

# Green Mountain Energy Company



## Advertising and PR: Holding Hands

Marci Grossman & Helen Brauner  
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# Situation

- ▶ Expansion to 2 New Media Markets - Little Brand Awareness
  - Central Texas (Round Rock and Waco areas)
  - South Texas (1<sup>st</sup> Hispanic marketing campaign)
- ▶ Limited Advertising Budget
- ▶ Education Required
  - green power
  - how it works
  - deregulation



# Strategy

- ▶ PR Campaign to Bolster Market Launches
- ▶ Separate News Pegs
  - print and broadcast media
- ▶ Customized Pitches by Market
- ▶ Targeted Campaign to Media
  - where made ad buys
- ▶ Education with Face-to-face Media Tours



Energy Efficiency  
Tips



Green Living  
Tips

# PR Execution

- ▶ Customized PR Plan
- ▶ Messages
- ▶ Individualized News Releases
- ▶ Pitch Letters
- ▶ Press Kit
- ▶ Green and Efficiency Tips
- ▶ Existing Customers
- ▶ B-Roll and Props
- ▶ Media Tours

For Immediate Release

March 31, 2008

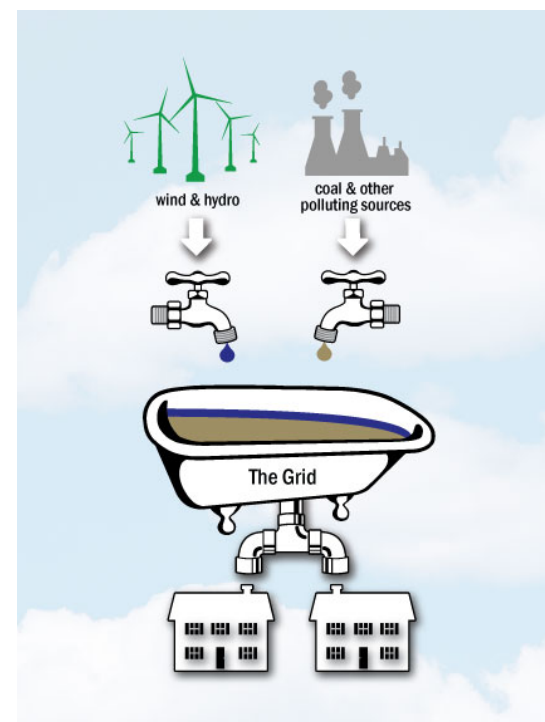
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**Green Mountain Energy Company Launches Marketing Campaign  
in Rio Grande Valley**

*Steps up Sales Efforts to Educate Valley Residents about Cleaner Electricity*



# PR Results

- ▶ 20 Media Interviews
- ▶ 20+ Stories
  - South and Central Texas
  - Print and broadcast



# Sample Print Coverage

Rio Grande Valley Business Journal, April 14, 2008, Page 4

## Valley Town Crier

Distributed Weekly to Over 200,000 Readers

April 23, 2008

### A few energy-saving strategies to help lower your electricity bill

**SPECIAL TO THE TOWN CRIER**

With energy prices mounting, many consumers are looking for ways to save on their utility bills. Green Mountain Energy Company offers these tips that will help homeowners save energy, water and money.

**Tips for Inside the Home**

- Unplug appliances when they are not in use. Appliances plugged in still use electricity. Turn off lights and ceiling fans when leaving a room.
- Switch to compact fluorescent lights (CFLs) - they use 66 percent less energy than incandescent bulbs. Switching five standard light bulbs to CFLs could save up to \$60 a year in electricity costs. Change out the porch light to a CFL, one of the highest used light fixtures in the home.

**Tips for the Kitchen**

some tips to help conserve energy and keep your energy bills low.

- Hot water heating can account for 90 percent of the energy used by the washing machine. Washing your clothes with cold water can save the average household \$40 a year with an electric water heater and \$30 a year with a gas one.
- Wash full loads of laundry. By washing full loads, you can save more than 3,4000 gallons of water a year.
- When drying clothes, group similar fabrics together and try to dry full loads. If you have partial loads, reduce their drying time. If a moisture sensor is available on your dryer, use it. A dryer that operates for an extra 15 minutes a load can cost \$34 a year. Clean out the lint trap before every load to increase drying efficiency and save another \$34 a year.

### Green Mountain Energy launches local marketing campaign

Texas-based Green Mountain Energy Company is broadening its sales and marketing efforts to reach and educate Rio Grande Valley residents about pollution-free electricity.

Green Mountain, Texas' only retail electric producer dedicated to cleaner energy, is launching a new multi-media bilingual campaign this month. Additionally, the company recently expanded its sales efforts in the Valley.

The ad campaign will consist of TV, radio, billboards and print advertising. The TV and radio ads will include both English and Spanish versions and will air throughout the Valley.

Green Mountain had a "soft" launch in the RGV market in 2007. Since then the company has hired local sales representatives and increased its sales presence in South Texas.

THE ADVANCE NEWS JOURNAL

Wednesday, April 30, 2008

### Energy company steps up sales efforts to educate Valley residents about cleaner electricity

**AUSTIN** — Texas-based Green Mountain Energy Company is broadening its sales and marketing efforts to reach and educate Rio Grande Valley residents about pollution-free electricity. Green Mountain, Texas'

the Valley in areas including McAllen, Harlingen, Pharr, Donna, Weslaco, Edinburg and San Benito. Green Mountain had a "soft" sales launch in the Rio Grande Valley market in 2007. Since then the company has hired local sales

Green Mountain was the first retail electric provider in Texas to offer renewable energy when electricity competition began in 2001. The company has been serving Texas residential and business customers for seven years

# Advertising Execution

## ▶ Advertising Media

- Newspaper, TV, radio, billboard, magazine
- English and Spanish in South Texas

## ▶ Response Channels

- Spanish microsite
- Spanish-speaking representatives



**Green Mountain Energy**

servicio al cliente

**El único proveedor de electricidad en Texas dedicado a la energía limpia**

**¡Es fácil hacer una diferencial!**  
El comprar electricidad de Green Mountain es una de las cosas más fáciles que usted puede hacer para **reducir la contaminación** de su hogar...aun más fácil que reciclar.

**Productos y Tarifas**  
Ofrecemos una variedad de productos libres de contaminación a precios competitivos para satisfacer sus necesidades.  
[Aprenda Más](#)

**Como Funciona**  
Entérese sobre como trabaja la electricidad limpia. ¡Nuestra analogía de "la bañera" ayuda!  
[Aprenda Más](#)

**Beneficios del Cliente**  
Entérese sobre los beneficios de ser un cliente de Green Mountain.  
[Aprenda Más](#)

# Sample Ads

## ▶ TV



## ▶ Radio

English



Spanish





# Campaign Results

- ▶ YOY Sales in New Media Markets
  - **Doubled** in one and **tripled** in the other
- ▶ YOY Hits to Website from South Texas
  - **416%** increase
- ▶ YOY Spanish Welcome Kits
  - **80%** increase
- ▶ => Authorized to Extend Campaign

# Key Lessons

- ▶ PR and Marketing Should Coordinate
  - Planning
  - Timing
  - Messages and materials
  - Media outlets
- ▶ Launch is Good Business Story for Print
  - Broadcast requires another angle
- ▶ Media Tour Increased Coverage
  - Persistence pays off
- ▶ Educating Media is Critical