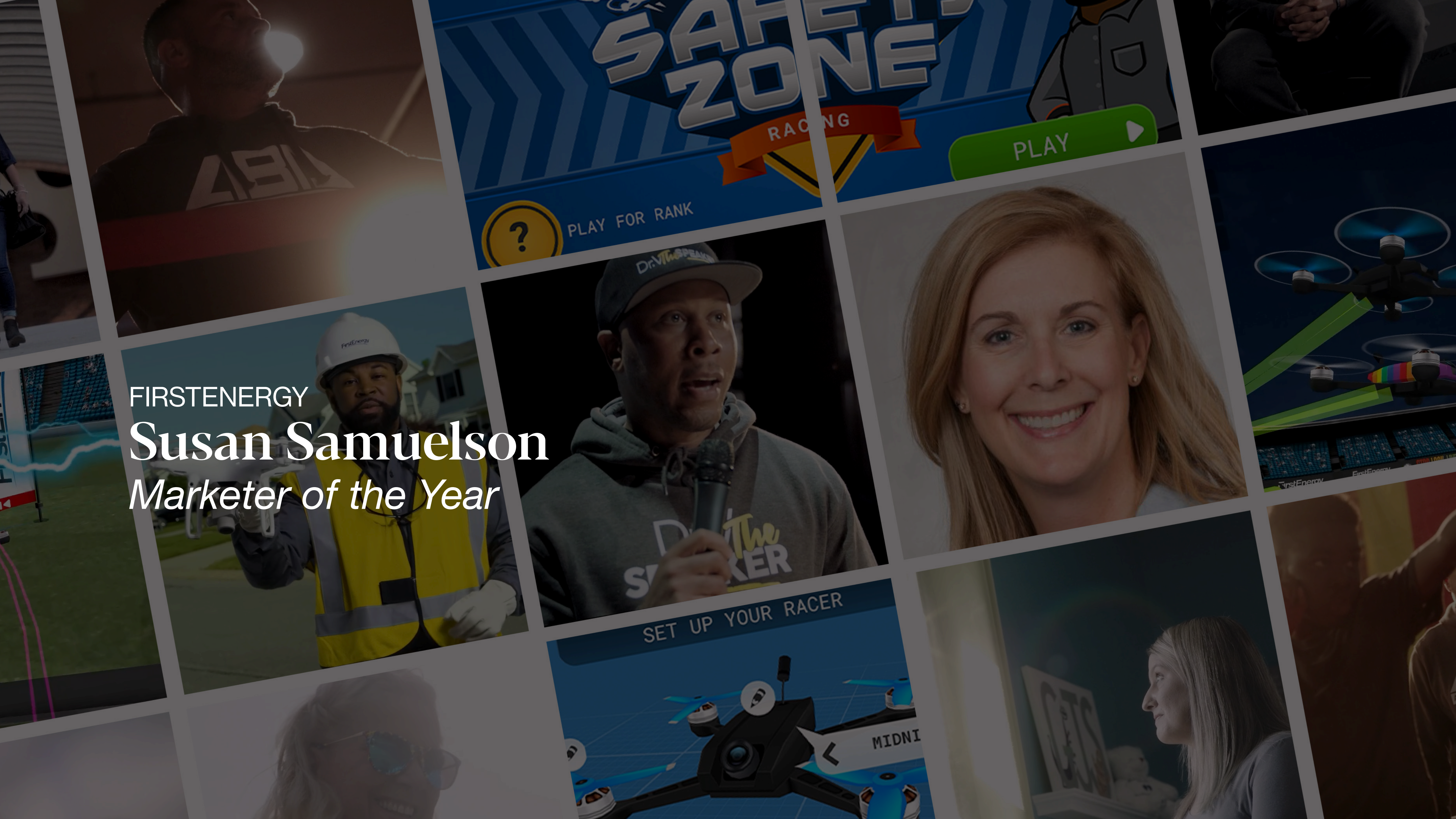


FIRSTENERGY

Susan Samuelson

Marketer of the Year



PLAY FOR RANK

SAFE ZONE

RACING

PLAY

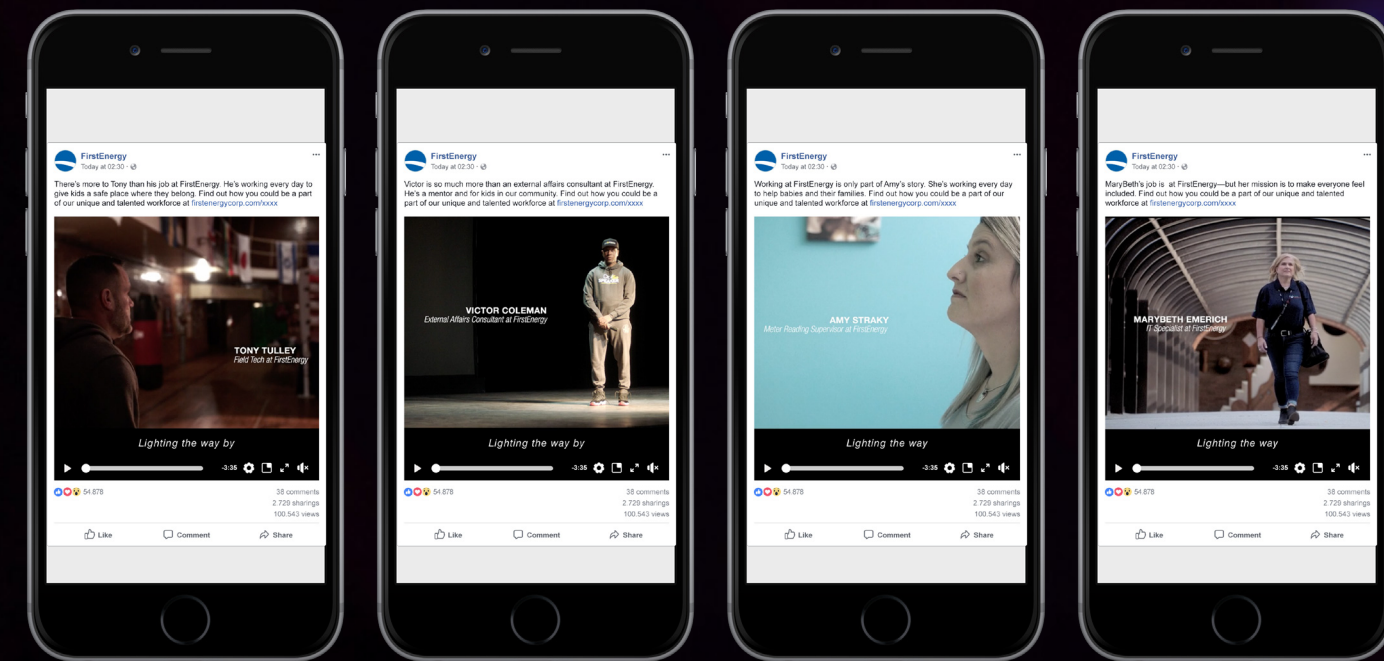
SET UP YOUR RACER

MIDNI

Light the Way

Brand Campaign

In 2020, FirstEnergy faced a significant crisis when three leaders were charged with making \$60 million in bribery payments to public officials. The ensuing scandal eroded both employee and customer trust, prompting the need for a campaign to restore the brand's reputation. Enter Susan Samuelson and her marketing communications team. Knowing that a brand awareness campaign can have a lot of soft KPIs, Susan wanted success to be measured through the brand's more tangible Awareness and Perception Study and the Engaged Customer Relationship (ECR) KPI index score. Internally, the campaign aimed to rebuild trust by highlighting the company's commitment to core values such as Safety, Integrity, DEI, Performance Excellence, and Stewardship. Externally, the focus was on portraying employees as more than just a utility providing a commodity, showcasing their dedication and positive impact on their co-workers and communities. The Light the Way campaign featured employees—hand-picked by Susan—who embodied the refreshed and reimagined core values—including fostering diversity and supporting communities. The campaign exceeded KPI goals with over 54 million digital media impressions, 688,000 site visits, and nearly 8 million video views on Facebook/Instagram. The campaign also successfully enrolled 290,000 customers for billing assistance, resulting in a \$15.5 million year-over-year revenue increase.



ORGANIC AND PAID SOCIAL



PROGRAMMATIC BANNERS



BROADCAST TV

Drone Safety

Safety Campaign

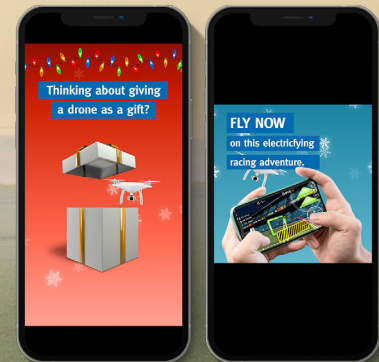
Drones are increasingly affordable, desirable and impressive, sparking a surge in purchase and use—and potential safety concerns. Susan led an effort by the in-house safety team to educate customers about the dangers of flying drones near electrical equipment. She knew safety tips alone would not resonate with our audiences—especially teens and tweens. Susan and the safety team challenged us to create a more exciting and relevant way to deliver that message. Research led our collective team to prioritize and amplify the messaging using gamification. The strategy was to leverage on edutainment—balancing the thrill of flying with safety education. The team put the message in a place where tweens, teens and their parents would be sure to see it—their smartphones. With the guidance of Susan and the safety team, we designed and developed a dynamic digital gaming experience optimized for mobile, called Drone Safety Zone Racing. This strategic mix of education and entertainment was used to invite tweens, teens and parents to try out the game and test their skills virtually. To synchronize with drone gifting and flying seasonality, the team created distinct messages for summer flying, pre-holidays and post-holidays. The campaign exceeded KPI goals on multiple fronts. Susan tapped into our data and intelligence resources to reach audiences more likely to be drone owners or in-market—like using Amazon 1P audience data to identify those shopping for/or who had recently purchased a drone. In seven months, the campaign delivered over 115 million impressions. Done Safety Zone Racing saw more than 238,000 game site sessions and over 52,000 total plays.



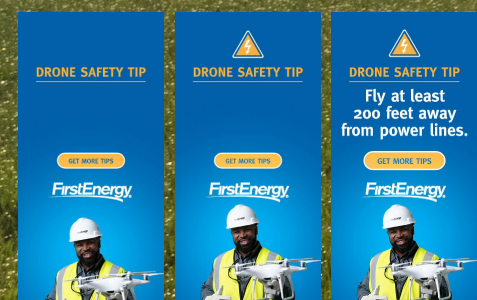
OOH



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



PAID SOCIAL



PROGRAMMATIC

FirstEnergy

240,000
GAME SITE SESSIONS

4,623
UNIQUE USERS

74,152
TOTAL PLAYS

16.04
PLAYS PER USER



TRY IT OUT

Overhead Wires

Safety Campaign

Electricity, while enhancing our lives, can pose significant dangers without proper precautions. Annually, over 400 electrocutions and 4,000 injuries result from accidental contact with electrical equipment in the United States. Susan's charge: Launch a campaign to educate a B2B2C audience across a large and diverse service area about electrical safety. Success was gauged through increased customer awareness. Research highlighted a lack of awareness about electrical safety measures, so the strategy targeted contractors and residential customers with relevant safety messages during daily activities involving electrical equipment. Using a proprietary character, Max Safety—our safety spokesperson at FirstEnergy. To help customers remember how to stay safe, we tweaked our mnemonic, "STOP. LOOK. LIVE." to a more relevant "STOP, LOOK UP and LIVE."

FirstEnergy is no stranger to broadcast TV, but research showed that customers across FirstEnergy's footprint were streaming more video than ever before. So that's exactly where we ran the spots—split evenly to run on CTV and OTT. Overall, the results were impressive to say the least—exceeding every benchmark across all channels.

- Our videos ran to completion 97.58% of the time, exceeding the 90% benchmark.
- For native video placement, the campaign exceeded the 80% completed view rate benchmark.
- 38% of Digital Video (CTV/OTT and Native) was served to contractor audiences, delivering nearly 3.6M impressions.
- Display retargeting significantly also exceeded expectations, delivering 4x the CTR benchmarks.
- On paid social, the campaign earned 5M impressions and 931,225 clicks—driving 933,843 video views on Facebook and Instagram.

97.58%
VIDEO VIEWERSHIP
COMPLETION RATE
(90% BENCHMARK)

> 80%
NATIVE VIEWERSHIP
COMPLETION RATE
(80% BENCHMARK)

3.6M
IMPRESSIONS TO
CONTRACTOR AUDIENCES
(DIGITAL VIDEO)

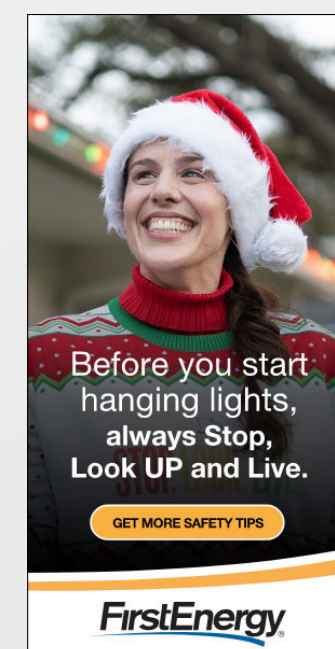
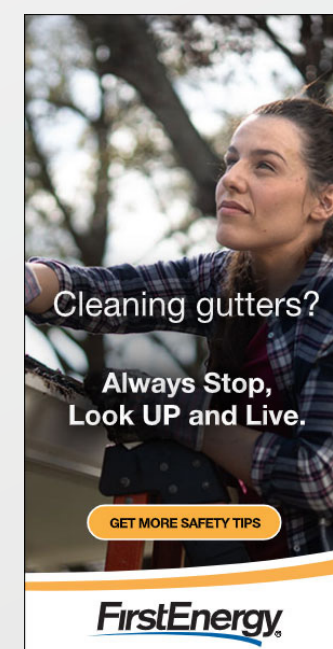
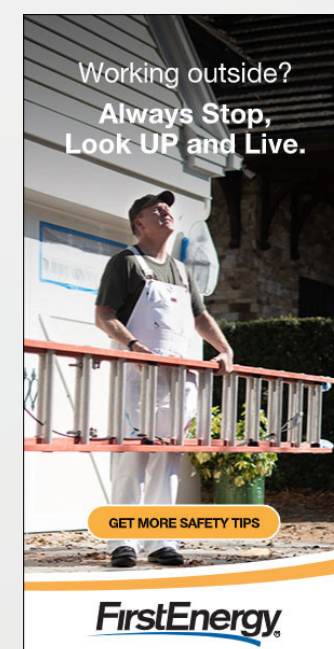
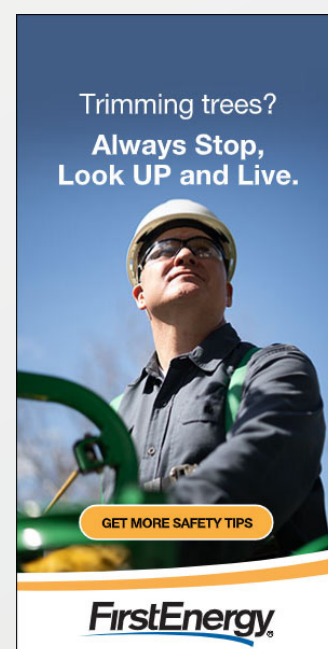
4X
THE CTR BENCHMARKS
(DISPLAY RETARGETING)

5M
IMPRESSIONS
(PAID SOCIAL)

931,225
CLICKS
(PAID SOCIAL)



HOLIDAY LIGHTS (TELEVISION)



PROGRAMMATIC BANNERS



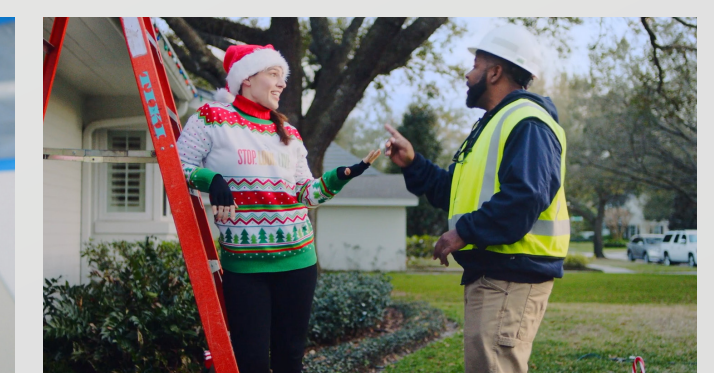
GUTTER CLEANING (TELEVISION)



TREE TRIMMING (TELEVISION)



HOUSE PAINTING (TELEVISION)



OVERHEAD WIRES (TELEVISION)



DRONE SAFETY



STOP. LOOK. LIVE.

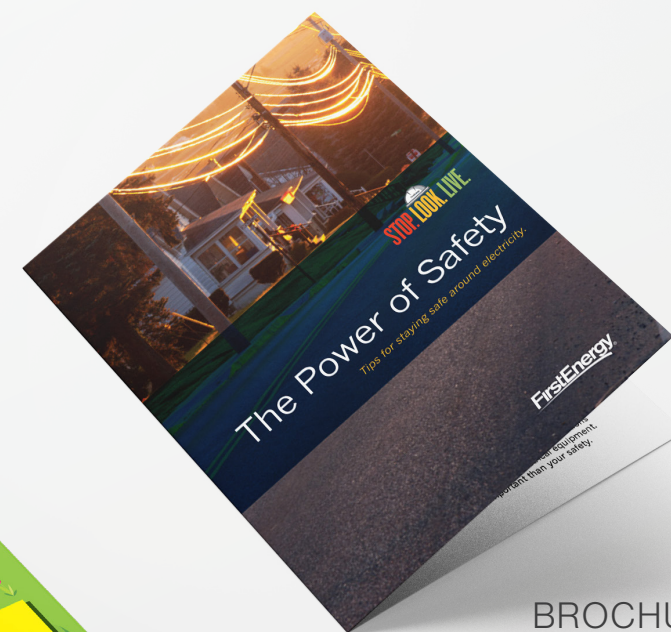
IDENTITY



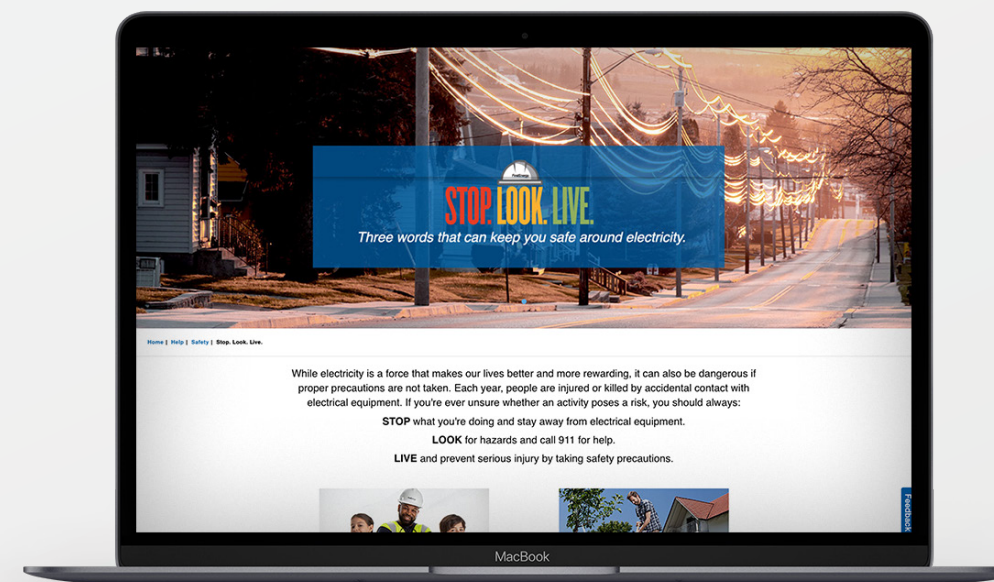
BILLBOARDS



ACTIVITY BOOK



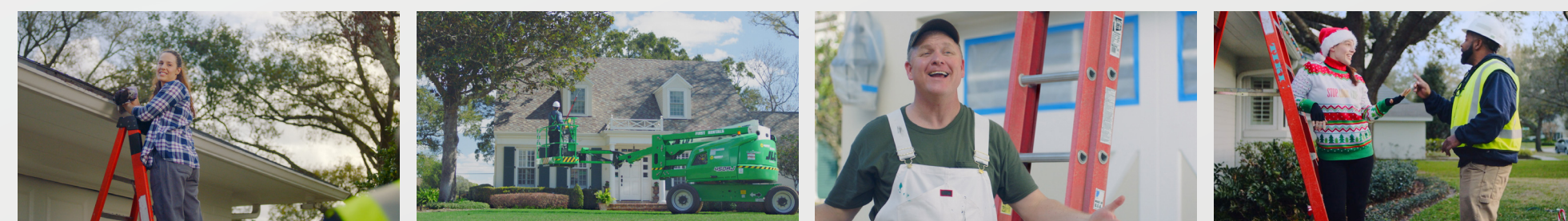
BROCHURE



LANDING PAGE



LIVE DEMO GRAPHICS



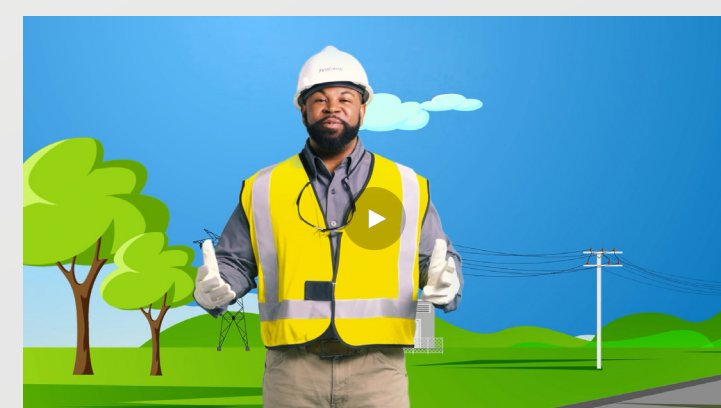
OVERHEAD WIRES TELEVISION



DIGITAL AUDIO



CLASSROOM INSTRUCTION VIDEO



10 TIPS VIDEO



CTV/OTT



PROGRAMMATIC

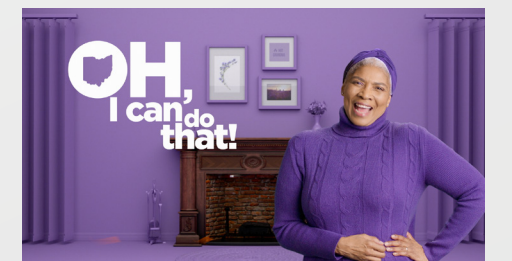
OH, I can do that!

Energy Efficiency Awareness Campaign

Susan and her team wanted to let customers know there are easy things they can do to save energy and improve their bill without having to spend a lot of money on new equipment. This message not only needs to elevate FirstEnergy's ECR scores, it should continue to position the brand as a trusted energy advisors.

We needed a campaign that would we empower Ohioans to save energy in their homes. So we started with tips that give them the confidence to face each season. Then, made it memorable with an actionable phrase that lets customers in Ohio know that these are super-simple steps that anyone—and everyone—can take.

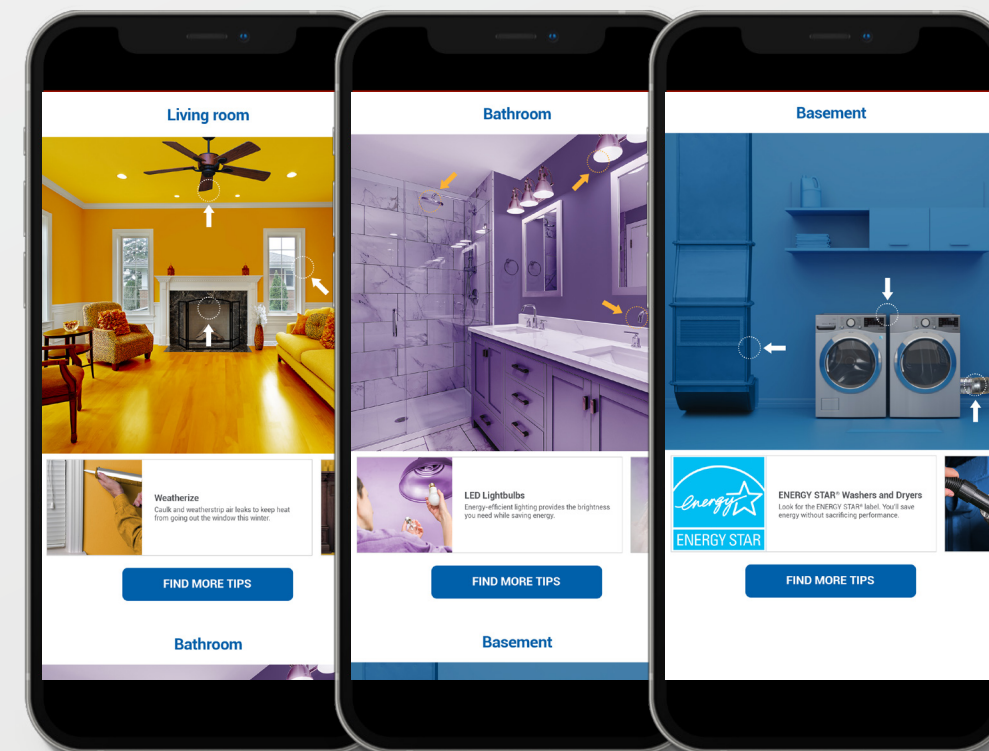
Introducing, the "OH, I can do that" campaign. It has only been in market for a handful of weeks, but the early returns are impressive.



TELEVISION (:15's)



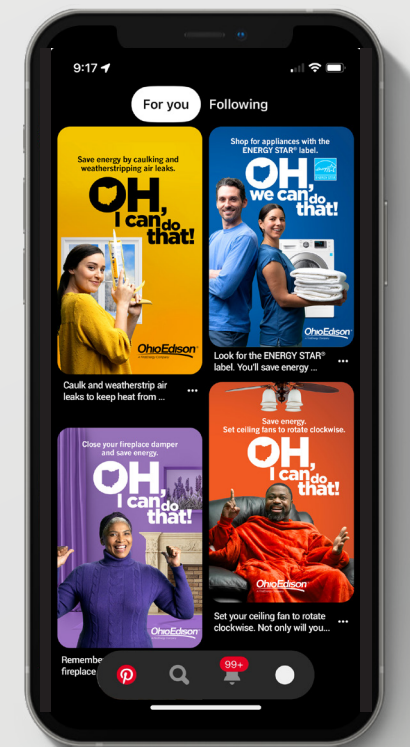
TIKTOK VIDEO SERIES



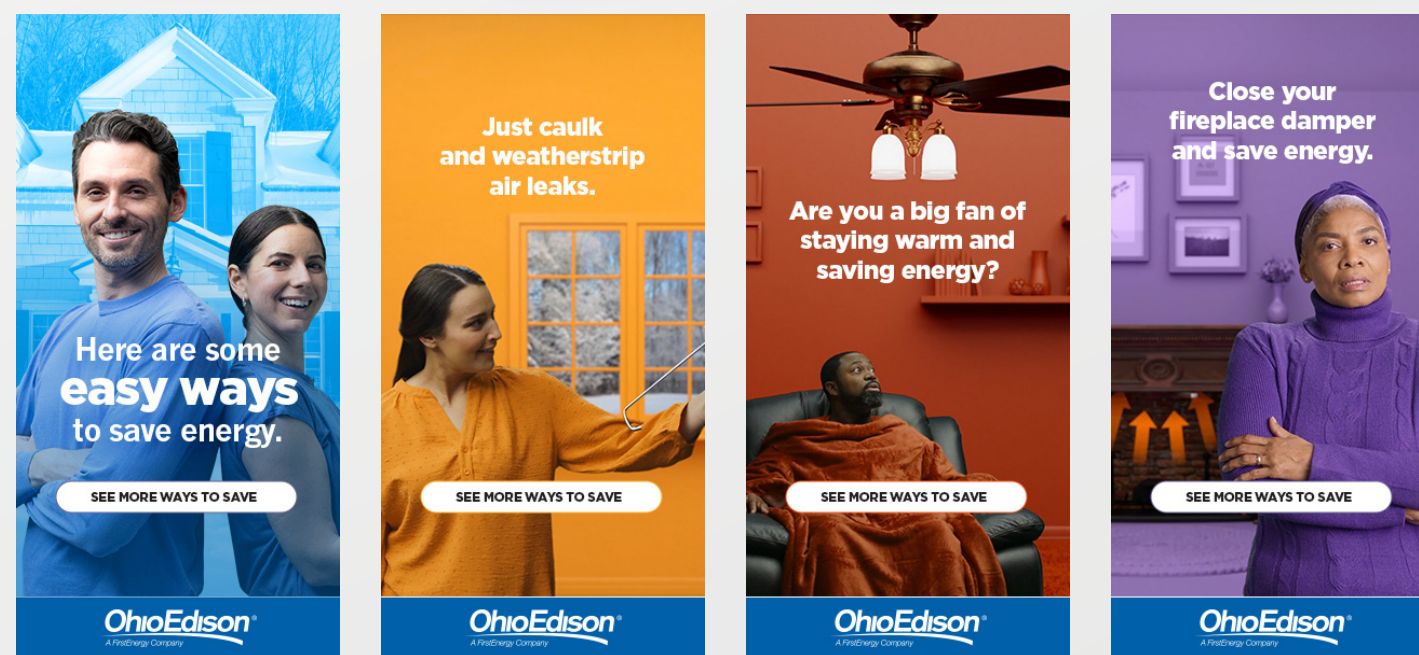
FACEBOOK INSTANT EXPERIENCE



NATIVE



PINTEREST



PROGRAMMATIC BANNERS WITH VIDEO

