2022 Utility Marketing Must-Dos and How to Drive Measurable Results

OCTOBER 25, 2021 | EMACS 2021



Fast Facts





Location

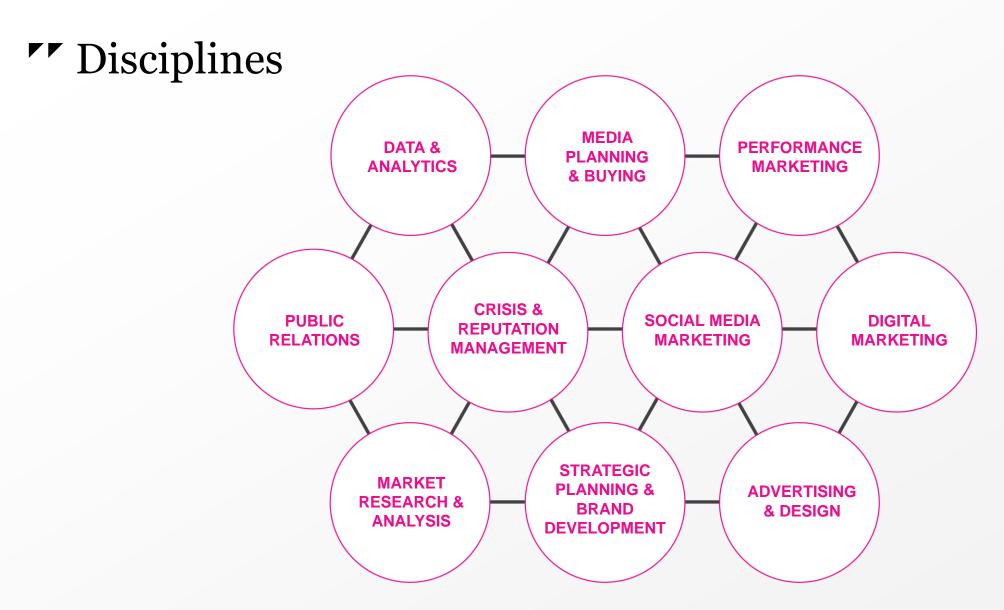
We work as a single firm with offices in 10 top cities. That way we can collaborate to match our projects based on our people's passions and expertise, not place.

Albany, NY Buffalo, NY Rochester, NY Chicago, IL

Atlanta, GA Charlotte, NC Syracuse, NY Boston, MA Cincinnati, OH New York City, NY









Select Energy & Sustainability Experience



mower

What we'll cover during this 30-minute session

• The three-pronged approach to conquering transportation electrification

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- Innovative tactics and segmentation to reach low-income customers

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- Trends in media consumption and how to make the most of your marketing dollars

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- Innovative tactics and segmentation to reach low-income customers
- Energy efficiency customer experiences: Be the Heart, Not the Cart[®]
- Trends in media consumption and how to make the most of your marketing dollars
- The lingering effects of COVID-19 on marketing priorities



All Things EV

In 2022, you need to plug your business into:

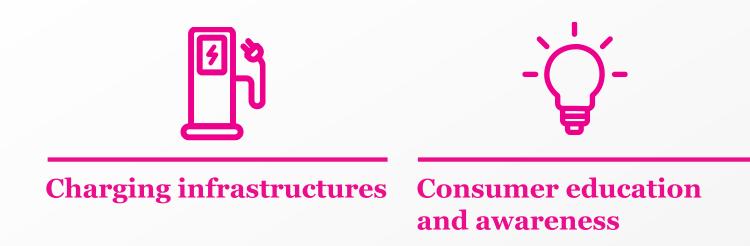


Charging infrastructures



All Things EV

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Who's Jumping into EVs and Who's Hesitant?

OEMs are ramping up.



Combined **\$77 billion** investment during the next five years in a global race to launch new EVs.

Incentives still drive consumer activity.

Federal tax credit incentives help to reduce the cost differential for EVs.

Consumer attitudes matter.

Buying an EV with their next purchase?







ler Would not consider



Range anxiety is real.

1.8 million EVs on U.S. roads today.

Only **41,000** public charging stations.

(35 million EVs predicted by 2030)



Four National Grid Campaigns. **One Mission.**



SECTION 1

Empowering Businesses to "Take-Charge"



The "Take-Charge" Campaign

Landing Page





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UPTO 100% FUNDING makes cits, for a mys, is candida out assus to analisi a private solity for appore mysicar- more, of case exercises industry cases, waterings, whether is conversion of the order



of workers want i employers to mak 76'

Save energy











116 million

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Stand out from competitors. The opportunity to stand out from competitors is just one of the benefits of

Competitions in functions or une contention of adding EV changing stations. According to a 2019 study by EM and the National Petal Construction contentions are relational to the

a construction constructs are prioritizing those Foundation, constructs are prioritizing those transformation of the second second and the second se a and a second and a conversion of the passed core values

Glen Falls

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Woodstock

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Nells .

of consumers in the U.S. and Canada trink it is important that a brand is

all Binghamton

sustainable or eco-triendly.

Ontaric

Rome

The "Take-Charge" Campaign

Nurture Email Series



We can help give your workplace a competitive edge.



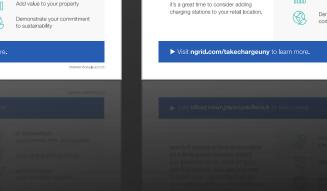
Get up to 100% funding on electrical infrastructure,

Your strategic vision is what helps you meet the extraordinary challenges of our time. Now, a new change is coming: the estimated 850 000 new electric vehicles expected on New York state roads by 2025. Our Upstate NY Make-Beady Program can help you make your business stand out by adding EV charging stations-for less than you may think.

► Visit ngrid.com/takechargeuny to learn more.



national**grid**

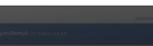


nationalgrid

We can help drive new customers to your location.









We can help drive new



Get up to 100% Adding just one EV charging station can: funding on electrical infrastructure. As more electric vehicles hit the road in the corning months, we're here to help you accommodate them. One way we're doing that is through our Upstate NY Make-Ready Programan initiative that provides up to 100% funding for EV charging stations,

With 850,000 new EVs expected on our roads by 2025, it's a great time to add charging stations to your town.

► Visit ngrid.com/takechargeuny to learn more.



nationalgrid

Give your destination a

competitive advantage

Attract new and repeat

Encourage longer visits

Add value to your town

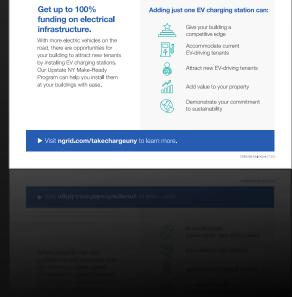
Demonstrate your environmental

commitment to the community

or municipality

EV driving customers





nationalgrid

We can help drive new tenants to your buildings.

Campaign Results

Consumers exceeded open and click-through rates.



*FB/INSTA was leveraged as awareness tactic. Customers were in learning phase, downloaded content, but were not ready to convert.



Highest engagement in municipal vertical (CTR 8X benchmark)

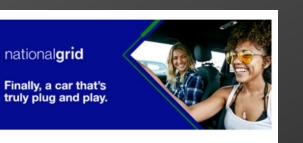


SECTION 2

Celebrating EV Drivers



Email and Banner Ads



As more and more vehicles go electric, so do more and more Upstate New Yorkers. That's because there's more to electric vehicles than ever before.



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More payback.

Rebates, incentives and tax credits give you a very powerful way to save—up to \$9,500. With hundreds of charging stations in your area, you don't have to go far to go farther.

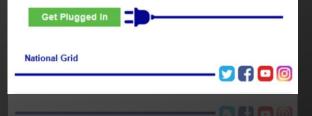
More places to plug in.

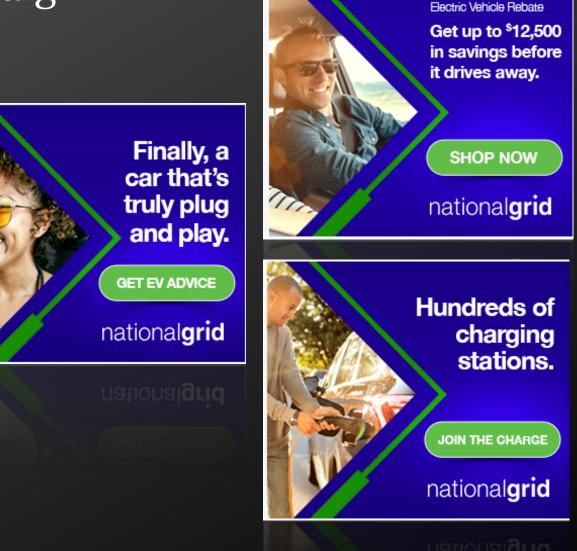
More play time.

When you save maintenance and upkeep, you can spend more on uptime.

More ways to protect the planet.

Driving an EV curbs CO₂ emissions, which contribute to climate change.







Facebook, Instagram and Twitter





National Grid US @ @nationalgridus

Did you know there are 14,718 @Starbucks locations in the U.S. and over 68,800 EV charging stations? So many options for you to recharge. Learn more about the rewards of driving an EV at ngrid.com/201rDb0.



7:47 AM · Nov 15, 2019 · Twitter Ads



Did you know your local @Walmart is adding another way to save? Save time by charging your EV while you shop. Learn more EV trends at ngrid.com/33IdCph



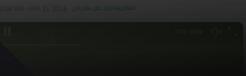
10:00 AM · Nov 22, 2019 · Twitter for Advertisers

National Grid US 🥑 @nationalgridus

Did you know that apps like @PlugShare will point you to the nearest charging stations, making it easy to be spontaneous? Who's ready for a road trip? Learn more about the ease of driving an EV at ngrid.com/33IdCph



10:08 AM · Nov 27, 2019 · Twitter for Advertisers





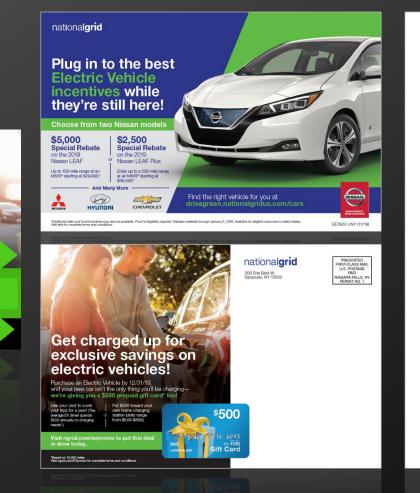
\$500

ift Card

Email, Social and Direct Mail

Our Gift

To You





Purchase an Electric Vehicle by 12/31/19, and your new car isn't the only thing you'll be charging—we're giving you a \$500 prepaid gift card* too!



Use your card to cover your trips for a year! The average EV driver spends \$500 annually on charging needs."

Of Put \$500 toward your own home-charging station. Units range from

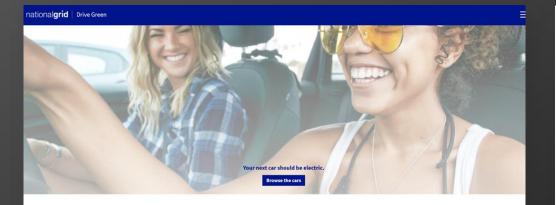
Put this deal in drive today

Put \$500 toward your own home-charging station \$549-\$599.

\$549-\$899.



Drive Green and Marketplace Website Creative



What Is Drive Green With National Grid?

Drive Genera with National Griefs is programs that makes it assists for you to get an electric car and help lower greenhoure get levels. On behalf of National Griefs, Green Energy Consumers, a monjorific oppriated, has bailt age a networks of defaints such lava electric vehicles auxiliate choosing as analy and get connected with the defaint of Drive choice. To verebase has has to such electric vehicles informations and defaints frequency and lava the answer your questions, by phone (100 S217-3026 etc. 7), email (*divergreensing/getarenstrypessiong*, or conta.)

For more information about electric vehicles see our EV 101 Webinar below. It covers topics such as charging, consumer benefits, environmental benefits, state and federal incentives and our Drive Green with National Grid program.

Check out our EV 101 Webinar!

How Does It Work?

Read up on electric vehicles on our website and learn about the cars.
Choose the car(s) and get connected with the dealer(s) of your choice

3. Visit the dealership(s) of your choice and test-drive if desired

4. Buy or lease your new ride!

5. If you purchased, apply for the federal tax credit when it comes time to do your taxes.

ELECTRIC VEHICLES

Buy an Electric Vehicle and get \$500

Electric Vehicles (EVs) are fun to drive, better for the environment, and a great long term investment. Purchase an EV before the end of year and get a \$500 prepaid gift card from NationalGrid.



BROWSE EV MODELS



See How Much You Can

Did you know that when you buy an electric vehicle or plug-in hybrid, you can get a tax credit of up to \$7,500 off of the purchase price? Answer a few questions to see how much you can save on your next vehicle.

Save

-⊄ Learn About Charging

Your EV

Charging your EV has never been easier. Find public charging stations near you or shop level 2 home chargers today.



How Does It Impact the Environment?

Switching to an electric vehicle significantly reduces the amount of harmful emissions. Answer a few questions to find out how much you can reduce your impact.

the purchase prices Answer a rew estions to see how much you can ve on your next vehicle.

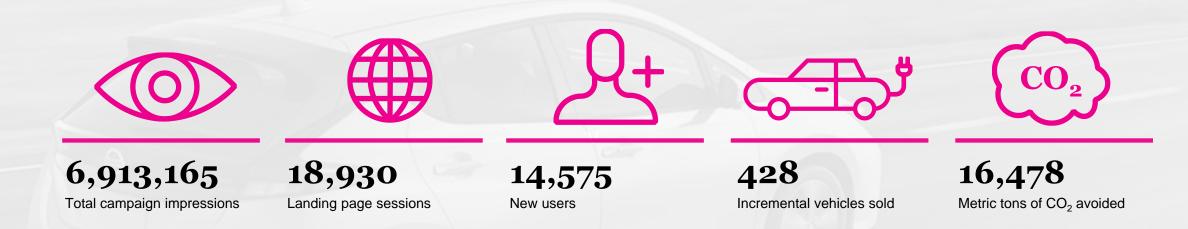
Did you know that when you buy a electric vehicle or plug-in hybrid, yo narging your EV has never been Isier. Find public charging station uestions to find out how much you o educe your impact.

educes the amount of



Results

Millions of people plugged in.



SECTION 3

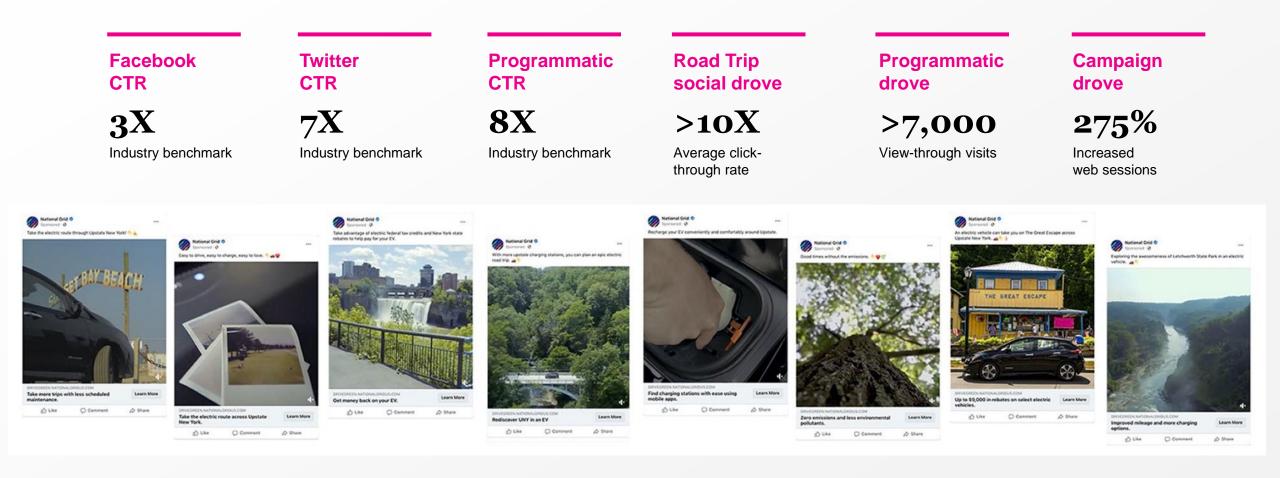
Putting New Eyes on EVs



NATIONAL GRID ELECTRIC VEHICLE "ROAD TRIP"

Campaign Results

More than three million social media impressions in just five months.



Mower





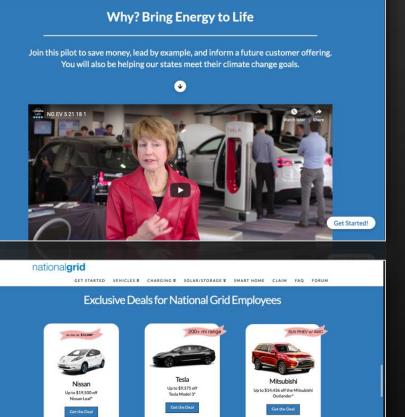
Talk the Talk. Drive the Drive.

An internal campaign that created authentic advocacy.



advocacy.

nationalgrid



GET STARTED VEHICLES & CHARGING & SOLAR/STORAGE & SMART HOME CLAIM FAQ FORUM



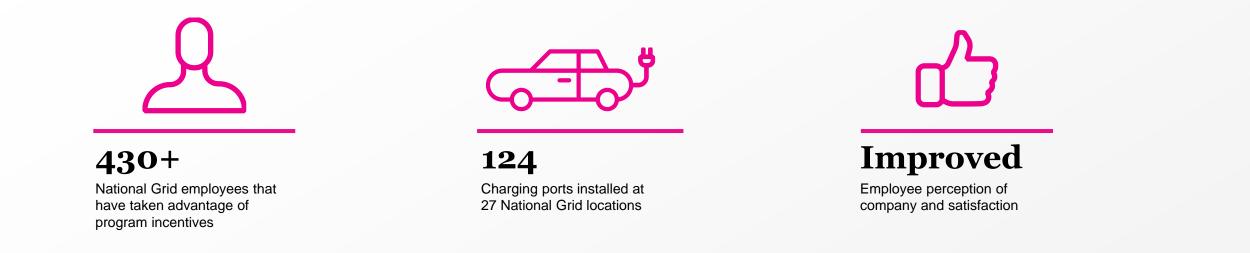
V Central extended into FY2021! For new incentive rates click here.



earthmore when you bundle EVs+Solar/Storage.

Campaign Results

Charged morale and hundreds of employee EVs.





Innovation to Reach Low-Income Customers





Targeting Low-Income Customers

To-dos in 2022

Deploy a mix of communications tactics to ensure you're hitting all customers at different demographics and technology adoption.

Bill inserts

Posters

Hang at low-income apartment complexes, neighborhood bodegas, community centers, food pantries, etc.

Video assets For social media and other digital advertising

PSAs Both TV and radio to widen reach and connect with older customers.

Email

Segment based on personas/demographics.

- Create targeting buckets Example: widowed/divorced, retirees, single adults, daily dealers/customers.
- Integrate customer arrears data.

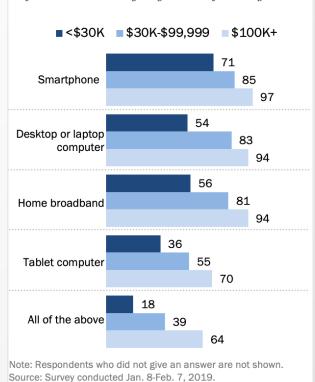
Regional weekly print ads

Google AdWords Search engine marketing



Technology Adoption for Low-Income Americans

Smartphone-friendly content is a smart idea.



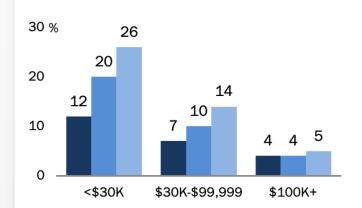
Lower-income Americans have lower levels of technology adoption

% of U.S. adults who say they have the following ...

The share of lower-income Americans who rely on their smartphone for going online has roughly doubled since 2013

% of U.S. adults who say they have smartphone, but no broadband at home, by annual household income

■2013 ■2016 ■2019



Note: Respondents who did not give an answer are not shown. Source: Survey conducted Jan. 8-Feb. 7, 2019. Trend data from previous Pew Research Center surveys.

PEW RESEARCH CENTER

PEW RESEARCH CENTER



Targeting Low-Income Customers

To-dos in 2022



Customer Advocate

A concierge-like approach to helping low-income customers understand a program and help explain its benefits, how to qualify, etc.



Webinars

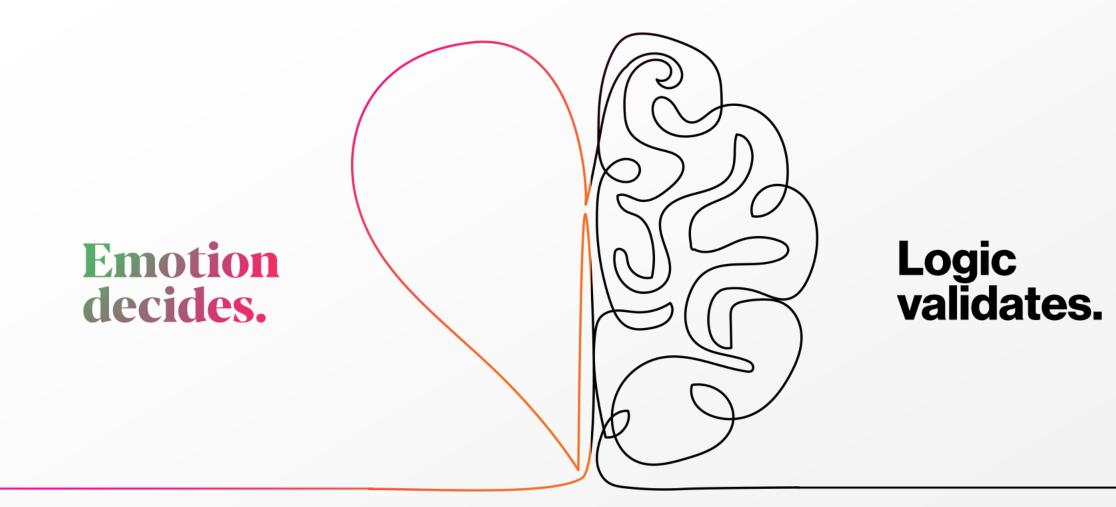
Educational presentations about the value and benefits and step-by-step process for taking action.

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Gamification

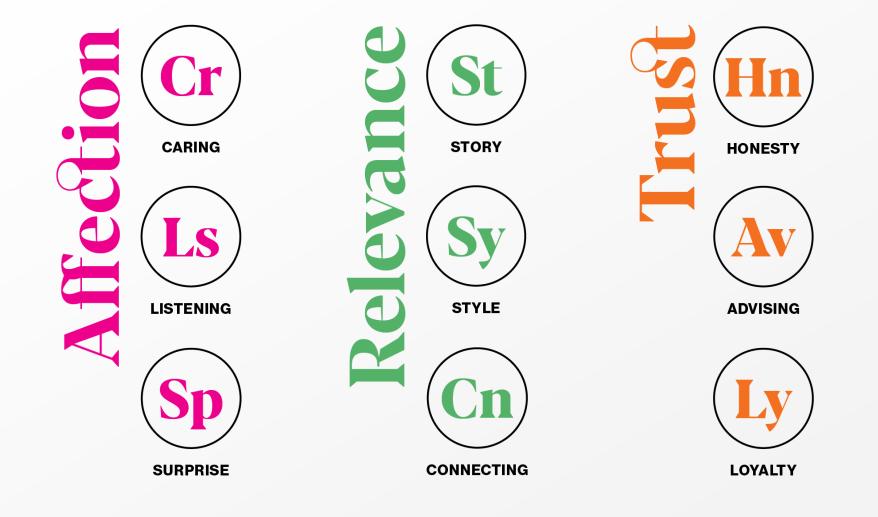
Media usage research shows that lowincome customers primarily visit social media sites to play games. Leverage this behavior by developing a game or quiz to spark a relationship or action.







F Brand as Friend[®]







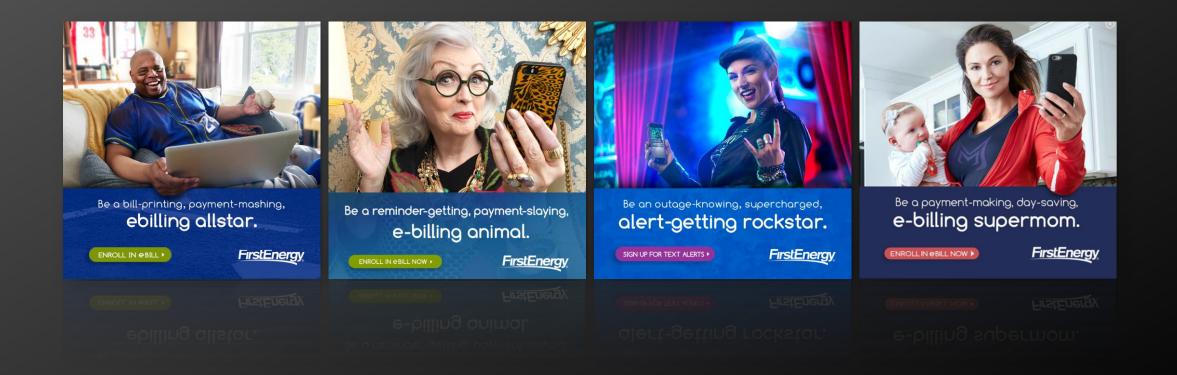
It's not a savings story. It's a spending story.

Help customers see the value of their relationship with energy.

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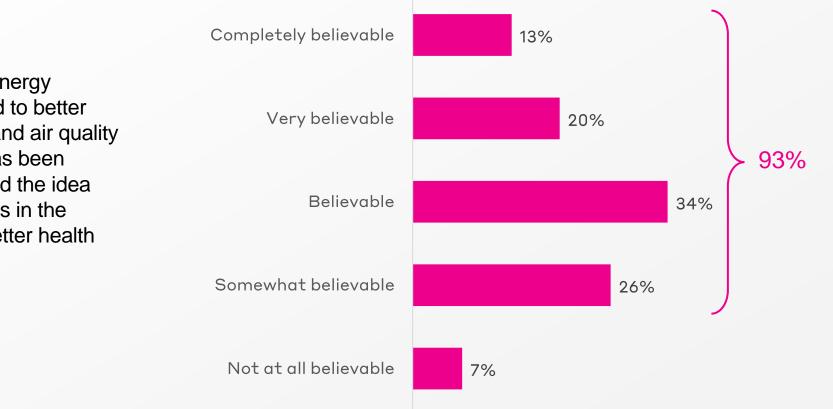


Know Them



** Utilities Play a Role in Personal Wellness

Two-thirds believe in the idea that optimizing energy efficiency in the home can contribute to better health and overall well-being.



"Utilities offer a range of energy efficiency solutions related to better heating, cooling, lighting and air quality within the home. There has been significant research around the idea that optimizing these areas in the home can contribute to better health and overall well-being."



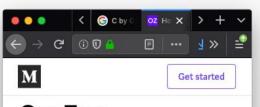
** Air Quality Can Pave the Way for More

The U.S. market for indoor air quality (IAQ) should grow from \$9.6 billion in 2018

to \$12.2 billion by 2023.

"In-home air quality has a significant impact on my overall health and wellness."

81% of respondents cite this as a believable statement.



ОпеZero How Air Purifiers Became the Newest Wellness Craze

Air purifiers are being sold as health devices. But do they work?







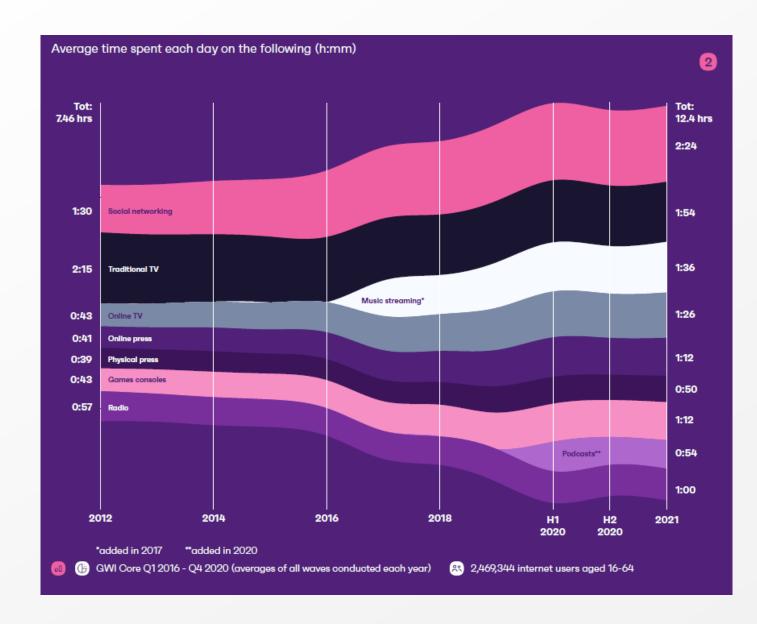
Where the 2022 Consumers Are and Where They're Going



Consumers Are Tuned in for More Time

Since 2012, total time spent consuming media has increased by ~5 hours per day.

- New media channels
- Consumption overlap
- New devices and technology





***** The Evolution of Media



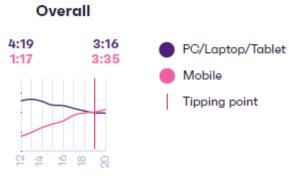


****** The Future Calls for Mobile

PC vs. Mobile

Average time spent each day on the following (h:mm)

Time on mobile has surpassed PC/laptop/tablet, with the gap widening as we look at younger demographics.







4

• Bill assistance focus continues

- Bill assistance focus continues
- Health and wellness are key



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- Empathy is *the* strategic imperative
- DEI leadership



Key Takeaways for 2022

- Lean into all things EV
- Use innovation to reach low-income customers
- Be the heart, not the cart[®]
- Leverage consumer media trends
- Be sensitive to Covid-19's lingering effects



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Stephanie Crockett President and Chief Operating Officer 315.413.4355 scrockett@mower.com

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