



FIRSTENERGY

Light the Way

Brand Campaign

Light the Way

Brand Campaign

FirstEnergy is doing more than bringing energy for the here and now. They are creating exciting opportunities for all that lies ahead. And they're able to do that because of their employees—a bright and inclusive workforce that's focused on the future.

Many know them as a passionate group committed to building the grid of tomorrow, today. One that brings energy and data together to deliver safer, more reliable energy.

But what you may not know is that they are also working each and every day to create new possibilities for their communities—to bring more peace of mind to every part of life. These are the people who not only lead the way—but light it.

Light the Way

Concept Mantra

At FirstEnergy, we're doing more than bringing energy for the here and now.

We're creating exciting opportunities for all that lies ahead.

And we're able to do that because of you—a bright and inclusive workforce that's focused on the future.

With a passion and commitment to building the grid of tomorrow, today.

One that brings energy and data together.

To deliver safer, more reliable energy.

To help all of us go further, faster.

And we're here to support you with everything you need along the way.

To create new possibilities for you and your community.

And to bring more peace of mind to every part of life.

For our business, our customers and our community, you are the ones who not only lead the way—but light it.

WATCH NOW



EMPLOYEE VIDEO—TONY
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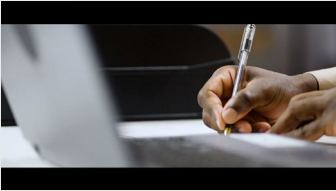


Video Series

WATCH NOW



EMPLOYEE VIDEO — DR. V
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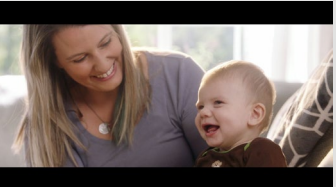
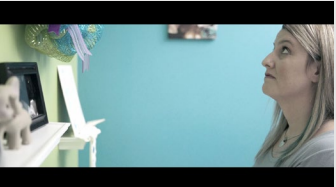
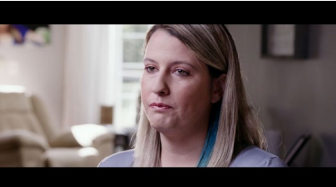
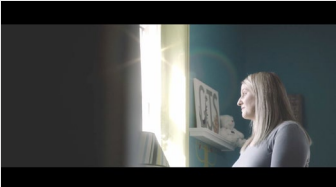


Video Series

WATCH NOW



EMPLOYEE VIDEO—AMY
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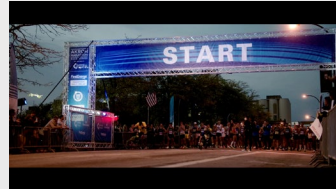


Video Series

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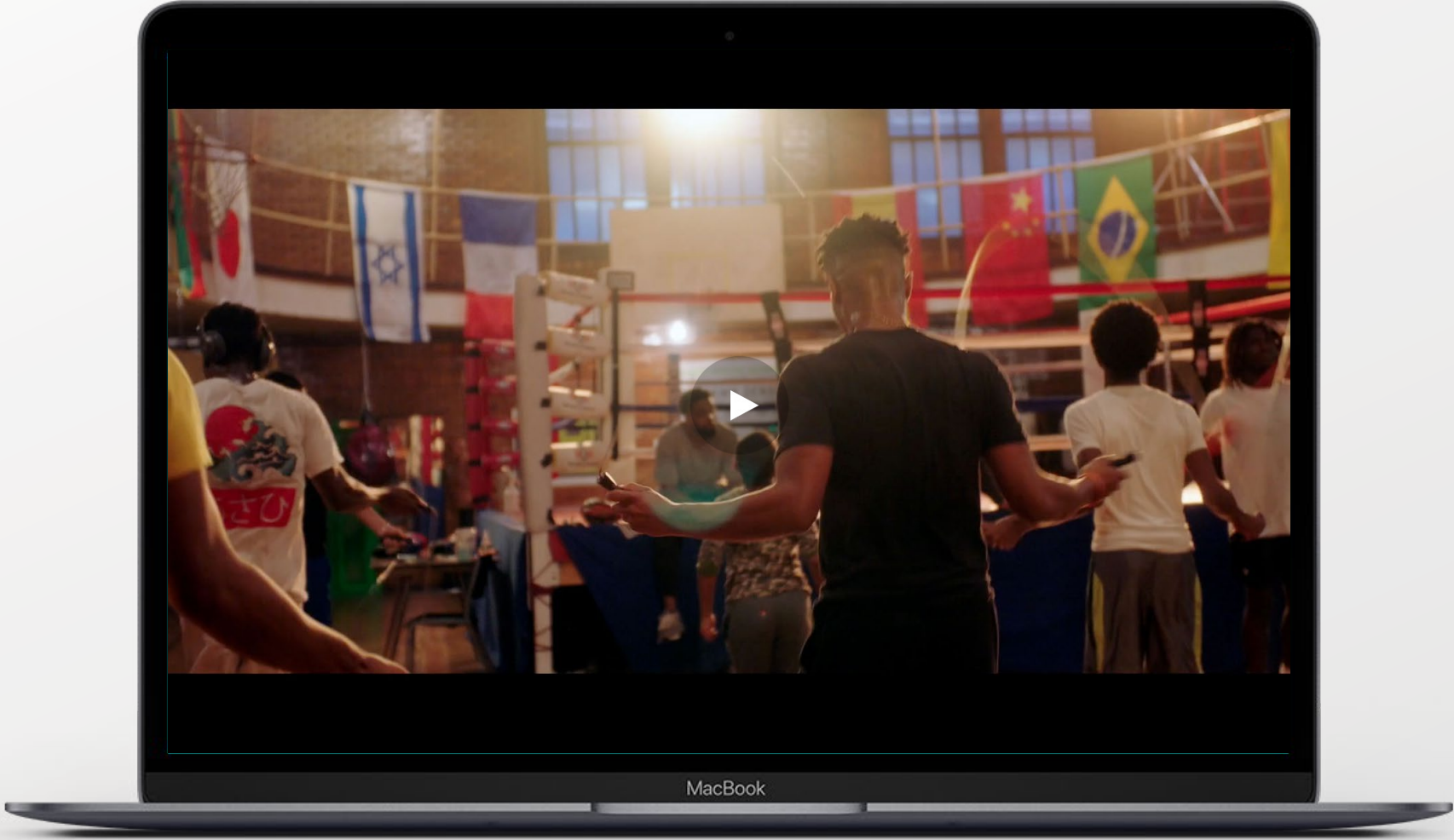


EMPLOYEE VIDEO — MARYBETH
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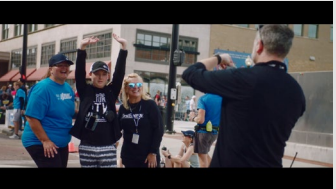
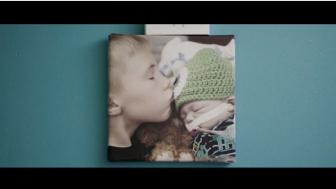
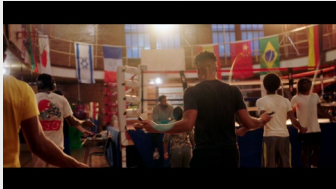


Video Series

WATCH NOW



TOWN HALL ANTHEM VIDEO NARRATED BY CEO
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Video Series

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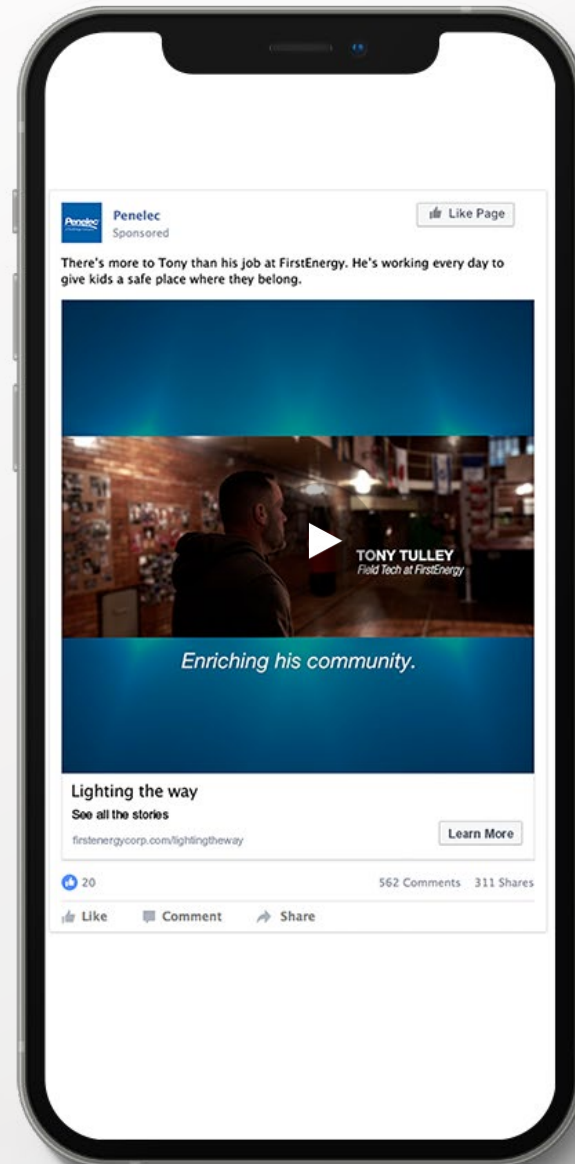


GREEN TEAM VIDEO
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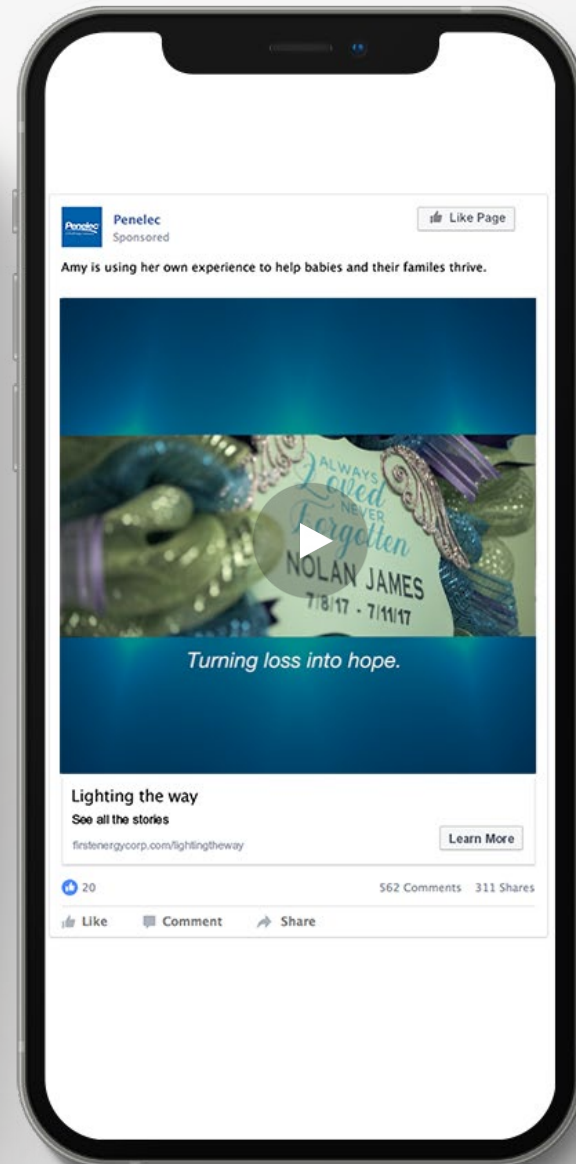


Video Series

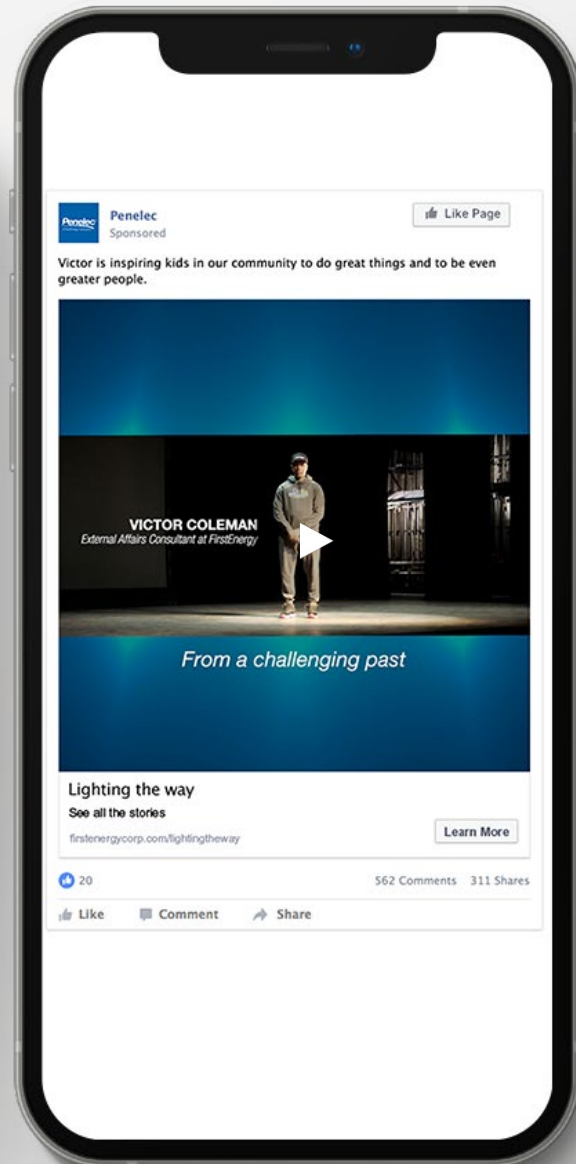
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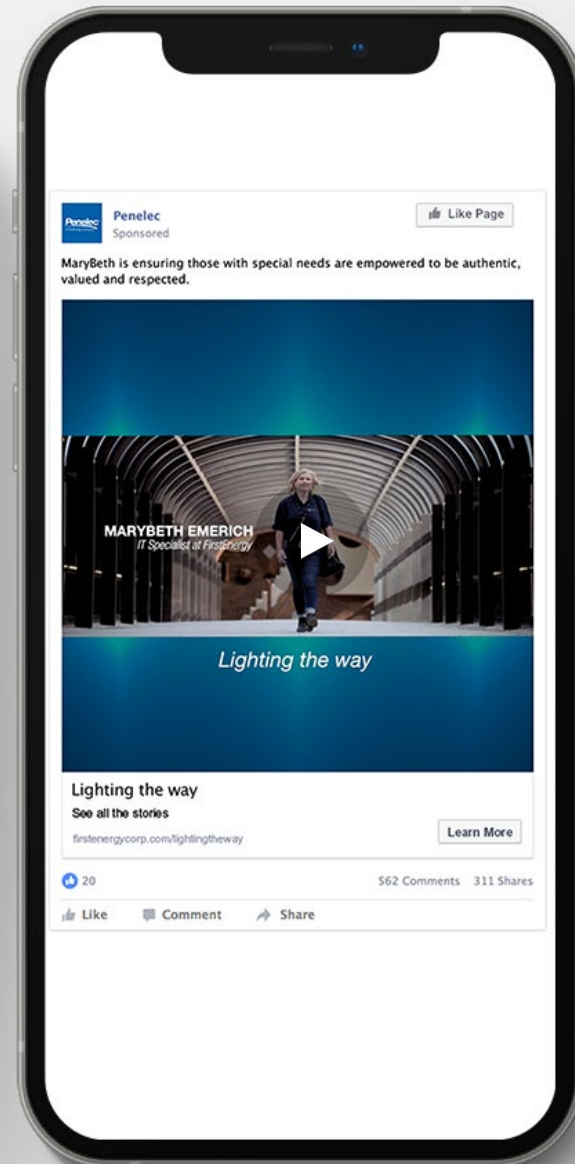
WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW

Light the way.

Your energy, your talent and dedication to our customers, communities and each other are inspiring. You do things the right way. Acting with integrity, passion and compassion. Giving your all at work and giving of your time and treasure to make our home and world a better place. You are the first responders, keeping the lights on and delivering safer, more secure energy to make our lives and futures better. As we move forward, we're focused on doing things the right way—so you can light the way.

FirstEnergy®

Helping you light the way today—and every day.

We're doing more than bringing you energy for the here and now. We're powering exciting opportunities for all that lies ahead by investing in technology for a safer, stronger grid. We're also investing in local STEM programs—all to help the next generation light the way for years to come.

FirstEnergy®

Helping you light the way today—and every day.

Our employees. They're the ones dedicated to keeping the lights on, and doing things the right way—but we're doing more than bringing you energy for the here and now. We're powering exciting opportunities for all that lies ahead by investing in technology for a safer, stronger grid. We're also investing in local STEM programs—all to help you, and her, light the way for years to come.

FirstEnergy®



FirstEnergy

Tony is **lighting the way** in our community.

[SEE ALL THE STORIES](#)

This banner features a man in a dark hoodie with 'AEM' on it, holding a red ribbon. The background is dark with warm, golden light rays.



FirstEnergy

Tony is **lighting the way** in our community.
Every day.

[SEE ALL THE STORIES](#)

This banner features the same man as the previous one, holding a red ribbon. The background is dark with warm, golden light rays.

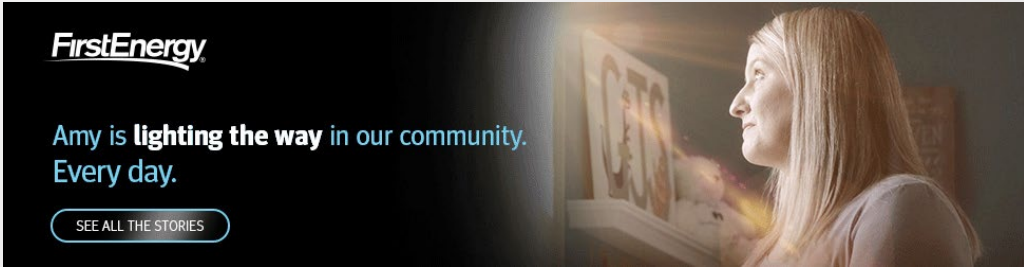


FirstEnergy

Amy is **lighting the way** in our community.

[SEE ALL THE STORIES](#)

This banner features a woman with long blonde hair in profile, looking towards the right. The background is dark with warm, golden light rays.



FirstEnergy

Amy is **lighting the way** in our community.
Every day.

[SEE ALL THE STORIES](#)

This banner features the same woman as the previous one, in profile. The background is dark with warm, golden light rays.

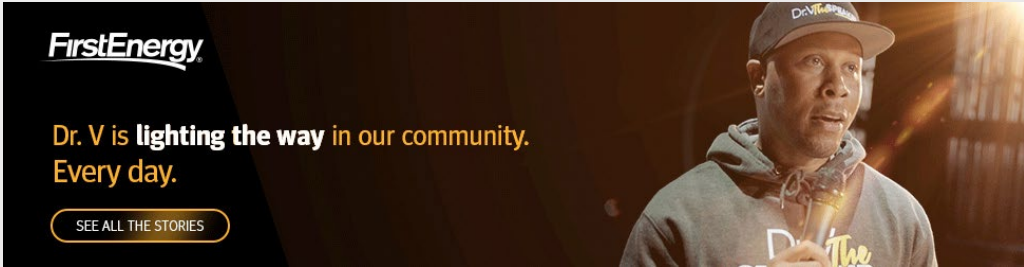


FirstEnergy

Dr. V is **lighting the way** in our community.

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This banner features a man wearing a grey hoodie and a baseball cap, holding a microphone. The background is dark with warm, golden light rays.



FirstEnergy

Dr. V is **lighting the way** in our community.
Every day.

[SEE ALL THE STORIES](#)

This banner features the same man as the previous one, holding a microphone. The background is dark with warm, golden light rays.

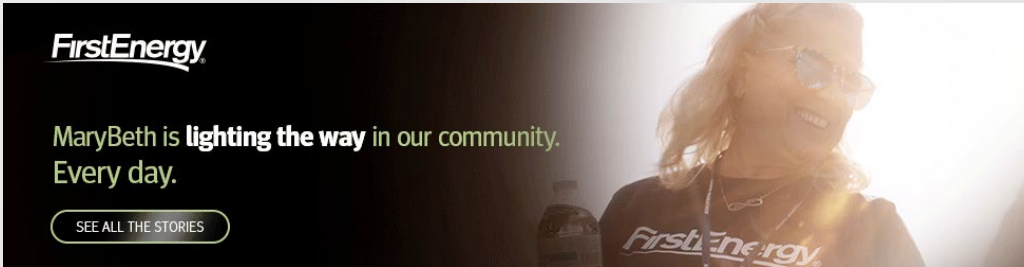


FirstEnergy

MaryBeth is **lighting the way** in our community.

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This banner features a woman with blonde hair and sunglasses, wearing a dark hoodie with 'FirstEnergy' on it. The background is dark with warm, golden light rays.



FirstEnergy

MaryBeth is **lighting the way** in our community.
Every day.

[SEE ALL THE STORIES](#)

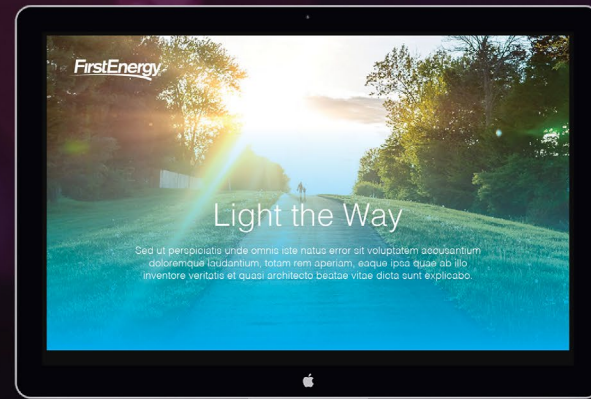
This banner features the same woman as the previous one, wearing sunglasses and a 'FirstEnergy' hoodie. The background is dark with warm, golden light rays.

ANIMATED BANNER ADS

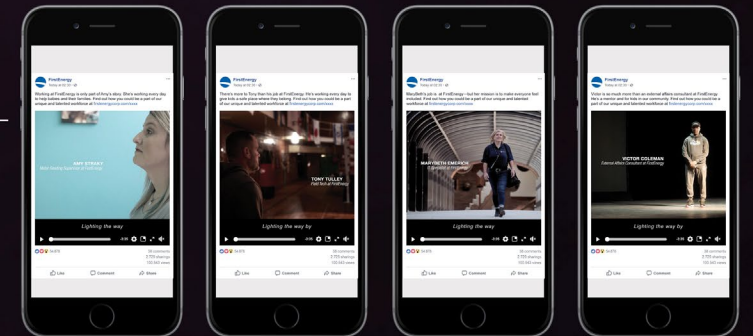
Light the Way



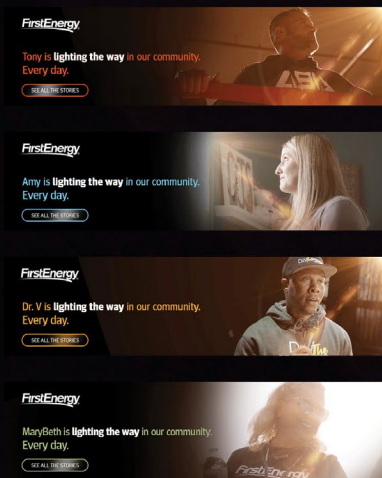
VIDEOS
Employee long-form videos, FirstEnergy Today Portal & Town Hall



LANDING PAGE
Showcase employees and customers who drive meaningful community impact.



ORGANIC AND PAID SOCIAL
Community Impact and Recruitment CTAs



PROGRAMMATIC BANNERS



BROADCAST RADIO AND DIGITAL AUDIO
Integrating Employee, C&I and Small Business Community Impact stories (*FirstEnergy Green Teams, EV charging stations*)



COMMUNITY IMPACT
Integrating Employee Community Impact stories (*FirstEnergy Green Teams*) with CTV/OTT, paid social and programmatic display ads.