

MISSOURI PUBLIC SERVICE COMMISSION

STAFF REPORT

APPENDIX 4

**Advertising
Part 2**

**UNION ELECTRIC COMPANY,
d/b/a Ameren Missouri**

CASE NO. ER-2019-0335

*Jefferson City, Missouri
December 2019*

*Staff Exhibit No. 103P
Date 3/4/20 Reporter JMB
File No. ER 2019-0335*



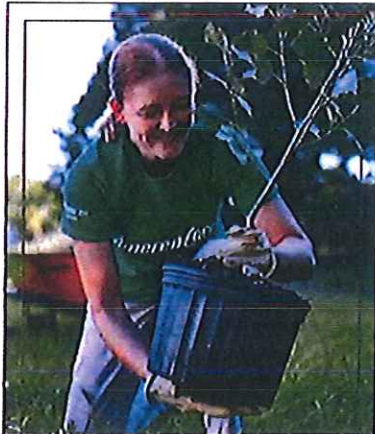
MAKING COMMUNITIES BETTER AND BRIGHTER

Ameren Missouri is investing in our community to light the path for future generations.

Learn more at [AmerenMissouri.com/community](https://www.AmerenMissouri.com/community)



ENERGY AT WORK



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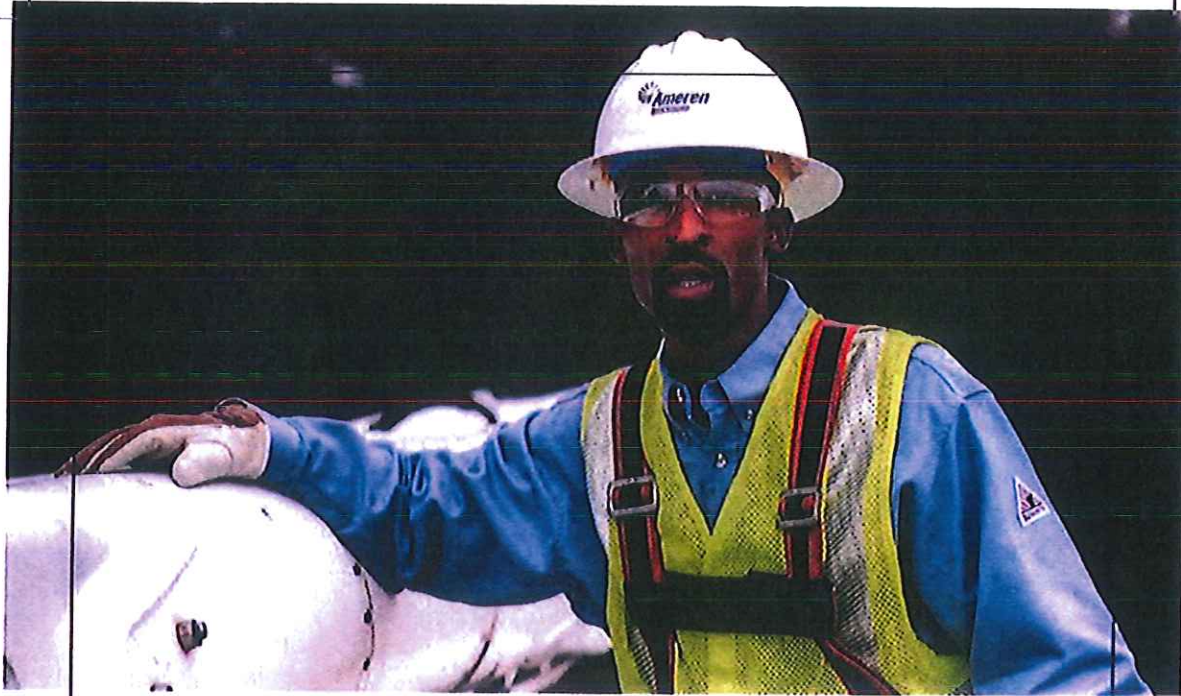
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The people at Ameren Missouri are dedicated to providing the reliable energy you count on every day.

Learn more at AmerenMissouri.com/Reliability



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GOOD LUCK TO THE RODEO PARTICIPANTS



ENERGY AT WORK



**DEPENDABLE PEOPLE
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Our company is made up of people whose one job is to make sure energy is always there when customers need it. It's all our co-workers think about so our customers never have to.

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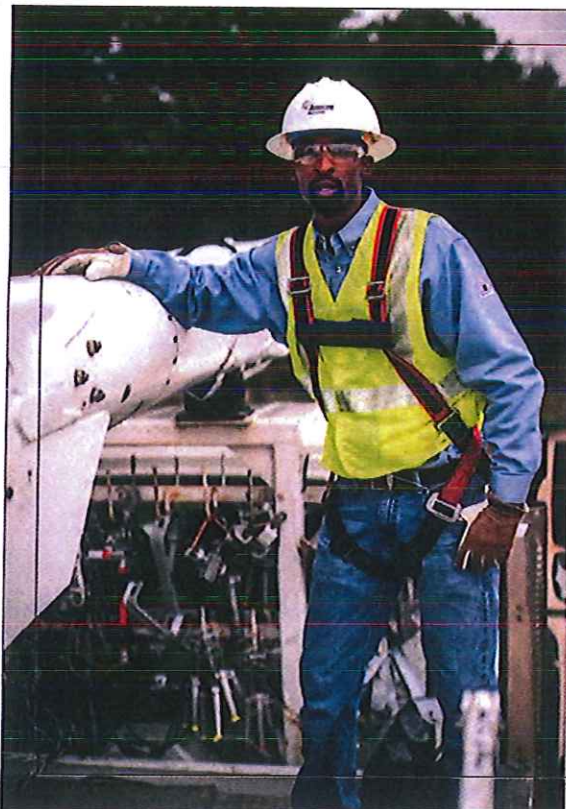
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ENERGY AT WORK
Appendix 4

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Ameren Missouri is supporting volunteerism in
the communities we serve as part of our mission
To Power the Quality of Life.

Learn more at AmerenMissouri.com/ATS



ENERGY AT WORK

A Better Place to Do Business

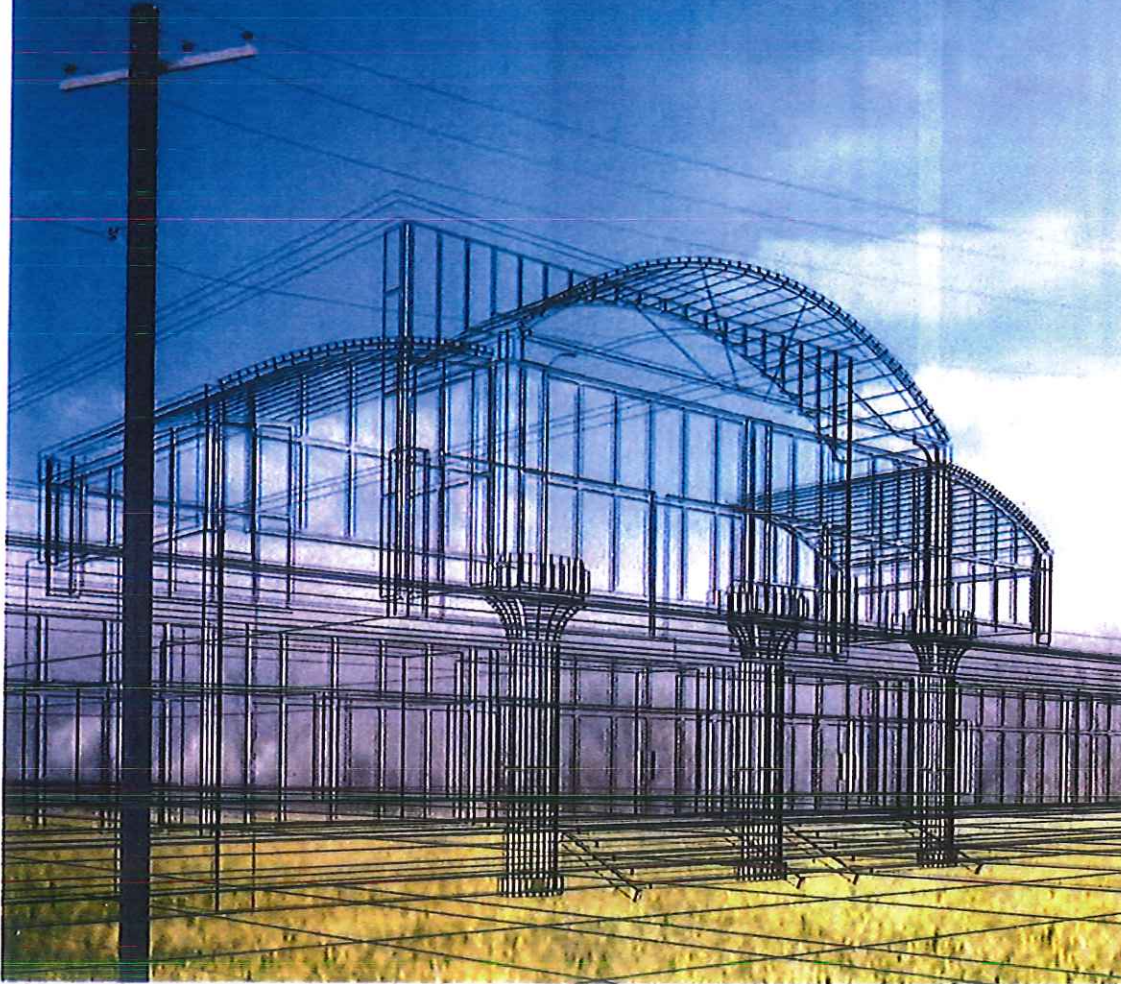


As a utility delivering reliable energy to businesses in Illinois and Missouri, Ameren is also focused on helping businesses throughout the entire development process. From site selection to energy infrastructure assessments and beyond, the expertise offered by Ameren's Economic Development team gives businesses the power to grow. We're focused on the success of your business, today and for the future.

See how we can help you grow at
Ameren.com/EcDev or 1.800.981.9409



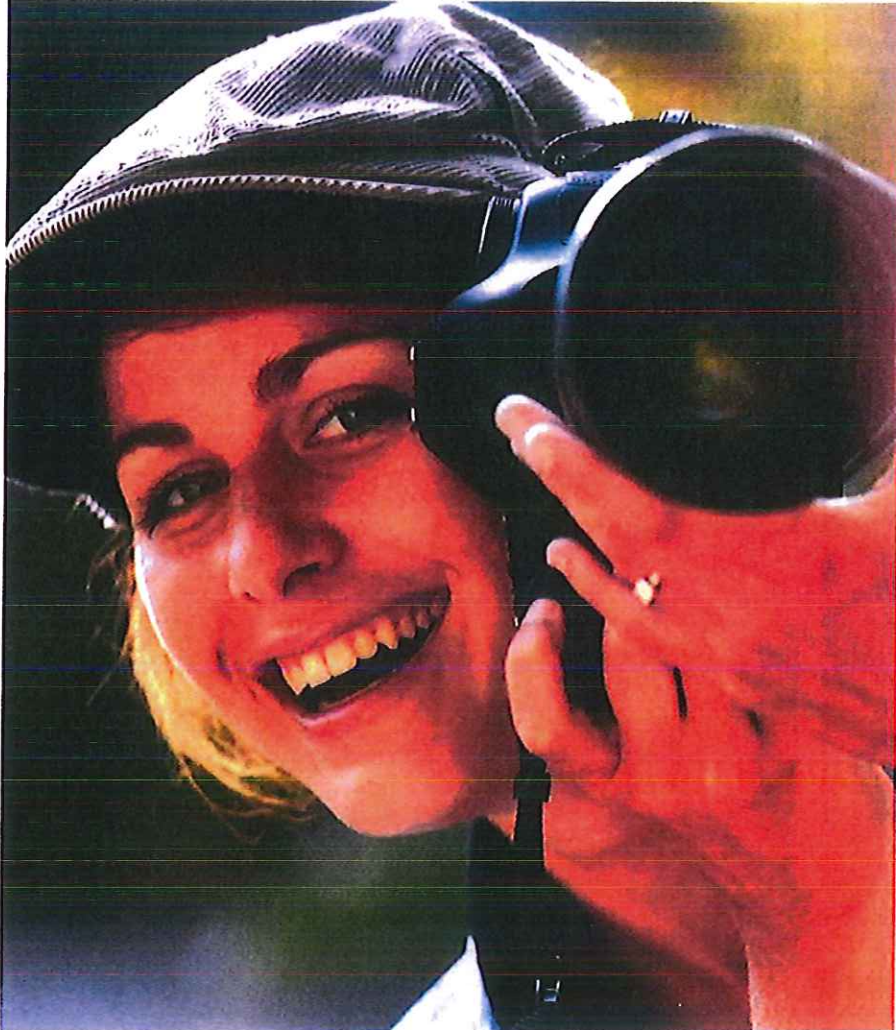
A Better Place to Do Business



Missouri just became an even better place to do business. Ameren Missouri offers one of the most favorable economic development rate incentive programs in the country to keep energy costs low for new and expanding businesses. We're ready to power your business today and for the future.

To learn more about what Ameren Missouri has to offer, visit AmerenMissouri.com/SmartEnergyPlan or call 1.800.981.9409





POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports the International Photography Hall of Fame and Museum.



Ameren.com/communities



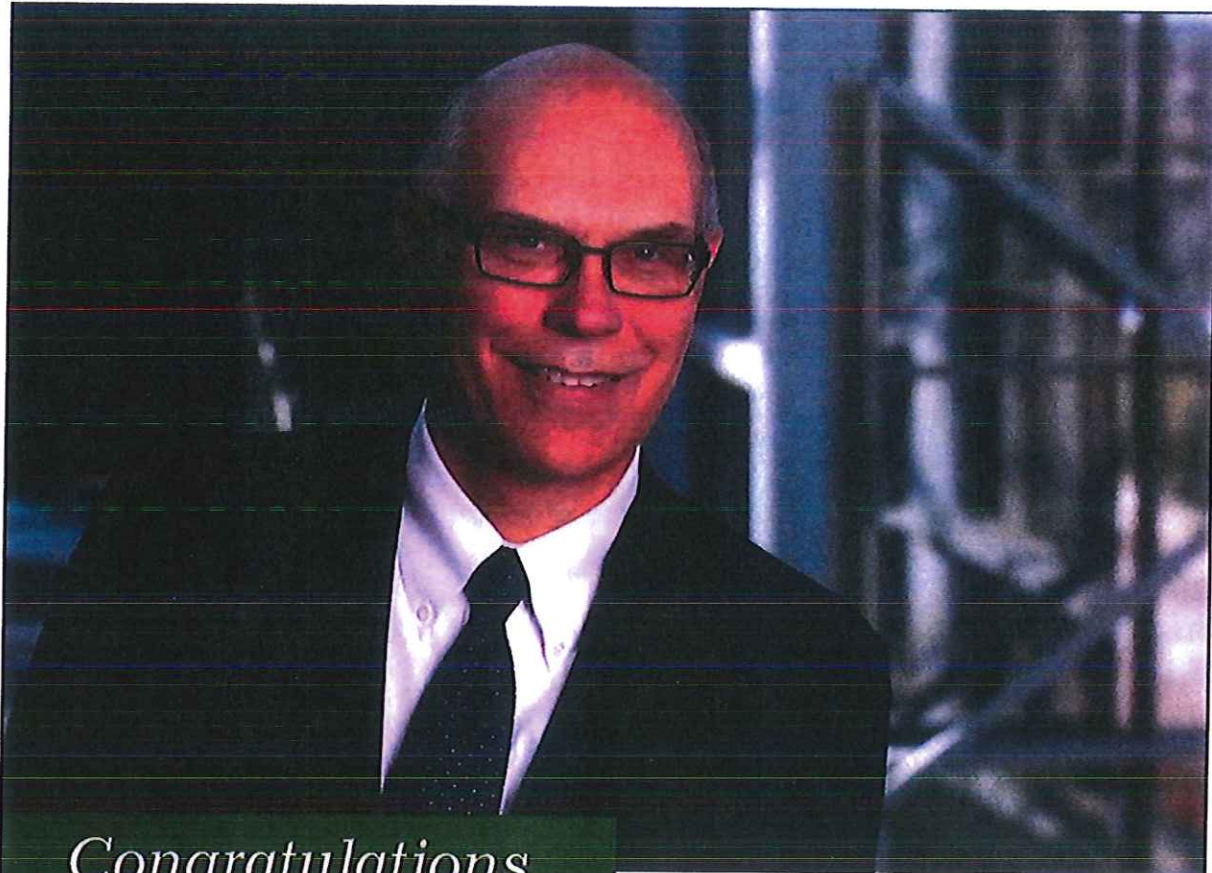
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ENERGY AT WORK



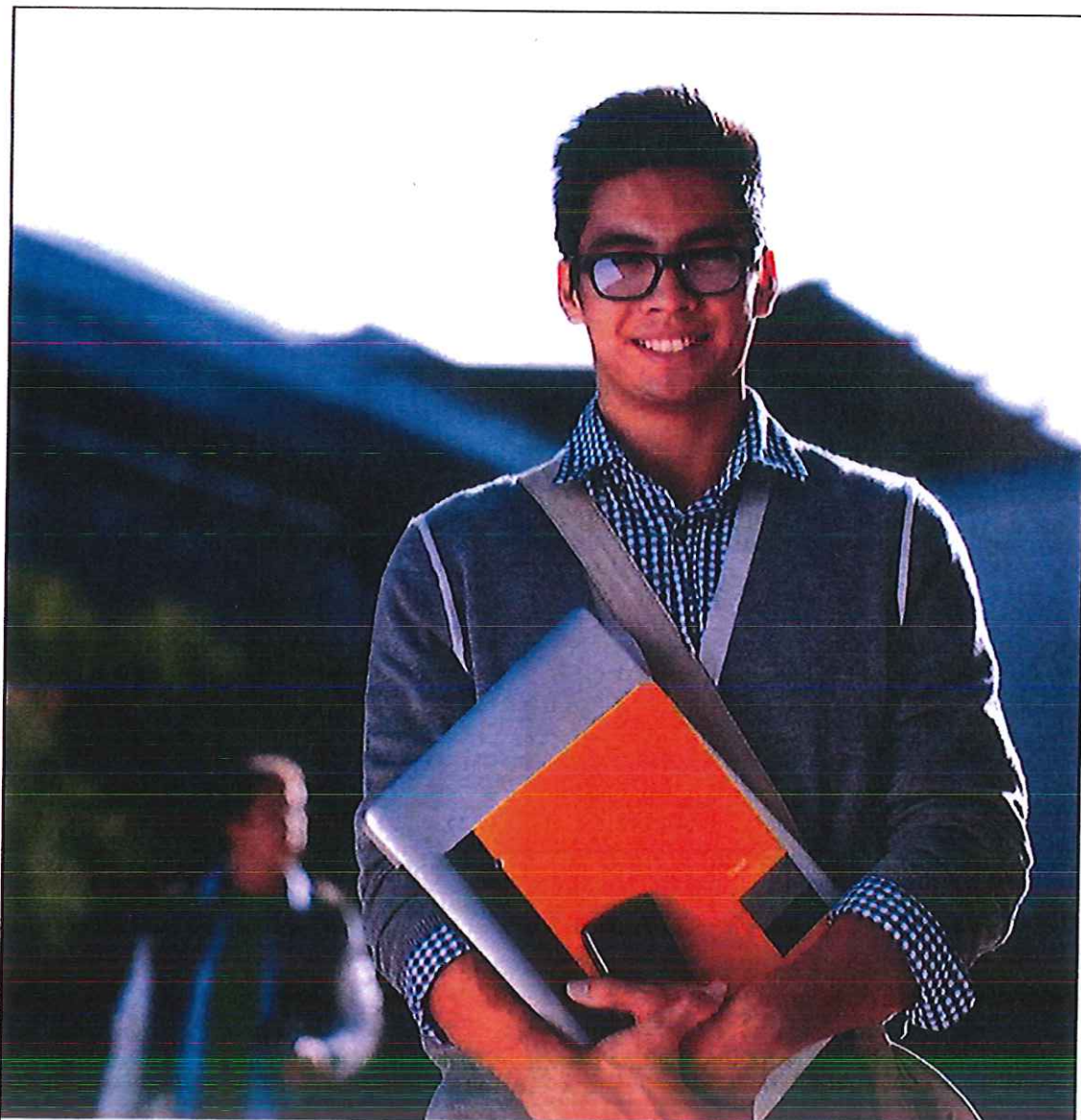
Congratulations

Warner Baxter

Chairman, President and CEO, Ameren Corporation

"As a corporate citizen, Ameren must never stop striving to ensure that the people we work with and serve feel respected and valued. We'll continue to pursue community partnerships and identify initiatives to promote the importance of diversity and inclusion in our organization and in the communities we serve."





Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.



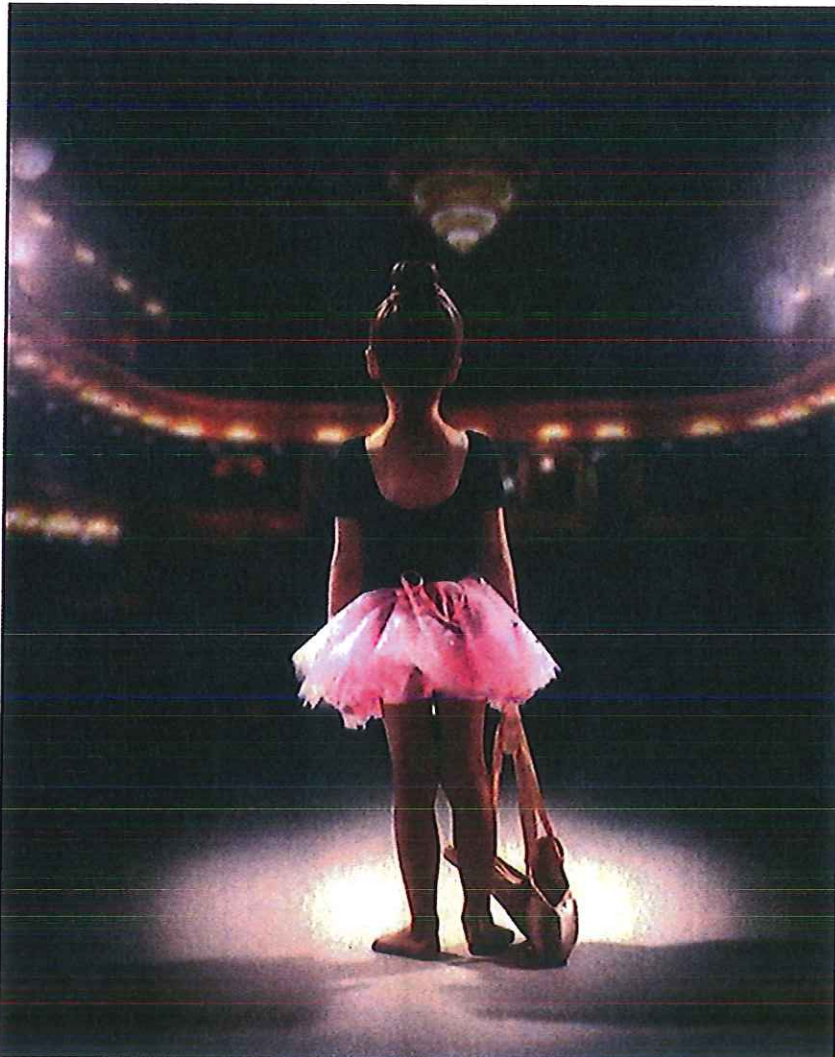


Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports **St. Louis Children's Hospital**





Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports **Dance St. Louis**





Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports **Eisenhower Fellowships**.

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IT'S NOT JUST A JOB

Every year, Ameren Missouri employees volunteer thousands of hours, giving back to the communities we serve. It's not just our job, it's our duty. Dependable power ... and people.

That's Ameren Missouri. That's energy at work.



ENERGY AT WORK



POWERING THE QUALITY OF LIFE

For more than a decade, Ameren co-workers have supported the purchase of more than 50 power wheelchairs for Variety kids. These wheelchairs allow for unprecedented independence and mobility.

At Ameren, we are continually delighted and humbled by our PowerKids. These wheelchairs give them the power to be anything they want to be.

Ameren proudly supports Variety St. Louis.



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POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports the **Foundation for Barnes-Jewish Hospital** and **illumination 2018**





Summer 2018

This summer we celebrate 100 years of musical productions at the St. Louis Municipal Opera, one of St. Louis' cultural gems, and Ameren's 98th year of supporting this St. Louis treasure. As the longest running sponsor of The Muny, we cherish our relationship with this beloved institution and are thrilled to be presenting sponsor of this week's performances of a classic, *Singin' in the Rain*.

Because Ameren's mission is to power the quality of life for millions of customers in Missouri and Illinois, we realize the importance of supporting an organization that has enriched the lives of people of all ages and backgrounds.

Our Ameren team provides energy to light the places where communities celebrate life's best moments. This summer, with the promise of a magical 100th anniversary season for The Muny, some of St. Louis' best moments will be right here on stage in Forest Park under the stars and in the spotlight.

We hope you enjoy tonight's production of *Singin' in the Rain*.

Best regards,

A handwritten signature in black ink that reads "Warner Baxter".

Warner Baxter
Chairman, President and CEO
Ameren Corporation

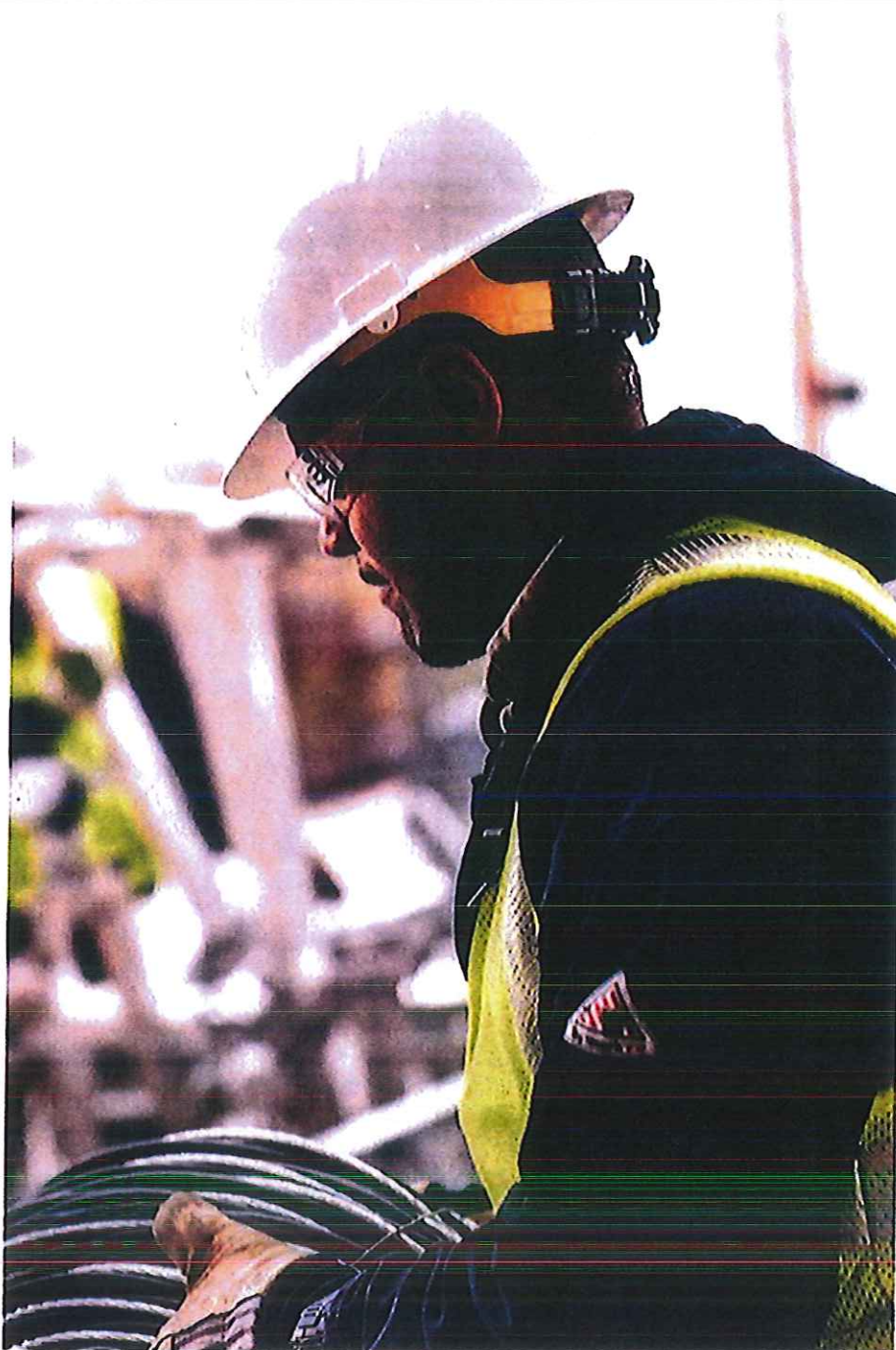


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PO Box 66149

St. Louis, MO 63166-6149

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Powering the Quality of Life

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Ameren proudly supports The Magic House





Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports **American Cancer Society**

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Powering the Quality of Life

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports **St. Luke's Hospital**

Ameren.com/communities



Honoring Asian Culture & Heritage Inclusively

HACHI

HONORING ASIAN CULTURE
& HERITAGE INCLUSIVELY

<http://HACHI>



MISSION: To support Ameren's strategy of enhancing an inclusive workforce by attracting and developing co-workers with interest in Asian culture while serving our community.



To learn more, email HACHI@ameren.com or search HACHI on Yammer.

Martial Arts

태권도
Taekwondo

SCHEDULE

Taekwondo Demo # 1: 2:00pm – 2:15pm
Interactive Session #1: 2:15pm – 2:30pm
Taekwondo Demo # 2: 2:30pm – 2:45pm
Interactive Session #2: 2:45 – 3:00 pm.

ACTIVITIES FOR DEMO

Taekwondo Form
Board Breaking
Taekwondo "Kick for Kick" (Light Sparring)
Gumdo Form
Gumdo Sparring

HACHI

HONORING ASIAN CULTURE
& HERITAGE INCLUSIVELY



Scan me

To learn more, email HACHI@ameren.com or search HACHI on Yammer.

Martial Arts

태권도
Taekwondo

TAEKWONDO

Korean art of kicking and punching. Taekwondo's use of exciting kicking and striking techniques has made it the most popular martial art in the world.

KORYO GUMDO

The way of the Korean sword, Koryo Gumdo is similar to Haidong Gumdo and Japanese Kendo. Koryo Gumdo is a beautiful martial art involving the use of the long sword...the same one used by the ancient Samurai and Hwarang warriors.

HACHI

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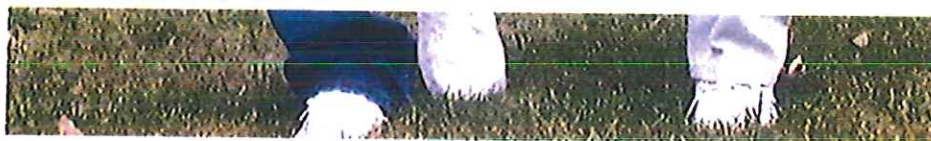


POWERING THE QUALITY OF LIFE

Ameren provides electricity and natural gas that is vitally important to our region, powering the quality of life for millions of people in Illinois and Missouri.

Ameren proudly supports the St. Louis Heart Ball

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ENERGY AT WORK

**MAKING
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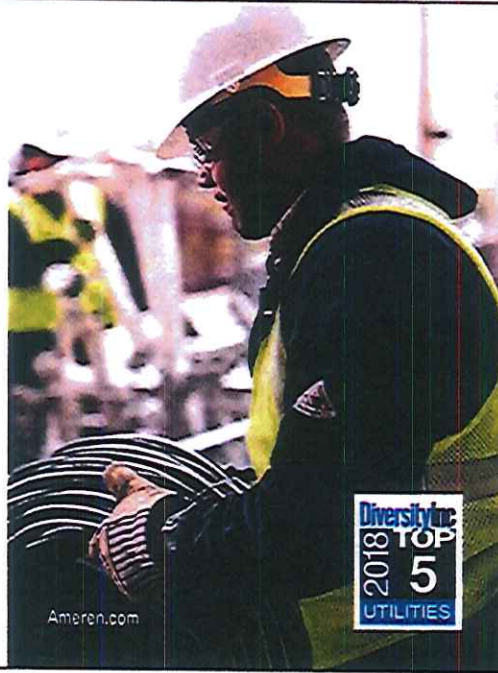
ENERGY AT WORK

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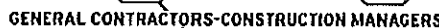


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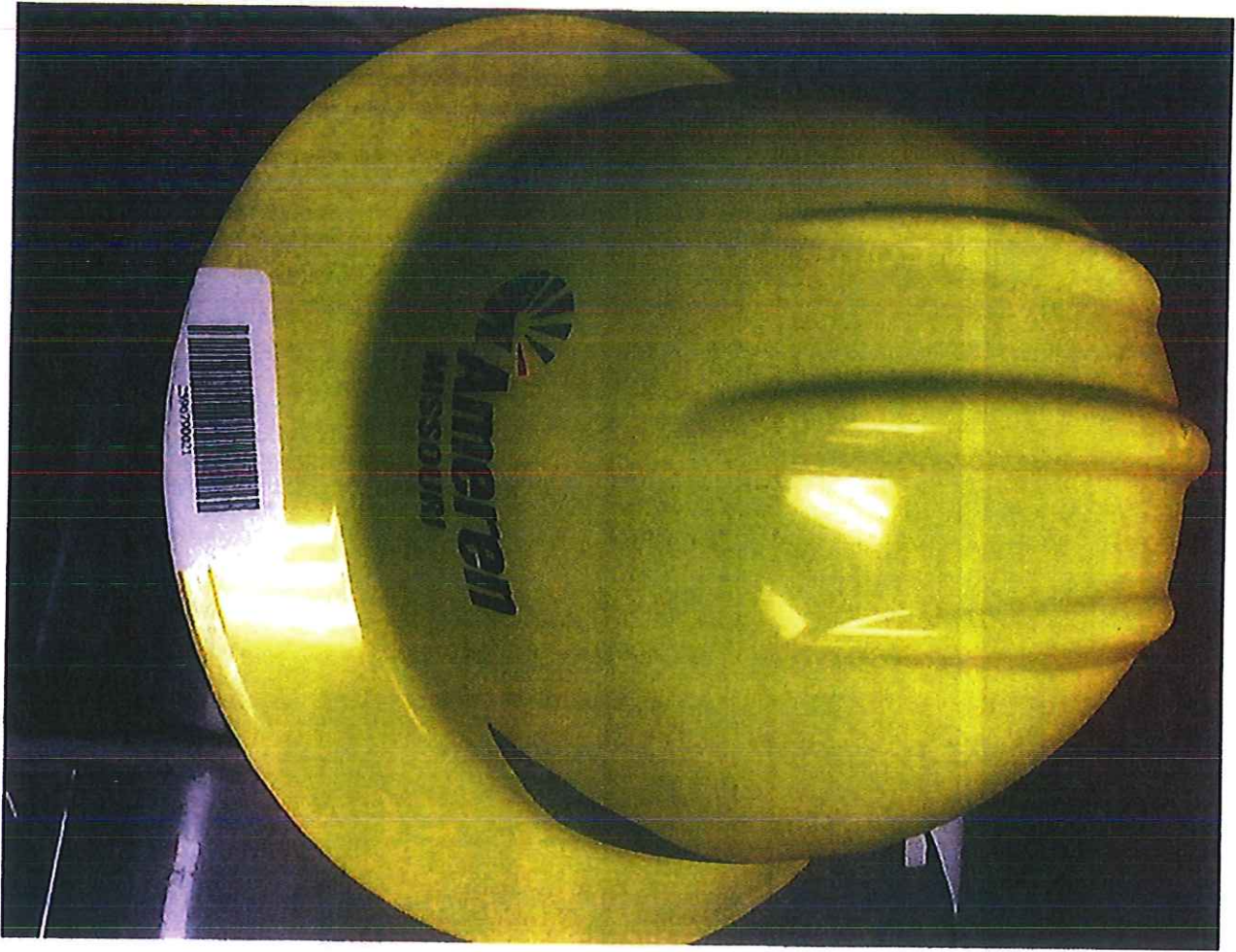


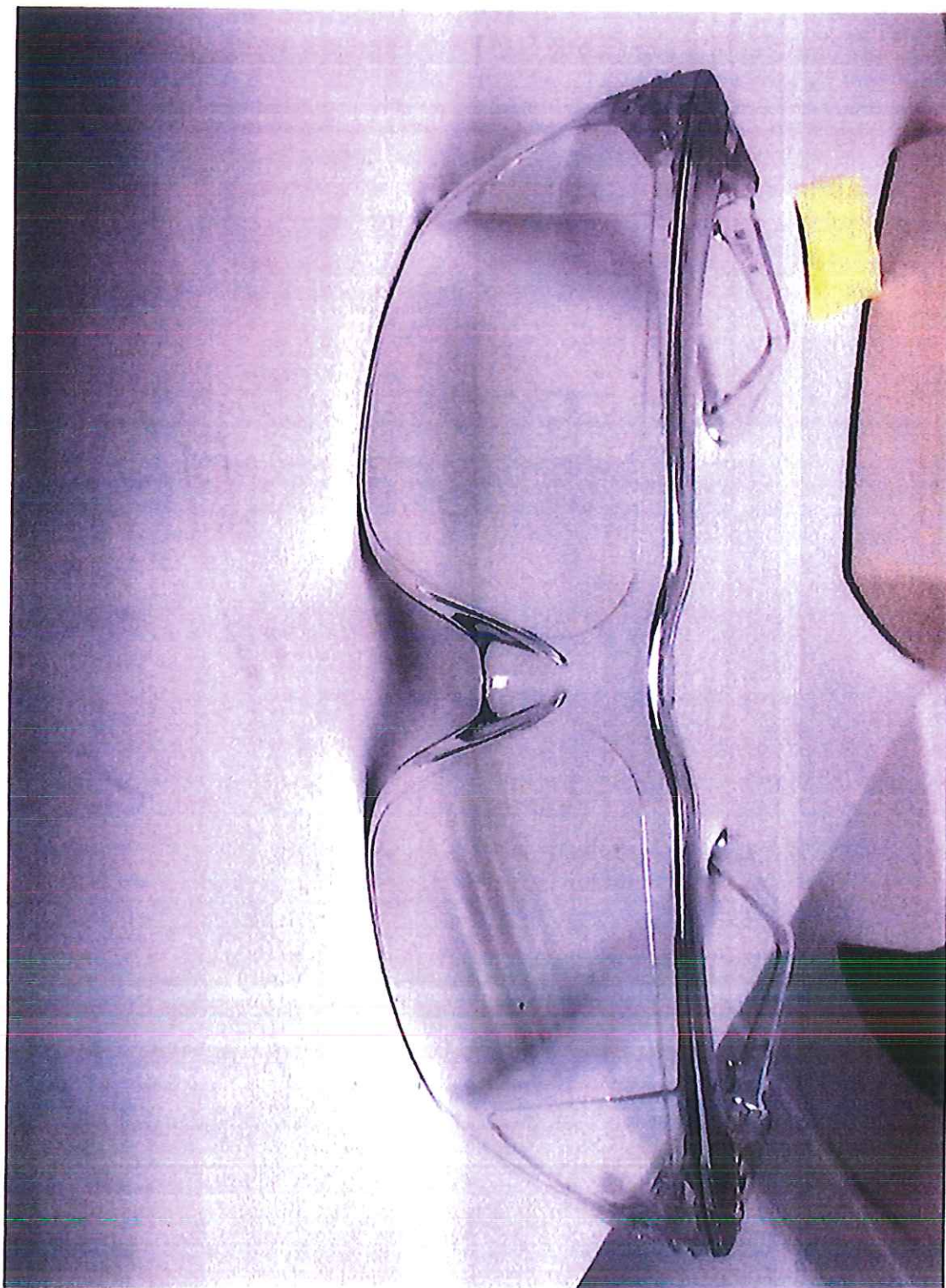
Thank you, Northeast Missouri communities, for your cooperation with our contract partners on the Mark Twain Transmission Project.









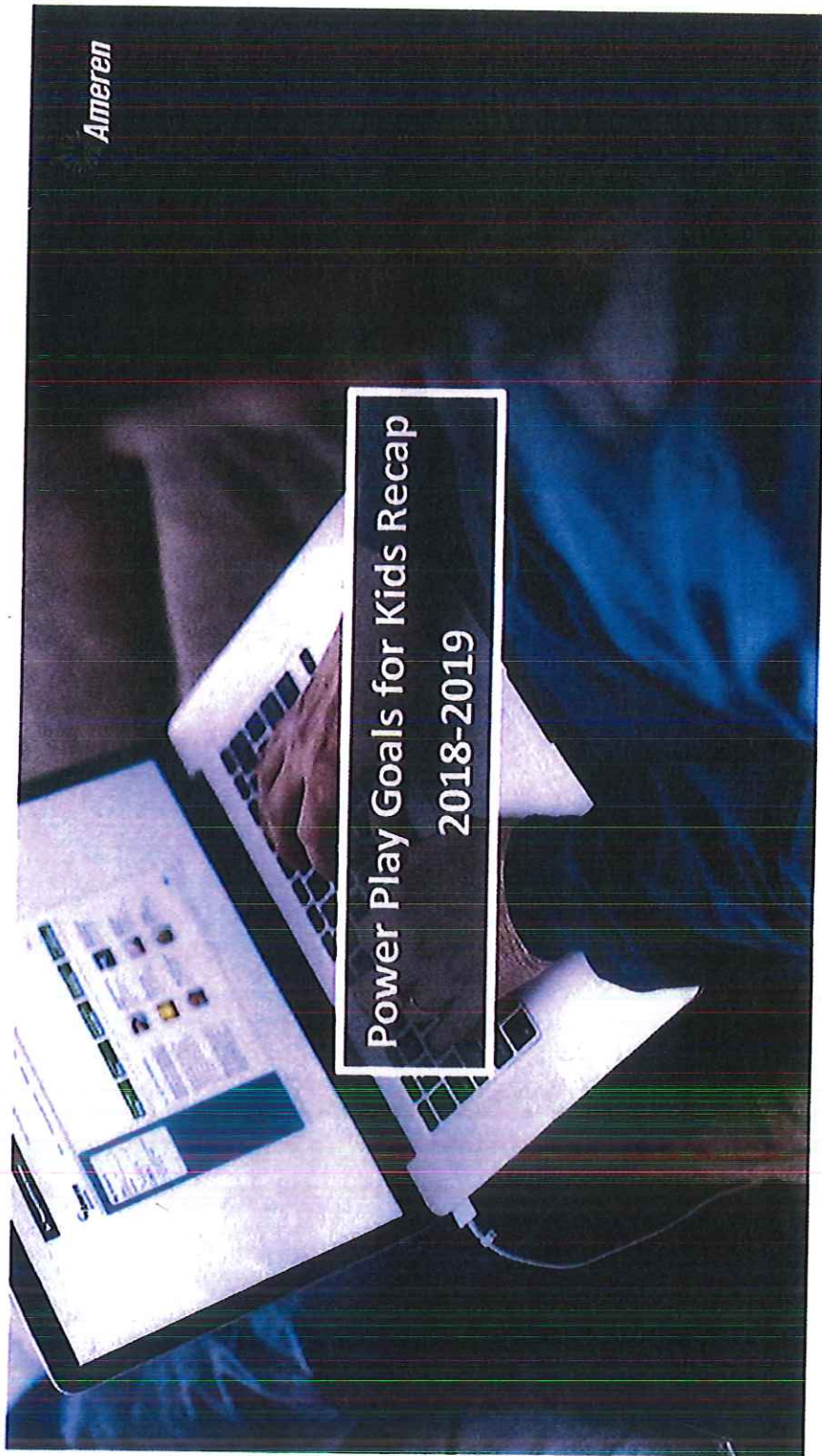


This special newspaper is a product of the Missouri State Board of Education, and delivered to classrooms through the St. Louis American Foundation and its MIE Corporate Partners:









Ameren

Power Play Goals for Kids Recap
2018-2019

Power Play Goals for Kids

Program Goals



- The goal of this program is to leverage Ameren Missouri's sponsorship of the St. Louis Blues' Power Play to:
 - Engage customers by showcasing Ameren MO's support of the local community
 - Acquire new social media followers by promoting the program socially
 - Use social media as a platform to educate and communicate with customers about Ameren MO

Power Play Goals for Kids

Program Overview

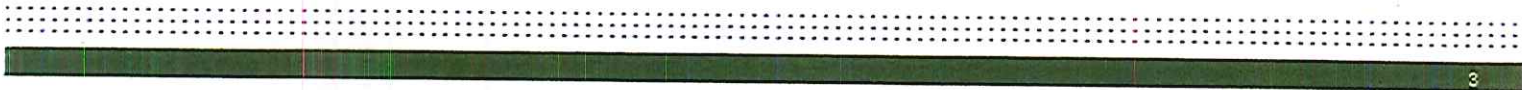


For the fourth year, when the St. Louis Blues scored a power play goal during the regular season, Ameren Missouri donated \$200 through the Blues for Kids Foundation to a local charity that focuses on helping children reach their goals.

For the first time ever, we asked fans to nominate charities and received an overwhelming response. To increase fan involvement and help raise awareness of the participating local charities, we asked Blues fans and Ameren Missouri customers to help us determine which St. Louis charitable organization should be named the final donation recipient through a two-month voting period from December 2018 – January 2019.

After 50 regular-season power play goals, Ameren Missouri and the Blues for Kids Foundation donated a rounded-up total of \$10,000 to the winning charity, STL Youth Sports Outreach.

In an unprecedented move, STL Youth Sports Outreach decided to split the winnings with the three runner-up charities — Super Sam Foundation, Project Backpack and Big Brothers, Big Sisters of Eastern Missouri — each received \$3,250 instead of the \$1,000 gift.



PPGFK

Executive Summary



- The campaign received a total of 1,360,381 impressions on Facebook and Twitter, 73% more than in 2017-2018. The addition of a right rail ad in 2018-2019 drove the increase in impressions, with 80% of the total campaign impressions coming from the ad.
- Posts on Twitter earned more impressions, while posts on Facebook earned more engagement and followers.
- In total, the charities received 30,447 votes this year from 8,074 unique voters. Votes increased 23% from 2017-2018 while unique voters decreased 17%, indicating there were some highly engaged participants who voted consistently.
- Severe weather impacted Ameren Missouri's ability to post in December, and as a result, social spend, visibility and engagement on our social channels weren't as high as 2017-2018.
- To make up for the fewer number of posts, we ran a right rail ad from December 11th - 31st to help boost program visibility. The right rail ad received 74% of the total Ameren driven campaign link clicks during this period.
- On days when Ameren Missouri or the St. Louis Blues posted, voting increased.
- Ameren gained 975 followers during the campaign period, at a cost that was 58% below our normal acquisition cost.



PPGFK Campaign Summary

Voting Results



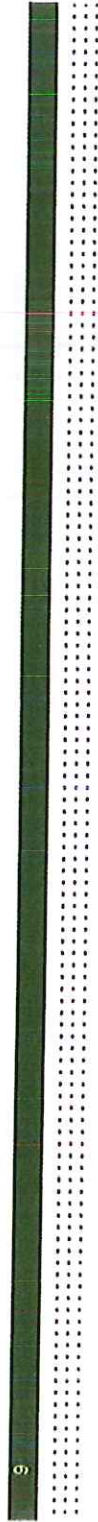
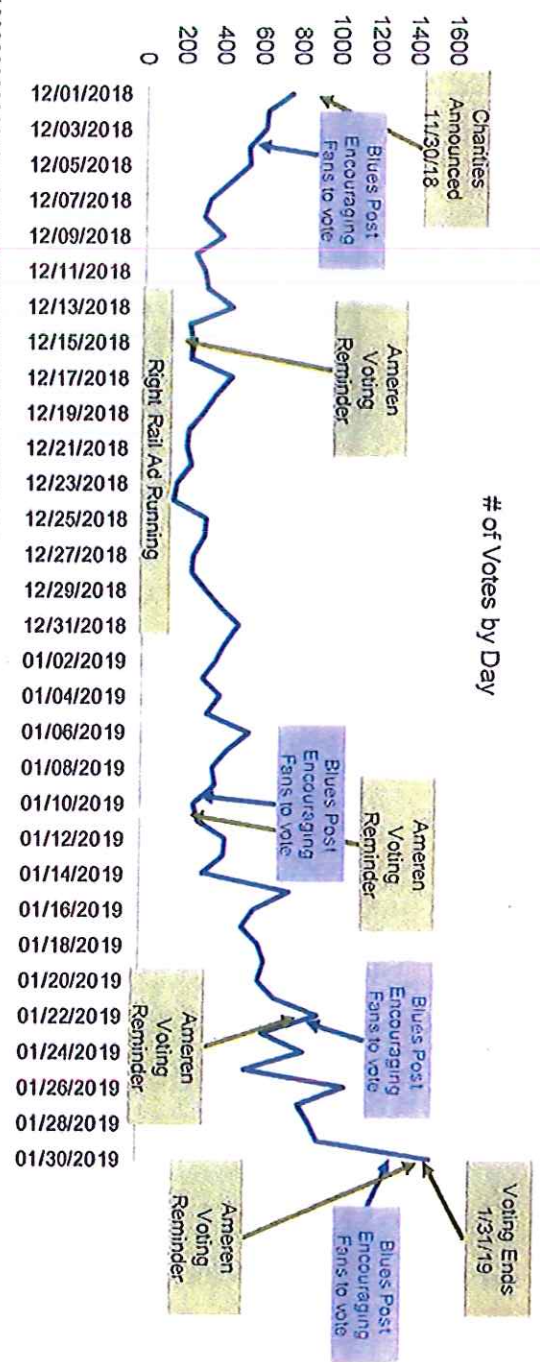
Voting Results		2017 – 2018	2018 – 2019	YOY% Change
Total combined de-duped votes		6,988*	22,072	▲ 216%
Total combined raw votes		24,768	30,447	▲ 23%
Unique voters (by email address)		9,706	8,084	▼ -17%
Unique voters (by IP address)		8,785	2,883	▼ -67%
Social Shares from App		797	2,025	▲ 154%
Total App views		12,522	32,419	▲ 149%
Total Unique views		10,421	16,537	▲ 59%
Device Used to Vote	Desktop	27%	27%	0%
	Mobile	66%	67%	▲ 1%
	Tablet	7%	6%	▼ -1%
Source of Visit	Social	56%	80%	▲ 24%
	Direct	40%	17%	▼ -23%
	Other	4%	3%	▼ -1%

- The voting app, ShortStack (managed by HLK), was used to capture PPGFK votes. The following data was provided through the app.
- Raw votes increased 23% from the previous year, while unique voters by email address decreased 17%.
- Total app views and app social shares increased 149% and 154% respectively over last year's campaign.
- Social posts referred most of the traffic to the voting app. Social referrals increase 24% from 2017- 2018.

*Official rules only allow one entry per email address a day, and we have rules in place to de-dupe any fraudulent votes during the voting period. In 2017-2018 there were a large number (17,780) of fraudulent votes that were removed. This is the reason our total votes increased from 2017-2018 to 2018-2019.

Votes by Day

Social posts increased votes



Ameren Social Results

Executive Summary – Posts During Voting Period



Social Results	Dec 2017 – Jan 2018	Dec 2018 – Jan 2019	YOY % Change
# of PPGFK Posts	13	7 out of 10 posts we had planned	▼ 3 posts
Impressions from Posts	302,137	140,124	▼ -54%
Right Rail Ad Impressions	-	1,097,390	-
Link Clicks	1,424	1,356	▼ -5%
"Direct" New Followers*	689	171	▼ -75%
"Likely" New Followers**	511	804	▲ 57%
Total Spend	\$2,672	\$2,207	▼ \$465
Engagement Rate	.41%	.09%	▼ -79%
Likes / Reactions	3,800	1,100	▼ -71%
Shares	373	124	▼ -67%
Comments	129	56	▼ -57%

- The PPGFK campaign didn't receive as many impressions or link clicks from our regular posts during the voting period as in previous years.
- Multiple severe weather events occurred during the campaign and as a result, we didn't post as many posts as we have in previous years.
- However we did add more "Likely" new followers than in previous years.
- The charities were much more active this year posting 50 times total compared to 37 the previous year.
- We opted to experiment with a right rail ad in promoting the program for two weeks. The ad used the majority of the program budget and drove 74% of the total link clicks to the app as well as the majority of total campaign impressions. This is a tactic we will explore using for future PPGK campaigns.

*Direct New Followers = New followers added on the day of a PPGFK Post

**Likely New Followers = New followers added during the PPGFK voting period that were not attributable to other campaigns.

Charity Posts

Summary of Posts During Voting Period



Results Dec 2018 – Jan 2019	Project Backpack*	Super Sam Foundation	Big Brothers, Big Sisters of Eastern Missouri	STL Youth Sports Outreach	St. Louis Blues
Total # of PPGFKs Posts	13	22	14	8	
# of PPGFK Posts where Charity tagged us	7	9	16	18	4 (one post less this year)
Number of Followers	344	2,419	6,450	5,296	
Total Votes	5,057	6,699	1,577	8,739	

- This year's winner, St. Louis Youth Sports Outreach, was highly engaged in promoting the program in various ways on social. They increased their visibility by:
 - **Tagging us and the Blues** in related posts
 - **Commenting on Ameren, the Blues and their own PPGFK posts** and even unrelated posts with high engagement to encourage people to vote daily
 - **Always including a hyperlink** in their PPGFK posts to make voting easier
 - **Tagging the other charities** in their PPGFK posts and encouraging their fans to learn about the other charities
 - **The PPGFK contest is aligned with their core purpose** and their fans were highly engaged
 - They also had several **giveaways for their fans** who voted and commented that they voted
- Big Brothers and Big Sisters of Eastern MO post promoting the content were usually retweets or shares of Ameren's posts, which received lower engagement.
 - Their followers weren't as engaged as other charities followers.
- Project Backpack wasn't consistent in including hyperlinks to the voting page or tagging Ameren and the Blues in their posts.

*Only have a Facebook page

Ameren Missouri Posts

Snapshot



- Posts where we tagged the charities in addition to the Blues saw the highest impressions.
- We avoided posting the \$200 donation amount to minimize comments with a negative sentiment.
- Posts that included photos of children received more likes and reactions than posts without on Facebook.

Platform	Post Description	Impressions	Likes and Reactions	Comments	Shares
AmerenMissouri - Twitter	Were happy to announce the charities in this year's @StLouisBlues Power Play Goes for Kids program! You can vote for @Deaflympics, @BROSDMO @StLouis or Project Backpack STL. Congratulations to all the nominees! Vote now at AmerenMissouri.com/Blues.	33.2K	63	2	11
AmerenMissouri - Twitter	Were making a donation for every power play you @StLouisBlues score to one of these local charities: @Deaflympics, @BROSDMO, @StLouis or Project Backpack STL. Vote for one of them at AmerenMissouri.com/Blues.	30.7K	84	9	21
Ameren Missouri - Facebook	Today is the LAST chance to vote for the charity you think should receive a donation for every St. Louis Blues power play goal. Vote now at AmerenMissouri.com/Blues.	18.2K	275	22	24
Ameren Missouri - Facebook	The more power plays the St. Louis Blues score, the more we donate to a charity of your choosing! Meet the charities and cast your vote at AmerenMissouri.com/Blues.	12K	329	5	17

Ameren Missouri's Last Post

- The last post earned 54,800 impressions, almost a third of the total impressions from posts during the voting period.
 - Interestingly, Ameren Missouri's last post earned almost five times more impressions on Twitter than on Facebook.
 - The large number of impressions on Twitter is most likely due to timing since the Blues are in the playoffs.
- Facebook:
 - 9,400 impressions
 - 465 engagements
 - 435 reactions
 - 25 shares
 - 5 comments
- Twitter:
 - 45,400 organic impressions
 - 73 engagements
 - 64 reactions
 - 8 shares
 - 1 Comment



Follow

We had a great Power Play Goals for Kids season with @StLouisBlues. @stl_youth received \$9,800 for every power play goal scored. Even better, all the charities — @BBBSEMO, @SuperSamsHeroes and Project Backpack — will split the winnings! Thanks for another successful year!



7:00 AM - 8 Apr 2019

8 Retweets 64 Likes

1 8 14

stl_youth_sports_outreach @stl_youth - Apr 8

Replying to @AmerenMissouri @StLouisBlues and 2 others

Woo hoo @AmerenMissouri \$9800 for every power play goal! we are rich beyond all measure!!! Thank you and @StLouisBlues and to all of the winning charities ever you need us please DON'T negotiate!

**Ameren Missouri Blues Sponsorship
Power Play Goals for Kids Radio Scripts
DRAFT 8-29-18**

Phase One – Ramp Up/Introduction

A power play goal has a way of energizing a game. And for the fourth year, the Power Play Goals for Kids program from Ameren Missouri will turn that energy to good works by donating \$200 to a local kids' charity every time the Blues score on a power play. Go to [Ameren Missouri.com/blues](http://AmerenMissouri.com/blues) to learn more about how Ameren Missouri is helping kids achieve their goals. Because when the Blues score, kids win.

Phase 2 – Fan Voting

Did you know that hockey can help kids? With the Power Play Goals for Kids program, Ameren Missouri is donating \$200 to local childrens' charities every time the Blues score on a power play. You can help by going to [Ameren Missouri.com/blues](http://AmerenMissouri.com/blues) to vote on this season's winning charity. And remember: when the Blues score, kids win.

Phase 3 – Winning Charity Selected

Go ahead, do the Power Play Dance because every power play goal helps local kids. For the fourth year, Ameren Missouri is donating \$200 to the winning children charity every time the Blues score on a power play. To learn more about how we can help kids achieve their goals, visit [Ameren Missouri.com/blues](http://AmerenMissouri.com/blues). And keep your eye on the net during the next power play, because when the Blues score, kids win.

**Ameren Missouri Blues Sponsorship
Power Play Goals for Kids Radio Scripts
DRAFT 8-29-18**

Phase One – Ramp Up/Introduction

A power play goal has a way of energizing a game. Ameren Missouri's Power Play Goals for Kids program turns that energy into good works. Every time the Blues score on a power play, Ameren Missouri donates \$200 to a local kids' charity. To see the goals add up, go to Ameren Missouri.com/blues. When the Blues score, kids win.

Phase 2 – Fan Voting

Did you know that Blues hockey can help kids? Thanks to Ameren Missouri's Power Play Goals for Kids program, every power play score means another \$200 to a kid's charity. You can help by going to Ameren Missouri.com/blues to vote on this season's winning charity. And remember: when the Blues score, kids win.

Phase 3 – Winning Charity Selected

Go ahead, do the Power Play Dance! Every single time the Blues score on a power play, Ameren Missouri will donate \$200 to (Name of Charity). To see those goals add up, go to the goal tracker on Ameren Missouri.com/blues. When the Blues score, kids win.

**Ameren Missouri Blues Sponsorship
Power Play Goals for Kids Pre-Game Scripts
DRAFT 8-29-18**

**Phase One – Ramp Up/Introduction
“Kids Win Again”**

:30

**OPEN ON ALEX STEEN IN UNIFORM, TALKING TO CAMERA, ON THE ICE.
ALEX: Power play goals are exciting for both players and fans.**

CUT TO FOOTAGE OF STEEN SCORING A POWER PLAY GOAL.

SFX: ANNCR CALLS, “ANOTHER POWER PLAY GOAL BY STEEN”

ALEX: They create celebrations, cheering, and can be a game changer.

**CUT TO MORE SHOTS OF IN ARENA LED GRAPHICS, FANS CHEERING WILDLY,
ETC. THEN BACK TO ALEX.**

**ALEX: And for the Fourth year, Ameren Missouri and The Blues for Kids Foundation are teaming up to
make sure every Blues power play goal leads to a game changer *outside* the arena.**

**CUT TO MORE GOALS BEING SCORED AND FANS (ESPECIALLY KIDS)
CELEBRATING.**

**ALEX: With the Power Play Goals for Kids Program, Ameren Missouri will donate
\$200 to a local children's charity every time the Blues score on a power play. Now that's something to
celebrate.**

SUPER: AmerenMissouri.com/Blues

ALEX: Find out more at AmerenMissouri.com/Blues.

LOGO/TAG: When the Blues score, kids win.

**Ameren Missouri Blues Sponsorship
Power Play Goals for Kids Pre-Game Scripts**

Phase 2 – Fan Voting
"Teamwork"
:30

OPEN ON ALEX STEEN IN UNIFORM, TALKING TO CAMERA, ON THE ICE.

ALEX: Our fans know that teamwork leads to big wins.

CUT TO A SERIES OF GREAT PASSES LEADING TO POWER PLAY GOALS AND BENCH-CLEARING TEAM CELEBRATIONS.

SFX: ANNCR CALLING OUT A GAME WINNING GOAL BY A BLUES PLAYER

ALEX: Teamwork leads to wins off the ice, too. For the fourth year, Ameren Missouri and the St. Louis Blues are teaming up to donate \$200 to a local children's charity for each power play goal this season through Ameren Missouri's Power Play Goals for Kids program.

CUT TO FANS (KIDS) CELEBRATING, FOOTAGE FROM FOKWC WINNERS LAST YEAR BEFORE CUTTING BACK TO ALEX.

ALEX: To team up with us and help make a difference, head to AmerenMissouri.com/Blues and vote for the local kid's charity you would like to see win.

SUPER: Vote today at AmerenMissouri.com/Blues

ALEX: Because when it comes to helping kids, we're all on the same team.
LOGO/TAG: When the Blues score, kids win.

Phase 3 – Winning Charity Selected
"Another Winning Season"

:30

OPEN ON ALEX STEEN IN UNIFORM, TALKING TO CAMERA, ON THE ICE.

ALEX: Nothing gets the crowd energized and the rally towels going like a power play goal.

CUT TO FOOTAGE OF A POWER PLAY GOAL, FOLLOWED BY PLAYERS AND FANS CELEBRATING.

ALEX: And thanks to another winning season of the Power Play Goals for Kids Program, that excitement is about more than a great game.

TO B-ROLL OF THE WINNING CHARITY, THEN CUT BACK TO ALEX TALKING TO CAMERA

ALEX: Every time the Blues score a power play goal this season, Ameren Missouri will donate \$200 to (NAME OF WINNING CHARITY).

SUPER: Congratulations to (NAME OF WINNING CHARITY).

CUT BACK TO ANOTHER GOAL, FOLLOWED BY FANS CELEBRATING.

ALEX: Power Play Goals for Kids. When the Blues score, kids win.

SUPER: AmerenMissouri.com/Blues

LOGO/TAG: When the Blues score, kids win.

CHARITIES:

Big Brothers, Big Sisters of Eastern Missouri

Project Backpack

STL Youth Sports Outreach

Super Sam Foundation





POWER PLAY GOALS FOR KIDS

WHEN THE BLUES SCORE, KIDS WIN.

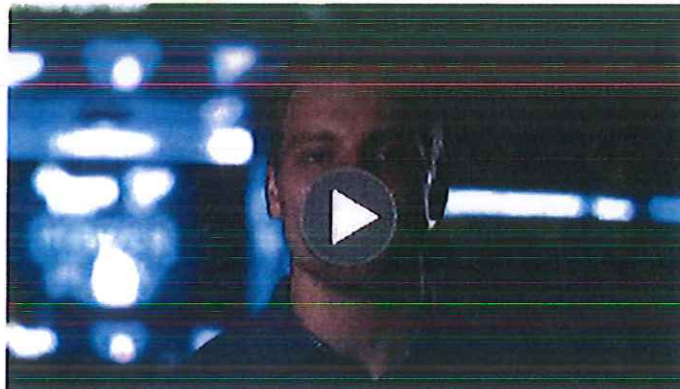


Ameren Missouri and the St. Louis Blues are hitting the ice to score big for local kids through the Power Play Goals for Kids program.

Whenever the Blues score a power play goal during the 2019-2020 regular season, Ameren Missouri will donate \$500 to a local kids charity to help kids achieve their goals. With every Blues power play goal, the winning donation grows.

And starting December 1st, fans can call the shots and help decide which of the four charities will net the final donation amount at the end of the season. So *Let's Go Blues!* — because when they score power play goals, kids win.

[Learn more »](#)



[REDACTED]

[REDACTED]