

“Drone Safety Zone” Racing Game

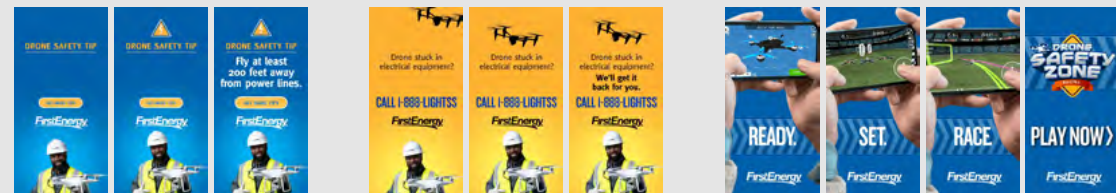
Changing Audience Behavior

FirstEnergy knows how essential drones can be for their own business and their customers, but is also very aware of how dangerous power lines and electrical equipment are to drone operation. Because these accidents can cause injuries, power outages and even death.

We needed to alert and educate these “drone daredevil” pilots to avoid these dangers. But do so in a way that would actually capture their attention.

We created the FirstEnergy “Drone Safety Zone” Racing Game to challenge drone pilots to engage in dynamic digital game play. Pilots get to customize their drone and virtually compete with others through an arena filled with electrified obstacles, learning to fly safely while avoiding danger. We launched with a fully integrated media mix behaviorally targeting audiences with a high propensity for gaming and drone use. Serving CTV to users streaming on gaming consoles, targeting those shopping for drones and identifying mobile devices that had drone-flying apps. We also used AI to identify social media audiences with drone interests.

Our expertise in changing audience behavior is driving results way past our goals. Proving safety can score big when you know how to play the game.



PROGRAMMATIC



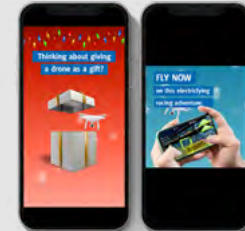
OOH



TRY IT OUT



CTV/OTT (:30, :15, :06 PRE-ROLL)



PAID SOCIAL



Over **150 million** impressions

238,000 Drone Safety Zone game site sessions with safety education

55,000 pilots successfully completing electric safety education

