

# “ Little Things Campaign

RHODE ISLAND ENERGY



# ” Little Things Campaign

A little can go a long way.

Rhode Island Energy, a new utility company serving thousands of commercial customers, needed help creating awareness of its energy-efficiency programs. With a customer base encompassing a diverse range of businesses, we needed a fresh, relevant way to educate customers and talk to them about the benefits of energy efficiency. To do that, we needed to let customers know that energy-efficient upgrades and practices can greatly enhance everything from comfort and safety to productivity and profitability. With global energy and energy bills increasing dramatically, customers wanted to know how their utility could help. Our strategic approach of “less is more” reinforced that small actions today will make a big long-term impact on energy usage and costs, without sacrificing comfort and reliability.



**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](http://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.

LARGE COMMERCIAL / INDUSTRIAL

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.**

Schedule your no-cost energy assessment at [rienergy.com/multifam](http://rienergy.com/multifam) 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.

MULTIFAMILY

**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.**

Schedule your no-cost energy assessment at [rienergy.com/smallbiz](http://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.

*“Ask questions with the goal of that other pers...”*

*Using Caution*

*As you increasingly invest in your business, you must also invest in your energy efficiency. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control.*

*Be smart about your energy. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control.*

*Dealing with Broken P...*

*When you're taking about energy efficiency, you're talking about a way to save money. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control. It's not just about saving money; it's about staying profitable. And staying profitable means you need to have your energy usage under control.*

SMALL BUSINESS

**The right energy strategy gives your facility a competitive edge.**

Ready to start saving energy at your facility? Our personalized energy assessments pinpoint an energy strategy to increase profitability, improve health and safety and enhance productivity—while giving your workers a competitive edge. Find out how partnering with us can help you identify special incentives and financing for projects such as new LED lighting and HVAC systems. Start your upgrades today with **up to 30% off installation costs.**



**Rhode Island Energy™**  
a PPL company



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. This program is offered by Narragansett Electric Company d/b/a Rhode Island Energy for eligible customers in the Company's Rhode Island service territory.

ADVERTISEMENT

# FORTUNE

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

SEE INSIDE >




**Rhode Island Energy™**  
a PPL company

COMPLIMENTARY COPY

Through special arrangements with the publisher, this Rhode Island Energy informational cover wrap has been placed on a limited number of copies of FORTUNE® magazine. It does not constitute an endorsement by FORTUNE and no endorsement is implied. FORTUNE is a registered trademark of Fortune Media (USA) Corporation.


LARGE COMMERCIAL / INDUSTRIAL

**One small decision could lower your energy costs.**

It's time to take your multifamily building's operating costs down—and keep your tenant satisfaction on top. We can help by delivering a range of strategies to lower energy use and maintenance costs, while increasing tenant retention. A no-cost energy assessment of your properties is all it takes to get started. Ask us about our incentives on qualified energy upgrade projects today.



**Rhode Island Energy™**  
a PPL company



Schedule your no-cost energy assessment at **rienergy.com/multifam** 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. This program is offered by Narragansett Electric Company d/b/a Rhode Island Energy for eligible customers in the Company's Rhode Island service territory.

MULTIFAMILY

**Enjoy greater comfort, savings and convenience during the cooler months.**

As cold weather approaches, we can help keep your small business warm and comfortable while lowering energy costs. It starts with a no-cost energy assessment. Similar to our home assessments, our experts uncover ways to optimize your energy usage and help you prioritize your top savings opportunities. Then we'll pay up to 90% of weatherization costs and determine if you're eligible for 0% financing on approved upgrades.



**Rhode Island Energy™**  
a PPL company



Schedule your convenient, no-cost energy assessment at **rienergy.com/small-business** 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. This program is offered by Narragansett Electric Company d/b/a Rhode Island Energy for eligible customers in the Company's Rhode Island service territory.

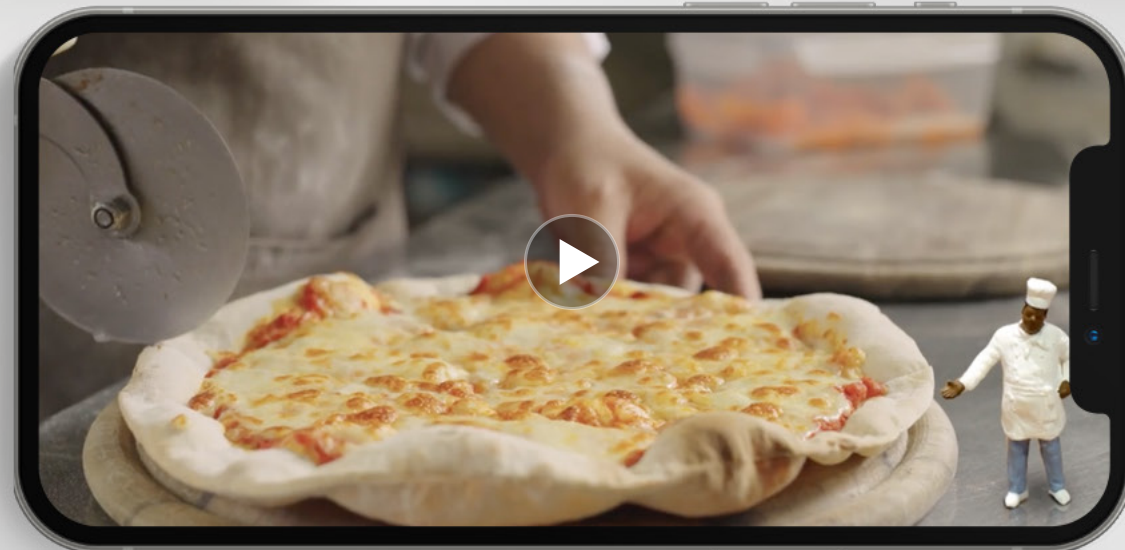
SMALL BUSINESS



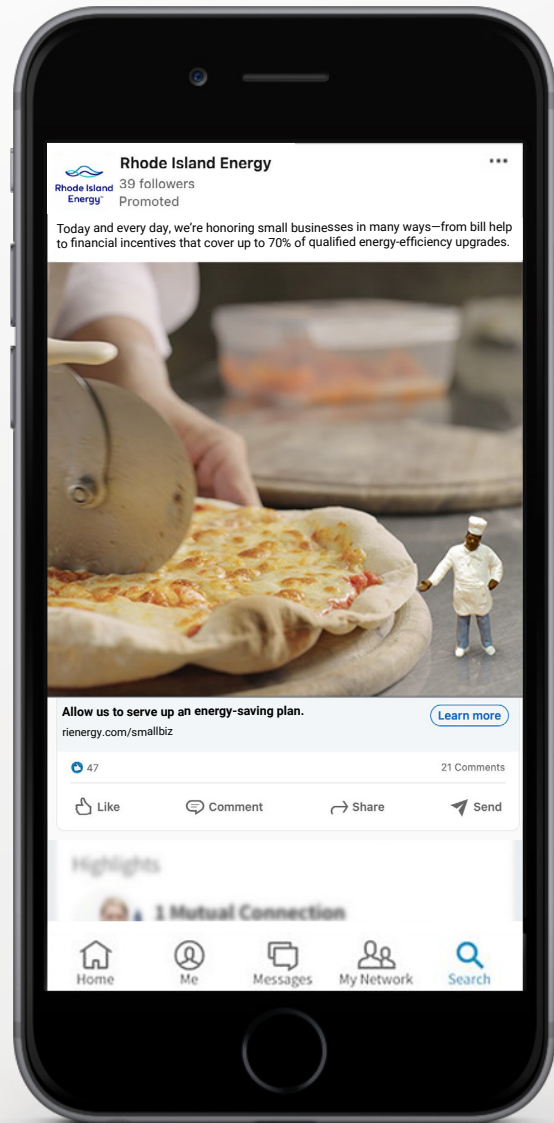
EDUCATION, ENERGY EFFICIENCY :30  
[CLICK THE SCREEN TO PLAY](#)



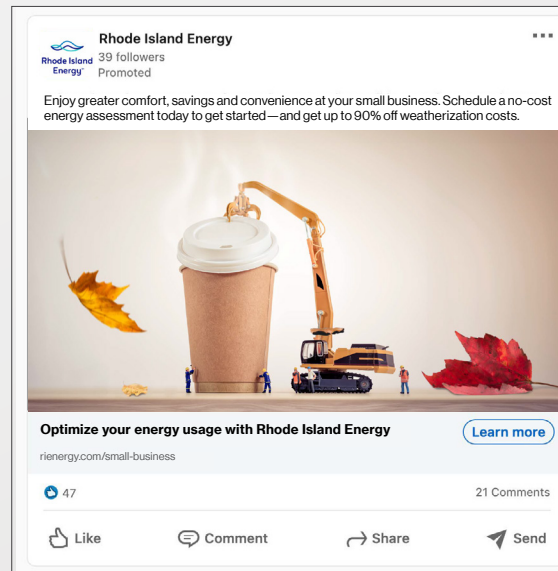
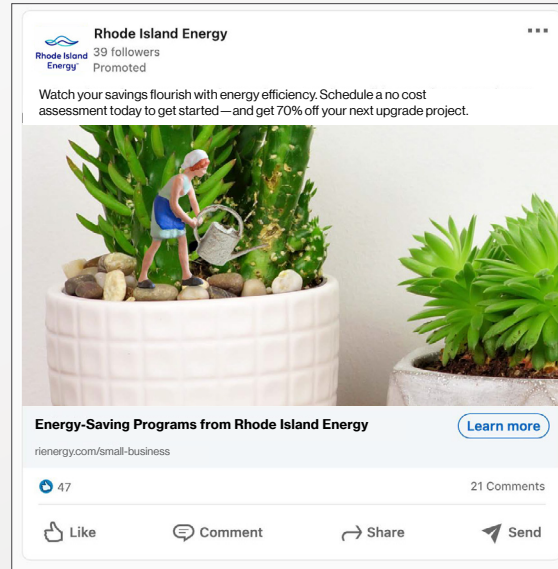
LARGE COMMERCIAL, ENERGY EFFICIENCY :15  
[CLICK THE SCREEN TO PLAY](#)



SMALL BUSINESS, ENERGY ASSESSMENT :30  
[CLICK THE SCREEN TO PLAY](#)

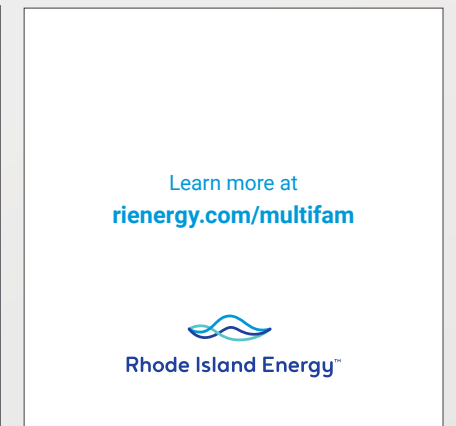
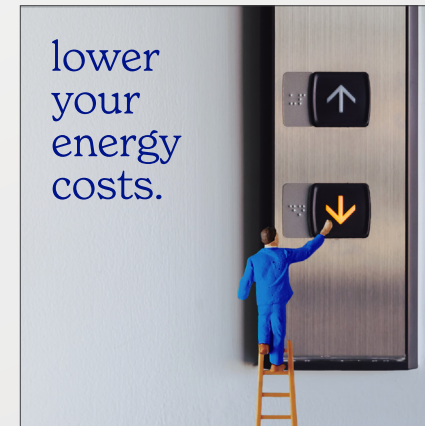
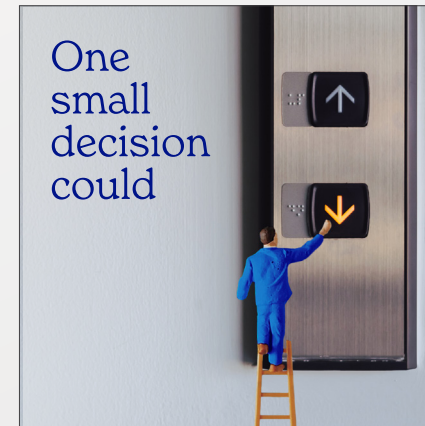


SMALL BUSINESS

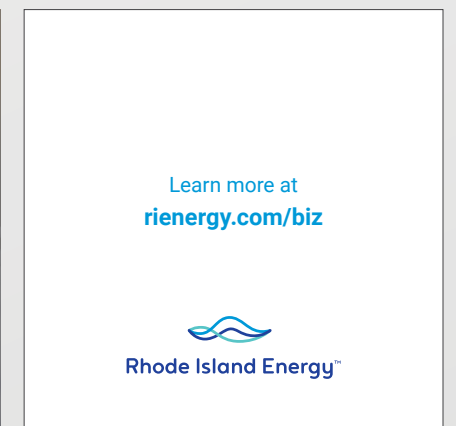


SMALL BUSINESS


VIDEO




MULTIFAMILY



LARGE COMMERCIAL / INDUSTRIAL

  
**Rhode Island Energy**<sup>™</sup>  
 280 Melrose Street  
 Providence, RI 02907-2152

**See what a little energy efficiency can bring to your building.**



MULTIFAMILY

46

**Energy efficiency can deliver multiple benefits to your multifamily building.**

  
**Rhode Island Energy**<sup>™</sup>  
 a PPL company  
[rienergy.com/multifam](http://rienergy.com/multifam)

Lower turnover. Fewer vacancies. Reduced maintenance costs.



Upgrading your multifamily building's equipment delivers an ROI that shows returns year after year.

Get up to 30% off your next energy upgrade project.



Get started by calling **888-633-7947** and requesting your no-cost building assessment today.

  
**Rhode Island Energy**<sup>™</sup>  
 a PPL company  
[rienergy.com/multifam](http://rienergy.com/multifam)

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



Rhode Island Energy™

See how a little energy efficiency

can give your facility a clear advantage.

GET UP TO 30% OFF qualified upgrades >

LARGE COMMERCIAL / INDUSTRIAL

Rhode Island Energy™

We want to help

**grow your small business.**

GET UP TO 90% OFF weatherization costs

SMALL BUSINESS

Rhode Island Energy™

One small decision could

**lower your energy costs.**

Schedule a no-cost energy assessment

MULTIFAMILY

45

Even small energy upgrades can deliver big savings.

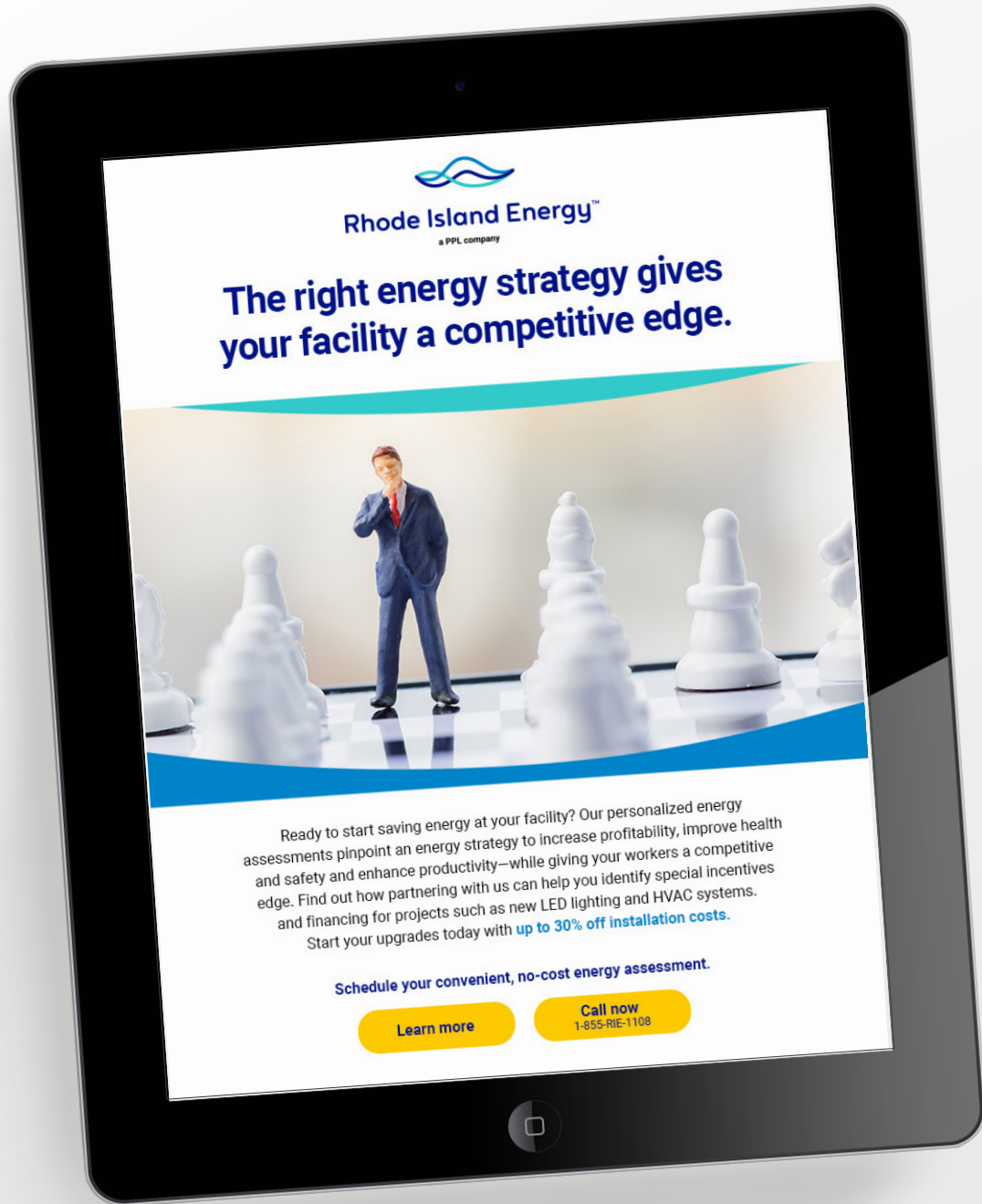
Schedule your no-cost energy assessment >


Rhode Island Energy™

40%+


ONLINE BUSINESS JOURNAL  
AD ENGAGEMENT







  
**Rhode Island Energy™**  
a PPL company

**Small businesses can save BIG with a little energy management.**



**We support small businesses of every kind.**  
 Your small business can benefit from the power of building controls to manage electricity and gas usage. Building controls for lighting occupancy/vacancy, programmable thermostats, refrigeration and boilers can help improve comfort and equipment reliability—while cutting your energy usage by as much as 30%.





**Learn how incentives and energy savings helped one Pawtucket business see an ROI on their upgrade investment in less than a year.**


[Read the case study](#)

**Schedule a no-cost energy assessment for your small business.**

[Learn more](#) or [Call now](#)  
 1-888-633-7947


---

**Follow us!**




These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law. This program is offered by Narragansett Electric Company d/b/a Rhode Island Energy for eligible customers in the Company's Rhode Island service territory.

SMALL BUSINESS

  
**Rhode Island Energy™**  
a PPL company

**See how a little energy efficiency can give you a clear advantage.**



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 even apply for special 0% financing.

[Learn more](#)

---

**Follow us!**



These programs are funded by the energy-efficiency charge on all customers' gas and electric bills, in accordance with Rhode Island law. This program is offered by Narragansett Electric Company d/b/a Rhode Island Energy for eligible customers in the Company's Rhode Island service territory.

LARGE COMMERCIAL / INDUSTRIAL



ANIMATED GIF HEADER

**40-60%  
OPEN RATES**  
  
**ABOVE INDUSTRY  
STANDARDS**

TV / PREROLL



ENERGY EFFICIENCY :15

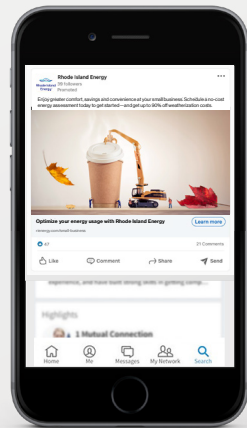
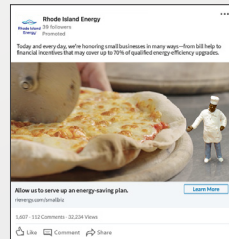


ENERGY EFFICIENCY :30



ENERGY ASSESSMENT :30

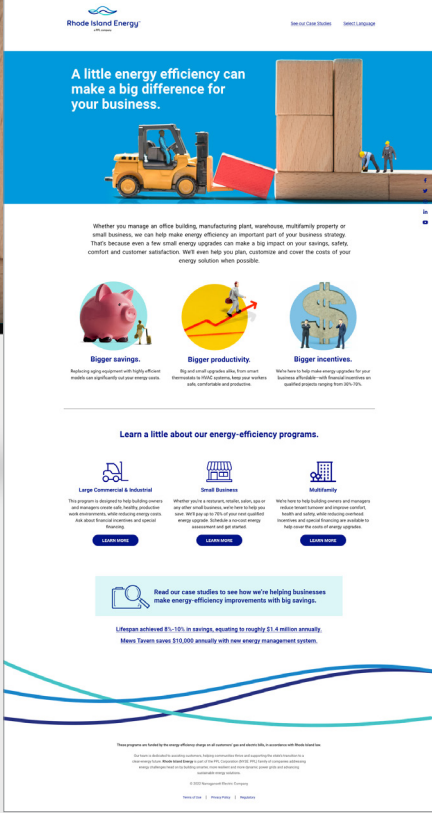
PAID SOCIAL



LANDING PAGE  
CLICK THE SCREEN TO VIEW

**25,000+** NEW USERS VISITING CAMPAIGN LANDING PAGES

**1,150+** SQLs CONVERTING TO \$25,000-\$300,000 UPGRADES



PRINT ADS



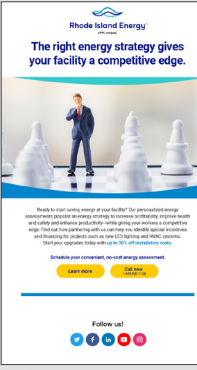
PROGRAMMATIC BANNER AND NATIVE ADS



DIRECT MAIL



EMAILS



Multichannel Campaign