

Peak Savings Days Campaign



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Giving Everyone the Power to Save

Sector: Public utility – energy delivery

Elements: Bill inserts, Broadcast TV, online and mobile, including social media, direct mail, radio, outdoor and transit advertising, newspaper ads and inserts




Summer demand for energy in Maryland places a heavy burden on the electric grid. Pepco, like many energy companies working to manage summer demand while keeping costs down, created demand side management programs to make a difference on the days when demand is greatest. The challenge facing the electric utility was to make its 500,000 residential customers aware of these critical “Peak Savings Days” – and then convince them to help by managing their energy use at home.



40% of residential customers reported participating on Peak Savings Days, easing demands on the electric grid.

TWO WAYS TO SAVE ON PEAK SAVINGS DAYS.

Get credits off your bill when you reduce your energy use on **Peak Savings Days**.




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Icon-driven infographics linked Peak Savings Days with bottom-line benefits, while mailings demonstrated easy ways to earn bill credits.



WE ALL HAVE THE POWER TO SAVE MONEY.

Look inside for two programs that give you credits off your bill when you reduce your energy use on **Peak Savings Days**.



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Working closely with Pepco and strategic partners, we developed campaigns that integrated not one but two programs:

- **Energy Wise Rewards™** offered homeowners with central air conditioning or a heat pump bill credits and a web-programmable thermostat at no cost, allowing the utility to remotely cycle the system off and on during Peak Savings Days.
- **The Peak Energy Savings Credit** gave all customers the opportunity to earn bill credits by reducing their energy use at home on Peak Savings Days.

INTEGRATED MARKETING

2 min **2-MINUTE Energy-Saving Checklist**

- RUN** major appliances before or after specified hours
- REDUCE** air conditioner use
- COOK** outside or use a microwave
- CLOSE** shades and blinds to the hot sun
- UNPLUG** chargers and electronics

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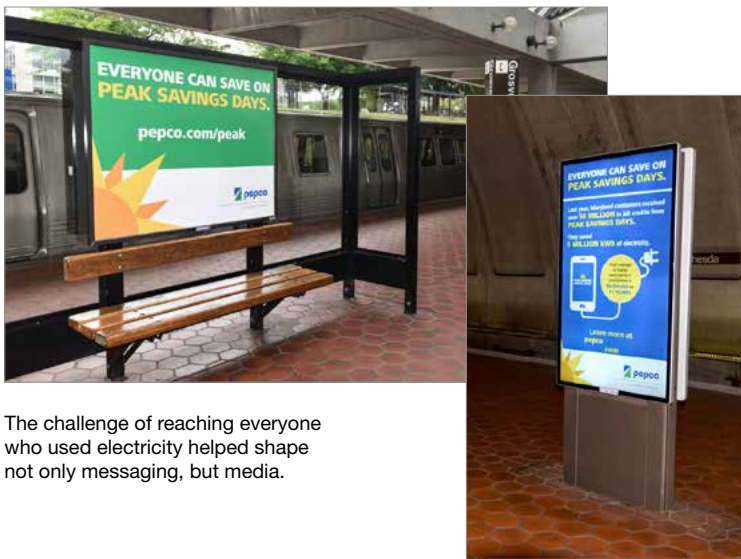
Last year, customers received over **\$6 MILLION** in bill credits on **PEAK SAVINGS DAYS**. They saved **5 MILLION kWh**.

That's enough electricity to charge every person's smartphone in **Rockville** for **11 YEARS**.

PEAK ENERGY SAVINGS CREDIT

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Graphic checklists and statistics were easily grasped by customers of all backgrounds, inviting participation and showing how programs benefited local communities.



The challenge of reaching everyone who used electricity helped shape not only messaging, but media.



Out-of-home, commuter and mobile advertising created widespread awareness, preparing customers to respond when a Peak Savings Day was announced.

THE CREATIVE APPROACH

For broad appeal to the very widest range of utility customers, we leveraged a “save money and energy” theme that had already proven successful for other Pepco programs and tied directly to the brand strategy we developed for the master brand.

Key campaign features included:

- “Two Ways to Save” messaging, integrating both programs
- Clearly defining and differentiating programs as automatic (Energy Wise Rewards) or hands-on (Peak Energy Savings Credit) to prevent confusion
- Educating customers with examples, statistics and helpful tips, reinforced by realistic photos of diverse customers taking steps to save energy

RESULTS

- 77% customer awareness of the Peak Energy Savings Credit
- 40% of customers reported turning off lights on Peak Savings Days
- 33% reported turning off air conditioners and 28% raised their thermostat settings to use less energy for cooling

Since its successful launch the campaign has continued to evolve each summer, and we used customer feedback to provide fresh, engaging new messages. In a single year Pepco saved more than 5 million kilowatt-hours of electricity in Maryland, while customers received more than \$6 million in bill credits.

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