

...the  
...much kept  
...turbulent  
...resold

Atlantic City Electric  
EXELON COMPANY

# ATLANTIC CITY ELECTRIC Smart Energy Program

*Deployment & Activation Campaigns*



...can save energy and money  
...receiving high usage alerts  
...his fingertips.

+ move, DJ.

...enefits of your new smart  
...and turn on high  
...you monitor  
...e of



Atlantic City Electric

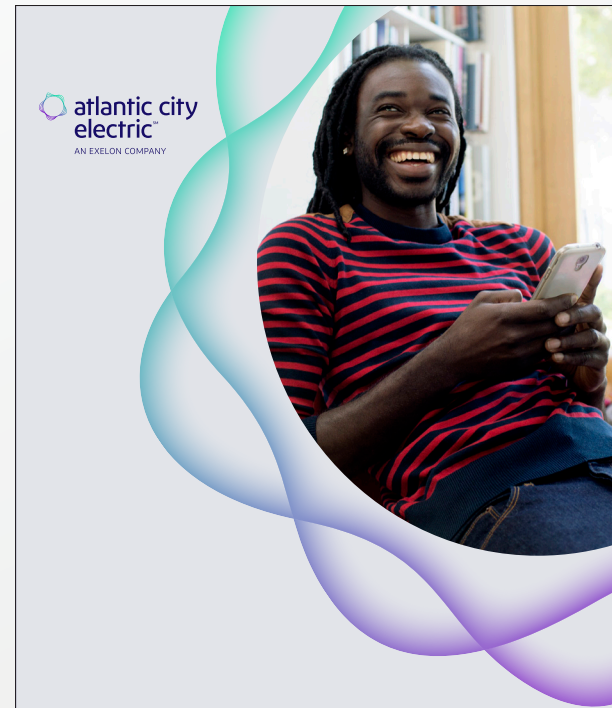
# That's Smart

Apart from receiving bills or experiencing power outages, the utilities sector typically sees very low levels of customer engagement. These issues are often compounded by rising energy prices and ongoing discussions about rate hikes. So, introducing new technologies, like smart meters, is no small feat. Within this challenging environment, southern New Jersey's Atlantic City Electric needed to raise awareness and understanding of their Smart Energy Network. This initiative upgrades the local energy grid and installs smart meters, improving reliability following severe weather and offering detailed energy usage data. It also provides tools and services to help customers save energy and money. Marketing efforts aimed to first increase awareness and readiness for smart meter installation, then encourage engagement with new tools to reduce energy consumption and costs.



# Multilingual versions

DEPLOYMENT PRINT ADS—SPANISH



Más concientización, confiabilidad, control y ahorro de energía.

**Simplemente, Smart.**

**Su medidor inteligente está en camino.**

Los medidores inteligentes Smart están llegando a South Jersey. Esto significa que pronto podrá contar con un servicio eléctrico aún más confiable, más control de su uso de energía y nuevas herramientas para ahorrar energía y dinero, sin costo inicial para usted.

Otenga más información sobre los medidores Smart en [atlanticcityelectric.com/SEN](http://atlanticcityelectric.com/SEN)

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DEPLOYMENT BANNER AD—SPANISH



ACTIVATION BANNER AD—SPANISH



ONLINE VIDEO—SPANISH

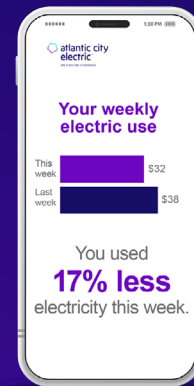




Kiara has more control over her energy bills by getting weekly usage reports right at her fingertips.

## Smart move, Kiara.

Take advantage of all the benefits of your new smart meter. Just go to My Account and turn on weekly usage reports and other tools that help you save energy and money. It'll be one of the smartest moves you make all day.




Get started now at [atlanticcityelectric.com/SmartMove](http://atlanticcityelectric.com/SmartMove)

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# Activation Print Ads

  
atlantic city electric<sup>SM</sup>  
AN EXELON COMPANY



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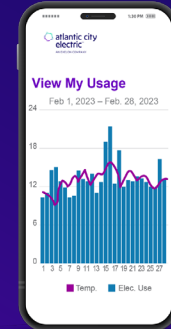
  
atlantic city electric<sup>SM</sup>  
AN EXELON COMPANY



Walt can better manage his energy use by reviewing his monthly usage right at his fingertips.

## Smart move, Walt.

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atlantic city electric™  
AN EXELON COMPANY

John put his smart meter to work.

LEARN MORE

atlantic city electric™  
AN EXELON COMPANY

Now he's paying less every month.

Smart move, John.

LEARN MORE

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AN EXELON COMPANY

Put **YOUR** smart meter to work.

SEE HOW

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AN EXELON COMPANY

Kiara put her smart meter to work.

LEARN MORE

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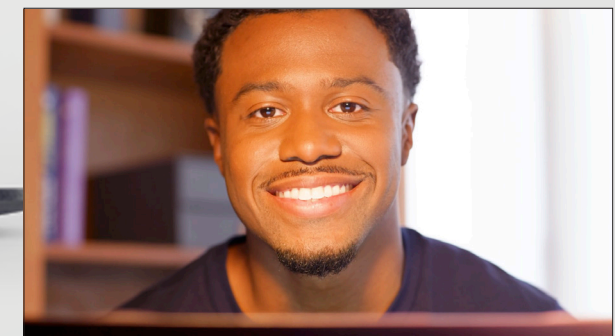
SEE HOW



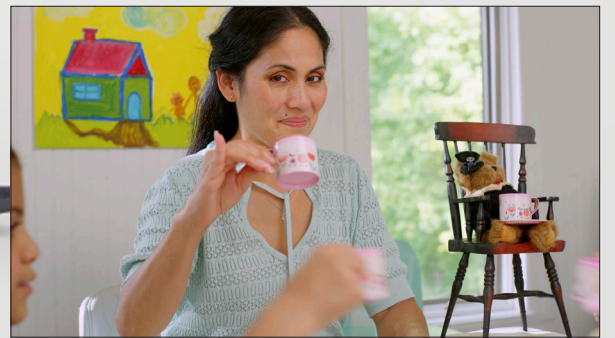
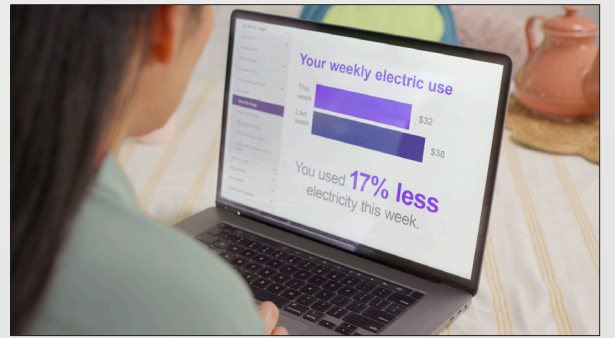
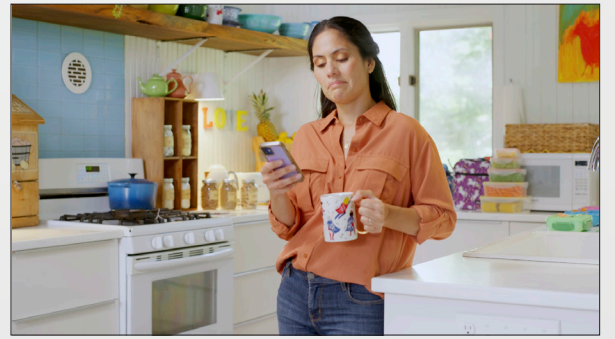
Kiara gets weekly usage reports to help manage her energy bill.

**Smart move, Kiara.**

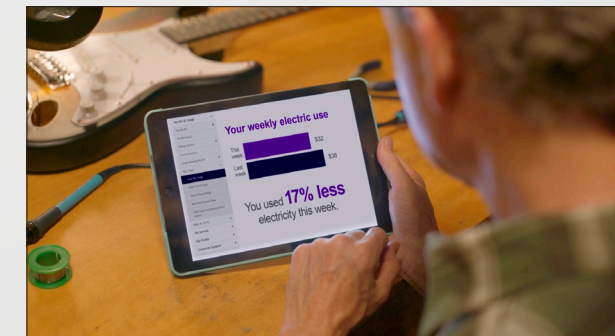
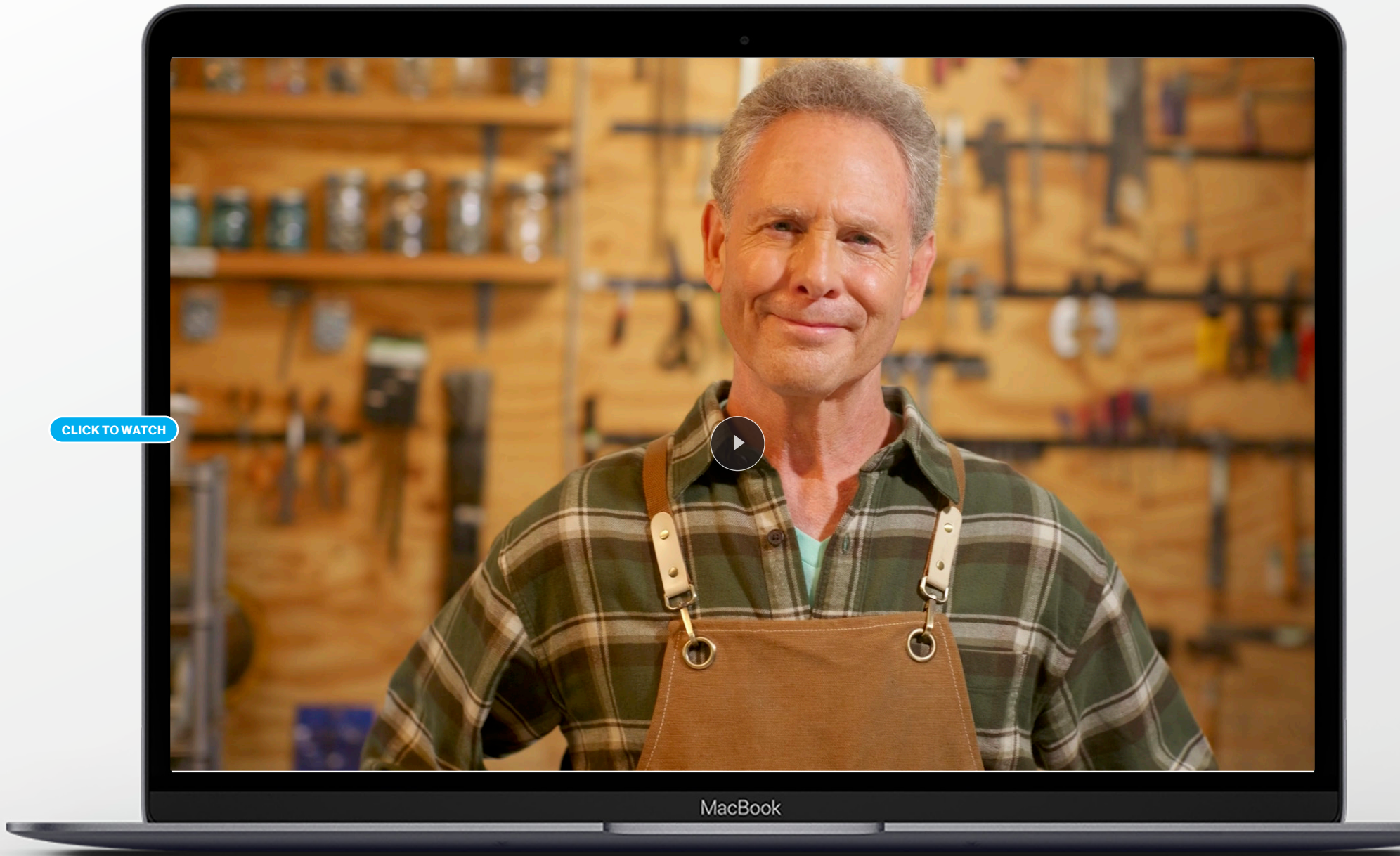








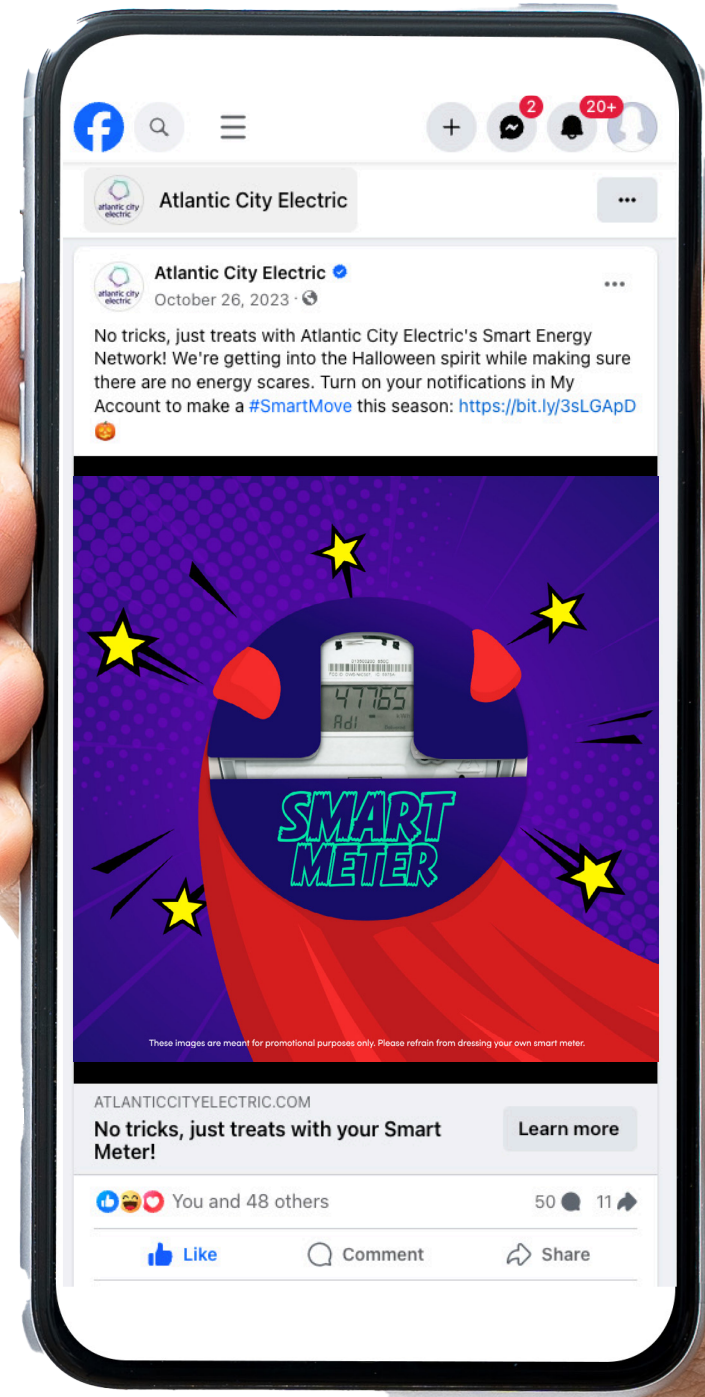
CTV/OTT/ONLINE VIDEO



CTV/OTT/ONLINE VIDEO



CLICK TO WATCH



Atlantic City Electric


Atlantic City Electric  
October 26, 2023

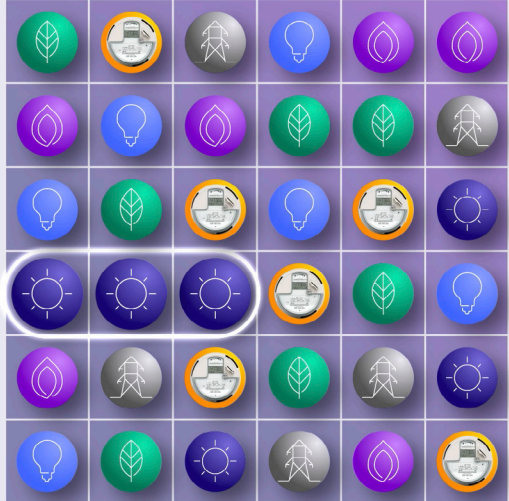
No tricks, just treats with Atlantic City Electric's Smart Energy Network! We're getting into the Halloween spirit while making sure there are no energy scares. Turn on your notifications in My Account to make a #SmartMove this season: <https://bit.ly/3sLGApD>


ATLANTICCITYELECTRIC.COM  
No tricks, just treats with your Smart Meter! [Learn more](#)

You and 48 others 50 11  
Like Comment Share


CLICK TO WATCH


Score: 800  Target: 1000



Score: 1000  Target: 1000

Level complete! 🎉




Score: 1000  Target: 1000


Level complete! 🎉

You've unlocked these new features and more on My Account:

- See energy usage down to the minute
- Get weekly or monthly Home Energy Reports
- Receive high usage alerts



#SmartMove



CLICK TO WATCH



Turn on notifications in My Account

A graphic of a smart meter with a digital display showing '47.65'. The meter is set against a teal background with a dark blue oval highlight.

Turn on notifications in My Account

A graphic of a smart meter with a digital display showing '47.65'. The meter is set against a teal background with a dark blue oval highlight.

to get **High Usage Alerts** and **weekly and monthly Home Energy Reports** that can help you save.

#SmartMove

The logo for Atlantic City Electric, featuring a stylized sun icon and the text 'atlantic city electric'.

INITIAL DEPLOYMENT PRINT ADS

atlantic city electric  
AN EXELON COMPANY

Getting more energy insight, reliability, control—and savings.

**That's smart.**

Your smart meter is on its way.

Smart meters are coming to South Jersey. This means soon you can count on even more reliable electric service, more control over your energy usage and new tools to save energy and money—at no upfront cost to you.

Learn more about smart meters at [atlanticcityelectric.com/SEN](http://atlanticcityelectric.com/SEN)

ACTIVATION PRINT ADS

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ACTIVATION BANNER ADS

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John activó su medidor inteligente.

QUIERO SABER MÁS

atlantic city electric  
AN EXELON COMPANY

Ahora paga menos, mes tras mes.

**¡Una jugada astuta, John!**

QUIERO SABER MÁS

atlantic city electric  
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Active **USTED TAMBIÉN** su medidor inteligente.

VEA CÓMO HACERLO

OUT-OF-HOME

atlantic city electric  
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Kiara gets weekly usage reports to help manage her energy bill.

**Smart move, Kiara.**

ACTIVATION CTV/OTT

CLICK TO WATCH

ACTIVATION SOCIAL VIDEO

SMART ENERGY NETWORK PROGRAM AWARENESS GREW 47 PERCENTAGE POINTS TO

**65%**



CLICK TO LISTEN

MONTHLY UNIQUE LANDING PAGE VIEWS INCREASED BY

**506%**

CLICK TO WATCH