

# Emergency Restoration Improvement Project



## Preparing Customers to “Weather the Storm”

**Sector:** Public utility – energy delivery

**Elements:** Digital media, print advertising, dedicated landing pages with educational reference material, video, strategic media placement



“Prep” ads before storms reached web and mobile users, with content in English or Spanish.



“Trigger” web and mobile ads during storms provided outage updates.



Helping customers prepare for severe weather is vital for all utilities, including Pepco Holdings, Inc. (PHI) and its subsidiaries Atlantic City Electric, Delmarva Power and Pepco. Our campaign for PHI’s Emergency Restoration Improvement Project (ERIP) built upon previous communications and enlisted powerful new tactics to help keep customers connected to the information they need – before, during and after storms strike.

The campaign generated nearly 200,000 clicks, while helping customers prepare for severe weather and learn more about what it takes to restore power in the wake of storm damage.

### THE CREATIVE APPROACH

To help differentiate urgent ERIP communications from other materials from the same company, materials featured a signature orange color. Content was kept minimal to ensure clear communication on small screens, and “help is here” and “stay connected” messaging spoke directly to customers. The reassuring, “no nonsense” tone was also featured in materials placed on weather websites, news sponsorships and video screen crawls and supported by dedicated landing pages featuring storm-related content. A “how to” instructional video on building an emergency storm kit was developed for strategic use on PHI’s social platforms.

Online Landing Page

RESULTS

- The campaign generated 198,490 combined clicks and a .36 click-through ratio (CTR) – fully six times better than the average CTR reported by Doubleclick/Google
- Studies showed an increase in customer satisfaction ranging from 7 to 12 points for PHI subsidiaries over the previous quarter, with a 4 to 6 point reduction in customer dissatisfaction
- Consumer perceptions that subsidiaries were “restoring power in a timely manner” increased by 8 to 12 points compared to the prior year

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

Print ads targeting older residents who may not have access to digital material provided easy to understand tips and advice.

Storm Prep Handbook

Factsheets and other print materials could be downloaded online.