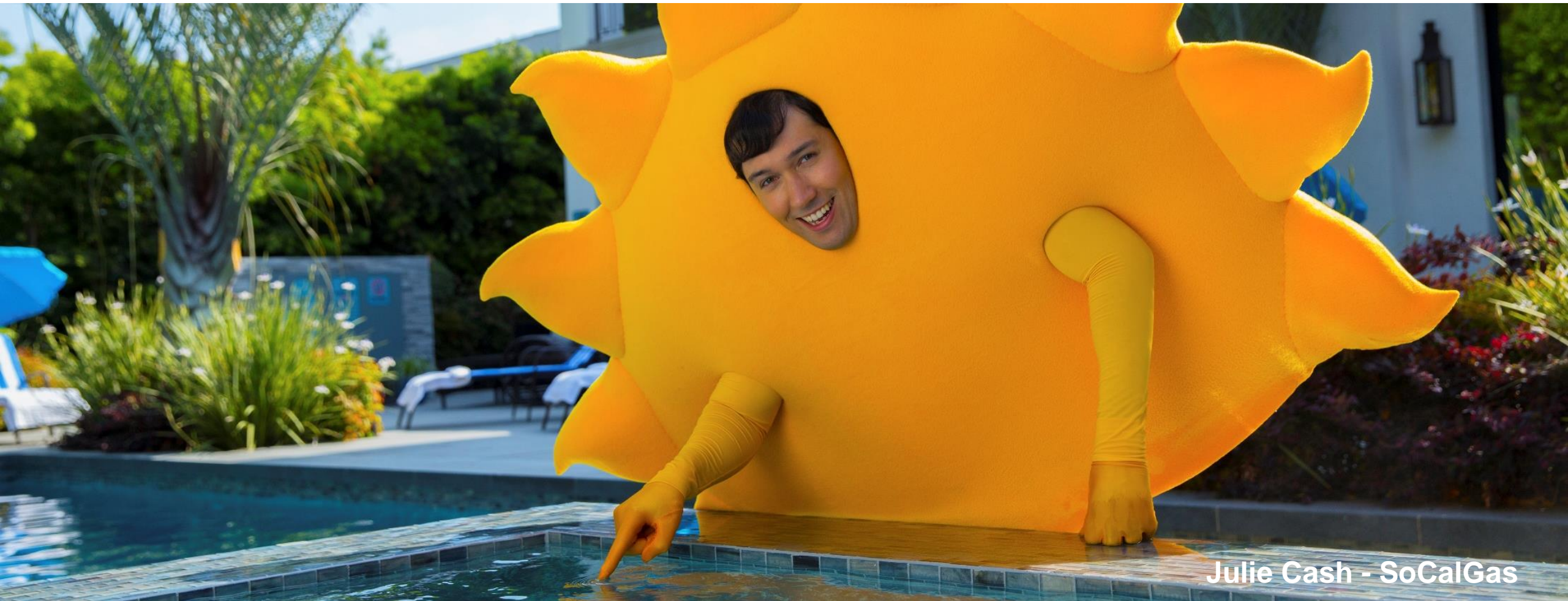
Solar, storage, EV, and electrification category

And the winners are ...

1st place: Southern California Gas Co.

2nd place: Tennessee Valley Authority

THE SUN'S DREAM JOB



Julie Cash - SoCalGas

Background

- » The Solar Water Heating campaign was developed as part of a California statewide initiative to encourage the installation of solar water heating technology in homes and businesses by promoting benefits such as rebates, energy cost savings and reduced environmental impact.
- » 2019 was the final year of the program

Objectives

- » Goals – Increase awareness, educate consumers and businesses about benefits and rebates, increase rebate applications
- » Metrics - post-campaign tracking study, paid media impressions and traffic to socalgas.com
- » Create a stronger connection between solar energy *and water* in our messaging.

Target

» Residential:

- Primary
 - SFH, aged 25 – 54
 - HHI of \$150K+
 - Families
 - environmental
- Secondary
 - Lower income homeowners

» Business:

- Commercial & industrial
- Small – Medium business
- Businesses with large hot water usage
 - Hotels
 - Restaurants
 - Resorts
 - Laundry

Creative – The Sun's Dream Job

- » Concept features a lovable sun character doing his dream job - heating the water in your home or business.
- » The sun is bold, eye-catching, memorable and surprising from SoCalGas. The creative approach was designed to be straightforward, but humorous and memorable.



Creative




Creative



Creative




Creative



Southern California Gas Company (SoCalGas)
Sponsored · 🌐

Get rebates that can cover up to 80% of a Solar Water Heating system. Put the Sun to work heating the water in your home today.



SOCALGAS.COM/SOLAR
The Sun's Dream Job
Rebates Available

[LEARN MORE](#)

👍 Like

💬 Comment

➦ Share



THE SUN HAS LANDED HIS DREAM JOB...

REBATES CAN COVER UP TO 80%* OF A SOLAR WATER HEATING SYSTEM COST



Swipe up to learn more


A  Sempra Energy utility®

*Terms and conditions apply.
© 2019 Southern California Gas Company.

Creative



Southern California Gas Company (SoCalGas)
Sponsored · 🌐

...

Put the sun to work, heating the water in your business. Rebates can cover up to 80% of a Solar Water Heating system.



SOCALGAS.COM/SOLAR
The Sun's Dream Job
Rebates Available

LEARN MORE

 Like

 Comment

 Share



Southern California Gas Company (SoCalGas)
Sponsored · 🌐


...


Heating the water in your business is the sun's dream job. Save energy and money with Solar Water Heating.




SOCALGAS.COM/SOLAR
The Sun's Dream Job
Rebates Available

LEARN MORE

 Like

 Comment

 Share



SoCalGas-Solar-IGStory-Business-eng

**HEATING THE WATER
IN YOUR BUSINESS.**

Creative - Video



Creative - Video



Radio

- Continued usage of sun character in a fun a memorable way – SFX used to set the scene
 - Residential – The sun has landed his dream job, heating the water in your home. You can find him doing what he loves in places like the bath tub (sun: “ohhhh yeaaah. Nice!”)
 - Commercial: – The sun has landed his dream job, heating the water in your business. You can find him working in hotel pools (sun: “Time to warm it up. The guests will love it.”)

Influencer Campaign



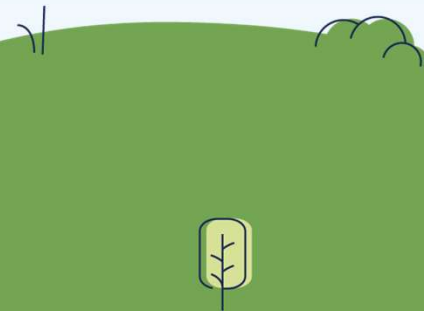
Campaign Results

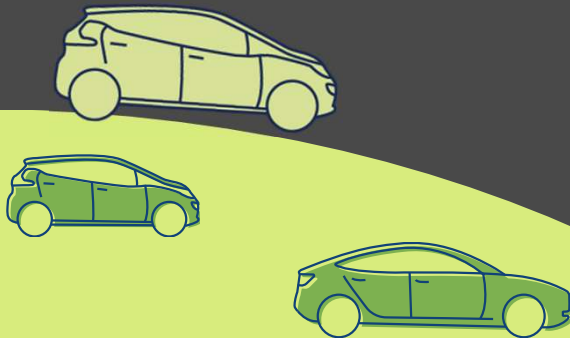
- » The campaign successfully increased awareness and customer understanding of SWH and its benefits:
 - The campaign over-delivered impressions by 52% despite a nearly 50% media budget cut.
 - The influencer campaign drove strong results with a 13.8% engagement rate, nearly 3x higher than 2018
 - 92K landing page arrivals which were extremely efficient 63% lower than 2018
 - The Video Completion Rate was as high as 70%
 - CTR was highly efficient at .51%, twice as efficient as 2018.

Conclusion and Recap

- » Used past research to tailor campaign strategy and messaging
- » Well received creative mixed with optimized media created a very successful campaign
- » Successful despite large budget decrease

Driving EV adoption with user-centered design thinking

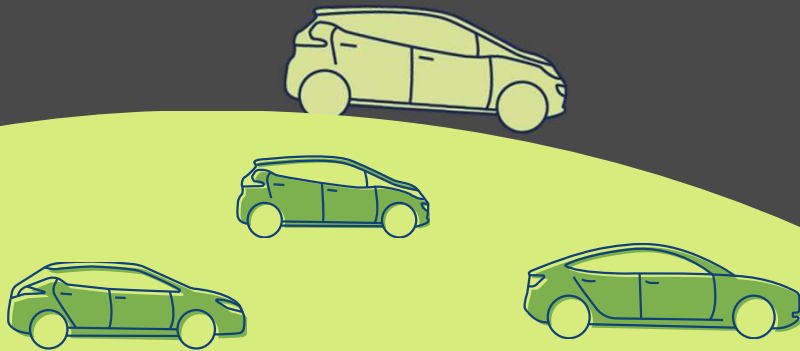




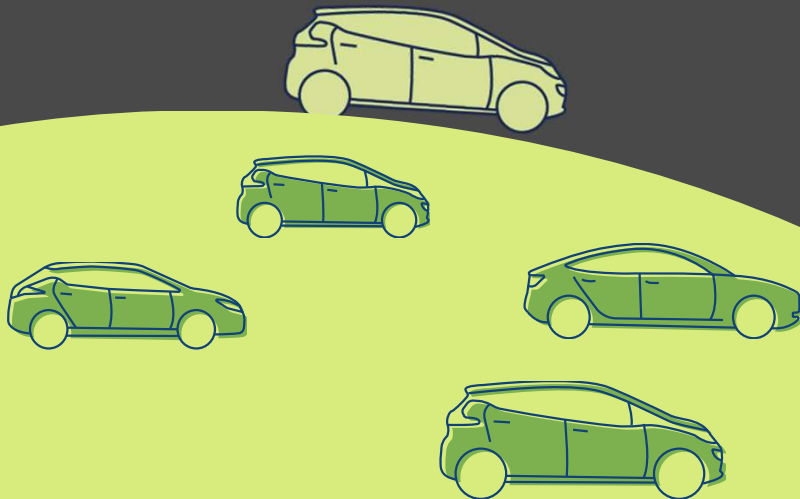
Awareness Video



EnergyRight[®]
ELECTRIC VEHICLES



Infographics



Consider why an EV may be right for you.

Visit tva.com to learn more.



- Explore vehicle models.
- Calculate savings.
- Find chargers in your area.

Postcards



GME Chevrolet Corvette

The world's fastest electric car goes 210.2 mph.

Today's coolest cars don't go vroom, vroom.

Electric vehicles are quiet and have great performance, acceleration and zero emissions. Plus, they can save you money every trip. Intrigued? Visit tva.com/EV to learn more.

- Explore vehicle models.
- Calculate savings.
- Find chargers in your area.

TVA EnergyRight[®]
ELECTRIC VEHICLES



Home energy management and smart home category

And the winners are ...

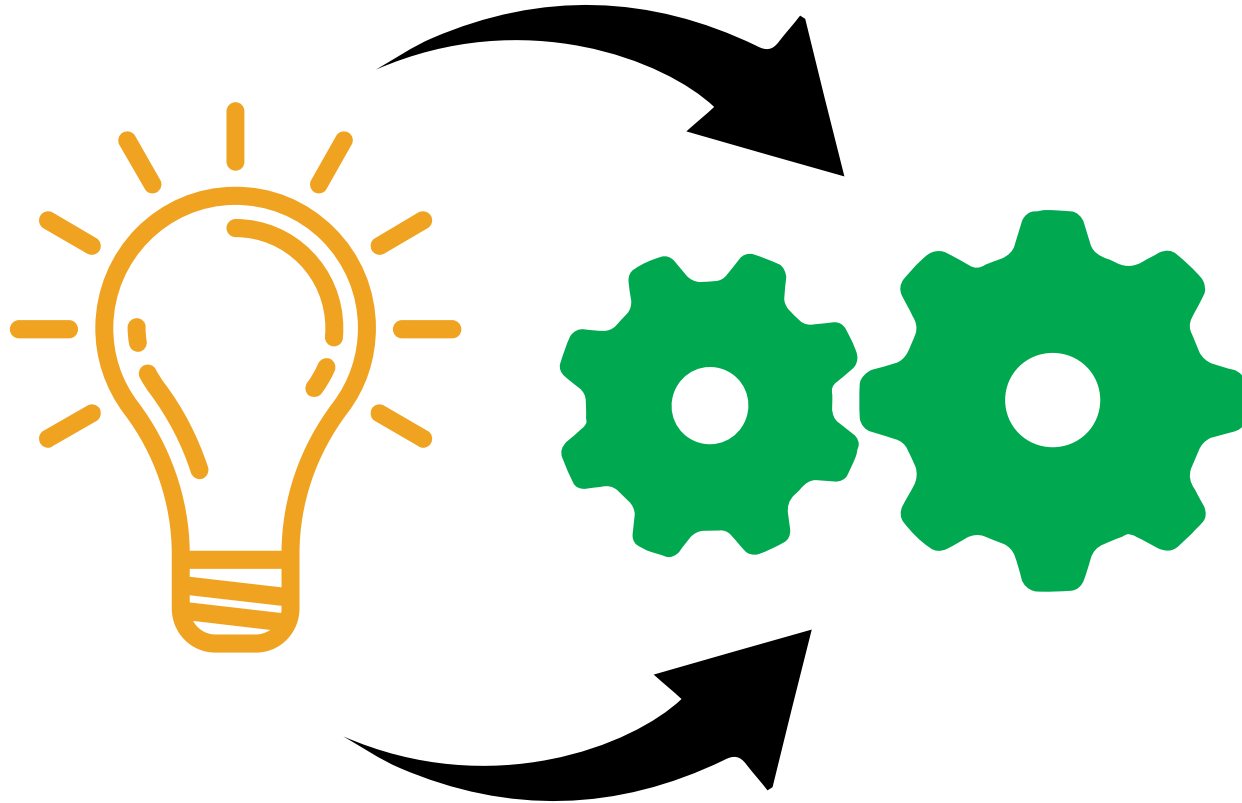
1st place: Pepco Holdings

2nd place: Ameren Illinois

A photograph of a diverse family of four. A woman with long dark hair is smiling and looking down at a young girl. The girl is also smiling and looking towards a baby. A man with a beard and short hair is looking down at the girl. The baby is looking up at the woman. They are all sitting together in a warm, indoor setting.

Capturing Customers in the Smart Home Pilot Program

What is a Smart Home?



01

Equipped with devices to streamline daily tasks

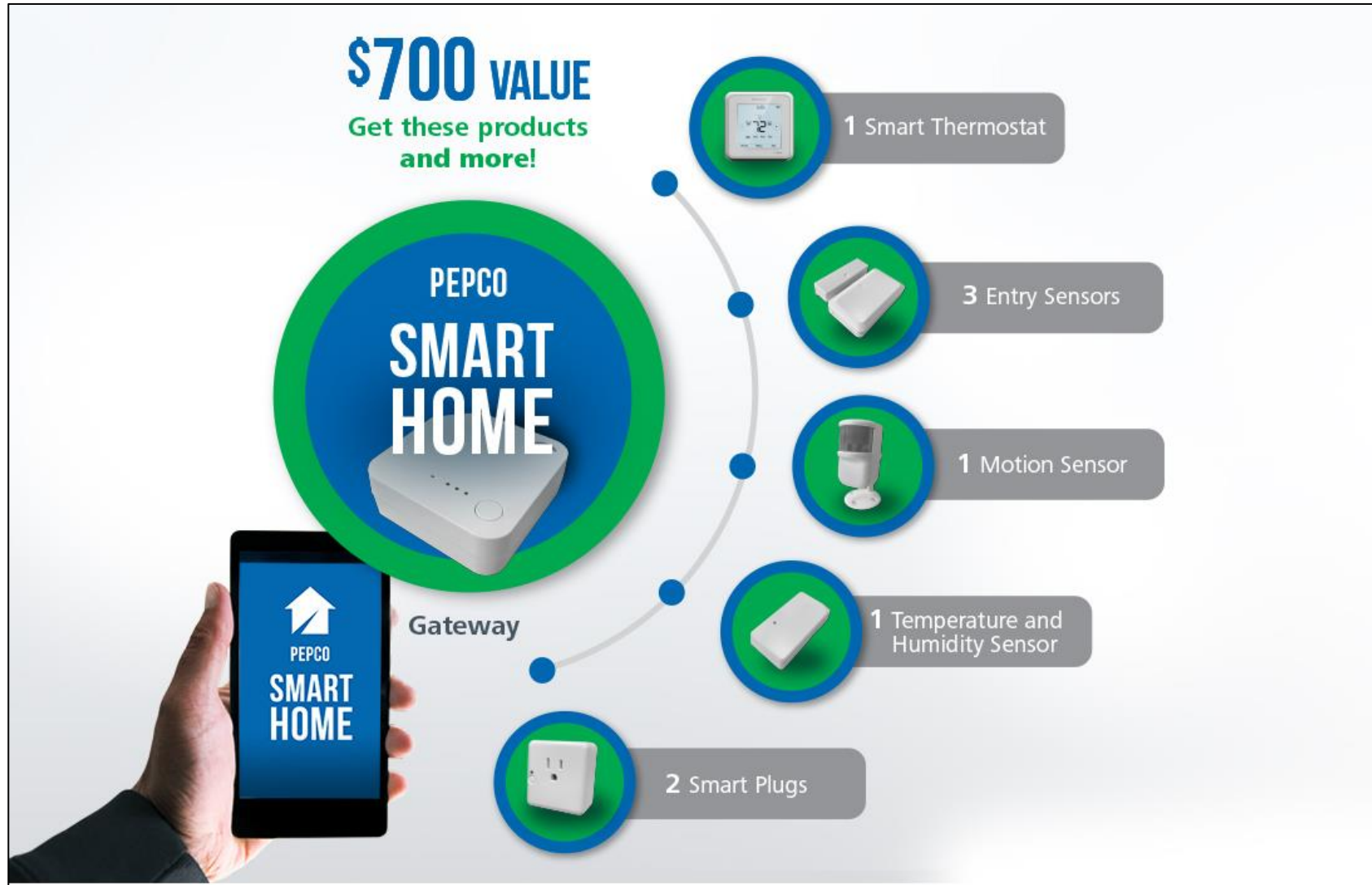
02

All kit devices are connected to an app for monitoring and controlling

03

Provides increased convenience and reduced energy costs

What's in the Smart Home Kit?



Finding the Right Customers

Identifying the Audience



1.) Booming with Confidence

2.) Power Elite

3.) Suburban Style

4.) Flourishing Families

Identifying the Audience



1.) Booming with Confidence

2.) Power Elite

3.) Suburban Style

4.) Flourishing Families

Identifying the Audience



1.) Booming with Confidence

2.) Power Elite

3.) Suburban Style

4.) Flourishing Families

Identifying the Audience



1.) Booming with Confidence

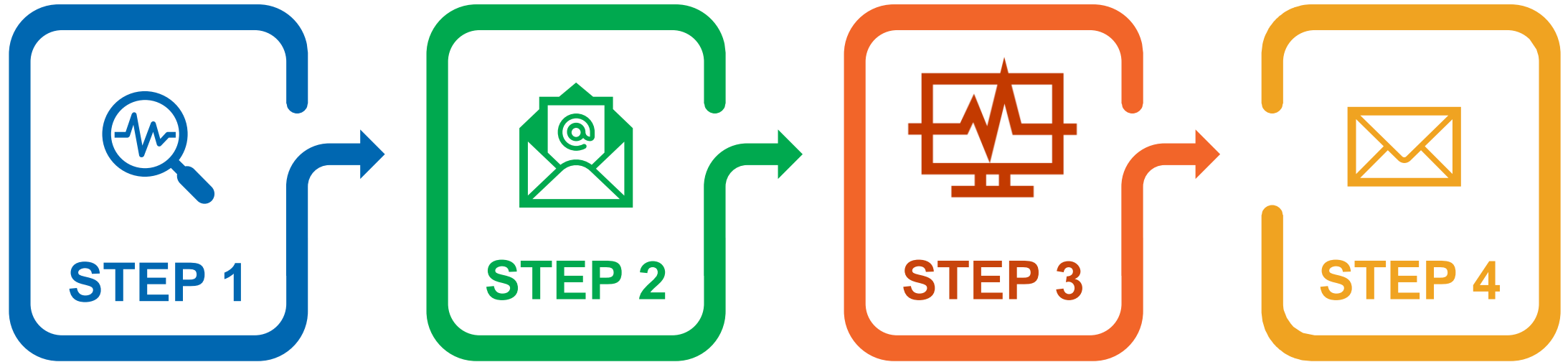
2.) Power Elite

3.) Suburban Style

4.) Flourishing Families

Strategy & Tactics

Holistic Approach



Paid Search

To reach customers as they're actively searching

Email

Reaching customers in a one-on-one fashion for increased engagement

Digital

Reaching customers through Gmail ads, web banner ads and paid social

Print

Reaching customers in their homes through direct mail postcards and bill inserts

Creative Breakdown

Direct Mail Postcards

GET YOUR SMART HOME KIT AND START SAVING TODAY

Get these products and more

Diagram showing the Smart Home Kit components:

- 1 Smart Thermostat
- 3 Entry Sensors
- 1 Motion Sensor
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs
- Gateway

pepco
An Exelon Company

Make Your Home Even Smarter



An Exelon Company

Pepco's Home Energy Savings Program
7125 Thomas Edison Drive, Suite 100
Columbia, MD 21046

Enjoy comfort, convenience, and reduced energy costs when you enroll in Pepco's Smart Home Pilot. You'll get a kit that includes energy-saving items like a smart thermostat, entry sensors, and more—a \$700 value—at **no additional cost**. You can:

- **Monitor and control** lighting, home appliances, and other devices remotely
- **Receive notifications** about your home's energy use
- **Save energy** by using automated smart home rules

Enrollment in this pilot is determined by a screening process and available on a first-come, first-served basis.

To learn more and see if you're eligible, visit pepco.com/smarthome or call **1-855-530-5802**.



Offer valid for Pepco residential customers in Maryland only.
This program supports the EmPOWER Maryland Energy Efficiency Act.
© Potomac Electric Power Company, 2019

Direct Mail Postcards



GET YOUR SMART HOME KIT AND START SAVING TODAY

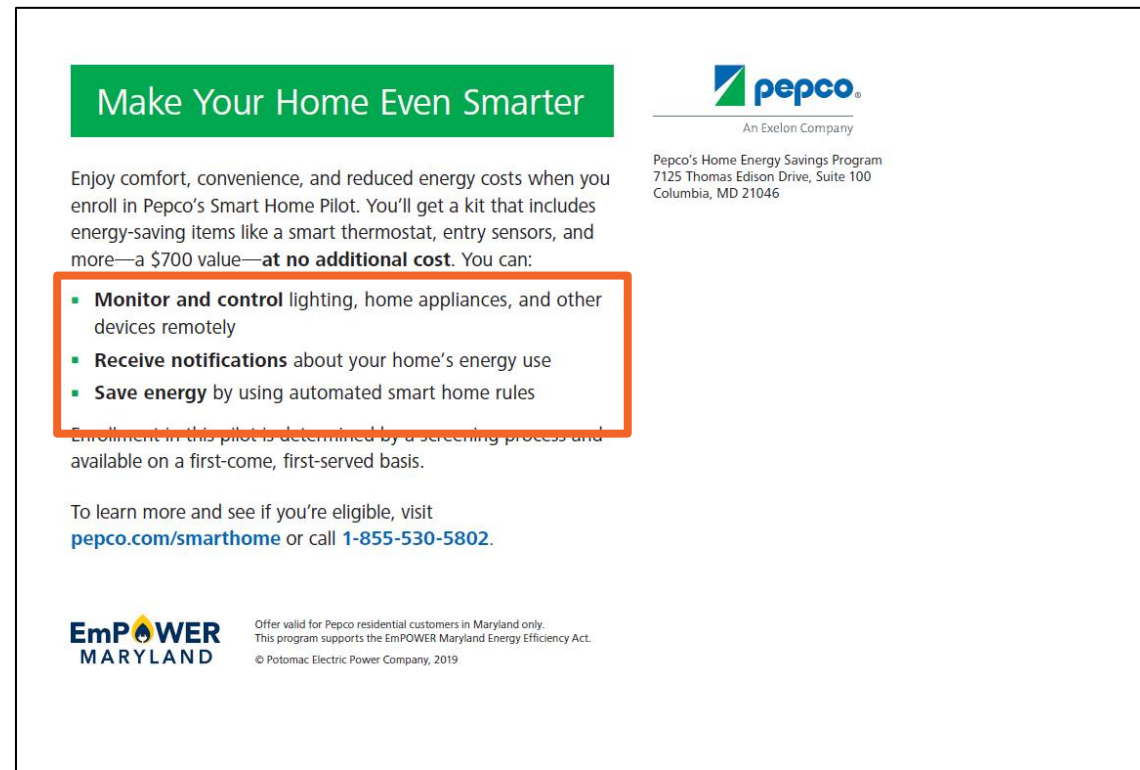
Get these products and more

Gateway

- 1 Smart Thermostat
- 3 Entry Sensors
- 1 Motion Sensor
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs

pepco
An Exelon Company

The postcard features a blue background with a hand holding a smartphone displaying the 'PEPCO SMART HOME' app. A central white Gateway device is surrounded by a dotted line connecting to icons of various smart home components: a thermostat, three entry sensors, a motion sensor, a temperature and humidity sensor, and two smart plugs.



Make Your Home Even Smarter

pepco
An Exelon Company

Pepco's Home Energy Savings Program
7125 Thomas Edison Drive, Suite 100
Columbia, MD 21046

Enjoy comfort, convenience, and reduced energy costs when you enroll in Pepco's Smart Home Pilot. You'll get a kit that includes energy-saving items like a smart thermostat, entry sensors, and more—a \$700 value—at **no additional cost**. You can:

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EmPOWER MARYLAND

Offer valid for Pepco residential customers in Maryland only.
This program supports the EmPOWER Maryland Energy Efficiency Act.
© Potomac Electric Power Company, 2019

The postcard has a white background. At the top, a green banner reads 'Make Your Home Even Smarter'. Below it is the Pepco logo and address. A paragraph describes the Smart Home Pilot program, highlighting that the \$700 value kit is provided at no additional cost. A list of three benefits is enclosed in an orange border. Below the list, it states that enrollment is based on a screening process and is first-come, first-served. A call to action provides a website and a phone number. At the bottom, the EmPOWER Maryland logo is shown along with small print regarding the offer's validity and copyright.

Direct Mail Postcards



GET YOUR SMART HOME KIT AND START SAVING TODAY

Get these products and more

Gateway

- 1 Smart Thermostat
- 3 Entry Sensors
- 1 Motion Sensor
- 1 Temperature and Humidity Sensor
- 2 Smart Plugs

pepco
An Exelon Company

The postcard features a blue background with a hand holding a smartphone displaying the 'PEPCO SMART HOME' logo. A central white Gateway device is surrounded by a dotted line connecting to icons of the included smart home products: a thermostat, three entry sensors, a motion sensor, a temperature and humidity sensor, and two smart plugs.

Make Your Home Even Smarter



An Exelon Company

Pepco's Home Energy Savings Program
7125 Thomas Edison Drive, Suite 100
Columbia, MD 21046

Enjoy comfort, convenience, and reduced energy costs when you enroll in Pepco's Smart Home Pilot. You'll get a kit that includes energy-saving items like a smart thermostat, entry sensors, and more—a \$700 value—at **no additional cost**. You can:

- **Monitor and control** lighting, home appliances, and other devices remotely
- **Receive notifications** about your home's energy use
- **Save energy** by using automated smart home rules

Enrollment in this pilot is determined by a screening process and available on a first-come, first-served basis.

To learn more and see if you're eligible, visit pepco.com/smarthome or call **1-855-530-5802**.


EmPOWER
MARYLAND

Offer valid for Pepco residential customers in Maryland only.
This program supports the EmPOWER Maryland Energy Efficiency Act.
© Potomac Electric Power Company, 2019

Email

This is a promotional message from Pepco.

JUMP-START YOUR SAVINGS TODAY



Enjoy comfort, convenience, and reduced energy costs when you enroll in Pepco's Smart Home Pilot. You'll get a kit that includes energy-saving items like a smart thermostat, entry sensors, and more—a **\$700 value—at no additional cost!**

ENROLL NOW


Pepco's Smart Home Pilot takes the guesswork out of saving energy. You can:

- **Monitor and control** lighting, home appliances, and other devices remotely. Anytime, anywhere.
- **Save energy** by using automated smart home rules customized to your specific energy needs.
- **Receive notifications** about your home's energy use and get personalized energy-saving tips.
- **And more!**

Enrollment in this pilot is determined by a screening process and available on a first-come, first-served basis.

To learn more, call **1-855-530-5802**.

EmPOWER
MARYLAND


An Exelon Company

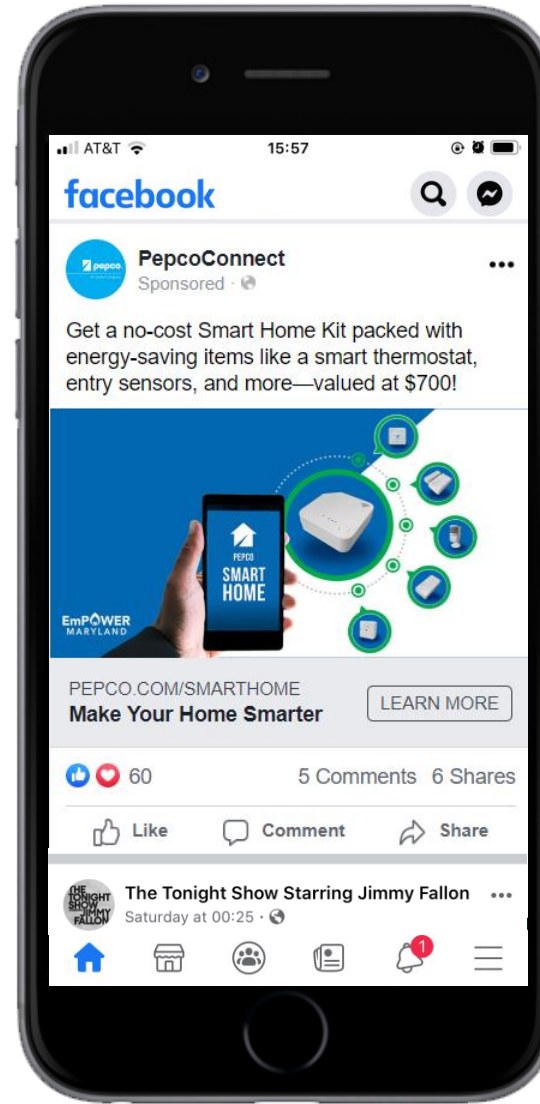
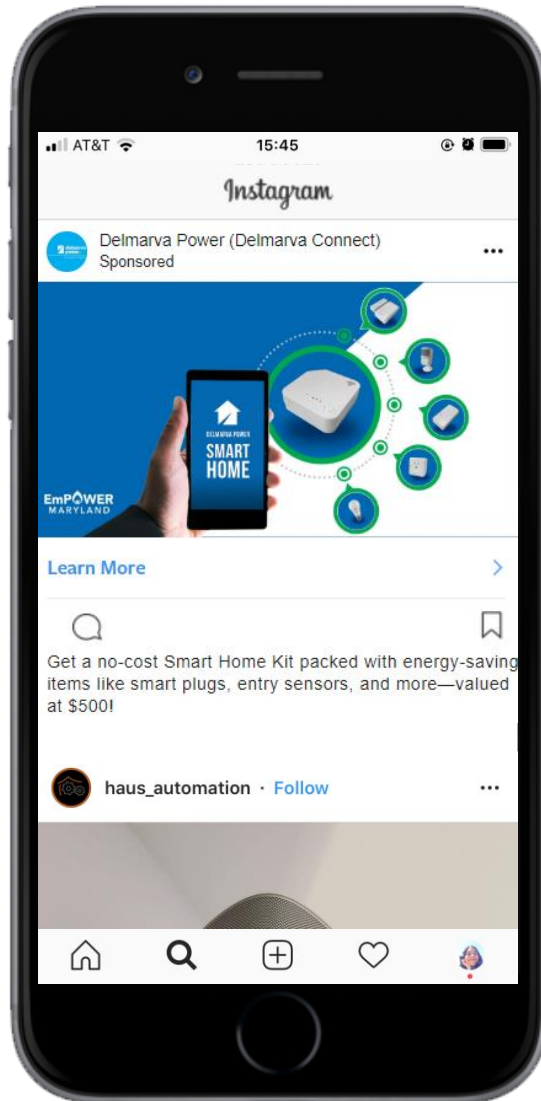
Offer valid for Pepco residential customers in Maryland only.

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to pepco.com/saveenergy.

© Potomac Electric Power Company, 2019

Pepco's Home Energy Savings Program
7125 Thomas Edison Drive, Suite 100
Columbia, MD 21046

Paid Social – Facebook & Instagram



Results

Campaign Results

Pepco and Delmarva Power’s Smart Home Pilot Programs generated more than **1.76M** impressions, over **48K** clicks to the site, nearly **26.5K** website sessions, and over **23K** new users.

Pepco



Website sessions increased from **148** to **19,830** since the launch of marketing



17,367

New users visited Pepco’s Smart Home webpage



Nearly **900** customers enrolled in the pilot program

Delmarva Power



Website sessions increased from **109** to **6,636** since the launch of marketing



5,836

New users visited Delmarva Power’s Smart Home webpage



More than **500** customers enrolled in the pilot program

Nate Gillespie

Marketing Manager

Customer Relations & Programs



Nathanael.gillespie@exeloncorp.com



[\(856\) 351-7162](tel:(856)351-7162)



pepco.com/SaveEnergy and delmarva.com/SaveEnergy

COVID-19 Customer Engagement + Results



- COVID-19 customer engagement adjustments
 - Focused marketing on low-to-no-cost measures
 - Adjusted messaging to match customers' "stay-at-home" realities
 - Leveraged e-mail marketing + online participation opportunities
- Partnered with Emerson to reduce price of smart thermostat
- April marketing campaign results:
 - Goal: 1,000 smart thermostats
 - Results:
 - 3,831 smart thermostats purchased via Online Marketplace
 - E-mail marketing strongest driver
 - Social media + AmerenIllinois.com secondary drivers



The Deal:
Emerson Sensi + LED Desk Lamp



Crowd-pleaser award

And the winner is ...

Southern Company



Alabama Power

Smart Kids Campaign





MESSAGING STRATEGY

To many, Alabama Power is a faceless utility.

But, our employees are Alabama citizens and Alabama Power customers.

We need to remind people that we live here, too.

MESSAGING STRATEGY:

Demonstrate shared value at every interaction.



100% of our
employees are
Alabama citizens
and APC customers.

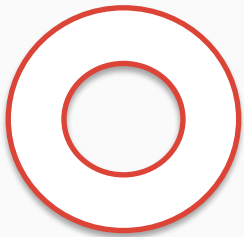


CUSTOMER SATISFACTION DRIVERS

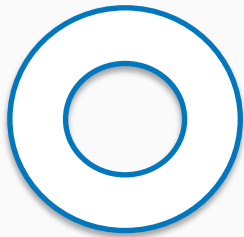
Our customer satisfaction drivers are in six groupings weighted by their impact on the overall score. The weight of each group can change from quarter to quarter.

As we monitor upcoming company issues, we look to mitigate drops in favorability with our messaging strategy.

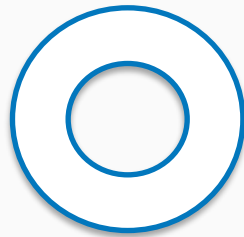
Customer Satisfaction Drivers



**Power Quality
& Reliability**



Price



**Billing
& Payment**



**Corporate
Citizenship**



Communications



**Customer
Care**

CORPORATE CITIZENSHIP

Preserving the environments we
call home



The image features a solid blue background with three thin, white, overlapping circles. The circles are positioned on the left side of the frame, with their right edges extending towards the center. The word "CREATIVE" is written in white, uppercase letters, centered within the intersection of the circles.

CREATIVE

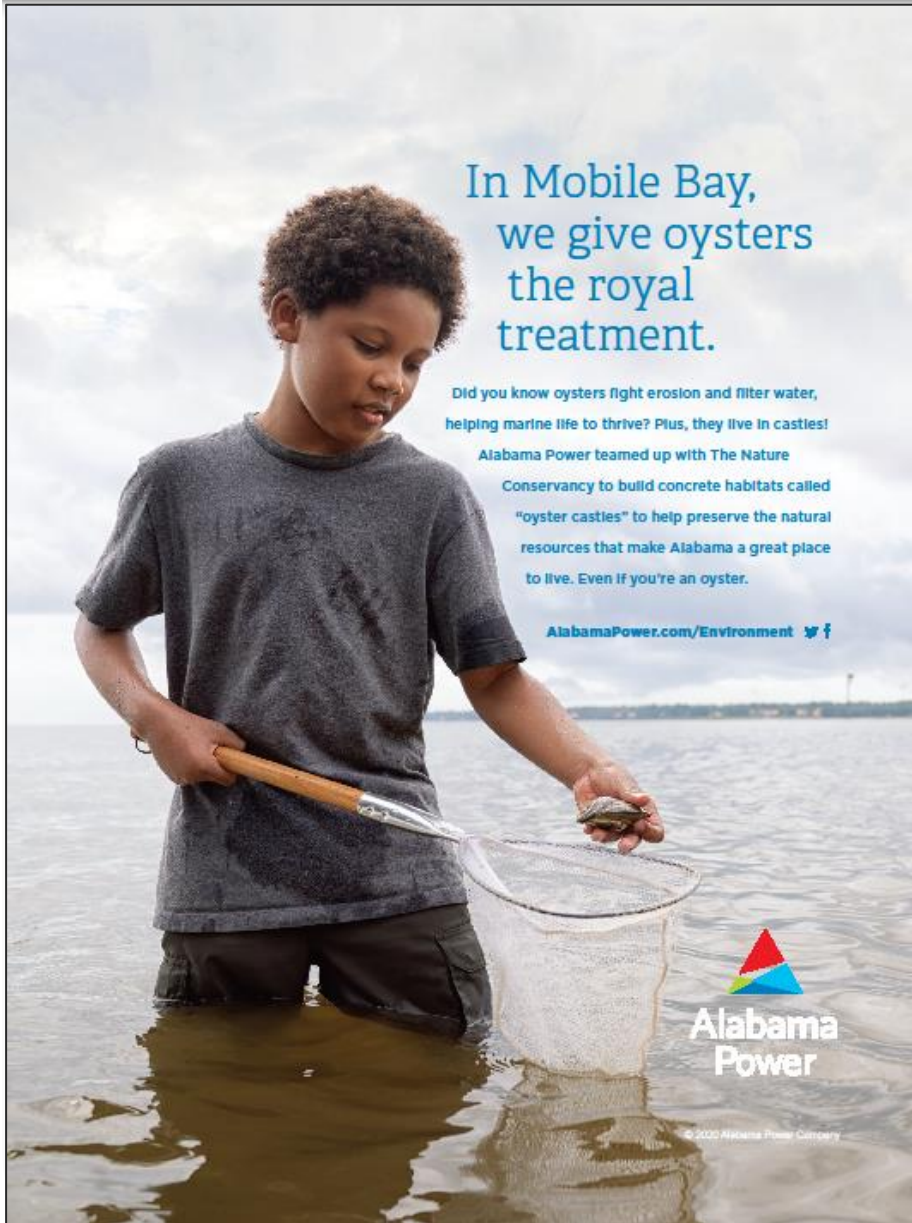
TALENT SELECTION

Preserving the environments we
call home

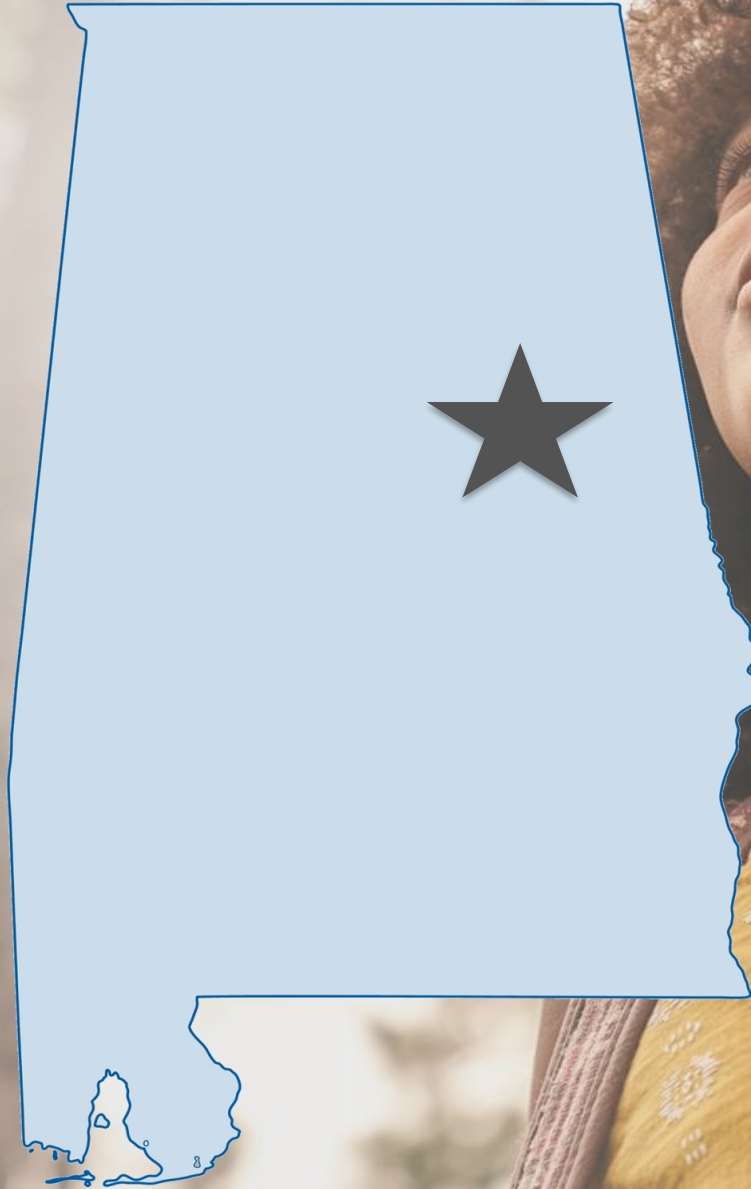


CORPORATE CITIZENSHIP | OYSTERS





CORPORATE CITIZENSHIP | TREES





Preserving
Alabama's
natural
resources
starts in our
backyard.

Did you know longleaf pines are home to roughly 120 endangered or threatened plant and animal species? That's why Alabama Power is working hard to help them grow. We've teamed up with partners across our state to preserve the natural resources that make Alabama a great place to put down roots – especially if you're a longleaf pine.

AlabamaPower.com/Environment  



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MESSAGING CHANNELS

PRINT

(CNI & Publications)



TV
(Cable, Spot TV)



DIGITAL
(Pre-roll, social, Hulu)



OWNED PLATFORMS

Alabama Power
 April 22 · 🌐

For more than a century, Alabama Power has been committed to environmental stewardship and preserving the natural beauty of the state. Join us as we celebrate #EarthDay! 🌍

Alabama Power is committed to environmental stewardship and conservation.

29

2 Comments
12 Shares

Like
Comment
Share

Alabama Power
 January 6 · 🌐

We're committed to protecting the marine habitats and shorelines in our state. Check out how we teamed up with the [The Nature Conservancy](http://bit.ly/2QqMJSD) to preserve habitats for Alabama oysters. <http://bit.ly/2QqMJSD>

30

3 Comments
10 Shares

Like
Comment
Share

Alabama Power
 January 3 · 🌐

Did you know that since 2004, Longleaf Legacy projects have resulted in more than 26,000 acres of restored longleaf pine forest and more than 6,500 acres of new longleaf pine forest in Alabama? Learn more. <http://bit.ly/2ZNfko8>

31

2 Comments
5 Shares

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Comment
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Alabama Power
 March 10 · 🌐

We are proud to team with The Nature Conservancy to rebuild Mobile Bay to restore and protect the shoreline from erosion, as well as boost habitats for fish, birds and wildlife. Learn more. <http://bit.ly/2TPPt8>

52

5 Comments
8 Shares

Like
Comment
Share



Alabama
Power