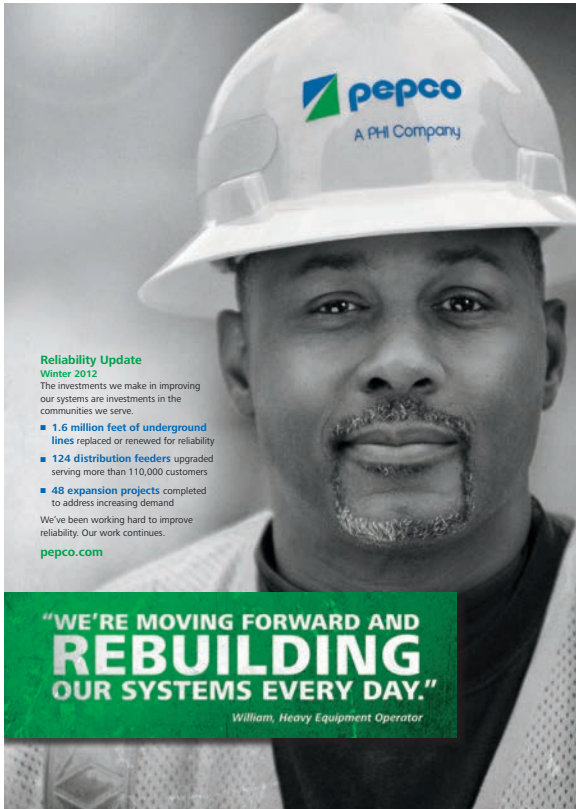


Pepco Holdings, Inc.



Evolving the Reputation of One of the Most Polarizing Companies in the Mid-Atlantic

Sector: Public utility – energy delivery

Elements: Transit signage, web, print ads, direct marketing, broadcast, social media

Pepco Holdings, Inc. (PHI) and its subsidiaries deliver electricity and natural gas to about 2 million customers in the Mid-Atlantic region. By the summer of 2010, public perceptions of unreliable service and slow restoration of power had sent customer satisfaction plummeting. A new branding initiative and image campaign were developed by Creative Co-op to restore the reputation of the company while investments were being made in infrastructure, technology and customer service.

The defining feature: replacing passive institutional messages with passionate, committed employees as brand advocates.

Customer satisfaction with PHI increased 32%, with a 25% increase in overall favorability.

THE CREATIVE APPROACH

- **Voice and Tone** – First-person copy addressed past problems directly while creating personal connections with readers
- **Imagery** – Line workers, maintenance crews and customer service personnel gave a “face” to PHI and its initiatives, authenticating the company’s efforts to improve
- **Color Palette** – Bold, vibrant translucent colors evolved the neutral tones of previous campaigns, yet could still coexist with older materials
- **Typography** – Strong, block-style typefaces communicated commitment and resolve while providing a contemporary feel

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.





In the campaign, Pepco professionals speak to the reliability work being done, lending their words, faces and names to the messages while serving as credible, committed spokespeople. They are the face of the company in the communities Pepco serves and they help viewers engage with the messages being delivered as research indicated that line workers and other field professionals were the most credible or believable spokespeople. The deliberately authentic look and feel of materials reinforces Pepco's authentic commitment.

In addition, making dedicated professionals the focus of the campaign naturally created an opportunity for a strong internal company campaign to help boost the morale of Pepco professionals. When employees are made a part of the communications effort, their important role as brand ambassadors is made more apparent than ever. It is a critical best practice to recognize that employees are a part of the target audience of every campaign.

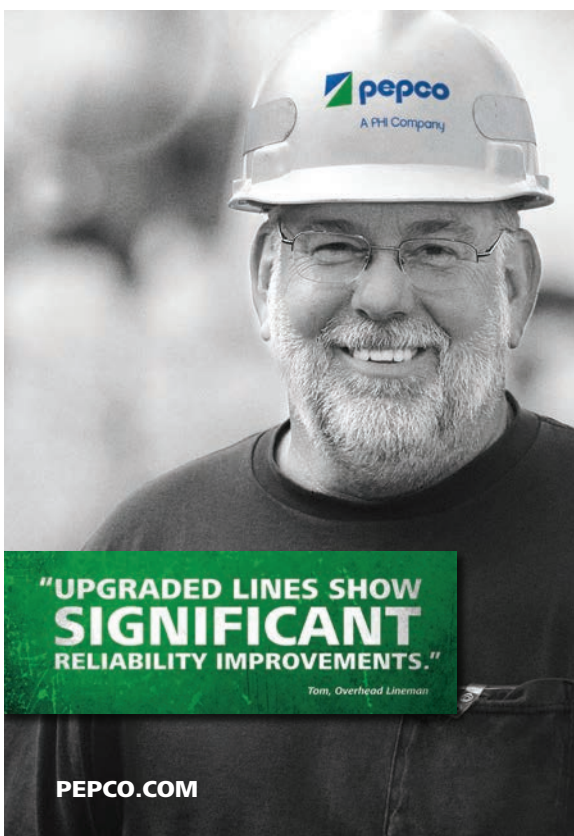
When your company is committed to improving reliability for its customers, and investing billions of dollars to upgrade systems, power lines, technology and customer service, the most effective way to deliver messages about the progress being made is to let the work speak for itself in an authentic and distinctive way. There is nothing so powerful as the truth.

RESULTS

Subsequent PHI research in 2012 and 2013 showed significant improvement.

- Overall satisfaction: **32% increase**
- Exceeding expectations: **29% increase**
- Value of electricity product: **18% increase**
- Value of customer service: **20% increase**
- Value of company presence: **43% increase**
- Overall favorability: **25% increase**

Today PHI's brand evolution continues in a variety of print and online channels, helping to transform public perception of the organization, its subsidiaries, their employees and their work.



Bus Shelters