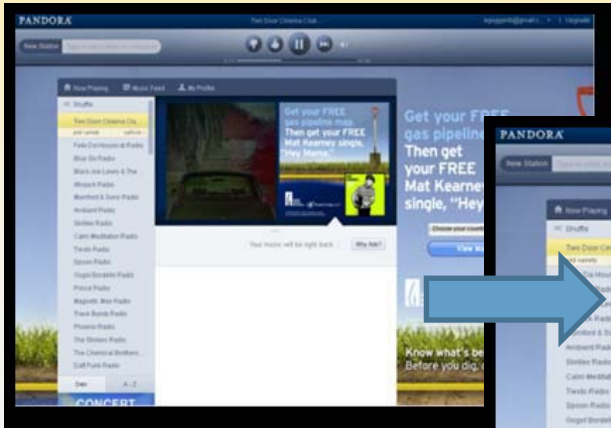


SoCalGas General Safety Campaign

Pandora Music Download Promotion

Pandora promotion was designed to engage customers to view our interactive pipeline safety maps.

<http://socalgas.com/safety/pipeline-maps/LA.shtml>



There were 3.2 million impressions served and 18,542 total interactions. Users searched for their map a total of 3,184 times.

See live demo link here:
http://www.frasercommunications.com/awards/scgp_andorabanners/

From the map page, there were 2,845 clicks to the SCG Pipeline Page to find out more information. **** Clicking to Pipeline Page was NOT a mandatory step to download the song**

Once users interacted with the map, there were 2,741 clicks to proceed with downloading the Free MP3.

SoCalGas General Safety Campaign

Pandora Song Download



Song download impressions
2,741

Clicks to download
610

CTR
22.25%

Download completions
426

Completion rate
69.84%

Song download impressions counted once the user landed on this portion of unit



**Southern
California
Gas Company**



A Sempra Energy utility®

SoCalGas General Safety Campaign

Pandora Mobile



The songs on Pandora can be sweet music to your ears. But if you hear hissing or whistling near a gas appliance or pipe, there could be a gas leak. Use your senses of sight, hearing and smell to help keep you safe. If you suspect a gas leak, call Southern California Gas Company at 1-800-427-2200 from a safe location or 911. For more safety tips, visit socalgas.com and search "SAFETY."

The mobile application served 12.4 million impressions and generated 26,621 landing page visits at an effective cost per visit of \$1.26.



Southern
California
Gas Company



A Sempra Energy utility®