

**SNG RESIDENTIAL NATURAL GAS ENERGY EFFICIENCY INCENTIVE PROGRAM
MARKETING PLAN (AS REQUIRED BY 4 CSR 240-3.225(2)(B)1.**

I. Target Audience

Summit Natural Gas of Missouri, Inc. will target residential home owners in Missouri, with a focus on reaching the decision maker. This audience would be new customers who are likely using propane or electric, as well as current natural gas customers.

II. Goal

Our goal is to provide incentives to customers who purchase a new energy-efficient furnace and/or programmable thermostat to replace old models or for new installations. This will encourage the connection of more customers utilizing high efficiency appliances by providing them with a rebate to help offset the cost of these appliances. This will result in safer, more cost-saving construction and lower rates to all customers.

III. Messaging Strategy

Living in a more energy efficient home is attainable with Summit Natural Gas of Missouri Inc.'s Energy Efficiency Incentive Program. Achieve more savings with our rebate program while using The Natural Choice.

IV. Tactics

- Service Line Specialists
 - Service line specialists will discuss the program during the sales call with the customer. At this time they will inform the customer of the availability of energy efficiency incentives and how the rebates can benefit them.
- Radio Advertisements
 - Radio advertisements, along with any live spots that are read on-air, will include a mention of the availability of energy efficiency incentives. These 30 second advertisements will also include general information about service through Summit Natural Gas of Missouri, Inc.
- Newspaper Advertisements
 - Advertisements are run regularly in local newspapers throughout the Summit Natural Gas of Missouri, Inc. service areas. Advertisements would include general information about service

through Summit Natural Gas of Missouri, Inc. and the availability of energy efficiency incentives.

- Print
 - Other print materials outside of newspapers will be utilized, such as flyers, brochures, mailers, etc. These mediums will include general information about service through Summit Natural Gas of Missouri, Inc. and the availability of energy efficiency incentives.
- Online
 - A separate page will be created on the Summit Natural Gas of Missouri, Inc. website regarding the availability of energy efficiency incentives.
- Public Relations
 - Press releases detailing the Summit Natural Gas of Missouri, Inc. residential energy efficiency incentives will be released to media outlets to inform customers about the availability of the program. Public speaking engagements and events will be attended to educate the public on the energy efficiency incentives.

V. Timeline

December 2014	Development of marketing materials.
January-February 2015	Energy efficiency incentive program launches.
Ongoing	Marketing efforts to continue for duration of program.