

Enhancing Brand Perceptions

Revitalize Your Brand and Win Your Customers' Hearts



E Source

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E Source Summit for the Tennessee Valley

Agenda

15 minutes: Defining brand perception and brand promise, and communicating with customers via storytelling

15 minutes: A discussion about your brand

15 minutes: Workshop and Q&A

Key takeaways

- As customer experience rises in importance, a positive brand perception will keep loyal customers in the future.
- You can effectively convey a strong brand promise via storytelling with an emotional connection.
- Share a good story that would help communicate your brand promise to the public with your communications team!

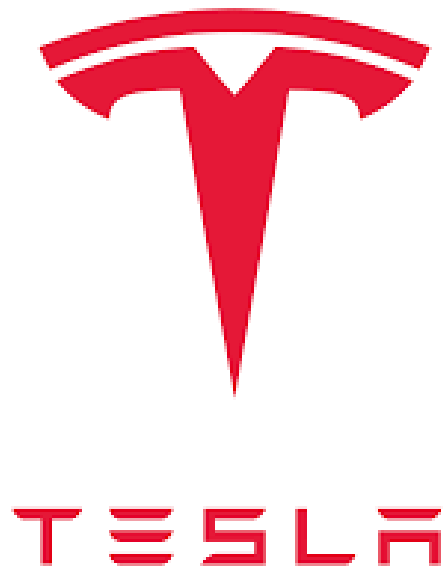
Brand perception

Brand perception



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Future energy brands?



FINALISTS

CHARGE

AWARDS
2018

BEST ESTABLISHED BRAND



BEST CHALLENGER BRAND



BEST GREEN BRAND



BEST TRANSMISSION BRAND



BEST PRODUCT BRAND



“An innovative, disruptive and incredibly well-executed brand. The brand is highly engaging, innovative and is very cohesive as a challenger brand. The brand is very clever and transcends electricity as a low involvement commodity into a highly engaged consumer brand.”

“Brand has a very clear direction and a strong presence in a way that is accessible to consumers while giving a strong sense of reliability and trustworthiness. A clear effort made to communicate with consumers is a carefree way that develops high engagement and great user experiences.”

Brand promise

Brand promise

An expectation, or promise, a company instills with its customers through statements of what it will deliver.

A strong brand promise should be:

- **Simple**
- **Credible**
- **Unique**
- **Realistic and achievable**
- **Inspiring, with an emotional connection**

Examples of brand promises

Groupon: “We are all about local heart making a global impact.”

Coca-Cola: “To inspire moments of optimism and happiness.”

Nike: “To bring inspiration and innovation to every athlete in the world.”

Starbucks: “To inspire and nurture the human spirit—one person, one cup, and one neighborhood at a time.”

A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page. The page has a header with the word "People" and a search bar. Below the header, there is a profile picture of a man and a list of links: "My Page", "My Friends", "My Photos", "My Videos", and "My Groups". To the right of the profile picture, there is a section titled "My Status" with a search bar and a list of status updates. Each status update includes a profile picture, a name, and a description. The background of the image is a solid blue color.

Brand storytelling

The four elements of a good story

- **Person (emotional connection):** Someone who wants something badly or feels passionately about something
- **Place (builds trust):** Establishes where it takes place for context
- **Purpose (lasting impact):** What makes it important
- **Plot (engages you):** What happens

Four Seasons Hawaii



Four Seasons Hawaii brand promise

“Our purpose is to create impressions that will stay with you for a lifetime. It comes from our belief that life is richer when we truly connect to the people and the world around us.”

Who is the **person or character**?

Where is the **place**?

What is the **purpose**?

What is the **plot**?

How does this story effectively convey Four Seasons Hawaii’s brand promise?

Duke Energy



Duke Energy brand promise

“Makes life better for millions of people every day by providing electric and gas services in a sustainable way — affordable, reliable, and clean.”

Who is the **person or character**?

Where is the **place**?

What is the **purpose**?

What is the **plot**?

How does this story effectively convey Duke Energy’s brand promise?

A person is shown from the chest up, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a header 'People', a profile picture of a man, and a 'My Status' section. The background is a solid blue color. A white rectangular box is overlaid on the center of the image, containing the text 'Let's talk about your brand'.

Let's talk about *your* brand

Open discussion questions

- What words come to mind when you describe your utility's current brand attributes?
- What type of brand attributes will allow your utility to thrive in the next decade?

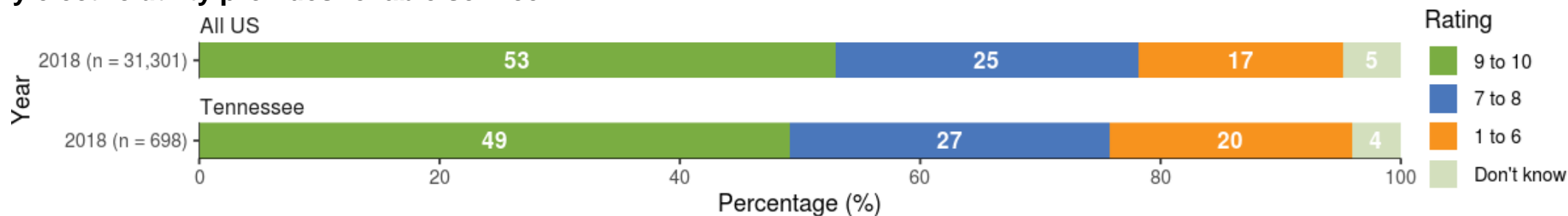
What do your customers think?

We surveyed over 31,000 residential customers in the US including 698 customers in the state of Tennessee on the opinion of their electric utility as it relates to these 8 attributes:

- Trustworthy
- Provides reliable service
- Has a positive image
- Innovative
- Safety-focused
- Quality-focused
- Customer-focused
- Environmentally-focused

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My electric utility provides reliable service



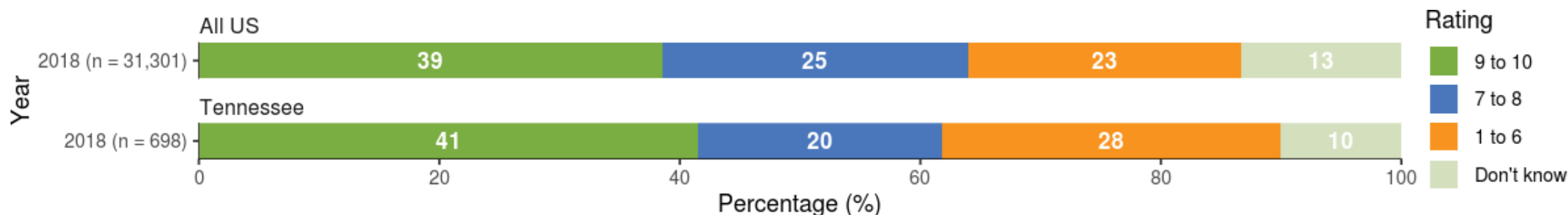
Base: Respondents who are customers of electricity or dual-fuel providers.

Question A10_11: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Provides reliable service to my home

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

My electric utility is safety-focused

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Base: Respondents who are customers of electricity or dual-fuel providers.

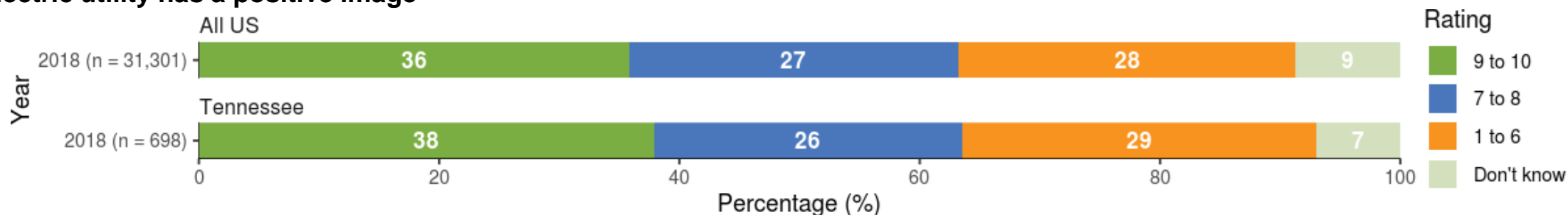
Question A10_4: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is safety focused

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility has a positive image



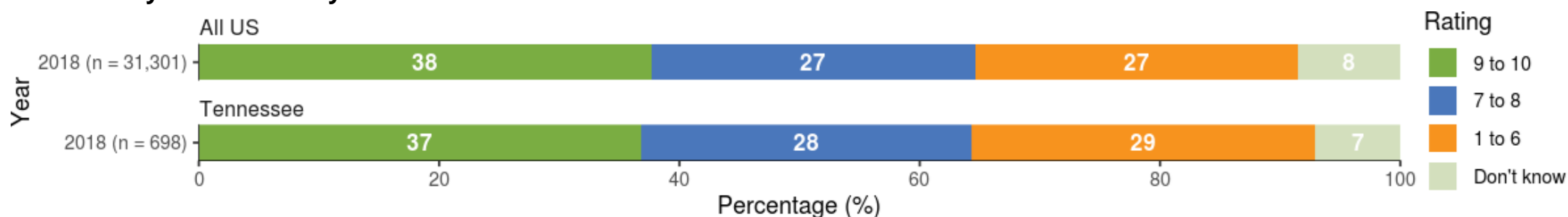
Base: Respondents who are customers of electricity or dual-fuel providers.

Question A10_8: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Has a positive image

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility is trustworthy



Base: Respondents who are customers of electricity or dual-fuel providers.

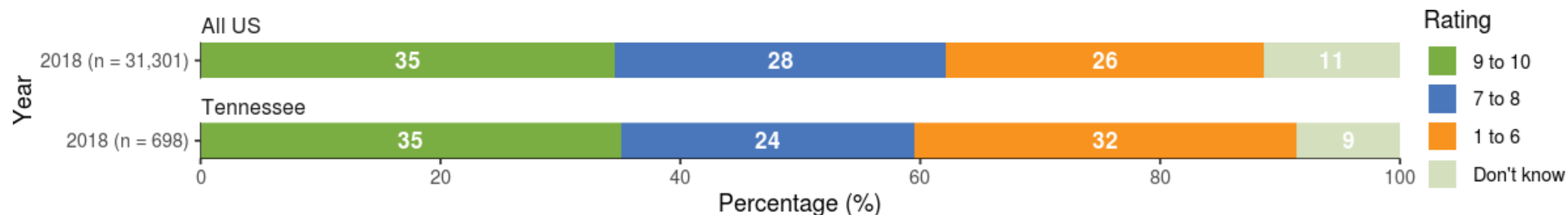
Question A10_3: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is trustworthy

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility is quality focused



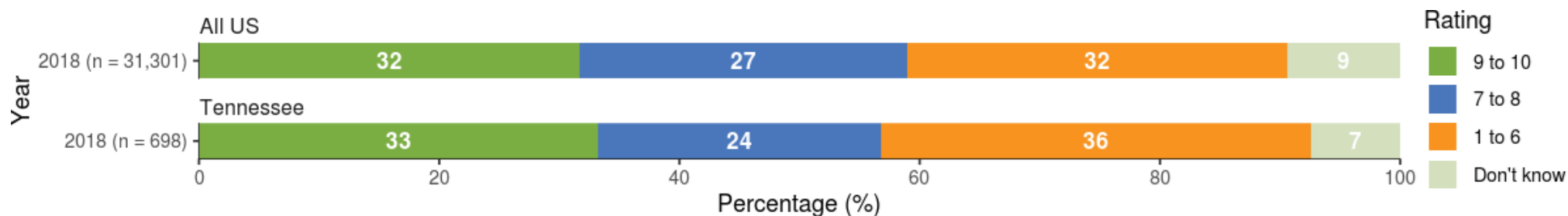
Base: Respondents who are customers of electricity or dual-fuel providers.

Question A10_7: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is quality focused

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility is customer focused



Base: Respondents who are customers of electricity or dual-fuel providers.

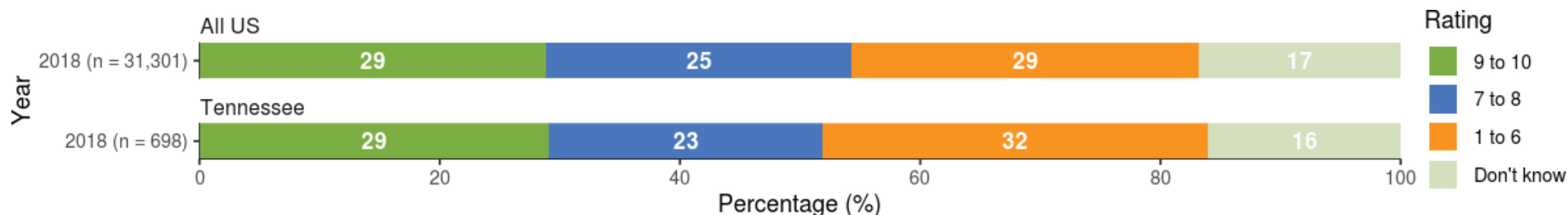
Question A10_1: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is customer focused

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility is environmentally focused



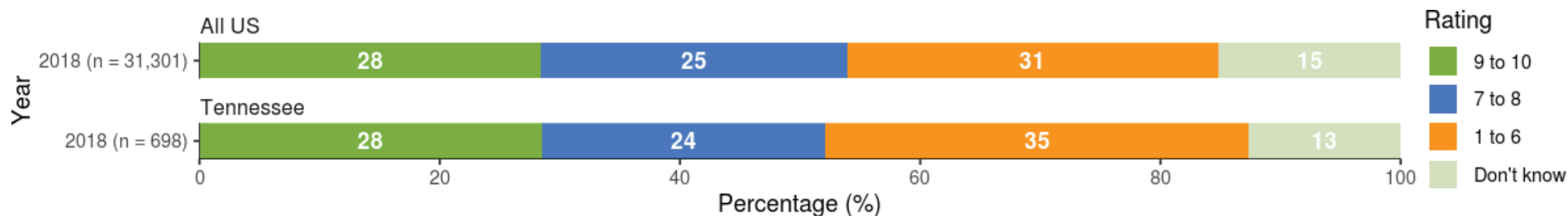
Base: Respondents who are customers of electricity or dual-fuel providers.

Question A10_5: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is environmentally focused

Note: Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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My electric utility is innovative



Base: Respondents who are customers of electricity or dual-fuel providers.

Question A10_12: How much do you personally agree or disagree with the following statements about your electricity provider for your primary residence? [Filtered] (Grouped) Is innovative

Note: This question was first asked in 2016. Respondents used a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree. Data may not add to 100% due to rounding. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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A person is seen from the side, using a laptop. The laptop screen displays a social media profile page. The page has a header with the word "People" and a search bar. Below the header, there is a profile picture of a man and a list of links: "My Page", "My Friends", "My Photos", "My Videos", and "My Groups". To the right of the profile picture, there is a section titled "My Status" with a post that says "Current Name shared a link" and a photo of a building. The word "Workshop" is overlaid in large white letters on the laptop screen.

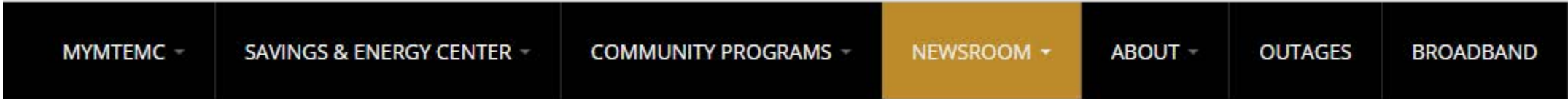
Workshop

You have 10 minutes to ...

1. Write a new brand promise that connects what you want your brand to be with what your customers need you to be.
2. Think of a story you can tell that conveys that brand promise.

Then, we'll share the ideas with the entire group.

MTEMC's unMetered podcast

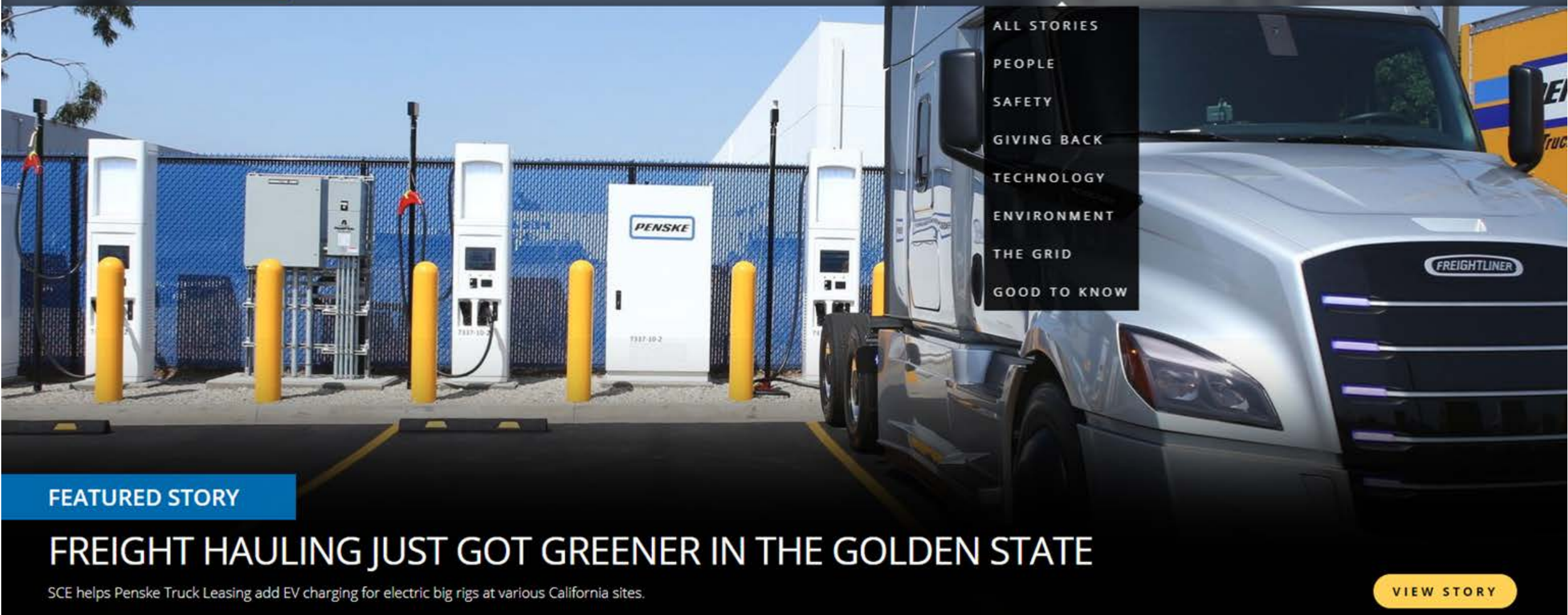



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unMetered Podcast



SCE's branded content sites



ALL STORIES

PEOPLE

SAFETY

GIVING BACK

TECHNOLOGY

ENVIRONMENT

THE GRID

GOOD TO KNOW

FEATURED STORY

FREIGHT HAULING JUST GOT GREENER IN THE GOLDEN STATE

SCE helps Penske Truck Leasing add EV charging for electric big rigs at various California sites.

VIEW STORY

Key takeaways

- As customer experience rises in importance, a positive brand perception will keep loyal customers in the future.
- You can effectively convey a strong brand promise via storytelling with an emotional connection.
- Share a good story that would help communicate your brand promise to the public with your communications team!

Thank you! Questions?



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Submit an inquiry: www.esource.com/question

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