

A man with a beard and mustache, wearing a bright red robe, is sitting on a black leather couch. He has a surprised expression on his face, with wide eyes and an open mouth, and his hands are pressed against his ears. The background is a solid orange color. On the left side, there is a large white graphic of the letter 'O' with the outline of the state of Ohio inside it, followed by the text 'H, I can do that!' in a bold, white, sans-serif font.

OH,
I can do that!

FIRSTENERGY
“OH, I can do that!”

Energy Efficiency Campaign

“OH, I can do that!”

FirstEnergy Energy Efficiency Campaign

As global energy prices continue to rise, companies like FirstEnergy are looking for ways to help their customers save energy and money. The challenge: Educate budget-conscious households on easy, cost-effective ways to reduce energy consumption and lower their bills. The objective: Create a phased campaign starting in Ohio, with actionable tips targeting different seasons, offering practical advice for heating and cooling challenges.

The strategy: Offer simple, relatable “life hacks” to help customers take control of their energy usage. The campaign’s empowering message, “OH, I can do that!” was designed to resonate with Ohio residents, making energy-saving accessible. FirstEnergy aimed to improve customer engagement, increase visits to their landing page, and enhance brand perception as a trusted advisor while helping customers save energy and money.

Phase 1

Phase 1 needed to be in market immediately, while Phase 2 was being produced. The 8-week campaign provided a valuable baseline and very impressive results, delivering two important KPIs — *Elevated Customer Engagement* and *Enhanced Brand Perception as a Trusted Advisor*. The short-term launch delivered:

226,426
Landing page sessions

172,281
New user visits

60,614
High-engagement sessions



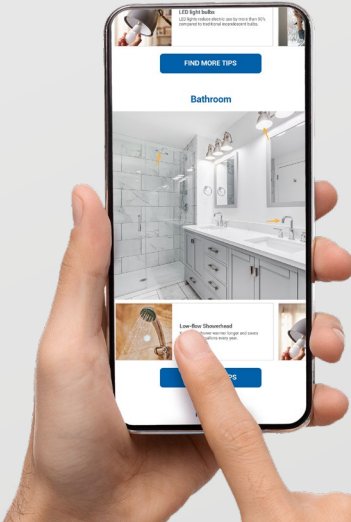
CTV



ONLINE



SOCIAL VIDEO



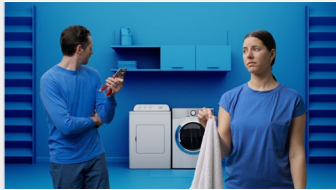
FACEBOOK INSTANT
EXPERIENCE



TV (Weatherization) | Phase 2



TV (Ceiling Fan) | Phase 2

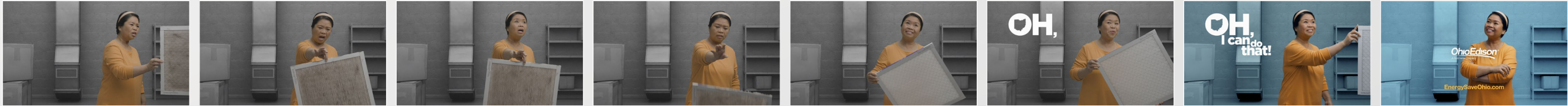




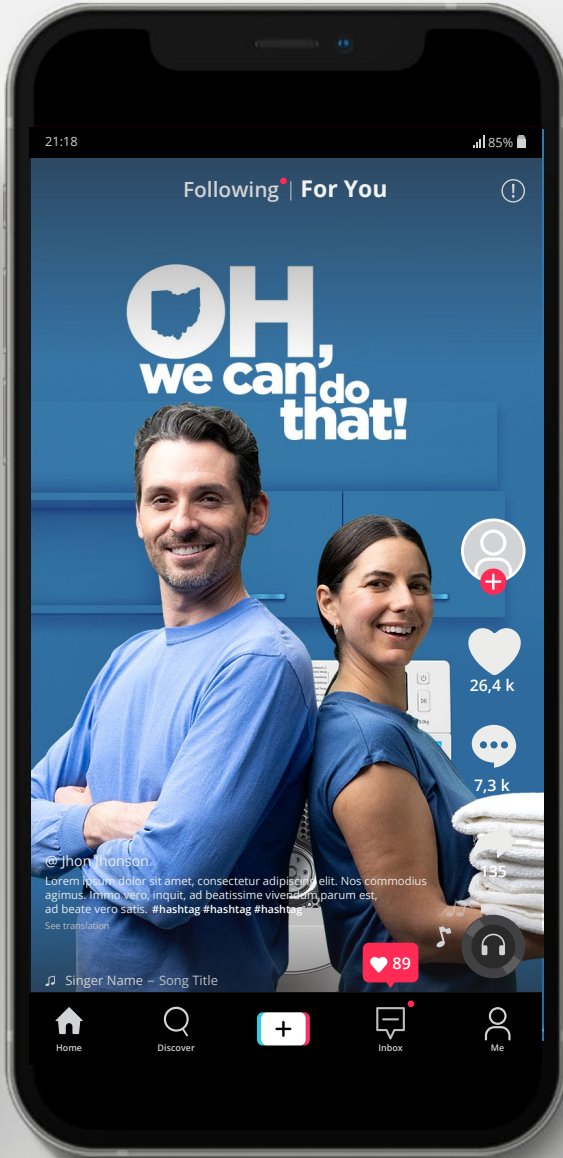
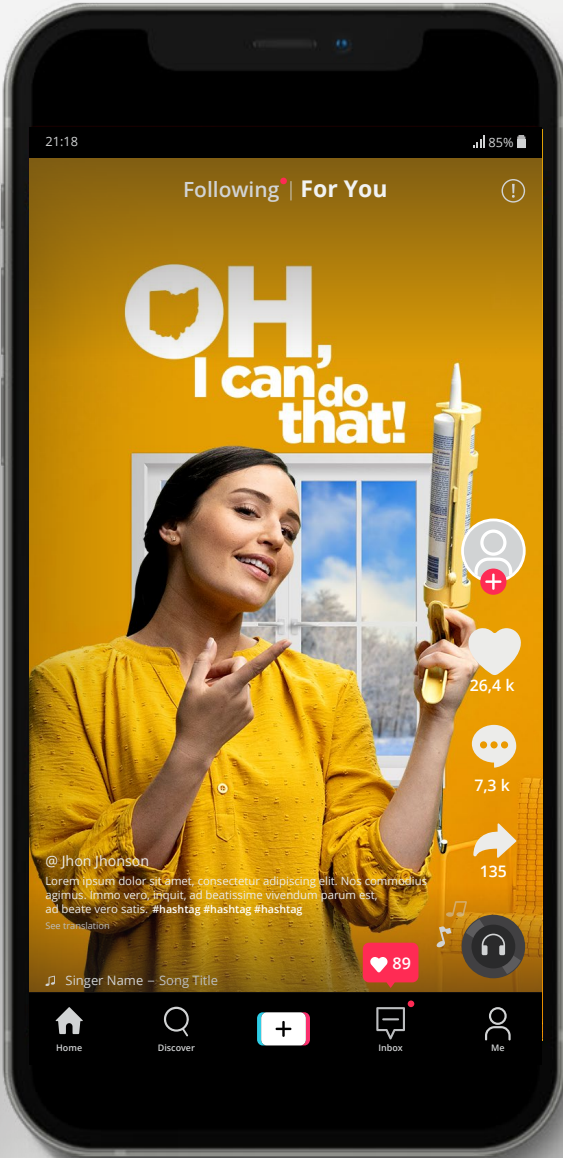
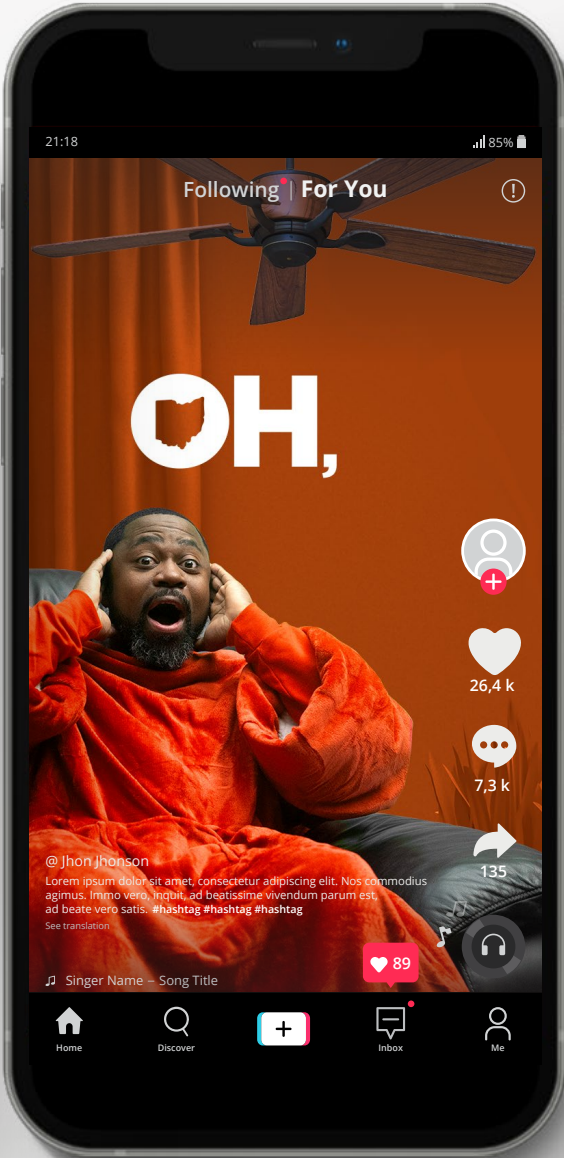
TV (Dryer Vent Cleaning) | Phase 2



TV (Fireplace Damper) | Phase 2

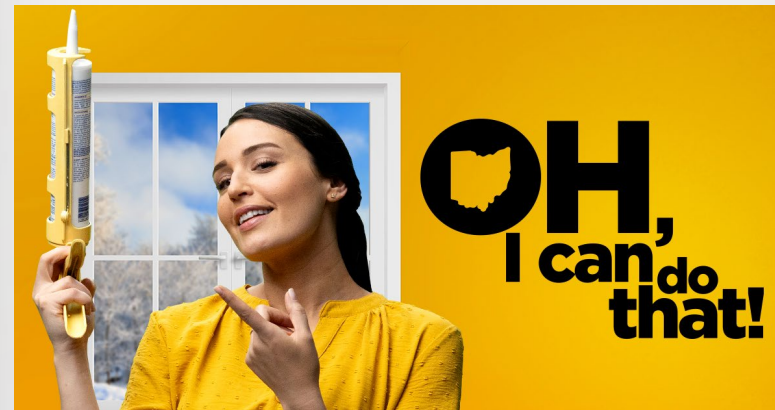
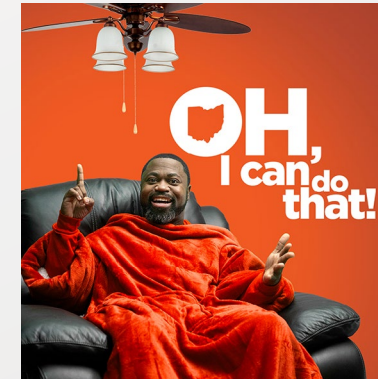
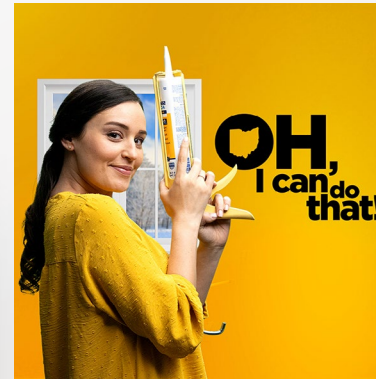


TV (HVAC Filter) | Phase 2





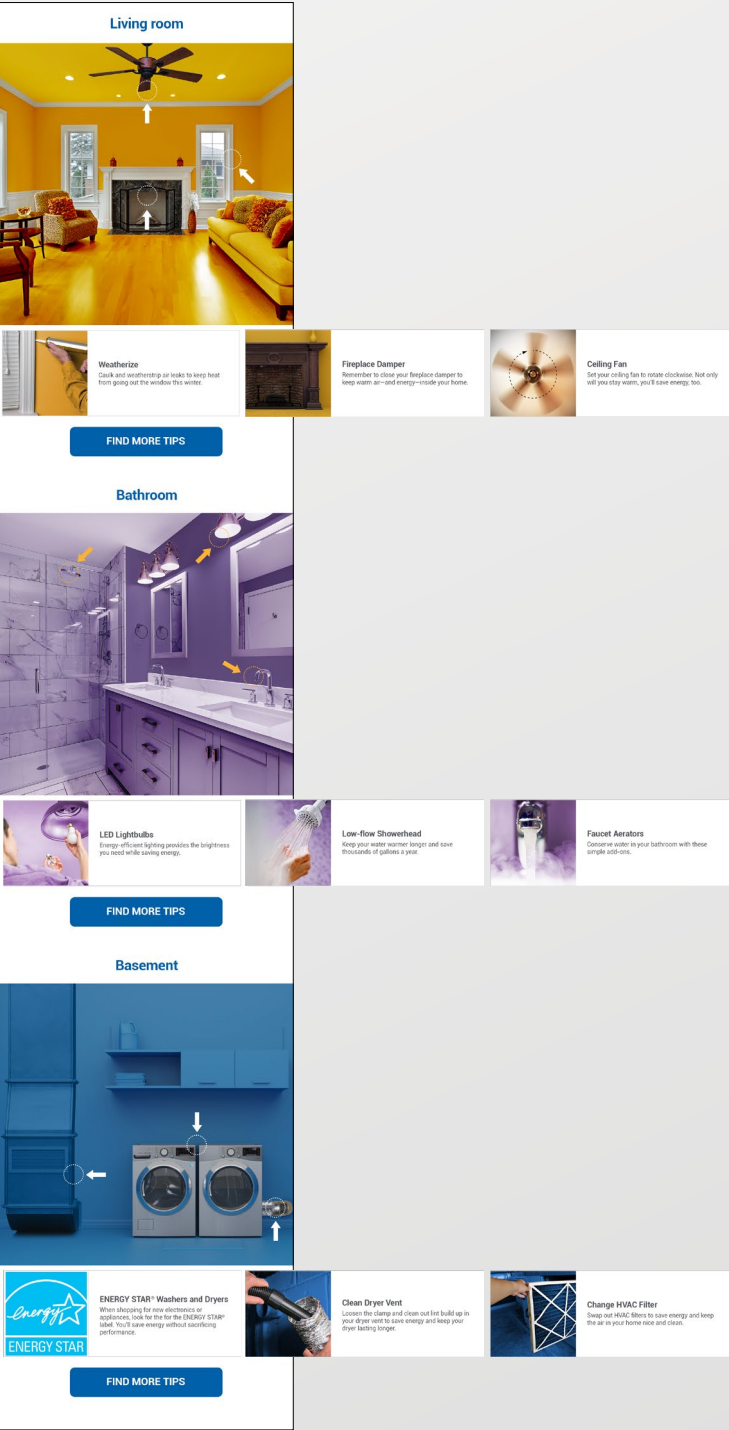
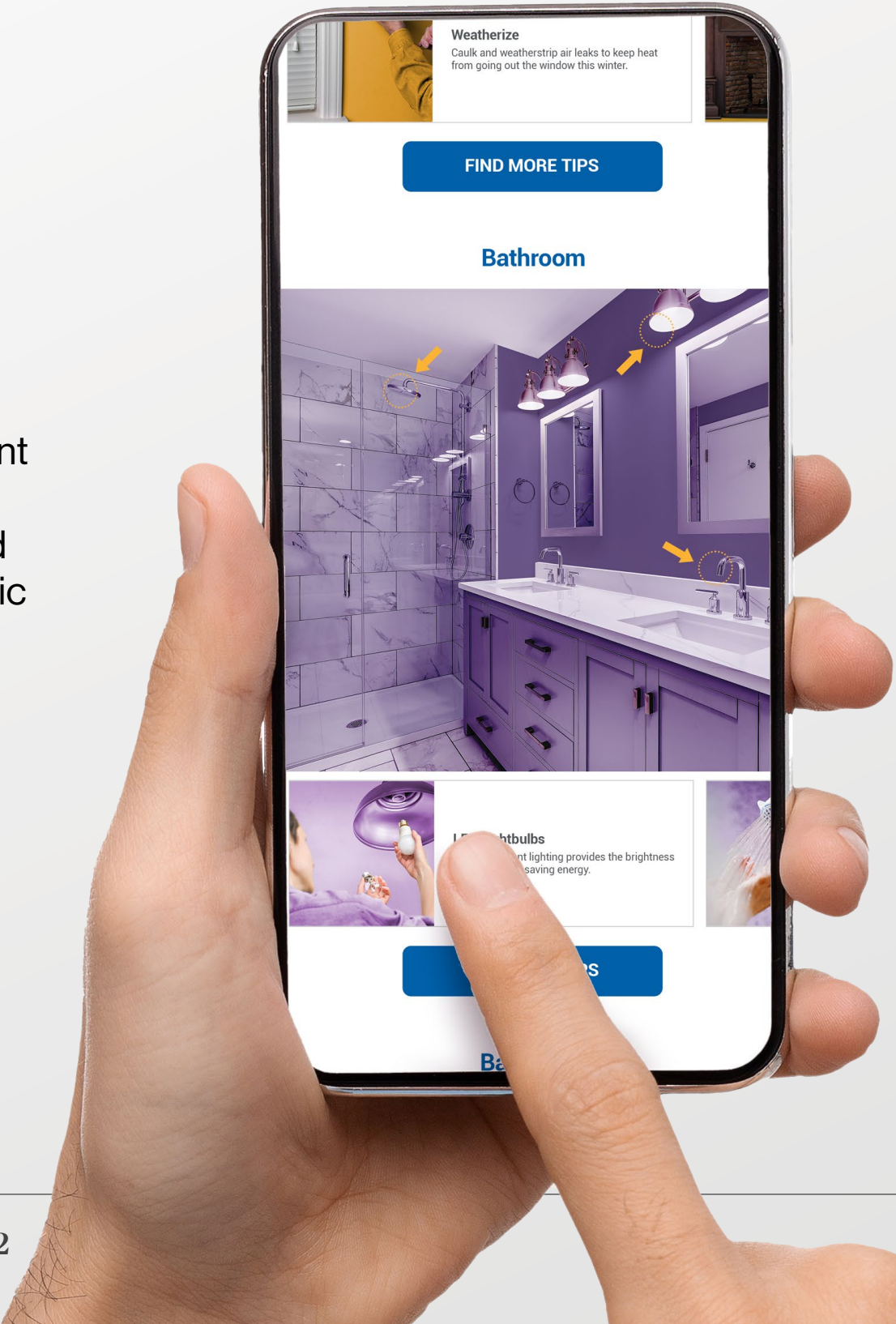
PINTEREST

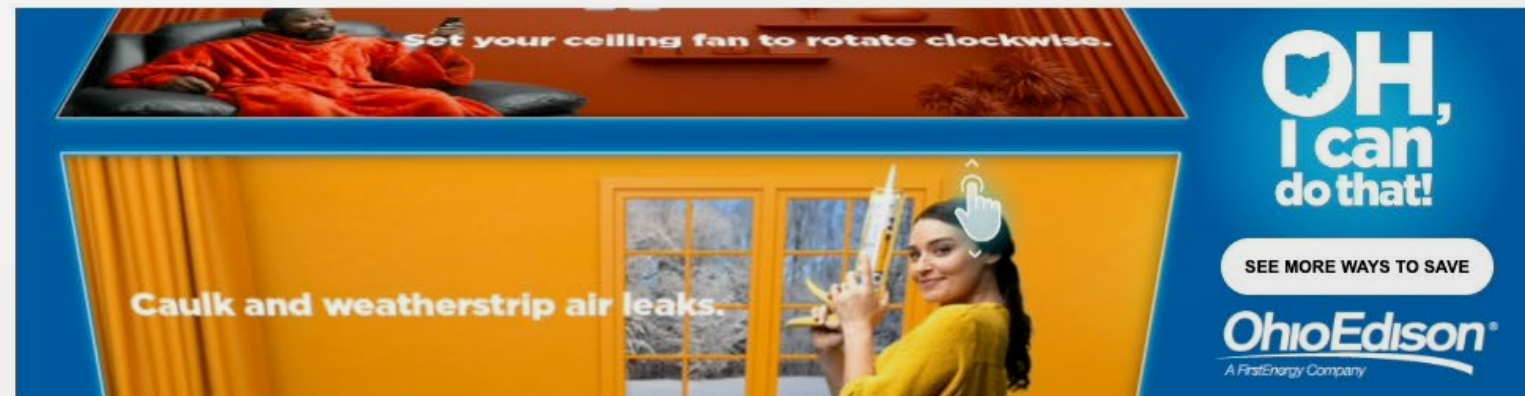


NATIVE & PERFORMANCE MAX

Facebook Instant Experience

These high-engagement units give users a landing page experience without leaving the platform. Our Instant Experience allowed viewers to watch engaging energy-saving video tips and scroll through ideas focused on specific rooms in their homes.







This program exceeded expectations by all measurable results.

314,402

Total landing page sessions

275,540

New user visits

134,758

High-engagement sessions

59.94%

increase from Phase 1

122.328%

increase from Phase 1

Goals

With unexpected creative execution and easily-achievable energy-saving tips, we increased landing page visits and delivering two important KPIs—*Elevated Customer Engagement and Enhanced Brand Perception as a Trusted Advisor.*

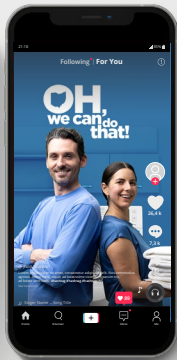
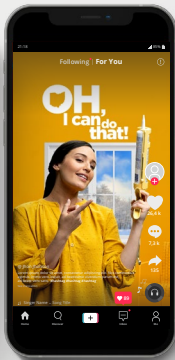
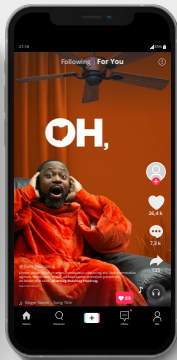
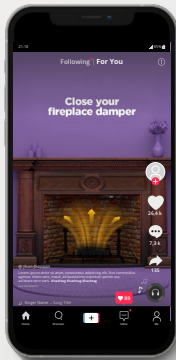
PHASE 1



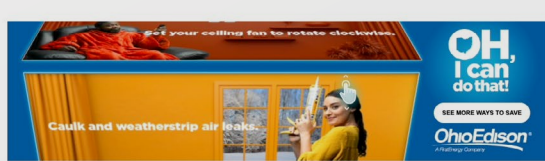
PHASE 2



TELEVISION



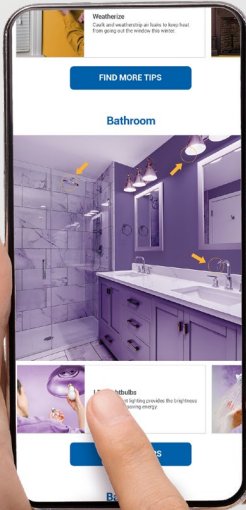
TIKTOK



PROGRAMMATIC



PAID SOCIAL



FACEBOOK INSTANT EXPERIENCE