



ing for ways to keep your herd more comfortable  
 ductive?  
**Efficiency can help with both.**  
 ur animals—and your bottom line—when you upgrade to  
 ssing equipment that not only reduces energy costs, it  
 t now you can get 0% financing on select energy  
 nd increase milk production  
 ase your energy bill  
 coolers and more  
**24 or visit**

NATIONAL GRID

# More Opportunities

Commercial & Industrial Business Campaign

## “More Opportunities”

National Grid Commercial & Industrial Business Campaign

During good times and not-so-good times, National Grid prides itself on providing its commercial customers with the resources, financing and expertise they need to keep moving forward. With that mindset, we developed a campaign that speaks to customers in a way that demonstrates National Grid’s understanding and sensitivity to their always-evolving business conditions.

Ultimately, our strategy was not to sell products, but to start conversations about finding opportunities to make energy efficiency an important part of a company’s business plan. This includes everything from improving safety, comfort, health and productivity, to managing energy use and elevating sustainability. While the challenges for these customers are many, the opportunities to find relief, savings and support are in more places than ever.



**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**



**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**

**Fewer Apartments Available. More satisfied tenants.**

**You can achieve both with the right energy-efficiency strategy.**

Prospective tenants are looking for living spaces that are comfortable, safe and energy efficient. Our benchmarking program can help you find cost-effective ways to improve your building's energy-efficiency grade—and our expertise and solutions can make them affordable.

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

**nationalgrid**

MULTIFAMILY

**Enjoy! More Productivity and Profitability.**

**Dig into instant rebates for your kitchen.**

When you replace your old equipment with high-efficiency models, your foodservice operation can enjoy five-star upgrades in everything from staff productivity to reduced cook times to enhanced dining experiences. We can help with a full menu of instant rebates on ovens, fryers, broilers, fridges and more. So, save now and reduce your energy costs for years to come.

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

**nationalgrid**

Incentive offers vary by service territory. 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.

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**

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.

EDUCATION

**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](http://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. High-efficiency heat pump technology provides better indoor air quality, which is 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](http://ngrid.com/healthcare)

Incentive offers vary by service territory. 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.

**nationalgrid**

HEALTHCARE

REG 07-02-2021 (FRI) 15:50  
CHECK: Q32021  
G123456

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](http://ngrid.com/foodservice)

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**

FOOD & BEVERAGE

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

YOUR CLASSROOMS  $\times$  ENERGY EFFICIENCY = SAVINGS<sup>2</sup>

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. 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.

EDUCATION

**FRAGILE**  
We can help you get a HANDLE on expenses, while treating your tenants and business WITH CARE.

**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 property. 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)

**nationalgrid**

Incentive offers vary by service territory. 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.

MULTIFAMILY

**FARM FRESH Productivity**

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

Improve herd health—and your profit potential—by upgrading to more energy-efficient processing equipment. It's a great way to reduce energy costs while keeping your cows more comfortable and productive. 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) 810-8224 or visit [ngrid.com/agriculture](http://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 accordance with Rhode Island regulatory guidance. The financing is provided by the Energy Efficiency Financing Corporation (EEFC) and is subject to credit review. These programs are subject to state regulatory guidance and in accordance with Rhode Island law.

AGRICULTURE

**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)

**nationalgrid**

Incentive offers vary by service territory. These programs are funded by the energy efficiency charge on all customers' gas and electric bills in accordance with Rhode Island regulatory guidance. The financing is provided by the Energy Efficiency Financing Corporation (EEFC) and is subject to credit review. These programs are subject to state regulatory guidance and in accordance with Rhode Island law.

AGRICULTURE

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

Whether you're performing major renovations or looking for 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**

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.

ARCHITECTURE

**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**

Incentive offers vary by service territory. 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.

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**

Incentive offers vary by service territory. 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.

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
- Ventilation fans
- HVAC upgrades
- Commercial refrigerators and freezers

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

**nationalgrid**

Incentive offers vary by service territory. 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.

FOOD & BEVERAGE

**Let us help you improve efficiency at your facility.**

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

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

**nationalgrid**

Incentive offers vary by service territory. 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.

MANUFACTURING

**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.

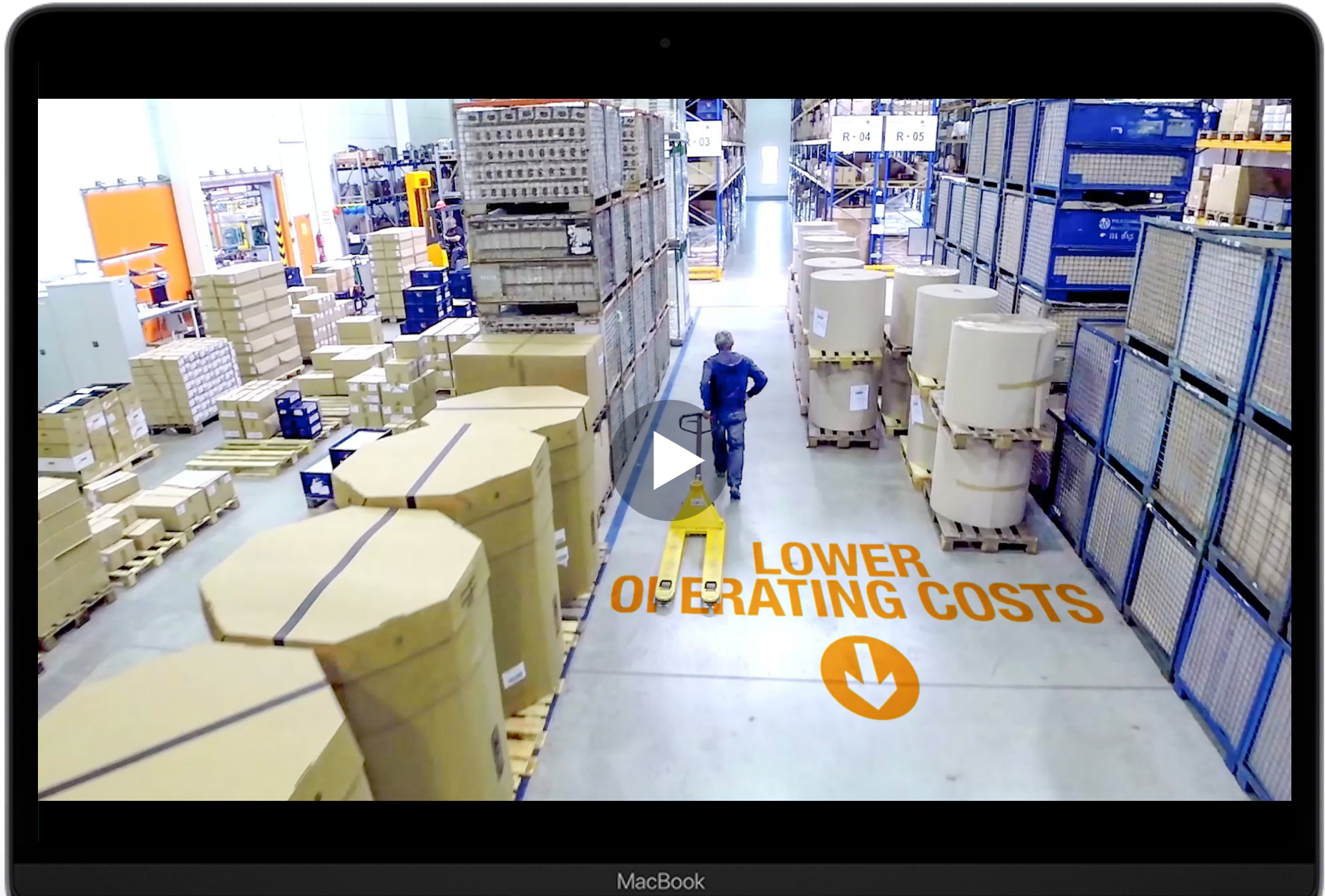
**We're ready to help you use less and save more. Let's talk.**

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

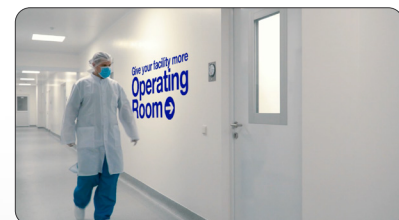
**nationalgrid**

Incentive offers vary by service territory. 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.

SMALL BUSINESS



97.5%  
CTV/OTT completed views,  
17%  
higher than benchmark.



CLICK TO PLAY VIDEO

YOUR CLASSROOMS

EDUCATION

YOUR CLASSROOMS  
× ENERGY EFFICIENCY  
= SAVING MONEY

Make savings part of your school's equation.

Find more opportunities in more places.

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

Learn more

**nationalgrid**

AGRICULTURE

Keep your herd more comfortable and happy with energy efficiency.

Find more opportunities in more places ▶

**nationalgrid**

AGRICULTURE

BEFORE THE JOB STARTS, WRITE ENERGY EFFICIENCY INTO YOUR PLAN.

Find more opportunities in more places.

**nationalgrid**

ARCHITECT

5★ TENANT SATISFACTION

Energy efficiency can open more doors and opportunities.

Learn More ▶

**nationalgrid**

MULTIFAMILY

AVAILABLE IMMEDIATELY STRATEGIES TO HELP KEEP YOUR BUSINESS FURNISHED WITH EFFICIENCY AND TENANTS

Let's find more opportunities

mass save

**nationalgrid**

MULTIFAMILY

AVAILABLE IMMEDIATELY STRATEGIES TO HELP KEEP YOUR BUSINESS FURNISHED WITH EFFICIENCY AND TENANTS

Find More Savings

**nationalgrid**

Outperforming programmatic advertising benchmarks by

97%

HAPPIER COWS HIGHER YIELDS

Look for energy-efficiency strategies to keep your herd happier.

Find more opportunities in more places ▶

**nationalgrid**

AGRICULTURE

Let's find more ways to increase your energy efficiency and profitability ▶

**nationalgrid**

MANUFACTURING

AVAILABLE IMMEDIATELY STRATEGIES TO HELP KEEP YOUR BUSINESS FURNISHED WITH EFFICIENCY AND TENANTS

Find More Savings

**nationalgrid** mass save



nationalgrid

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

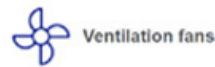


Bring more to every table with an energy-efficiency plan that helps you use up to 30% less energy, while providing a safer, more comfortable experience for everyone at your restaurant.

When you're ready, we can provide you with the technical assistance and financial incentives you need to upgrade your restaurant with innovative energy-efficient improvements like:



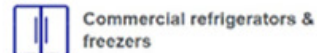
LED lighting



Ventilation fans



HVAC upgrades



Commercial refrigerators & freezers

Opportunities to improve your restaurant are everywhere—and we can help you find them with energy efficiency.

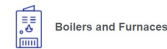
[Find Opportunities](#)

nationalgrid

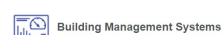
## Find more opportunities through energy efficiency.



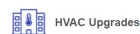
Partner with our team of experts who are focused on finding ways to increase your productivity, profits—and the health of your workforce. You can count on technical assistance and financial incentives to help you upgrade your facility by working with our [Project Expeditors](#) or a National Grid Efficiency Expert to find innovative energy-efficient improvements like:



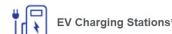
Boilers and Furnaces



Building Management Systems



HVAC Upgrades



EV Charging Stations\*

Opportunities to improve your facility are everywhere and we can help you find them.

[Find opportunities](#)

National Grid



This email was sent to EMAILADDRESS. Unsubscribe | Privacy Policy | Contact Us

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

\*National Grid will pay up to 100% of all EV infrastructure costs for approved projects in Upstate NY, Massachusetts and Rhode Island. Additional financial incentives vary by region and service territory.

Please do not respond to this email as this email address is not monitored.



Tips and assistance for managing winter energy usage  
ngrid.com/heatinghelp

nationalgrid

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



Spend your money where it matters most—on providing a safer, more comfortable experience for everyone at your restaurant. With energy-efficiency upgrades, you can drive down energy costs by up to 30%.

When you're ready, we can provide you with the technical assistance and financial incentives you need to upgrade your restaurant with innovative energy-efficient improvements like:



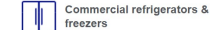
LED lighting



Ventilation fans



HVAC upgrades



Commercial refrigerators & freezers

Let us help you identify ways to improve your restaurant with energy efficiency.

[Find Opportunities](#)

National Grid



This email was sent to EMAILADDRESS. Unsubscribe | Privacy Policy | Contact Us

Please do not respond to this email as this email address is not monitored.

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

300 Erie Blvd W, Syracuse, NY 13202  
Copyright © 2021 National Grid

This is an important notice. Please have it translated. Este é um aviso importante. Quêra mandá-lo traduzir.



Tips and assistance for managing winter energy usage  
ngrid.com/heatinghelp

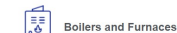
nationalgrid

## Find more opportunities through energy efficiency.



Partner with our team of experts who are focused on finding ways to increase your productivity, profits—and the health of your workforce.

You can count on technical assistance and financial incentives to help you upgrade your facility by working with our [Project Expeditors](#) or a National Grid Efficiency Expert to find innovative energy-efficient improvements like:



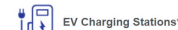
Boilers and Furnaces



Building Management Systems



HVAC Upgrades



EV Charging Stations\*

Opportunities to improve your facility are everywhere and we can help you find them.

[Find opportunities](#)

National Grid



This email was sent to EMAILADDRESS. Unsubscribe | Privacy Policy | Contact Us

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

\*National Grid will pay up to 100% of all EV infrastructure costs for approved projects in Upstate NY, Massachusetts and Rhode Island. Additional financial incentives vary by region and service territory.

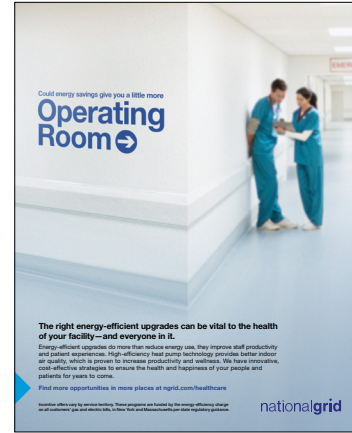
Please do not respond to this email as this email address is not monitored.

300 Erie Blvd W, Syracuse, NY 13202

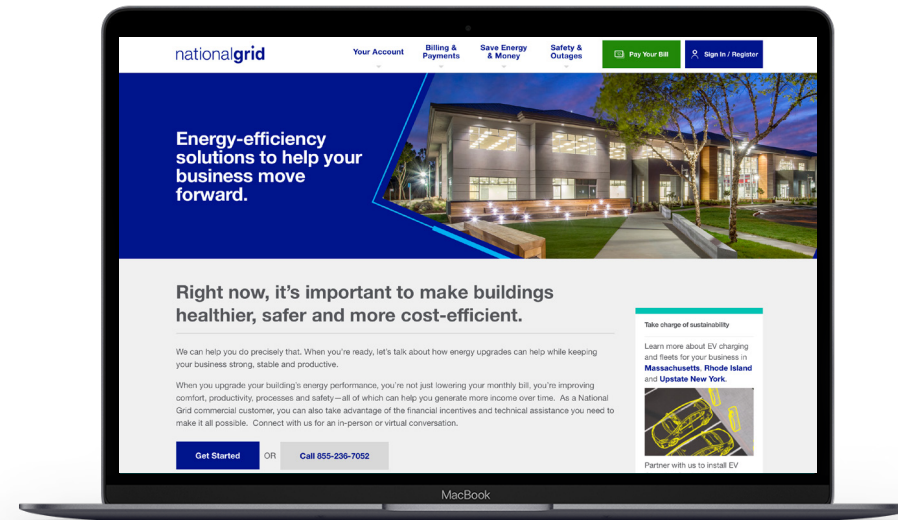


Tips and assistance for managing winter energy usage  
ngrid.com/heatinghelp

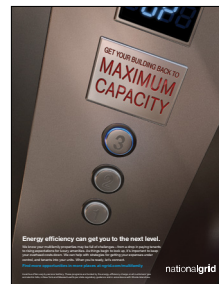
PRINT ADS



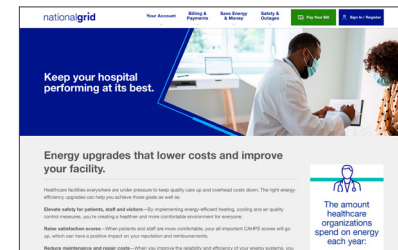
SEGMENTED LANDING PAGES



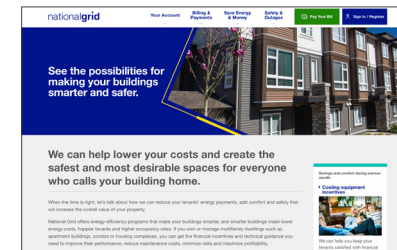
CTVOTT, ONLINE VIDEO  
CLICK THE SCREEN TO VIEW



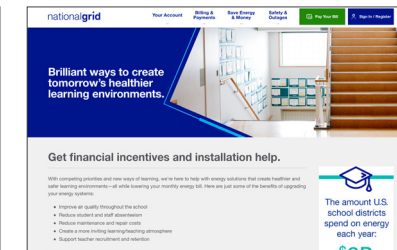
HEALTHCARE



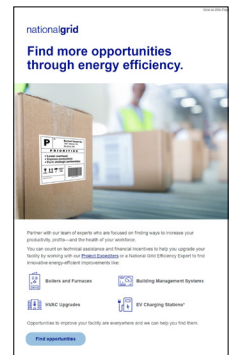
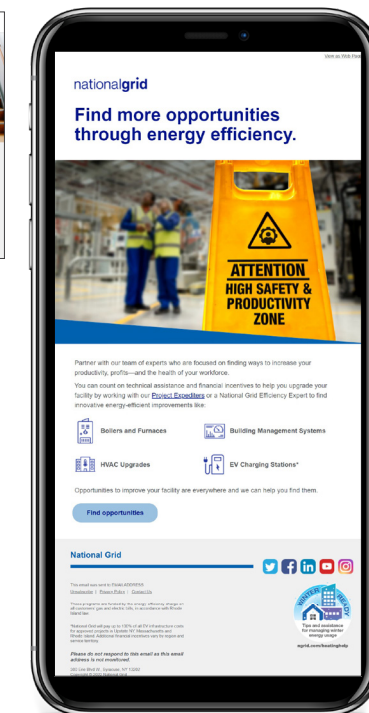
MULTIFAMILY



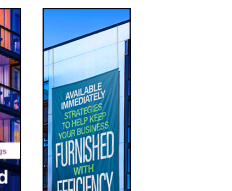
EDUCATION



EMAIL



DIGITAL ADS



DRIVING **1,546,151** VISITORS  
TO OUR CAMPAIGN LANDING PAGES.  
AN INCREASE OF **98%** YEAR-OVER-YEAR  
INCLUDING **719,927** NEW VISITORS.