

**Ameren Illinois Company's
Response to AG Data Requests
Docket No. 12-0293
Rate MAP-P Modernization Action Plan - Pricing Annual Update Filing
Data Request Response Date: 8/23/2012**

AG 6.24

Ref: Ameren Ex. 17.0, line 231 (Creative Strategy Updates and Deliverables). In her testimony, Ms. Lord references, “2011 Creative Strategy Updates and Deliverables.” Please provide complete copies of all reports, analyses, projections, workpapers, correspondence and other documents in the possession of Ameren Services or AIC in connection with this effort.

RESPONSE

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Ameren Illinois objects to the request for "complete copies of all reports, analyses, projections, workpapers, correspondence and other documents" in AIC's possession as burdensome and overly broad. Subject to this objection, AIC provides the following response sponsored by Ms. Lord. In producing the attached documentation, Ameren Illinois does not concede admissibility of, or foundation for, said documentation.

Copies of relevant documents requested in reference to the “2011 Creative Strategy Updates and Deliverables” are included herein as AG 6.24 Attach 1 through 22. Documents include strategy plan, media placements plans, guidelines and templates. Attach 1, 8-9, 14-15, 20 and 22 constitute competitively, sensitive market studies and analysis and have been marked **CONFIDENTIAL and PROPRIETARY**.

In addition, vouchers describing the applicable costs were identified on page 17 of Schedule WPC-8 (Ameren Exhibit 14.2) in the Company's April 20, 2012 filing. Public redacted versions of the relevant vouchers can be found on the Commission's e-Docket in the Company's May 17, 2012 Errata filing. Copies of unredacted vouchers were included in the Company's April 20, 2012 submission to the Commission and can be provided upon request. Further information on the relevant invoices (e.g., description of work billed) was sponsored by AIC witness Ms. Pagel and can be found in Ameren Exhibit 14.3.

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Ameren Identity Guidelines

GRAPHICS IN VIDEO COMMUNICATIONS

VERSION 2.0 (including the *Focused Energy For Life* promise)
RELEASED APRIL 2011



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VIDEO IS A POWERFUL MEDIUM that can significantly increase the impact of our messaging both to internal and to external audiences. It can be a highly effective medium for educating our employees, customers and shareholders, as well as legislative and regulatory audiences. However, video production, distribution and/or broadcast also can require a significant financial investment. As with any other messaging medium, you should consider the effectiveness and efficiency of the medium selected to ensure that it is the best choice for the goals you want to achieve.

1.1

1.1 Video for education

We focus our messaging efforts on education for a variety of reasons. Education can:

- Help our customers manage their energy use and costs more efficiently.
- Provide our co-workers with a clear understanding of our business and our strategy and how they contribute to our success.
- Generate a more positive perception in the minds of shareholders and encourage them to keep investing in Ameren.
- Provide regulators and legislators with a more complete understanding of our decisions to assist them as they review pending legislation and rate cases.



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FOCUSED ENERGY. *For Life.*

The Ameren logo consists of a stylized green sunburst icon to the left of the word "Ameren" in a bold, black, sans-serif font.

I & E Initiative Update

Today's Discussion – Building Value with the Brand

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- Identity and Education progress update
- I&E Media campaign launch Sept 15 – *Need Approval*
- I&E Initiative activities for 2012
- Demonstrate Brand's impact on our bottom line

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Progress Review – 2010

Total Spend \$

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- January – Simantel agency engaged
- July – Town Hall #2
- August – “Brand Promise” adopted
- October
 - Ameren Missouri/Ameren Illinois names adopted.
 - *Focused Energy. For Life* launched at Safety Fair
 - Signage Phase I
 - Key facility signs–
 - Ameren Missouri truck decals
 - New corporate graphic standards – stationary – business cards etc.
- November – Base line Customer Dimension research conducted

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Progress Review – 2011

Total Spend ([REDACTED])

- March
 - Town Hall #3 *Focused Energy. For Life.* explained
- April
 - 8 TV spots created
 - **Q2 media campaign delayed to Q3**
- May
 - EE refrigerator recycle billboard
 - Customer dimension research #2
 - Established increasing favorability of Energy Efficiency and Renewable Energy as measurements
 - HR recruiting campaign concepts presented
 - **on hold till 2012**
 - Digital strategy plan started
 - **on hold till 2012**



Progress Review – 2011

Total Spend ([REDACTED])

- June
 - Missouri launches “Energy Advisor”
 - Energy Learning Center Open
 - Illinois eCustomer recommendations
 - Signage Phase II (*on hold till 2012*)
 - Energy Center signage adopted for power plants
 - Truck FEFL signage

