

” Little Things Campaign

RHODE ISLAND ENERGY



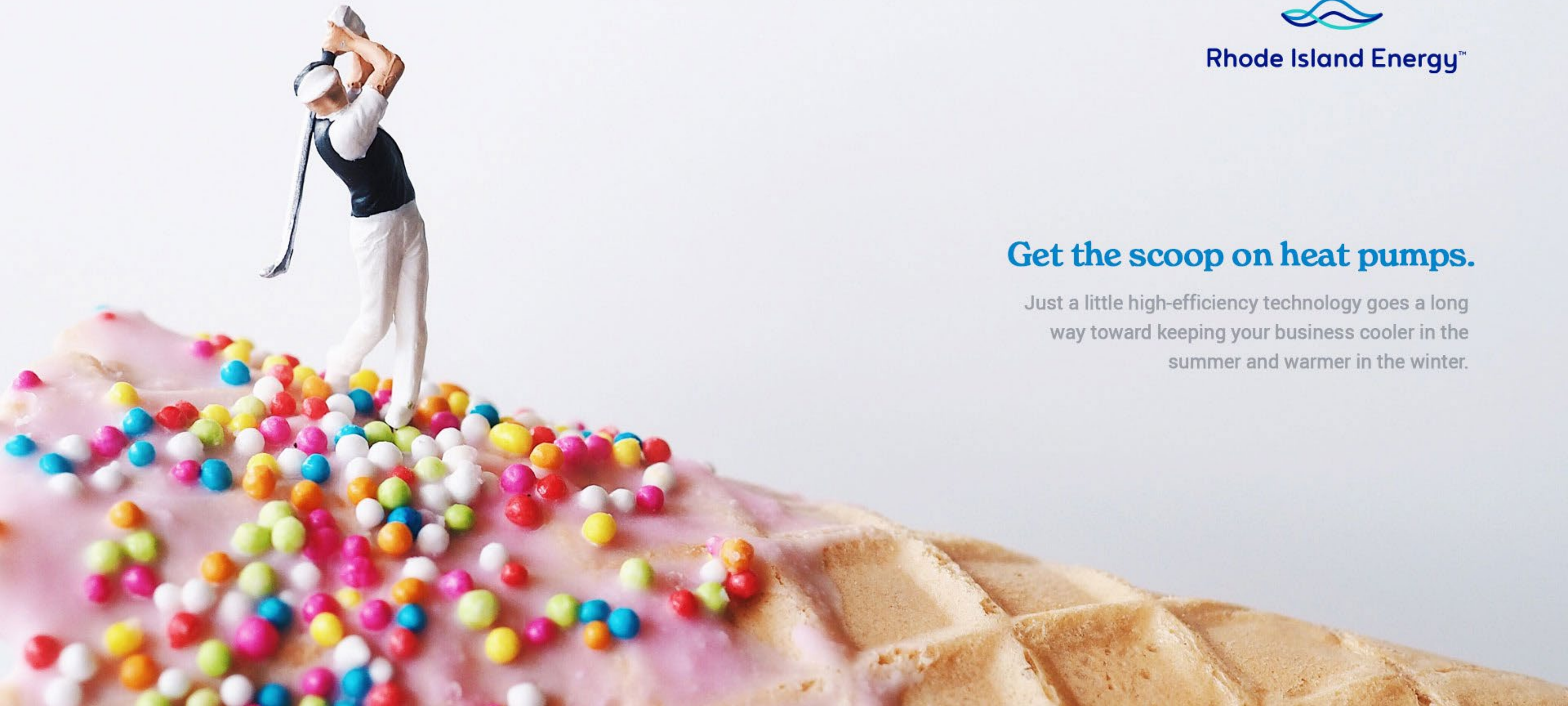
” Little Things Campaign

A little can go a long way.

In 2022, Rhode Island Energy, a new utility company serving more than 770,000 residential and commercial customers, needed help creating awareness of its energy-efficiency programs. The campaign strategy addressed the concerns and financial uncertainty of life in a post-pandemic world. Entitled “*Little Things*,” the campaign focused on the truism that less can be more, while giving a slightly playful nod to Rhode Island’s reputation as the smallest state. The premise was simple: by making small energy-efficiency adjustments to your home or business, you can make a big impact on your costs, health, safety and comfort.

We brought the campaign to life with a mix of tactics implemented across multiple channels to ensure the message reached financially and culturally diverse audiences that could benefit from a variety of products and services, from weatherization to bill help. We drove customers to respective residential and commercial campaign landing pages using social media, search, email and direct marketing. We also implemented localized tactics, including print, out-of-home and broadcast, to maximize the reach of our very important message. The campaign gained traction almost immediately, driving high program awareness in an approachable and very unique way, much like the state itself.





Rhode Island Energy™

Get the scoop on heat pumps.

Just a little high-efficiency technology goes a long way toward keeping your business cooler in the summer and warmer in the winter.

Even a little energy efficiency can take a big bite out of your overhead.

From restaurant to retail and every small business in between, managing operating costs can mean the difference between profit and loss. Our energy experts can help with a no-cost assessment designed to find ways to reduce your energy usage. Then we'll serve up solutions to improve the health and comfort of your customers and employees—and the profitability of your business. **We'll even pay up to 70% of the installation and equipment costs.**

Rhode Island Energy™
a PPL company

Schedule your no-cost energy assessment at rienergy.com/smallbiz or call 1-888-633-7947.

These programs are funded by the energy efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law.

ADVERTISEMENT

FORTUNE

A little energy efficiency can give your business a big lift.

SEE INSIDE >

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See how a little energy efficiency can give your facility a clear advantage.

It all starts with a personalized energy assessment, where we find ways to save you energy. From increased profitability and productivity to enhanced health and safety—the right energy strategy can give your facility and your workers a competitive edge. See how partnering with us can help you identify special incentives and financing for projects such as new LED lighting and HVAC systems. Now, with up to 30% off installation costs, the benefits are even more clear.

Schedule your no-cost energy assessment at rienergy.com/biz or call 1-855-RIE-1108.

These programs are funded by the energy efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law.

45

51

52

A little energy efficiency can deliver serious savings to you and your tenants.

Looking for ways to reduce your building's operating costs—and tenant turnover? We can help by delivering a range of strategies that will lower energy use and maintenance costs, while increasing tenant retention. It all starts with a no-cost energy assessment of your properties. Get started today with incentives on qualified energy upgrade projects.

Rhode Island Energy™
a PPL company

Schedule your no-cost energy assessment at rienergy.com/multifam or call 1-888-633-7947.

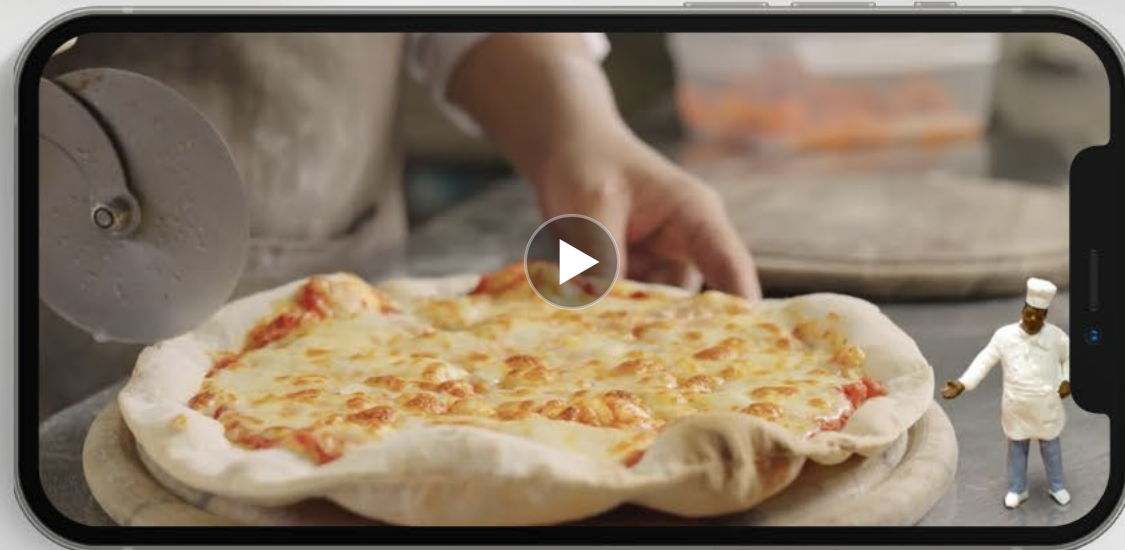
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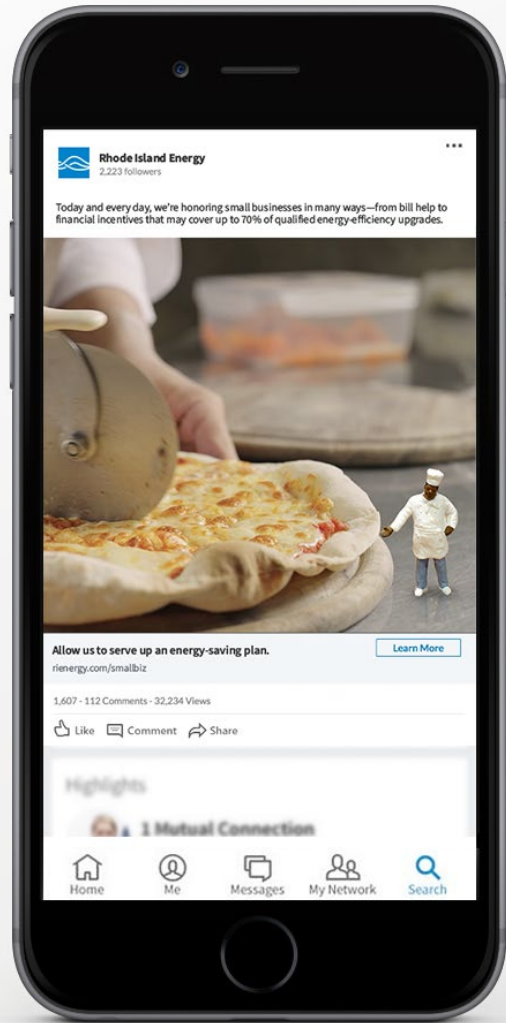
EDUCATION, ENERGY EFFICIENCY :30
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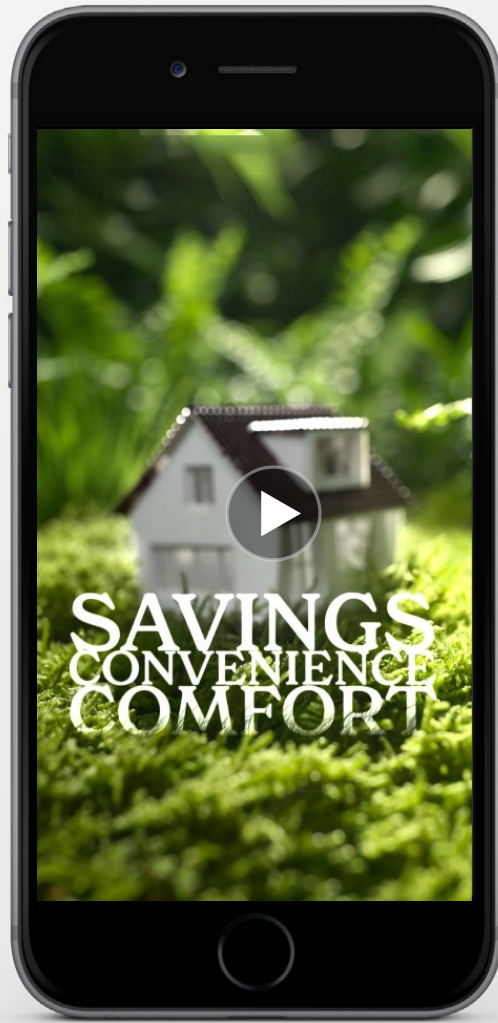
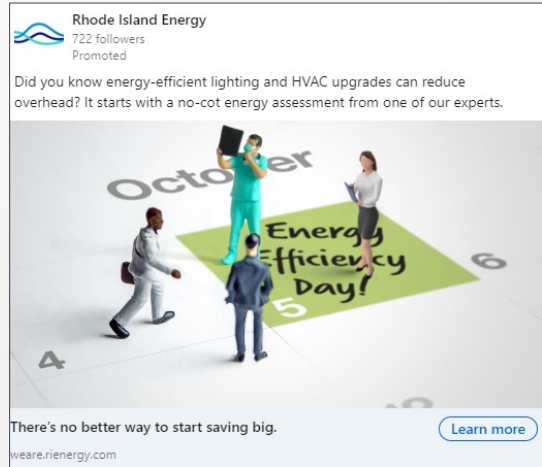
LARGE COMMERCIAL, ENERGY EFFICIENCY :15
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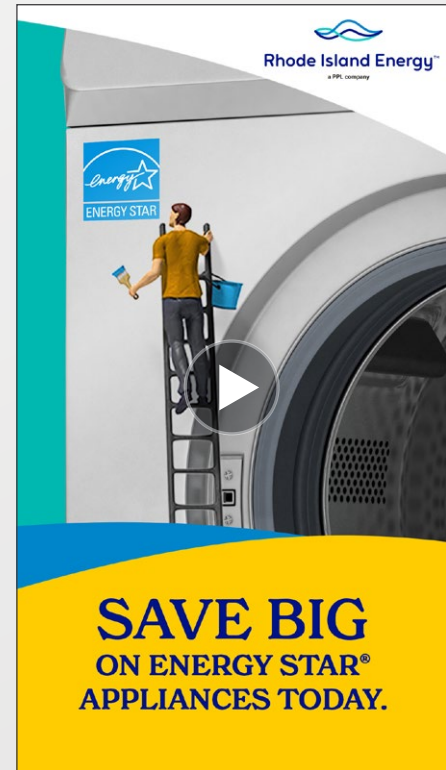
SMALL BUSINESS, ENERGY ASSESSMENT :30
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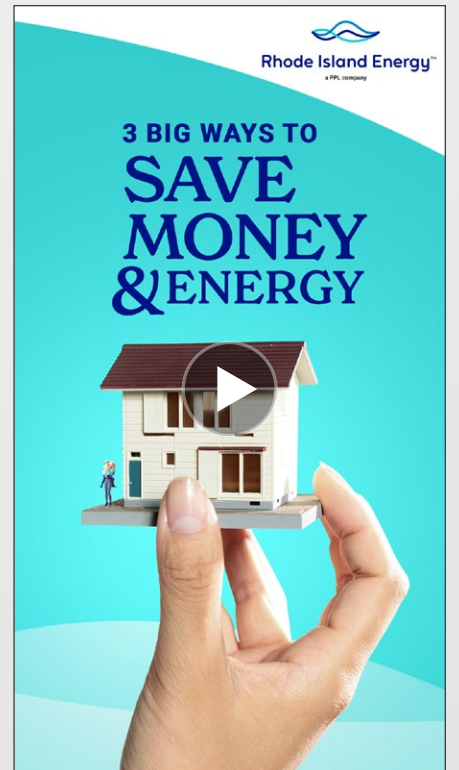
COMMERCIAL



RESIDENTIAL



SOCIAL STORIES
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Rhode Island Energy™

a PPL company

Live a little bigger.

Want bigger comfort, savings and convenience?
Schedule a Home Energy Assessment to get several
small changes you can make that will go a long way
toward helping you save energy all year long.






A little energy-efficiency goes a long way.

Lower your energy costs and raise your comfort.
Just one small energy-efficient upgrade can make a big difference in your home. Whether it's a smart thermostat or high-efficiency heating equipment, over time those changes really add up. That means bigger comfort, convenience and savings.

Learn more about our programs, generous rebates and incentives at rienergy.com/save

These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law.



We look for little things that help you save BIG.

These days, we all want to make a little bit go a long way. A no-cost Home Energy Assessment from Rhode Island Energy does just that. Our energy specialist will show you how to reduce usage and save energy. Plus, get direct access to generous rebates on qualifying energy-efficient heating and water heating equipment.

And now save 50% or more on approved insulation and air sealing up to \$4,000

It all starts with a no-cost Home Energy Assessment. Schedule yours today at rienergy.com/saveathome or call 1-888-633-7947.




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TREAT YOUR FEET!

Dial up bigger savings and efficiency with new high-efficiency heating equipment.

Want to bring a little more comfort, convenience and savings into your home? New energy-saving furnaces, boilers, heat pumps and water heaters keep your home nice and warm in the winter, and save money and energy, too. Right now, we're offering generous rebates on qualified heating equipment, which means you can start saving today—and for years to come. **With up to \$1,200 in rebates, now is the time to upgrade.** See all the rebates at rienergy.com/heat




These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law.

2X HOME ENERGY ASSESSMENT CALLS VOLUME DOUBLED BETWEEN SEPTEMBER AND DECEMBER.



HOME ENERGY ASSESSMENT :30
[CLICK THE SCREEN TO PLAY](#)



HEATING AND COOLING :30



ENERGY EFFICIENCY :30

A little energy efficiency goes a long way.

See how at rienergy.com/save

Rhode Island Energy™
a PPL company

A little energy efficiency goes a long way.
It all starts with a home energy checkup.

Schedule today at rienergy.com/saveathome

Rhode Island Energy™
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A little energy efficiency goes a long way.
Get paid to recycle your old fridge or freezer.

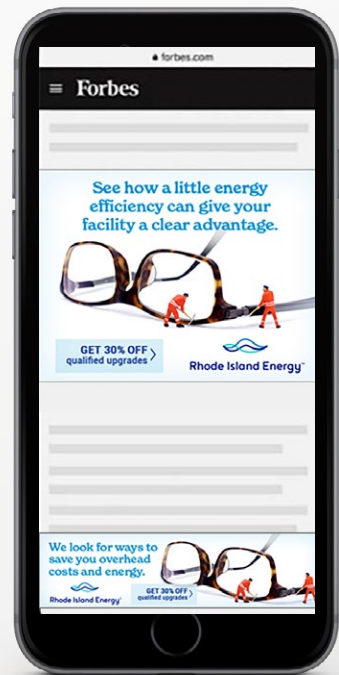
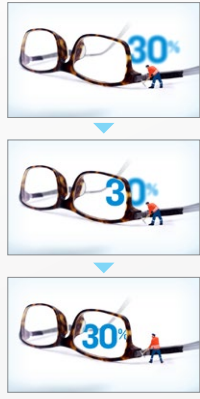
Schedule a pickup at rienergy.com/recycle

Rhode Island Energy™
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A little energy efficiency goes a long way.
New high-efficiency heating equipment can make a big difference.

Get rebates at rienergy.com/heat

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40%+

ONLINE BUSINESS JOURNAL
AD ENGAGEMENT

LARGE BUSINESS

Rhode Island Energy™

See how a little energy efficiency can give your facility a clear advantage.

GET UP TO 30% OFF qualified upgrades

Rhode Island Energy™

We look for ways to save you overhead costs and energy.

GET UP TO 30% OFF qualified upgrades

Need a little help with rising energy costs?

Our no-cost energy upgrades can lead to big savings.

It starts with a 100% no-cost Home Energy Assessment.

Schedule today

Schedule today

Schedule today

Rhode Island Energy™

Rhode Island Energy™

Enjoy a big serving of warmth and savings with new high-efficiency heating equipment.

GET REBATES

Rhode Island Energy™

Enjoy a big serving of warmth and savings with new high-efficiency heating equipment.

GET REBATES

45

Even small energy upgrades can deliver big savings.

Schedule your no-cost energy assessment

Rhode Island Energy™

SMALL BUSINESS

Rhode Island Energy™

Get a little taste of energy efficiency and enjoy big savings.

GET 70% OFF qualified upgrades

Just a little energy efficiency

SEE HOW

Rhode Island Energy™

We look for little things that help you

Schedule a no-cost Home Energy Assessment

Rhode Island Energy™

adds up to a lot of savings.

SEE HOW

Rhode Island Energy™

We look for little things that help you save big on your energy bill.

Schedule a no-cost Home Energy Assessment

Rhode Island Energy™

RESIDENTIAL

We look for little things that help you save big on your energy bill.

Schedule a no-cost Home Energy Assessment

Rhode Island Energy™

MET AGGRESSIVE GOAL OF

1,000

HOME ENERGY ASSESSMENTS PER MONTH

Rhode Island Energy™
a PPL company

We can help your small business save big this winter.

We know you're bracing for higher energy bills this winter. While we can't control the rise in global energy prices, we can provide a little help. We're offering small business customers like yourself financial incentives that will **cover up to 70%** of qualified energy-efficiency upgrades.

The first step:
Request a no-cost energy assessment.

If you are eligible, you can have your share of the project's costs placed on your monthly electric bill for up to 24 months, at 0% interest.

[Learn more](#) [Call to schedule](#)

Follow us!

These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law.

SMALL BUSINESS

Rhode Island Energy™
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See how a little energy efficiency can give you a clear advantage.

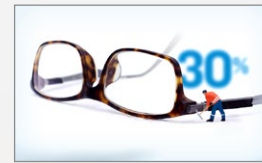
30%

As winter approaches, higher energy bills are in the forecast for most commercial buildings. While we can't control the increase in global fuel prices, we can provide a little help to customers like you.

The first step:
Request a no-cost building assessment.

Once we identify qualified energy-savings opportunities that align with your goals, we'll cover up to 30% of the costs through rebates and financial incentives. You can

LARGE BUSINESS



ANIMATED GIF HEADER

40-50% OPEN RATES

2X ABOVE INDUSTRY STANDARDS

Rhode Island Energy™
a PPL company

Savings for today, tomorrow and years to come.

Appliances that make every day ENERGY STAR® Day.
Take advantage of our exclusive rebates on ENERGY STAR-certified appliances and products that help you save energy without sacrificing performance. By using less energy, they also help reduce greenhouse gas emissions that contribute to climate change. **Take advantage of these rebates:**

- \$50 Clothes Dryer Rebate**
ENERGY STAR® certified clothes dryers' advanced features deliver superior efficiency and performance—while using 20% less energy than standard models.
[Get rebate](#)
- \$40 Air Cleaner Rebate**
Remove fine particles, such as dust and pollen, from indoor air while using 25% less energy than standard room air cleaners.
[Get rebate](#)
- \$30 Dehumidifier Rebate**
Reduce the moisture in the air and increase the comfort of your home with an efficient model that pays for itself over time.
[Get rebate](#)

4 ways to save energy and money today and every day.
Here are some tips for saving even more energy around your home:

1. Clean your appliances regularly.
2. Plug your appliances into an advanced power strip.
3. Replace or clean air filters when necessary.
4. Earn and save money by recycling old, inefficient appliances.

Follow us!

RESIDENTIAL

Rhode Island Energy™
a PPL company

Understanding your energy usage just got a little easier.

We've created a new way to help you use less and save more.

In as little as 5 minutes, our **Online Home Energy Assessment** can make a big impact on your energy usage—whether you're a homeowner or a renter.

By answering just a few quick questions, you'll be able to:

- Learn more about how you're currently using energy in your home.
- Receive customized tips and information to help save energy and money.
- Find rebates on energy-efficient products like smart thermostats and low-flow showerheads.

[Get started here](#)

Follow us!

Rhode Island Energy™
a PPL company

Limited-time enhanced \$75 rebate!

Turn your inefficient fridge into a little extra cash.
Recycle your old, energy-wasting fridge or freezer with us, and we'll give you a **\$75 reward**. It's a great way to put a little extra money in your pocket for the holidays, while doing something big for your energy bill and the environment.

The process is easy. We provide no-cost pickup and hauling. Simply complete the short form or call us to schedule, and receive your rebate check in the mail. In order to receive this enhanced \$75 rebate, schedule your pickup by 11/30/22 and have it hauled by 12/16/22.

[Schedule now](#)
or call **1-877-889-4762**

Follow us!

30,000+
NEW WEBSITE VISITS

COMMERCIAL LANDING PAGE
CLICK THE SCREEN TO VIEW

Rhode Island Energy
See our Case Studies | Select Language

A little energy efficiency can make a big difference for your business.

Whether you manage an office building, manufacturing plant, warehouse, multifamily property or small business, we can help make energy efficiency an important part of your business strategy. That's because even a few small energy upgrades can make a big impact on your savings, safety, comfort and customer satisfaction. We'll even help you plan, customize and cover the costs of your energy solution when possible.

Bigger savings.
Replacing aging equipment with highly efficient models can significantly cut your energy costs.

Bigger productivity.
Big and small upgrades alike, from smart thermostats to HVAC systems, keep your workers safe, comfortable and productive.

Bigger incentives.
We're here to help make energy upgrades for your business affordable—with financial incentives on qualified projects ranging from 30%-70%.

Learn a little about our energy-efficiency programs.

Large Commercial & Industrial
This program is designed to help building owners and managers create safe, healthy, productive work environments, while reducing energy costs. Ask about financial incentives and special financing.

Small Business
Whether you're a restaurant, retailer, salon, spa or any other small business, we're here to help you save. We'll pay up to 70% of your next qualified energy upgrade. Schedule a no-cost energy assessment and get started.

Multifamily
We're here to help building owners and managers reduce tenant turnover and improve comfort, health and safety, while reducing overhead. Incentives and special financing are available to help cover the costs of energy upgrades.

Read our case studies to see how we're helping businesses make energy-efficiency improvements with big savings.

Lifespan achieved 8%-10% in savings, equating to roughly \$1.4 million annually.
Mews Tavern saves \$10,000 annually with new energy management system.

RESIDENTIAL LANDING PAGE
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Rhode Island Energy
Home Energy Assessment | Home Heating | ENERGY STAR Appliances | Appliance Recycling | Income Eligible | Select Language

Add a little energy efficiency. Live a little bigger.

When it comes to saving energy at home, a little energy efficiency can make a really big difference. That's because just one energy-efficient choice can start saving you money and energy today—and for many years to come. Whether it's a smart thermostat or high-efficiency heating and cooling equipment, over time those changes—big or small—really start to add up.

Bigger savings.
Energy-efficient products help you save energy—and we all know what else that saves.

Bigger comfort.
From heating and cooling equipment to insulation and air sealing, there are lots of ways to make your home a more comfortable place.

Bigger convenience.
We make it easy to bring energy-efficient products like appliances and smart thermostats into your home.

Learn a little about our energy-efficiency programs and save a lot.

Home Energy Assessment
Get personalized money- and energy-saving ideas for your home.

Home Heating
Take advantage of exclusive rebates on high-efficiency natural gas heating equipment that

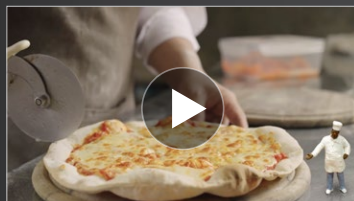
ENERGY STAR® Appliances
Get exclusive rebates on ENERGY STAR certified appliances like clothes dryers, air purifiers

54mm+ TOTAL IMPRESSIONS

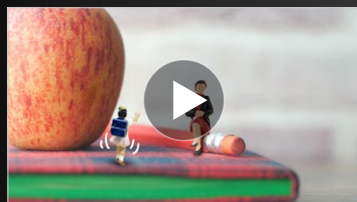
TV / PREROLL



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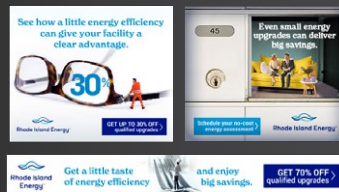


ENERGY ASSESSMENT :30



ENERGY EFFICIENCY :30

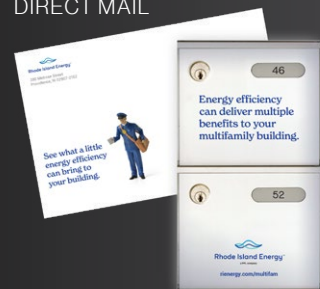
BANNER ADS



PRINT ADS



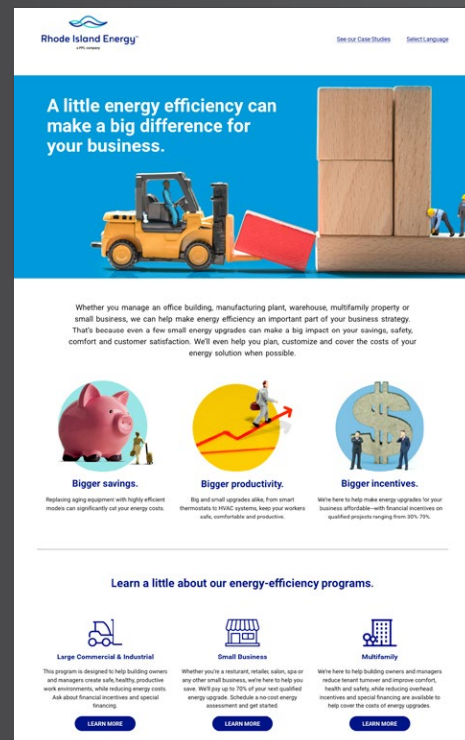
DIRECT MAIL



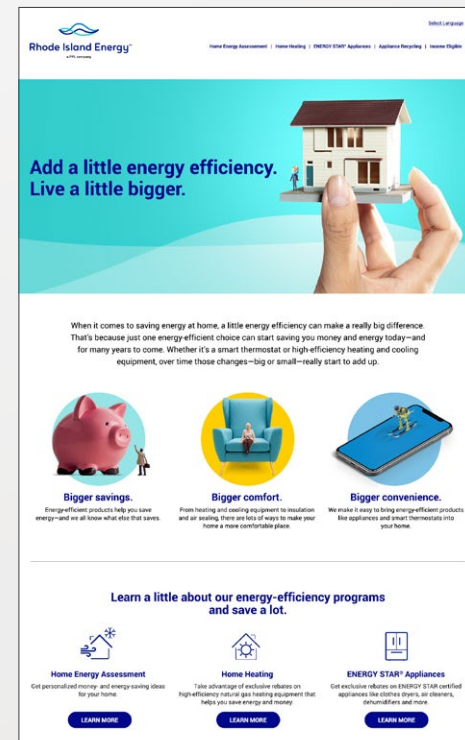
EMAILS



COMMERCIAL LANDING PAGE
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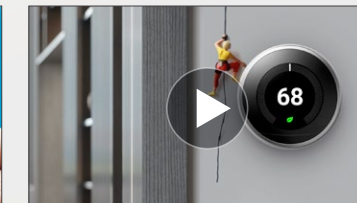
RESIDENTIAL LANDING PAGE
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BROADCAST TV / CTV

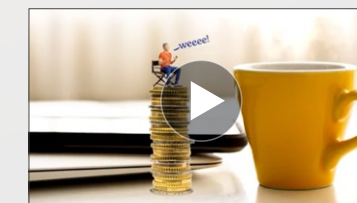
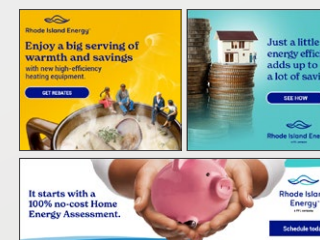


HEA :30

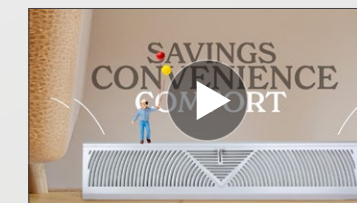


ENERGY EFFICIENCY :30

BANNER ADS



ENERGY EFFICIENCY :15

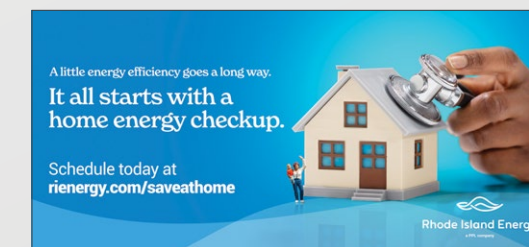


HEATING AND COOLING :30

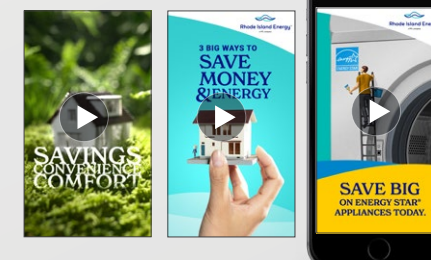
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OOH



PAID SOCIAL & ANIMATED STORIES



PRINT ADS



MET AGGRESSIVE GOAL OF
1,000

HOME ENERGY ASSESSMENTS PER MONTH

ONLINE BUSINESS JOURNAL AD ENGAGEMENT

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