

# Ask Ameren employee “energy advisor” media campaign

ICC Docket No.: 12-0293

AG 6.24 Attach 20

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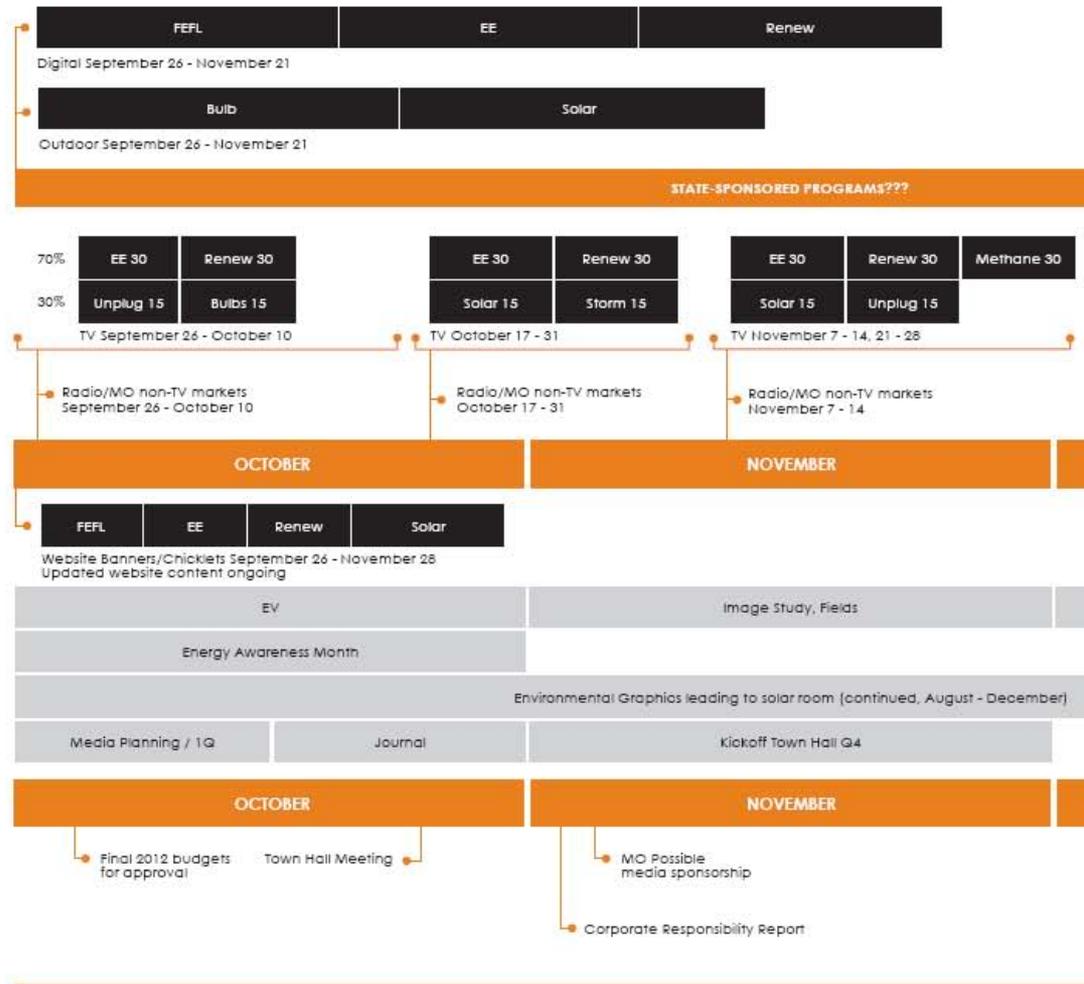
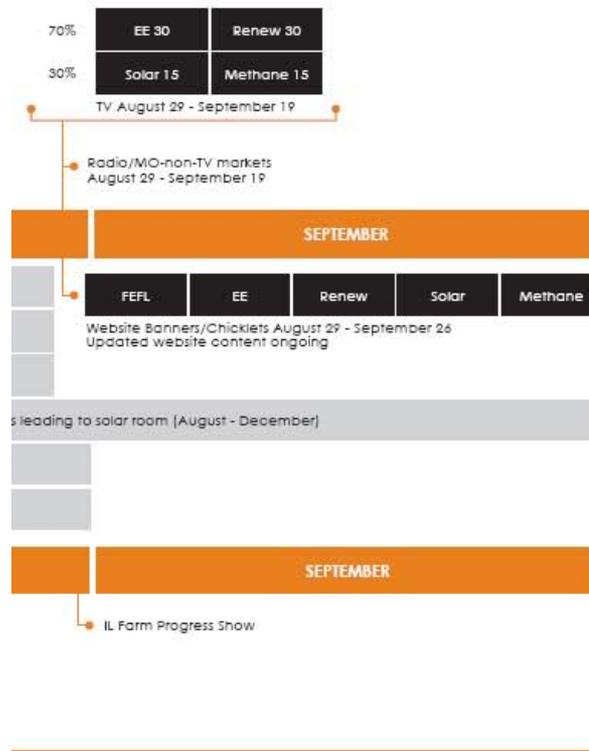
- Spots created :15 seconds
  - Energy Efficiency – CFL’ s
  - Energy Efficiency – Unplugging
  - Solar
  - Methane to Megawatts
- Spots created :30 seconds
  - Energy Efficiency - Generic
  - Renewables - Methane to Megawatts
  - Renewables – Generic (Solar, Wind and Methane)
  - Smart Grid (Reliability)



# Ask Ameren employee "energy advisor" media campaign

## Media Mix

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**July – December 2011**  
Projected spend \$ [REDACTED]

- June – ELT approves Sept media campaign
  - \$ Missouri
  - \$ Illinois
  - \$ Corporate
- September
  - *Focused Energy. For Life* placed on Ameren.com
  - Media campaign – TV/Web/Radio/Print (Sept-November)
- November Town Hall #4
  - Strategy education & clarification
  - Financial education (TSR)
- November – Customer dimension survey #3
- December – Corporate Responsibility Report (Corp. Planning Proj.)

Insert com  
photo



# FOCUSED ENERGY. FOR LIFE. – 2012

(for discussion on [REDACTED])

## Corporate Media Campaign – \$

Identity and Education - budget

- Corporate - \$
  - Media production
  - Phase 2 signage  
Ameren.com/ eCustomer
  - Safe Electricity
  - Kids Act On Energy
- Missouri \$ –(media buy)
- Illinois \$ –(media buy)

## Corporate Topics

- Energy Efficiency (generic)
- Environmental – Solar/Renewables
- Smart Grid (Reliability)
- Electric Vehicles
- Safety
- Community involvement (Econ.  
Development/Volunteerism/Diversity)
- Implement HR/Recruiting

## Segment Media – \$TBD

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## Missouri/Illinois - Program specific

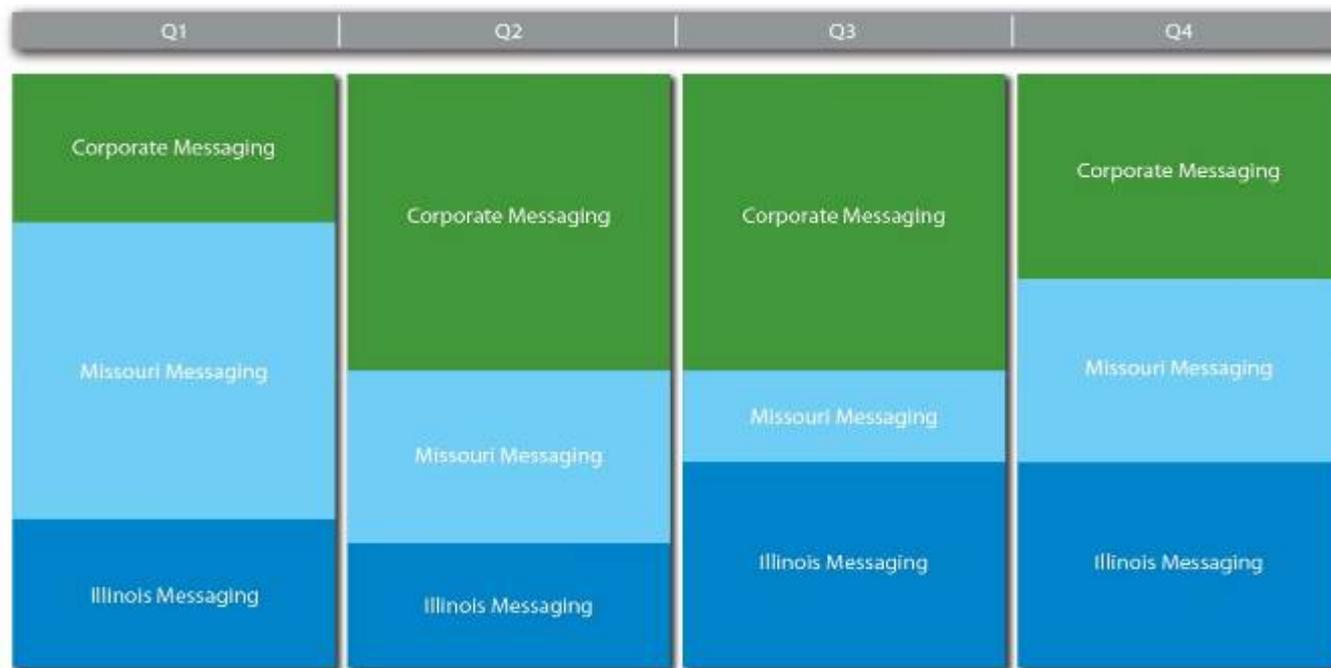
- Energy Efficiency
- Energy Advisor
- eCustomer
- Other TBD



# MEDIA STRATEGY: CONTINUAL CUSTOMER EDUCATION

Paid media supplemented by well planned and coordinated earned media

EXAMPLE ONLY



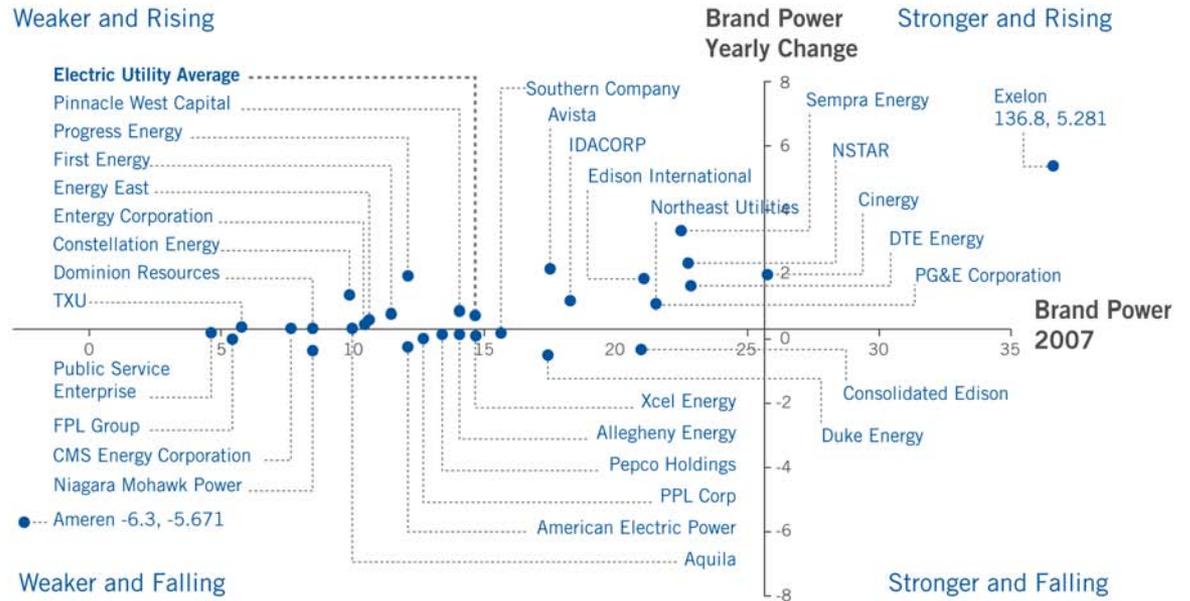
Goal: Some type of customer education every week



- Familiarity and Favorability
- Add additional points

## Electric Utilities

### Brand Power Yearly Change vs. Brand Power 2007



\*note intersection equals database average

# Brand Investment Boosts Our Bottom Line

- Corporate Communications plays an essential role in:
  - Improving customer feelings/perceptions
  - Enhancing employee engagement
  - Building community relationships
  - Creating a more favorable regulatory environment
- Corporate Communications activity also creates \$ value for shareholders.
- Academic, industry and trade research shows that:
  - Strong brands increase appeal to investors.
  - Strong brands impact company stock performance/TSR.
  - Brand value can be quantified and tracked, like other financial metrics.

*(Sources include: Ad Age, Electric Light & Power, Brand Channel, Electric Energy Online)*



# Brand Contribution to Shareholder Value

Brand valuation varies by industry and size of company

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- Brand accounts for 50% of market capitalization
- Brand equity worth \$69B



- Brand accounts for 14.7% of market capitalization
- Brand equity worth \$26B



- Brand accounts for 2.6% of market capitalization
- Brand equity worth \$450M

Conservative estimates show that across 800 companies in 50 industries (incl. utilities), corporate brand accounts for an average 5-7% of market capitalization.

*(Sources: Valuations from Interbrand, CoreBrand)*



# Brand Investment Impacts Our Bottom Line

- Investigating vendors that quantify % of market cap, assign \$ value:
  - CoreBrand
  - Interbrand
  - Brand Finance
  - More...
- Brand is an asset—and of all the factors that impact stock price, it's one we can influence.
  - *“The corporate brand offers opportunities to create value at every turn. ... You're putting a previously underused business asset to work.”*  
—Jim Gregory, CEO of Corebrand, circa 2010

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# Next Steps/Recommendation

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