

A person wearing a blue long-sleeved shirt is sitting on a couch, using a silver laptop. The laptop screen displays the Ameren website. A white text box is overlaid on the center of the image.

**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**.

## 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 11<sup>th</sup> - 31<sup>st</sup> 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



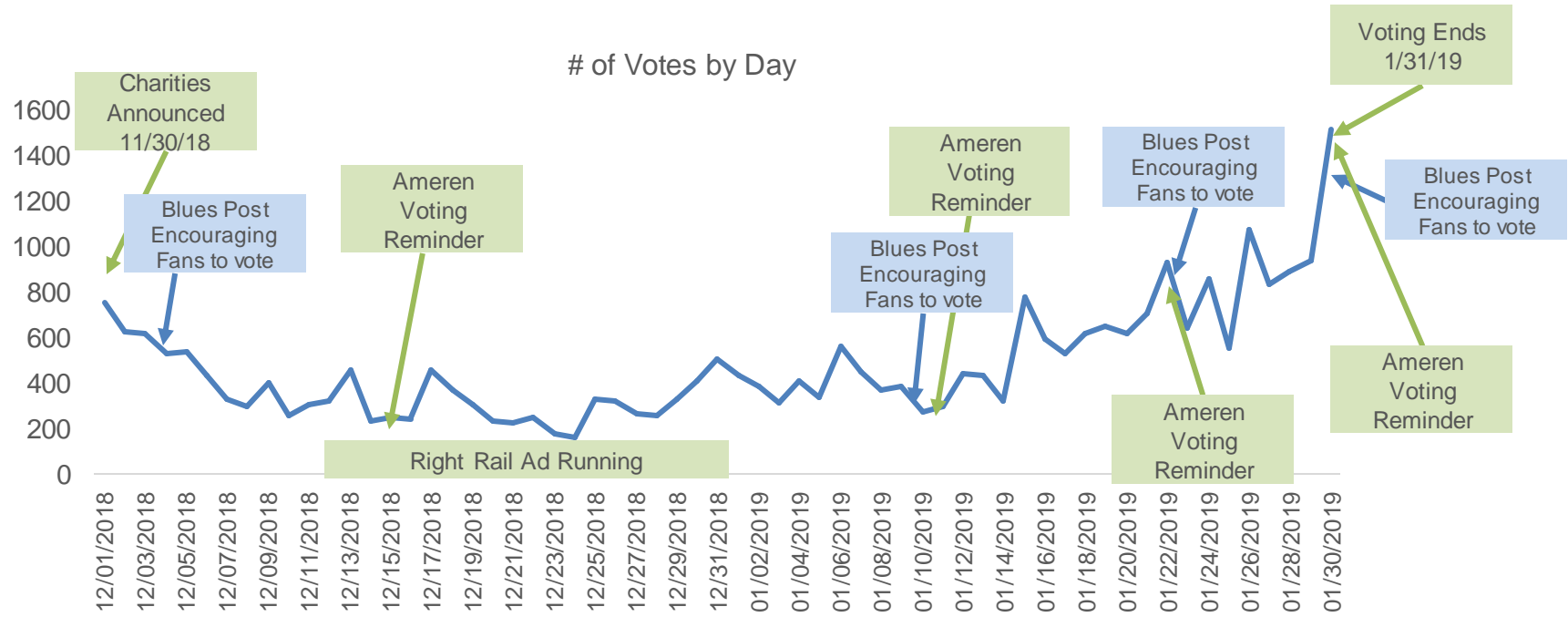
Voting Results		2017 – 2018	2018 – 2019	YOY % Change
Total combined de-duped votes		6,988*	22,072	▲ 216%
Total combined raw votes		24,768	30,447	▲ 23%
Unique voters (by email address)		9,706	8,084	▼ -17%
Unique voters (by IP address)		8,785	2,883	▼ -67%
Social Shares from App		797	2,025	▲ 154%
Total 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



# Example Charity Posts

**Stl youth sports outreach**  
@stl\_youth

Follow

Click the fb link...vote for us daily, for @AmerenMissouri @StLouisBlues power play goal for kids!! Get a free chance at @Yadimolina04 ball just cause we love him..and you..!)

[m.facebook.com/story.php?stor ...](https://m.facebook.com/story.php?stor...)

**BBBS of Eastern MO**  
@BBBSEMO

Follow

Thanks to @AmerenMissouri for their generosity. They give \$200 to a charity for each power play goal the @StLouisBlues score during the regular season. This year, that charity could be #BBBSEMO! Vote for us every day until Jan. 31 at [amerenmissouri.com/blues](http://amerenmissouri.com/blues).



**Super Sam Foundation: Fighting Childhood Cancer**  
December 14, 2018

Follow

We need YOUR help!  
The St. Louis Blues and Ameren Missouri have selected us as a finalist in their Power Play Goals for Kids Campaign! THIS IS HUGE!  
Please VOTE DAILY at [www.AmerenMissouri.com/Blues](http://www.AmerenMissouri.com/Blues) from each email address!  
If we win, 100% of the money will go to fighting this beast that is cancer for the families who are in the fight now, live with the loss from childhood cancer, and for those yet to be diagnosed.  
We fight this through research.  
We fight this through comfort and support for heroes, their siblings, and their caregivers.  
We fight this through advocacy, because our kids deserve more than 4% of federal cancer research funding.  
We fight, because we made a promise.  
PLEASE fight with us. Fight for ALLtheKIDS. Fight with your VOTE!  
#SSF #LGB #AmerenMissouri #SuperSam #VOTE



**Stl Youth Sports Outreach**  
February 11 at 9:24 AM

Follow

So if you haven't seen the news, WE WON!!! We knew our supporters would have it no other way than to split with all of these amazing charities, so we did...we cant thank you enough, this was never really about "winning", we felt this was the perfect time to Returning The Favor as ever, as it was done for us. To say we love you all is an understatement. What started out so small has turned into something nothing short of beautiful. You are stlyso! Thank You Ameren Missouri and the St Louis Blues!!!!  
<https://fox2now.com/...stl-youth-sports-outreach-wins-amere.../>



**Super Sam Foundation: Fighting Childhood Cancer**  
January 18

Follow

Thank you Playhouse Bistro and The Edge Salon & Spa LLC. for encouraging your patrons to vote daily!  
We are in 2nd place! Voting lasts until Jan.31st - we can do this!  
Vote daily here: [www.amerenmissouri.com/Blues](http://www.amerenmissouri.com/Blues)  
#LGB #Loveourcommunity #SSF #VOTE



Missed opportunity to tag Ameren or the Blues to increase the post's reach.

**Project Backpack St. Louis**  
December 30, 2018

Follow



Include hyperlinks or make images clickable.

# 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	Date	Impressions	Likes and Reactions	Comments	Shares
AmerenMissouri - Twitter	Dec 3, 2018	33.2K	53	2	11
AmerenMissouri - Twitter	Dec 14, 2018	30.7K	84	9	21
Ameren Missouri - Face...	Jan 31, 2019	18.2K	275	22	24
Ameren Missouri - Face...	Jan 10, 2019	12K	329	5	17

**AmerenMissouri - Twitter** Dec 3, 2018

We're happy to announce the charities in this year's @StLouisBlues Power Play Goals for Kids program! You can vote for @SuperSamsHeroes @BBBSEMO @stL\_youth or Project Backpack STL. Congratulations to all the nominees! Vote now at [AmerenMissouri.com/Blues](http://AmerenMissouri.com/Blues).



**AmerenMissouri - Twitter** Dec 14, 2018

We're making a donation for every power play goal the @StLouisBlues score to one of these local charities: @SuperSamsHeroes, @BBBSEMO, @stL\_youth or Project Backpack St. Louis. Vote for one of them at [AmerenMissouri.com/Blues](http://AmerenMissouri.com/Blues).



**Ameren Missouri - Face...** Jan 31, 2019

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](http://AmerenMissouri.com/Blues).



**Ameren Missouri - Face...** Jan 10, 2019

The more power play goals 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](http://AmerenMissouri.com/Blues).



# 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



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 64

**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 measures!!! Jk...thank you and @StLouisBlues and to all of the winning charities, ever you need us please DONT hesitate !

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