



**nationalgrid**

**Improve your farm's efficiency—  
and your milk production.**

...herd health—and your profit potential—by upgrading to  
...energy-efficient processing equipment. It's a great way to  
...energy costs while keeping your cows more comfortable  
...a. Right now you can get 0% financing on select  
...including:  
...keep cows cool and increase milk production  
...dramatically decrease your energy bill  
...with VSD, plate coolers and more  
...at **(518) 810-6224**

**NATIONAL GRID**

**Find more opportunities**

*Commercial & Industrial Business Print Campaign*



## **“Find more opportunities”**

National Grid Commercial & Industrial Business Campaign

During the pandemic, some businesses were very successful. Others were just trying to get by. No matter the situation, Mower and National Grid wanted to help them with the resources, financing and expertise they needed during such challenging times.

This started with a simple mindset: be sensitive to the current business climate. This thinking that drove our strategy was not to sell products, but start conversations about finding opportunities to see energy efficiency as a business strategy.

From keeping employees, customers and tenants safe and healthy, to managing increasing comfort and productivity. All of these challenges were adding up, but so were the opportunities to find relief, savings and support—and they are in more places than ever before.





TAKE OUT

up to

30%

• OF YOUR •

ENERGY COSTS

**Cut out unnecessary costs from your business by finding more opportunities in more places.**

Learn how we can lower your operational costs by up to 30% with energy-efficient strategies, ideas and plans specifically designed for small businesses like yours.



No-cost energy efficiency assessments



Small-business specific programming



Bill forgiveness and payment plans

**See more possibilities.**

**nationalgrid**





**SHIPPING & RECEIVING ARE YOU**  
THE SUPPORT YOU NEED TO LOWER OVERHEAD COSTS

**Count on our experts to deliver strategies that minimize your energy usage—and your company's environmental impact.**

We can show you how energy-efficiency upgrades can help you increase profits and meet new industry standards. Let's work together to save on energy costs and add more productivity, safety and environmental leadership to your facility.

Find more opportunities at [ngrid.com/business](http://ngrid.com/business)

Incentive offers vary by service territory for National Grid customers. These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in New York and Massachusetts per state regulatory guidance and in accordance with Rhode Island law.

**nationalgrid**





**ATTENTION  
HIGH SAFETY &  
PRODUCTIVITY  
ZONE**

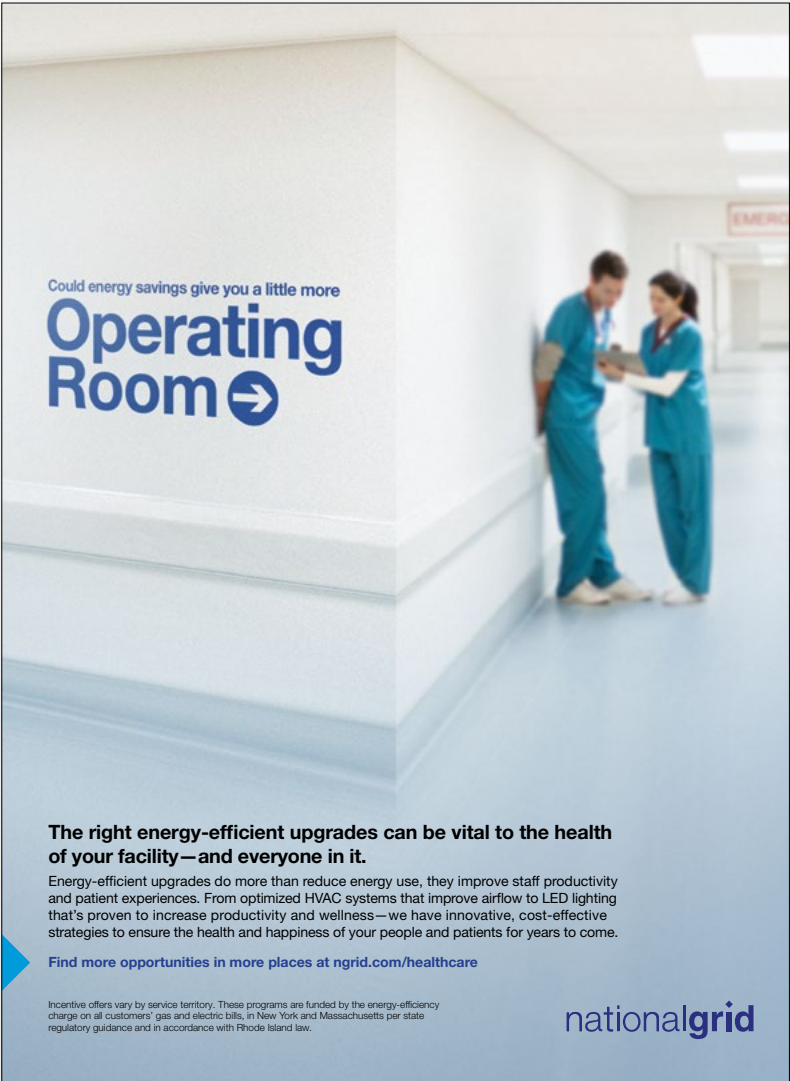
Let us help you focus on opportunities to increase production, reduce on-the-job accidents and boost profits.

Our team of experts is ready to show you how energy-efficient upgrades can help you increase productivity, profits—and the health of your workforce.

Find more opportunities at [ngrid.com/business](https://ngrid.com/business)

**nationalgrid**

MANUFACTURING



Could energy savings give you a little more

**Operating Room**

The right energy-efficient upgrades can be vital to the health of your facility—and everyone in it.

Energy-efficient upgrades do more than reduce energy use, they improve staff productivity and patient experiences. From optimized HVAC systems that improve airflow to LED lighting that's proven to increase productivity and wellness—we have innovative, cost-effective strategies to ensure the health and happiness of your people and patients for years to come.

Find more opportunities in more places at [ngrid.com/healthcare](https://ngrid.com/healthcare)

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**nationalgrid**

HEALTHCARE



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1. LOWER OVERHEAD COSTS  
2. LESS FOOD SPOilage  
3. MORE 5-STAR REVIEWS

SERVER: INGRID  
TABLE: 13

Order up a more productive kitchen and enhanced culinary experience.

Bring more to every table with an energy-efficiency plan that helps you drive down energy costs by up to 30%, while providing a safer, more comfortable experience for everyone at your restaurant. When you're ready, we can provide you with the technical assistance and financial incentives you need to upgrade your restaurant with innovative energy-efficiency improvements like:

- LED lighting
- Ventilation fans
- HVAC upgrades
- Commercial refrigerators and freezers


Find more opportunities at [ngrid.com/foodservice](https://ngrid.com/foodservice)

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**nationalgrid**

FOOD & BEVERAGE





**Learn how to create healthier and safer learning environments.**

There are still a lot of unknowns around the current school year. One thing we know for sure is that energy efficiency can not only reduce your operating costs, but they can also improve the health, safety, comfort and performance of your students and faculty.

Read more at [ngrid.com/edu](https://ngrid.com/edu)

**nationalgrid**

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EDUCATION



**Looking for ways to keep your herd more comfortable and productive?**

**Energy efficiency can help with both.**

Provide better care for your animals—and your bottom line—when you upgrade to more energy-efficient processing equipment that not only reduces energy costs, it increases production, too. Right now you can get 0% financing on select energy upgrades, including:

- Ventilation fans to keep cows cool and increase milk production
- LED lighting that can dramatically decrease your energy bill
- Milk/water transfer pumps with VSD, plate coolers and more

To learn more, call Bob Muller at (518) 810-6224 or visit [ngrid.com/agriculture](https://ngrid.com/agriculture).

**nationalgrid**

Incentive offers vary by service territory. These programs are funded by the energy-efficiency charge on all customers' gas and electric bills in Upstate New York per state regulatory guidance. 0% financing available for 24- and 36-month terms. Financing and streamlined application decisions subject to credit parameters. Neither Ascendum Capital or National Grid is the agent of the other. Ascendum Capital, not being the manufacturer, seller or distributor of the property being financed, makes no representation or warranty concerning it, including any representation or warranty related to energy efficiency, cost savings, or positive cash flow related benefits. Financing described herein is available only for National Grid customers' project to purchase qualifying energy-efficient equipment, fixtures, systems and other measures. All projects must receive prior approval from National Grid. Incentive program is only available until the funds in the National Grid pilot program have been exhausted.

AGRICULTURE



**Let's start with some small strategies that will make a big impact.**

We understand that for many building owners, investing scarce resources on energy-efficiency upgrades isn't feasible quite yet. However, there are relatively minor upgrades you can make right now that can have a significant impact on your energy costs and your property. When you're ready, talk to us about low- and no-cost ways for reducing your overhead, while improving the health and safety of your units and your business.

Find more opportunities in more places at [ngrid.com/multifamily](https://ngrid.com/multifamily)

**nationalgrid**

MULTIFAMILY



PRINT ADVERTISING

**Make energy efficiency part of your school's equation.**

There are still a lot of unknowns around the current school year. One thing we know for sure is that energy efficiency can not only reduce your operating costs, but it can also improve the health, safety, comfort and performance of your students and faculty.

Read more at [ngrid.com/edu](http://ngrid.com/edu)

**nationalgrid**

Incentive offers vary by service territory for National Grid customers. These programs are funded by the energy efficiency charge on all customers' gas and electric bills. In New York, New Jersey and Massachusetts per state regulatory guidance and in accordance with Rhode Island law.

EDUCATION

**Make room for happier tenants.**

Now that things are finally starting to move in the right direction, that could mean an uptick in business for your multifamily properties. To find out how we can help make your units full of positive energy without having to make a major investment, connect with us.

Find more opportunities in more places at [ngrid.com/multifamily](http://ngrid.com/multifamily)

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MULTIFAMILY

**Design spaces that save your clients up to 30% in energy costs.**

Right now, we're offering the opportunity to work with our Project Expediter or a National Grid Efficiency Expert who can help with navigating financial incentives and offer technical assistance on a wide range of energy efficiency projects. These include affordable HVAC upgrades that will not only make your project safer and healthier, but more cost effective for your clients.

Find a Project Expediter at [ngrid.com/PEX](http://ngrid.com/PEX). Or, learn more about finding more opportunities in more places at [ngrid.com/architecture](http://ngrid.com/architecture).

**nationalgrid**

ARCHITECTURE

**Amp up your reputation with energy-efficient innovations.**

Whether you're performing major renovations or taking on a smaller job, we can help you identify and implement energy efficiency improvements that will elevate building health, safety and comfort. All while keeping costs in check.

Find more opportunities in more places at [ngrid.com/business](http://ngrid.com/business)

**nationalgrid**

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ARCHITECTURE

**WE HELPING SMALL BUSINESSES THRIVE**

No-cost energy assessments | Energy-saving upgrades with flexible payment plans | Bill payment assistance programs

This winter, National Grid is here for you. With the global rise in energy costs, our energy experts have been getting together with small business owners throughout Buffalo to maximize efficiency and help you use up to 30% less energy.

We're ready to help you use less and save more. Let's talk.

1-833-208-5960 | [ngrid.com/smallbusiness](http://ngrid.com/smallbusiness)

**nationalgrid**

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SMALL BUSINESS

**Energy efficiency can open more doors—and opportunities.**

As things continue to open up, opportunities for creating more desirable living environments will as well. When you're ready, let's talk about ways you can make your properties healthier, safer and more comfortable—all while lowering your energy and maintenance costs.

Find more opportunities in more places at [ngrid.com/multifamily](http://ngrid.com/multifamily)

**nationalgrid** | **mass save**

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MULTIFAMILY

**Energy efficiency can get you to the next level.**

We know your multifamily properties may be full of challenges—from a drop in paying tenants to rising expectations for luxury amenities. As things begin to look up, it's important to keep your overhead costs down. We can help with strategies for getting your expenses under control, and tenants into your units. When you're ready, let's connect.

Find more opportunities in more places at [ngrid.com/multifamily](http://ngrid.com/multifamily)

**nationalgrid**

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MULTIFAMILY

**Order up a more productive kitchen and enhanced culinary experience.**

Bring more to every table with an energy efficiency plan that helps you drive down energy costs by up to 30%, while providing a safer, more comfortable experience for everyone at your restaurant. When you're ready, we can provide you with the technical assistance and financial incentives you need to upgrade your restaurant with innovative energy efficiency improvements like:

- LED lighting
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- Commercial refrigerators and freezers

Find more opportunities at [ngrid.com/foodservice](http://ngrid.com/foodservice)

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FOOD & BEVERAGE

**Let us help you focus on opportunities to increase production and reduce on-the-job accidents.**

Our team of experts is ready to show you how energy-efficient upgrades can help you increase productivity and the health of your workforce.

Find more opportunities at [ngrid.com/business-macny](http://ngrid.com/business-macny)

**nationalgrid**

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MANUFACTURING

**See how energy efficiency can protect your profitability.**

Provide better care for your animals—and your bottom line—when you upgrade to more energy-efficient equipment that not only reduces energy costs, it increases production, too. Right now you can get 0% financing on select energy upgrades, including:

- Ventilation fans to keep cows cool and increase milk production
- LED lighting that can dramatically decrease your energy bill
- Milk/water transfer pumps with VSD, plate coolers and more

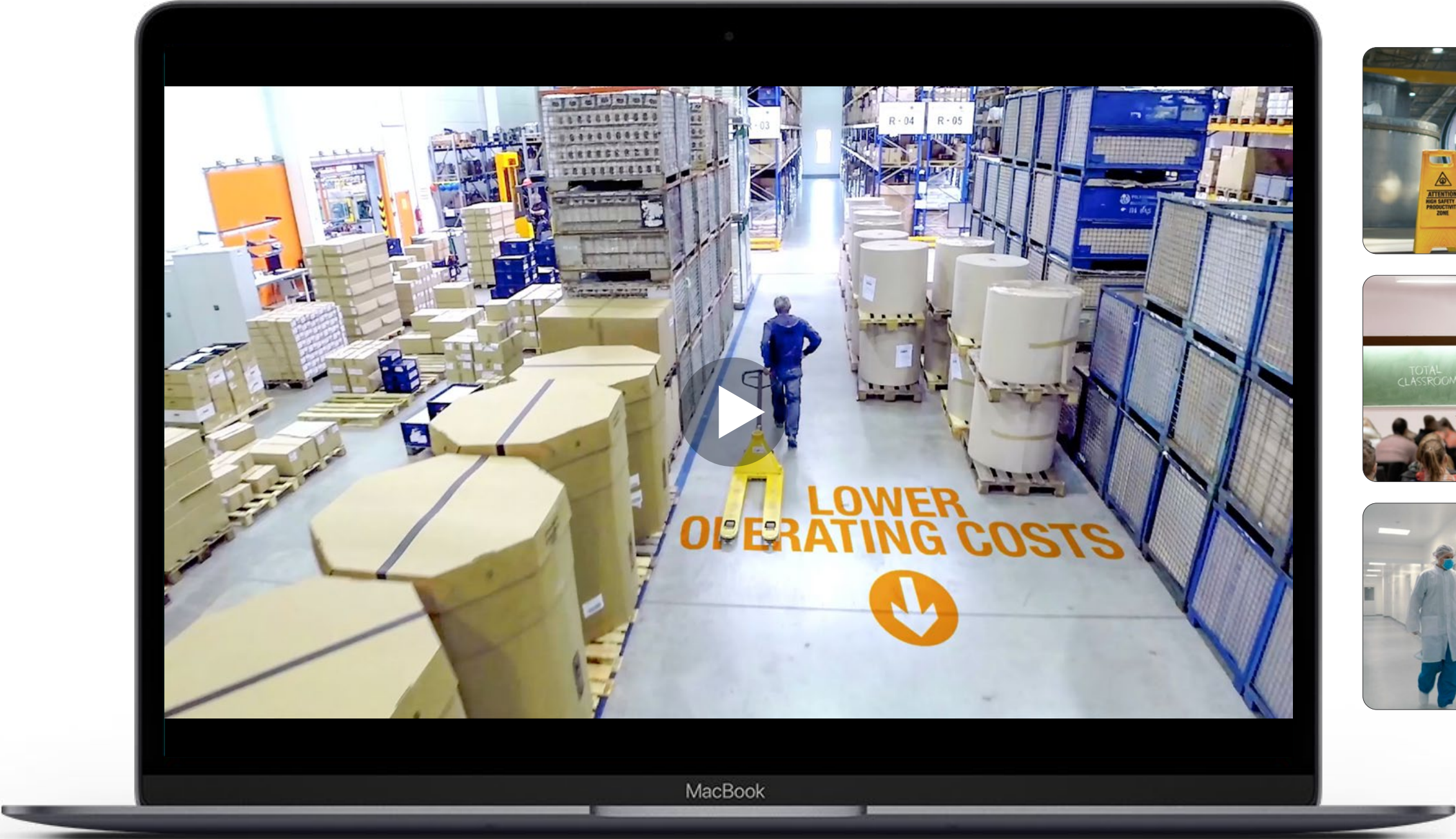
To learn more, call 800-787-1706 or visit [ngrid.com/business-countryfolks](http://ngrid.com/business-countryfolks)

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AGRICULTURE



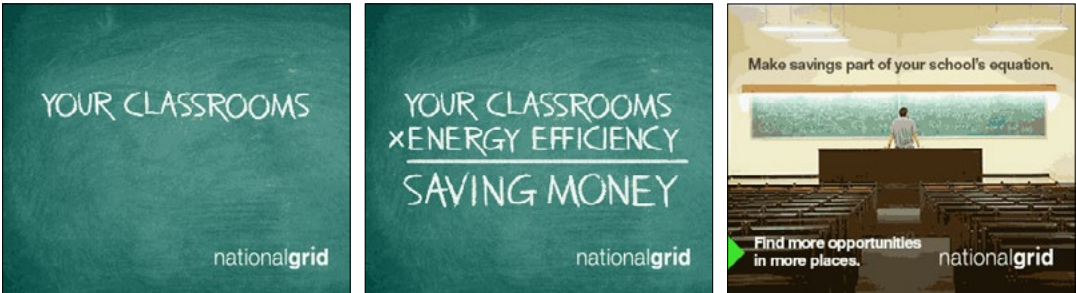


CLICK TO PLAY VIDEO





DIGITAL ADVERTISING



EDUCATION



ARCHITECT



AGRICULTURE



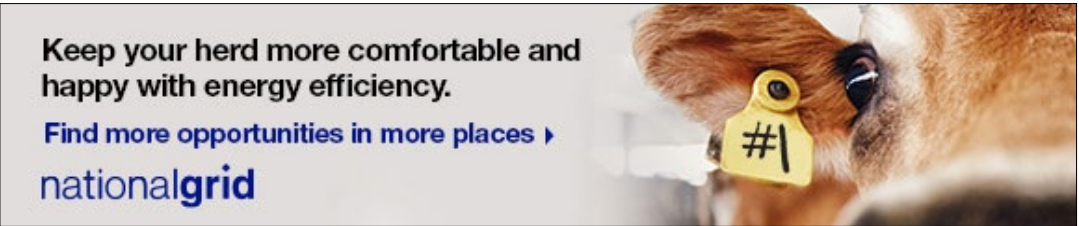
MULTIFAMILY



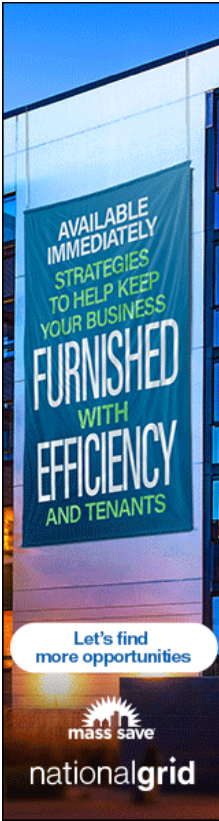
MANUFACTURING



AGRICULTURE



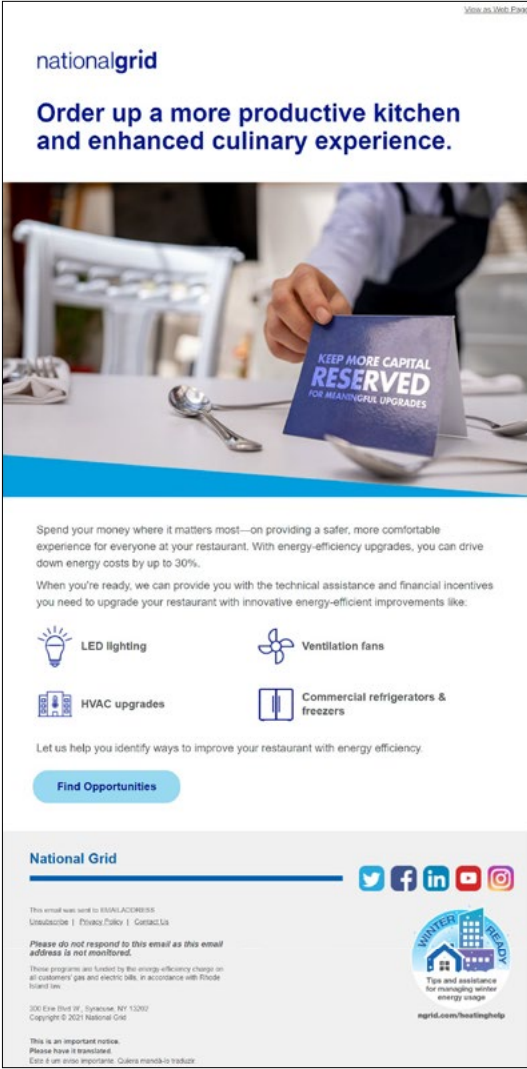
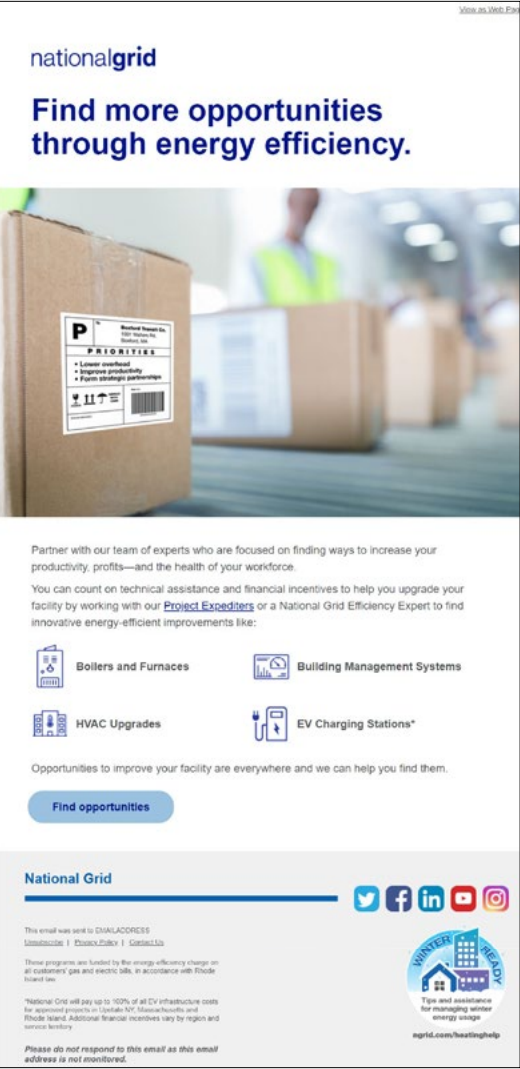
AGRICULTURE



MULTIFAMILY

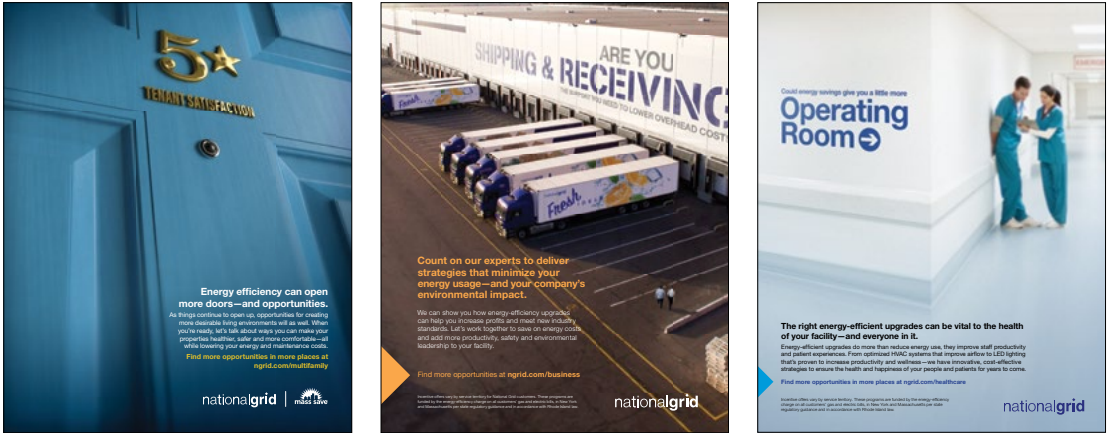








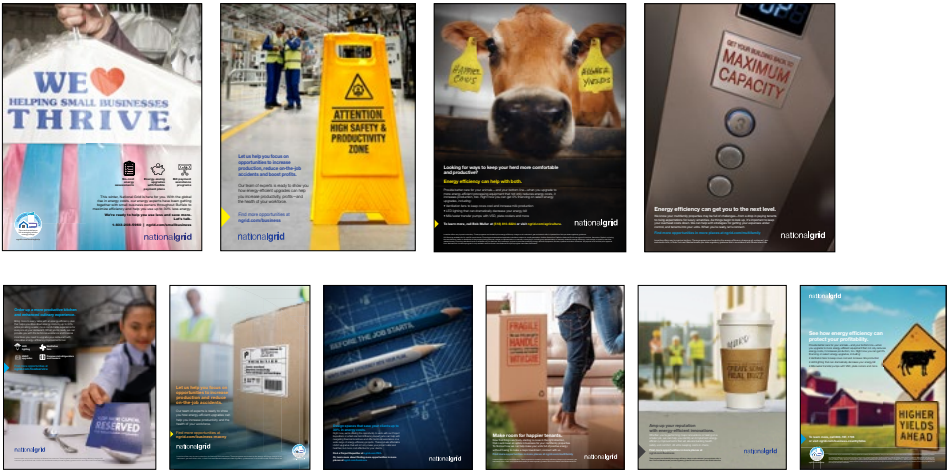
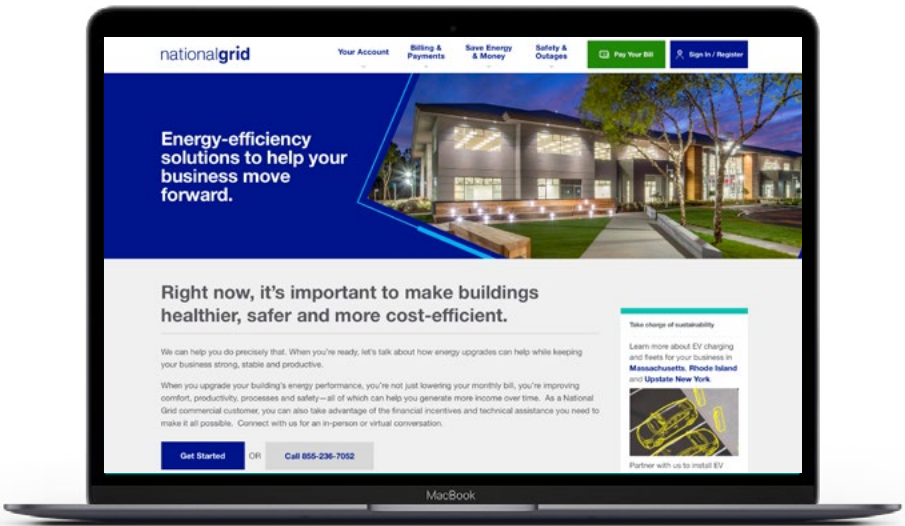
PRINT ADS



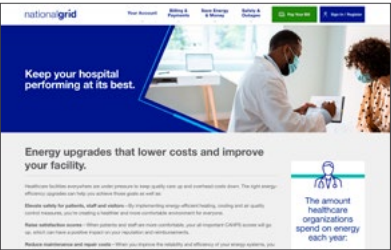
CTV/OTT, ONLINE VIDEO



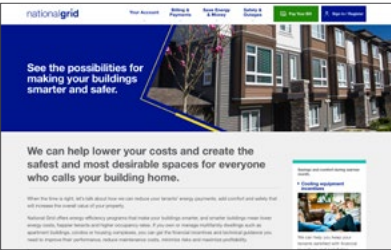
SEGMENTED LANDING PAGES



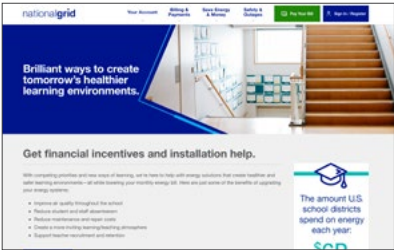
HEALTHCARE



MULTIFAMILY



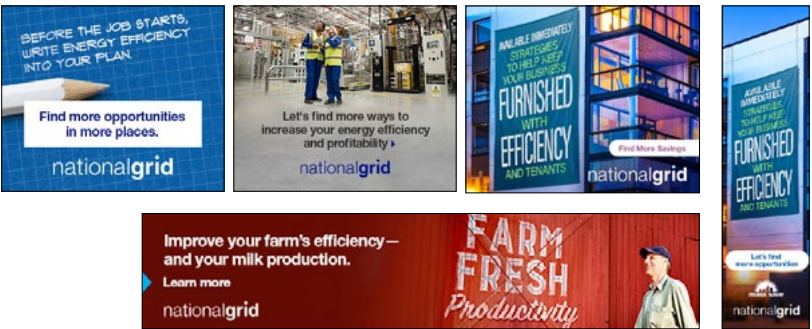
EDUCATION



EMAIL

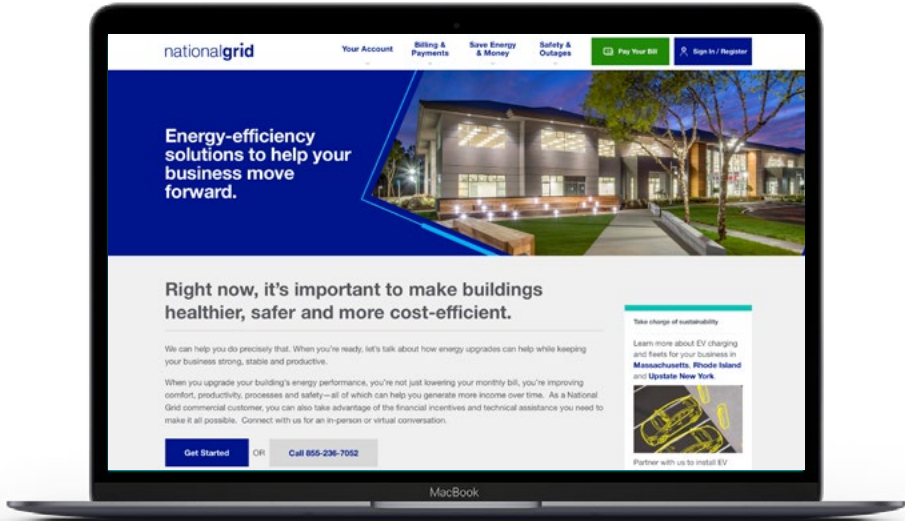


DIGITAL ADS



DRIVING NEARLY **800.000** VISITORS  
TO OUR CAMPAIGN LANDING PAGE  
INCLUDING NEARLY **500.000** NEW USERS,  
AN **87%** INCREASE YEAR-OVER-YEAR.





**DRIVING NEARLY**  
**800.000**  
**VISITORS**  
**TO OUR CAMPAIGN LANDING PAGE**  
**INCLUDING NEARLY**  
**500.000**  
**NEW USERS**  
**87%**  
**INCREASE**  
**YEAR-OVER-YEAR.**

**RESULTS BY SEGMENT**

**COMMERCIAL & INDUSTRIAL AND MULTIFAMILY**

**314%** **INCREASE IN**  
**WEB VISITS**  
**800%** **OF THOSE WERE**  
**NEW VISITORS**  
**152%** **MORE CONTENT**  
**DOWNLOADS**  
**THAN LAST YEAR**



**SMALL BUSINESS**

**WEB VISITS UP**  
**574%** **OF THOSE WERE**  
**NEW VISITORS**