

**nationalgrid**

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# #GridGoesGreen: Earth Day Goes Digital



E Source Utility Ad Awards

Creative Supplement for Campaign Submission

June 5, 2015



# Facebook

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## Exhibit A

**National Grid**  
Published by MR Y [?] · April 28 · Edited · 🌐

From hanging the laundry to playing outside, we can all pledge to make greener choices. Don't forget to tell us how you plan to save energy and get a friend to do the same with #GridGoesGreen #Sweeps for a chance to win prizes.

No purchase necessary. Eligibility restrictions apply. Through June 30th. See Rules for details: <http://ngrid.com/1biUx0M>



**Pledge To Save Energy**  
#GridGoesGreen



152,064 people reached Boost Unavailable


Like · Comment · Share

👍 1,870 people like this. Most Relevant ▾


🔗 90 shares

**National Grid**  
May 23 at 2:30pm · Edited · 🌐

Is your battery fully charged? Unplug that wall charger to avoid using unnecessary energy! #GridGoesGreen



**Connect to Energy Efficiency**



53,264 people reached Boost Unavailable

Like · Comment · Share

👍 Lori Morin, Christine Fura, Andrés Fagúndez and 734 others like this. Most Relevant ▾

🔗 103 shares

# Twitter

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## Exhibit B



**National Grid US**  
@nationalgridus

**Pledge To Save Energy**  
#GridGoesGreen

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It's #EarthDay! Share how you pledge to go green w/ #GridGoesGreen #Sweeps & you could win: [ngrid.com/1HroLuQ](http://ngrid.com/1HroLuQ)

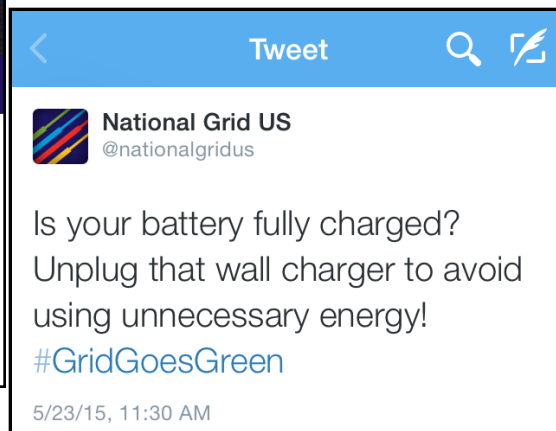
4/22/15, 4:45 PM



**National Grid US**  
@nationalgridus

Recycle your old fridge with us & get \$50! You'll save energy & avoid harmful emissions too.  
@EnergyStar #FlipYourFridge #GridGoesGreen


4/24/15, 1:37 PM



**National Grid US**  
@nationalgridus

Is your battery fully charged? Unplug that wall charger to avoid using unnecessary energy!  
#GridGoesGreen

5/23/15, 11:30 AM



**National Grid US**  
@nationalgridus

#TipTuesday: Clean out the lint in your dryer after each cycle to keep it running efficiently.  
#GridGoesGreen

4/28/15, 11:05 AM



**National Grid US** @nationalgridus about 15 hours ago

Follow National Grid for regular energy-saving tips, service updates and more.  
[pic.twitter.com/IMdrQ1GQI](http://pic.twitter.com/IMdrQ1GQI)

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# Instagram

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## Exhibit C

**nationalgrid** 6w

**Pledge To Save Energy**  
#GridGoesGreen

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♥ 64 likes

**nationalgrid** Let's make every day #EarthDay. Are you up to the challenge? Tell us how you pledge to make greener choices with #GridGoesGreen #Sweeps and you'll be entered to win energy-saving prizes. #gogreen #win #energysaving #ecofriendly #earth

**nationalgrid** 2w

**Pledge To Save Energy**  
#GridGoesGreen

**nationalgrid**  
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♥ 26 likes

**nationalgrid** From hanging the laundry to playing outside, we can all pledge to make greener choices. Don't forget to tell us how you plan to save #energy with #GridGoesGreen #Sweeps for a chance to win prizes. #gogreen #earth #earthdayeveryday #doyourpart #energyefficiency

# Employee Volunteerism

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## Exhibit D



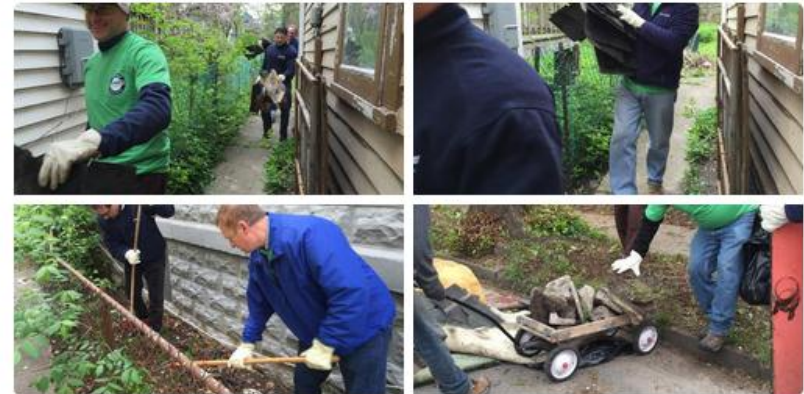
Emily Smaldino @EmNGRID - May 13

Awesome job #GridGoesGreen team! #BuffaloCleanSweep #Buffalo @mayorbyronbrown @nationalgridus



Natalie Lindner @NatalieNGRID - May 15

Our @nationalgridus employees worked hard at the Mayor's Clean Sweep event! #OneBuffalo #GridGoesGreen #EarthDay2015



← ↻ 2 ★ 4 ⋮

[View photo](#)

## ***Exhibit E***

### APS

Using an advanced power strip cuts power to idle devices and saves energy. This energy saving tip brought to you by National Grid. Share your energy saving tips on Facebook with the hash tag GridGoesGreen

### DISHWASHER

Using the no-heat dry setting on your dishwasher saves electricity. This energy saving tip brought to you by National Grid. Share your energy saving tips on Twitter with the hash tag GridGoesGreen

### COMPUTER

Putting your computer in sleep mode when not in use saves energy. This energy saving tip brought to you by National Grid. Share your energy saving tips on Facebook with the hash tag GridGoesGreen

### FILTERS

Replacing old filters for air conditioners and furnaces saves energy. This energy saving tip brought to you by National Grid. Share your energy saving tips on Twitter with the hash tag GridGoesGreen

### FRIDGE

Keeping your refrigerator at 38 to 40 degrees saves energy. This energy saving tip brought to you by National Grid. Share your energy saving tips on Instagram with the hash tag GridGoesGreen

# PR Media Outreach

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## Exhibit F



The National Grid



syracuse.com

Hashtag based sweepstakes are becoming more popular and it's hardly surprising considering how effective they have the potential to be. The National Grid obviously recognise that because they're asking their customers to pledge ways to be more environmentally friendly under the #GridGoesGreen banner. Participants are entered

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Wn.com / Tuesday, April 21, 2015 - Q 8

Tuesday, April 21, 2015 - National Grid Takes Earth Day Digital With #GridGoesGreen (National Grid plc)

**3BL Media** @3BLMedia · May 26  
How do you pledge to make greener choices? Tell @nationalgridus using #GridGoesGreen & #Sweeps 3bl.me/k6bm #EarthDay

← ↻ 1 ★ 👤 ⋮