

GREEN MOUNTAIN ENERGY BRAND VIDEO



11/20/14 | CONFIDENTIAL

OUR IMPACT: OUR CUSTOMERS

- Since we were founded, our customers have helped prevent as much CO₂ pollution as:



planting
3.6 million
trees, or



2.9 million
cars
off the road for 1 year, or



17.6 million
households
turning off their lights for 1 year

- Green Mountain customers have also helped develop 85 new wind and solar facilities across the nation



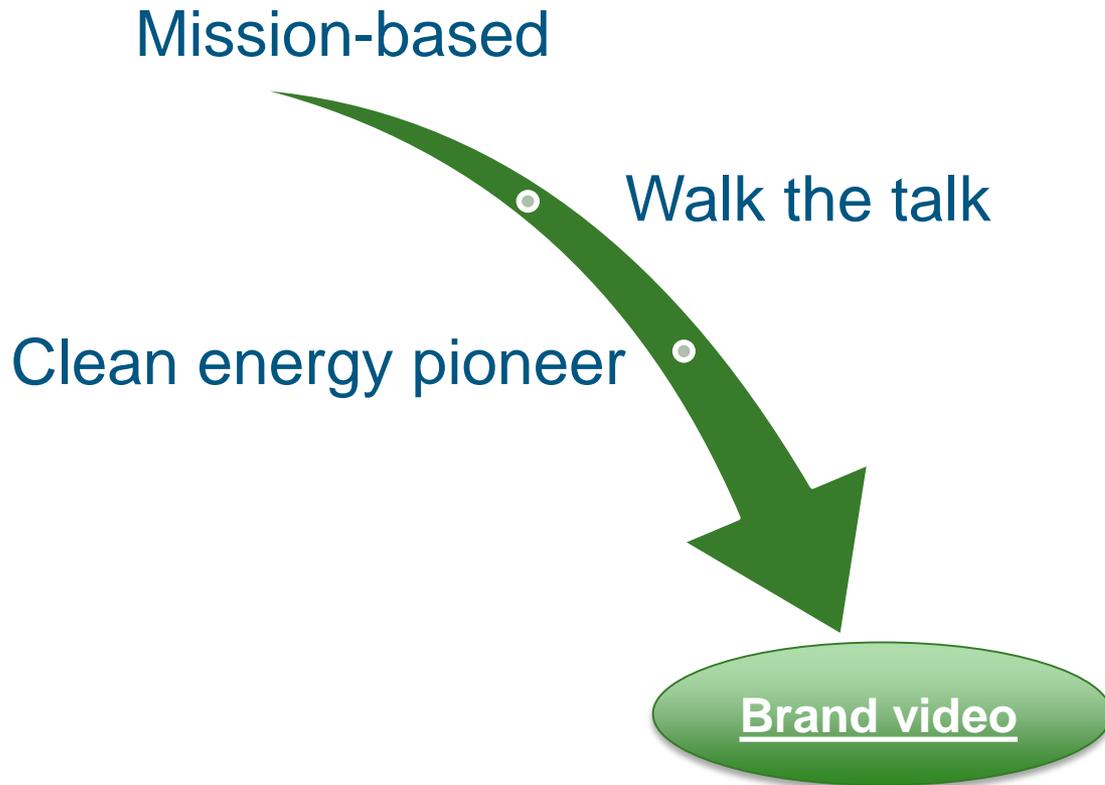
CHALLENGES

- **Competition:**
In Texas, the retail electricity market is mature, and highly competitive. Many REPs offer renewable energy. How do we differentiate ourselves?
- **Awareness:**
The Northeast electricity market is not as mature as Texas. Many consumers do not realize they have can choose their electricity supplier.



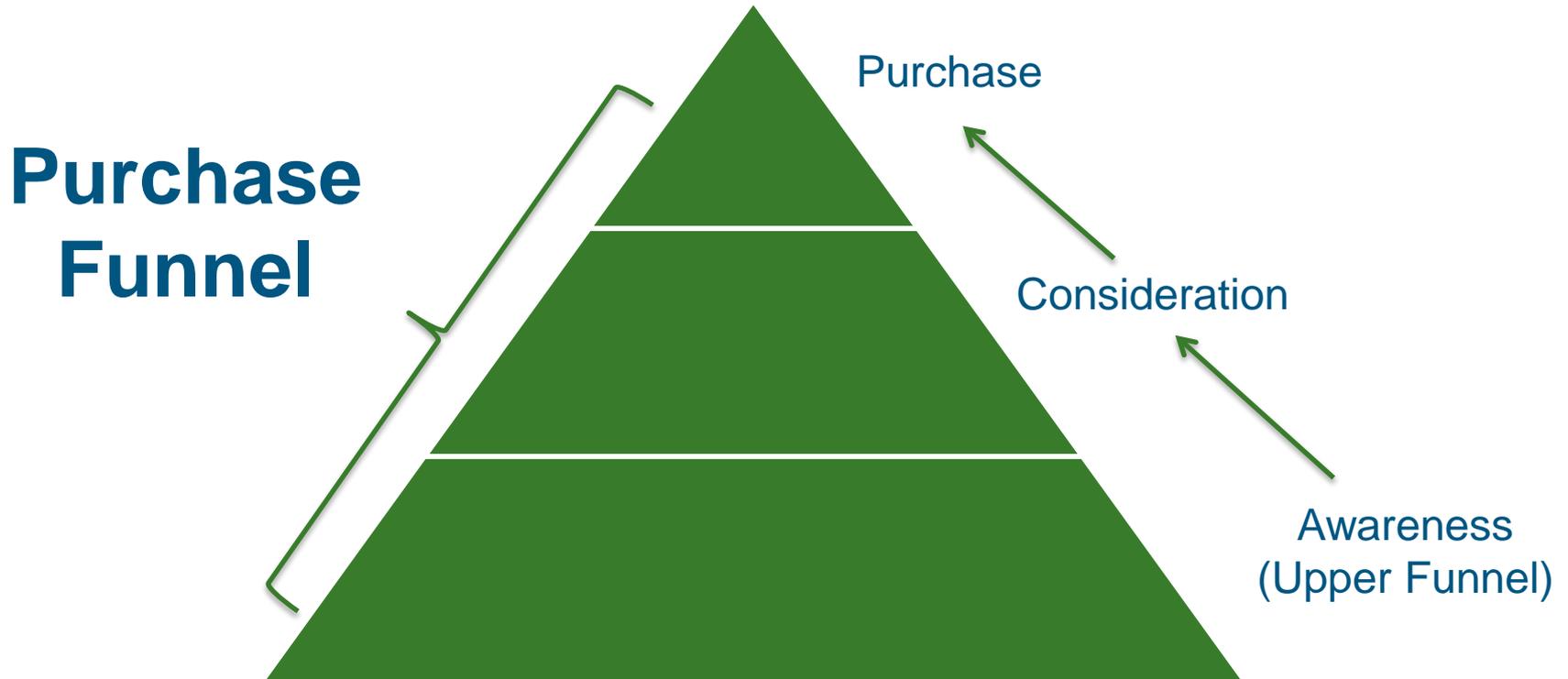
SOLUTIONS

How do we solve for these challenges using digital marketing strategies and tactics?



ACTION

- Launched brand video April 17, 2014.
- Benefits of Brand Video
 - **Branding:** Video featured on home page for positioning purposes
 - **CPA:** Video used in campaign to help ↓ our Cost Per Acquisition
 - **Search:** Improve YouTube search rankings.



RESULTS

- As of Nov. 24...

Views: 26,630

Minutes watched: 30,736

Avg. View Duration: 1:09 (80%)

Website conversion rate: +28% vs. PY

Website traffic: +24% vs. PY

Organic search traffic (Texas): +61% vs. PY

Q&A

SCENARIO 1

- **Option 1:**
You are selling renewable energy to cost-conscious businesses. How do you use digital media for acquisition and retention purposes?
- **Option 2:**
You are selling renewable energy to individuals, who have the option to enroll on term or variable-priced products. How do you use digital marketing tactics to drive term enrollments to decrease churn?

SCENARIO 2

- **Option 1:**
You're the owner of a music festival, which has purchased carbon offsets to neutralize the environmental impact of the event. How do you use digital media to best communicate this message and add value to the event?
- **Option 2:**
You own a D2D sales company, and you've worked for a REP selling renewable energy on its behalf for 10 yrs. How do you incorporate digital to revitalize the program?

SCENARIO 3

- **Option 1:**
Your client, a national grocery store chain, wants to add rooftop solar at all of its locations. In what ways could you utilize digital media to make the most of this announcement and installation?

- **Option 2:**
Your client, the Parking Spot, owns lots outside airports nationwide, and has been approached by a solar company to install arrays on the carports. How could you utilize digital media to leverage this partnership?