



grid

NATIONAL GRID

More Opportunities in More Places.

Commercial & Industrial Business Campaign

KEEP OFF
FENCE

energy strategy,
greener.

with the strategies
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or water

National Grid

More opportunities.

With rising energy prices, businesses continue to face pressure to reduce costs and increase sustainability. **National Grid** offers personalized plans to help their commercial customers move toward a cleaner, more affordable energy future. The challenge is that many businesses have limited capital and competing priorities that often trump energy efficiency upgrades. With greater economic headwinds, National Grid needed to drive adoption of relevant energy efficiency improvements across a diverse mix of business customers. Helping them see that a key to their survival and ongoing success could be found in unexpected places—with a tailored energy efficiency strategy.

Enter the third phase of our “More Opportunities in More Places” campaign—a visually compelling platform that demonstrates to our vastly different audiences that energy efficiency is not simply a luxury, but a key business advantage. How? By co-opting authentic messaging opportunities to deliver industry-specific benefits of health, safety, productivity, sustainability and energy savings—that were hiding in plain sight.

The “Opportunities” campaign continues to be National Grid’s most successful to date, demonstrating that opportunities to create healthier, safer, more comfortable, more sustainable and profitable buildings are literally everywhere.



Raise your business's sustainability.
Count on our team of experts to help with the strategies and expertise you need to move toward a cleaner energy future with **energy-efficient upgrades, EV charging and heat pumps.**

Learn more at ngrid.com/business

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**With the right energy strategy,
the grass really is greener.**

Count on our team of experts to help with the strategies and financial incentives you need to move toward a cleaner energy future with **ventilation fans, milk or water transfer pumps and heat recovery units.**

Learn more at ngrid.com/agriculture

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.

nationalgrid | **mass save**

 **Leading the way to a clean energy future**
ngrid.com/fossilfree

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.

Take comfort and productivity **2** the next level.

Step up efficiency and sustainability.

Count on our team of experts to help with **energy-efficient strategies, high-efficiency heat pumps and EV charging** you need to move your facility toward a cleaner energy future.

Learn more at ngrid.com/business-wbj

nationalgrid | **mass save**

Can
**THIS
END UP** ↑
saving more than energy?

Energy management systems LED Lights (interior or exterior) High-efficiency heating/cooling equipment

Learn more at ngrid.com/business nationalgrid

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Energy efficiency can lift your sustainability and profitability.

Energy efficiency and sustainability are more important than ever—to your tenants, your building and the environment. Connect with us and we'll help identify energy-saving upgrades that make sense for your business, such as **energy management systems, weatherization and commercial equipment.**

Find more opportunities at ngrid.com/multifamily

REDUCING COSTS
CAN RAISE YOUR
PROSPERITY
TO GREATER
HEIGHTS
EST. 2023

Gain access to your building's full energy-efficiency potential.

Energy efficiency and sustainability are more important than ever—to your tenants, your building and the environment. Connect with us and we'll help identify energy-saving upgrades that make sense for your business, like **energy management systems, weatherization, commercial equipment and benchmarking program.**

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nationalgrid

MAKE YOUR PROPERTY THE PLACE

2B

We'll deliver the right energy-efficiency strategy to your building's doorstep.

Energy efficiency and sustainability are more important than ever—to your tenants, your building and the environment. Connect with us and we'll help identify energy-saving upgrades that make sense for your business, like **energy management systems, weatherization and commercial equipment.**

Find more opportunities at ngrid.com/multifamily

ENSURE YOUR GUESTS ARE RELAXING, EATING, PLAYING AND

Sleeping In

EXTREME COMFORT.

EMBLEM

Make room for improved guest satisfaction with the right energy-efficiency strategy.

Energy-efficiency upgrades not only help you save energy month after month, they can open the door to improved guest and staff comfort. We offer technical assistance and financial incentives that will help offset your out-of-pocket cost for upgrades like **energy management systems and commercial kitchen equipment.**

Find more opportunities at ngrid.com/business

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PRODUCTIVITY & SUSTAINABILITY INTO YOUR COMMERCIAL KITCHEN.

Let's serve up fresh energy-efficiency strategies for your business.

Whether you want to enhance kitchen safety, improve air quality or even speed up cooking times, all you need is the right energy-efficiency strategy. Connect with us and together we'll cook up a solution that helps meet your business and sustainability goals, like **energy management systems, commercial kitchen equipment and more.**

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Find opportunities at ngrid.com/business

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We can serve up fresh energy-efficiency strategies for your business.



With the right energy-efficiency strategy, your kitchen or restaurant can enjoy five-star upgrades in staff productivity, cook times, energy savings and overall dining experiences. Connect with us and together we'll find solutions to help meet your business and sustainability goals, like **demand-control ventilation, commercial kitchen equipment and more.**

[LEARN MORE](#)



Raise your sustainability with energy efficiency.

[LEARN MORE](#)

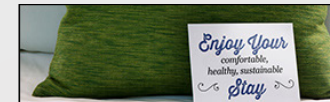
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Raise your sustainability with energy efficiency.

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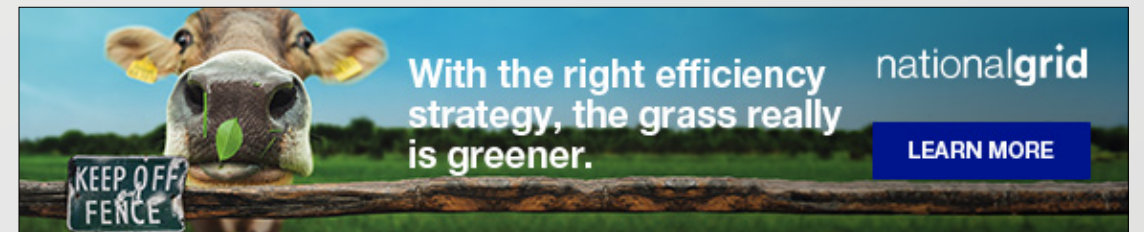
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Energy efficiency doesn't just improve sustainability, it invites loyalty.

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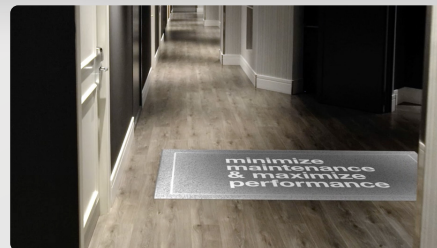
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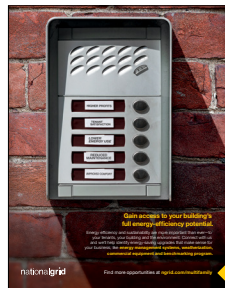
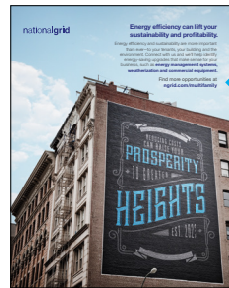
With the right efficiency strategy, the grass really is greener.

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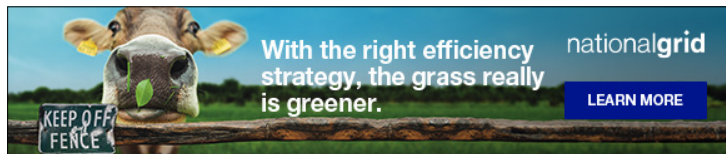
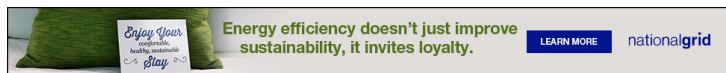
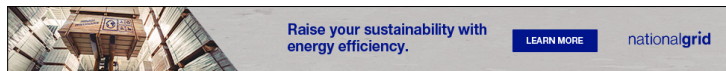
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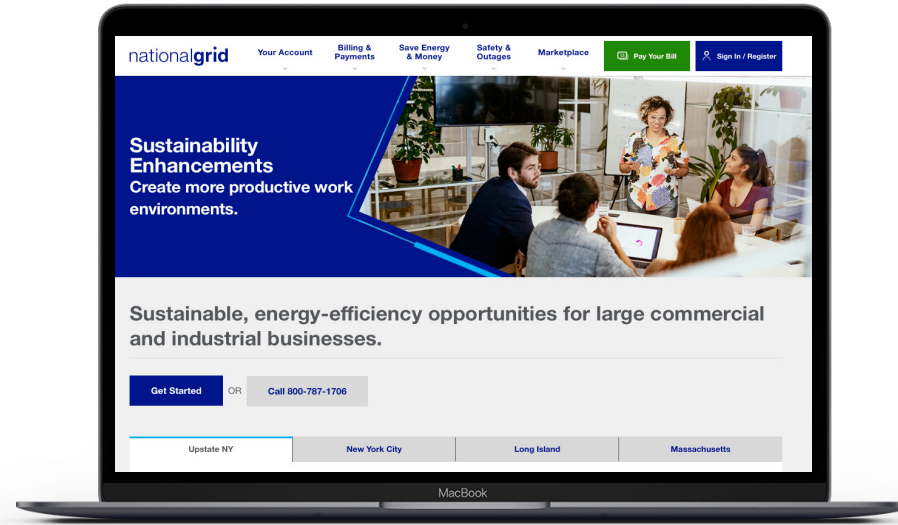
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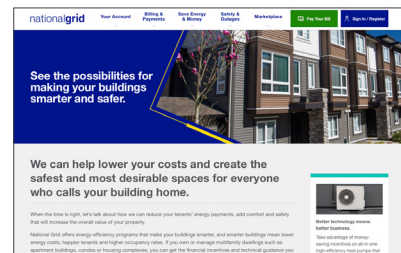
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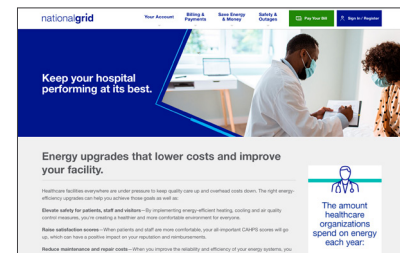
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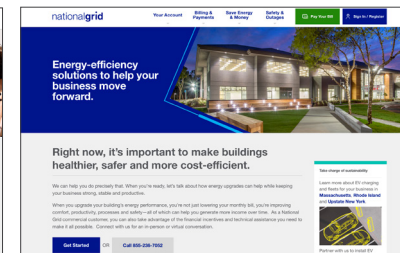
MULTIFAMILY



HEALTHCARE



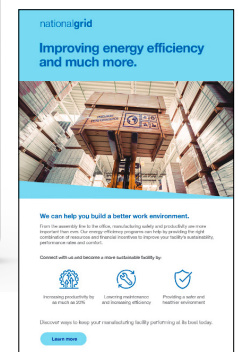
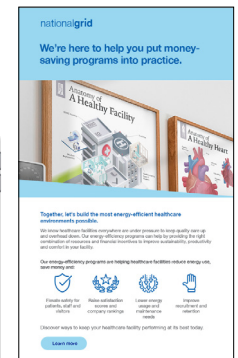
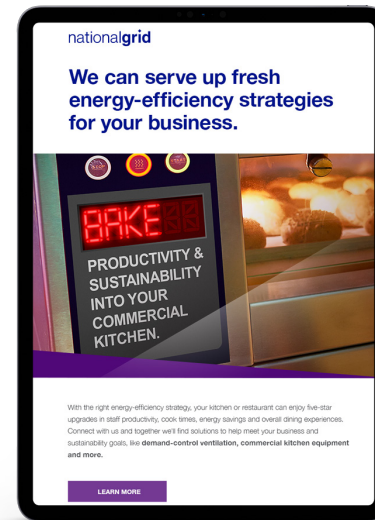
COMMERCIAL



CTV/OTT/ONLINE VIDEO



EMAIL



DRIVING **2,029,616** VISITORS
TO OUR CAMPAIGN LANDING PAGES.
PROVIDING **57%** MORE LEADS THAN THE PRIOR YEAR
INCLUDING **1,542,164** NEW VISITORS.