

# Ameren Missouri

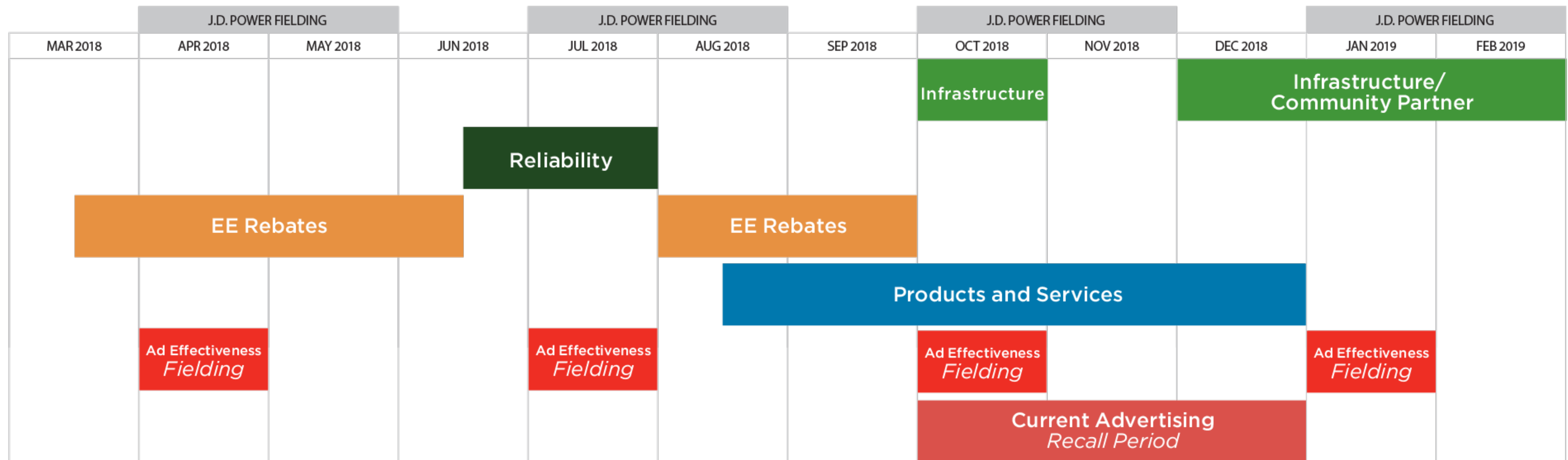
## Advertising Effectiveness — Wave 3, 2018

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December 19, 2018

## Background

- 1,008 respondents completed the study between October 1, 2018, and November 6, 2018.
- Asked to recall advertising from the previous three months (July, August and September 2018).
- Fielding mirrors J.D. Power fielding.
- Objective: Assess how advertising recall, media and message affect customer satisfaction.



## Demographics Align to J.D. Power Respondents

- Quotas were based on the J.D. Power respondents sample, specifically on Age, Gender, Ethnicity and Income.
- Consistent with previous waves, the advertising effectiveness sample mostly reflects the makeup of J.D. Power respondents, with one significant difference between the J.D. Power quota and this current wave occurring for the 55 or older group.

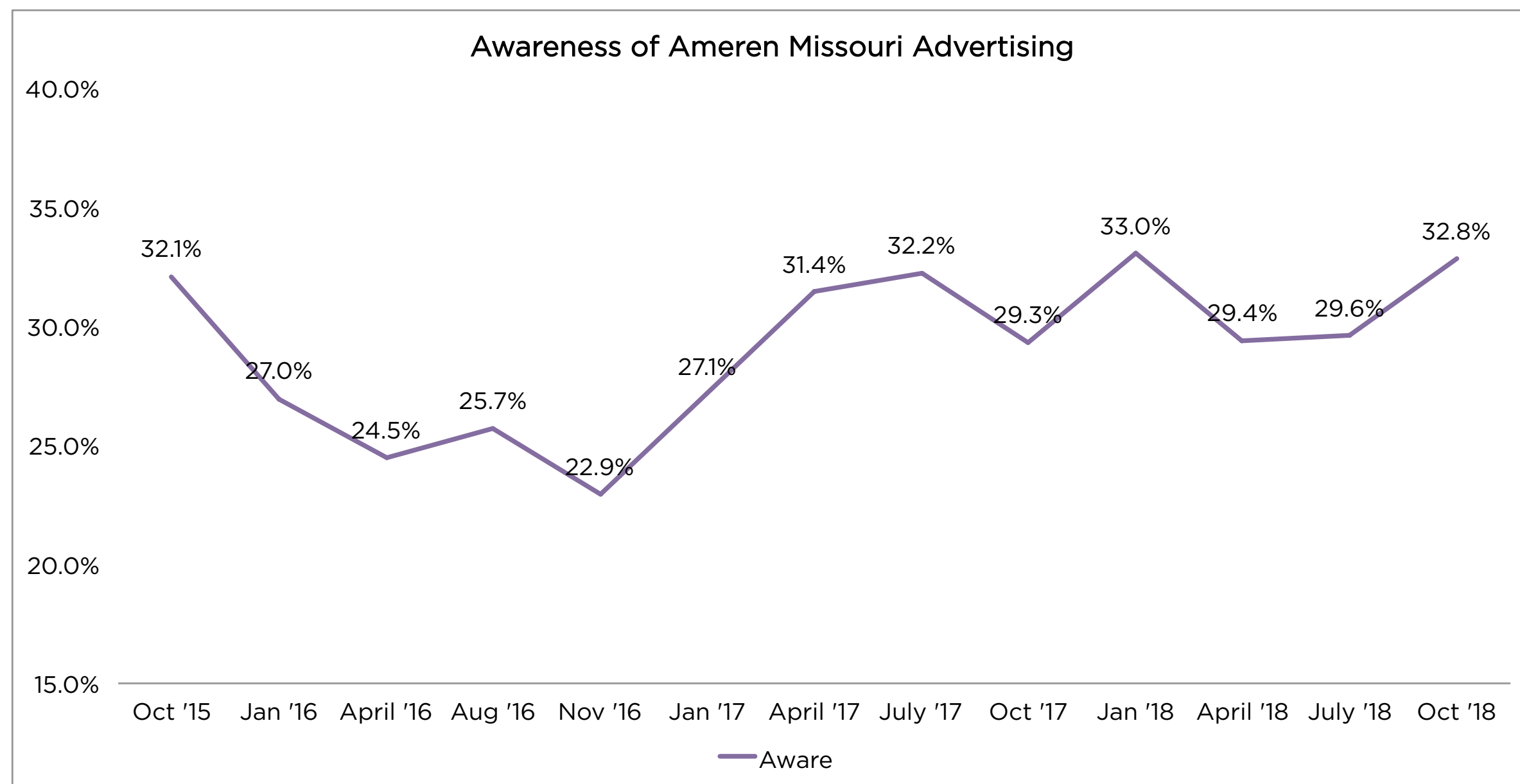
|                  | J.D. Power Quotas | Ad Effectiveness |
|------------------|-------------------|------------------|
| <b>Age</b>       |                   |                  |
| 18 to 24         | 6.8               | 7.5              |
| 25 to 34         | 17.3              | 19.4             |
| 35 to 44         | 13.8              | 15.3             |
| 45 to 54         | 16.6              | 18.0             |
| 55 or Older      | 45.5              | 39.8*            |
| <b>Gender</b>    |                   |                  |
| Male             | 35.8              | 35.8             |
| Female           | 64.2              | 64.2             |
| <b>Ethnicity</b> |                   |                  |
| White/Caucasian  | 86.9              | 86.9             |
| Black/A.A.       | 8.3               | 9.9              |
| Hispanic         | 1.7               | 0.9              |
| Asian/P.I.       | 2.4               | 1.3              |
| Other            | 0.7               | 1.0              |

\* Significant at 95%

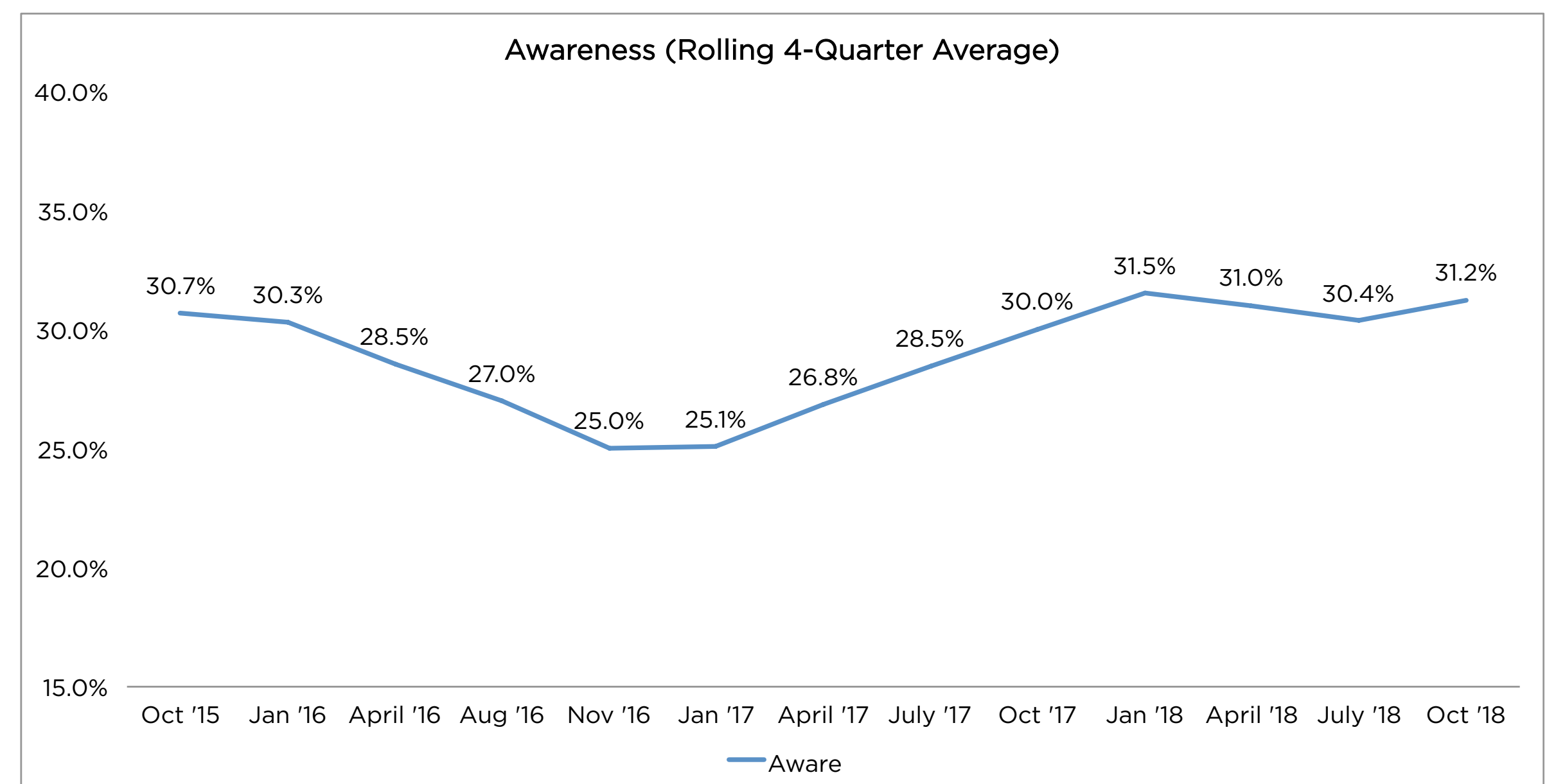
## Quarterly Advertising Awareness Rose to 32.8%

- 32.8 percent of the respondents recalled Ameren Missouri advertising in the previous three months.
- The rolling average continues to reflect consistency in awareness levels.

### Quarterly Averages

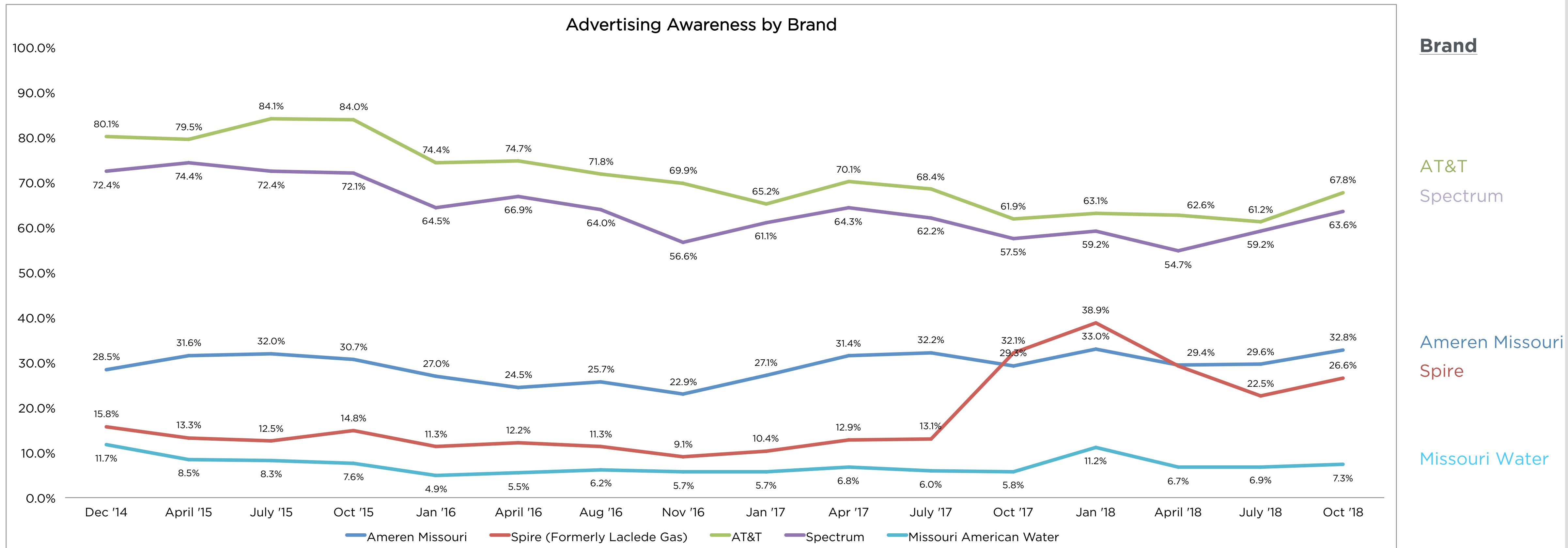


### Rolling Averages



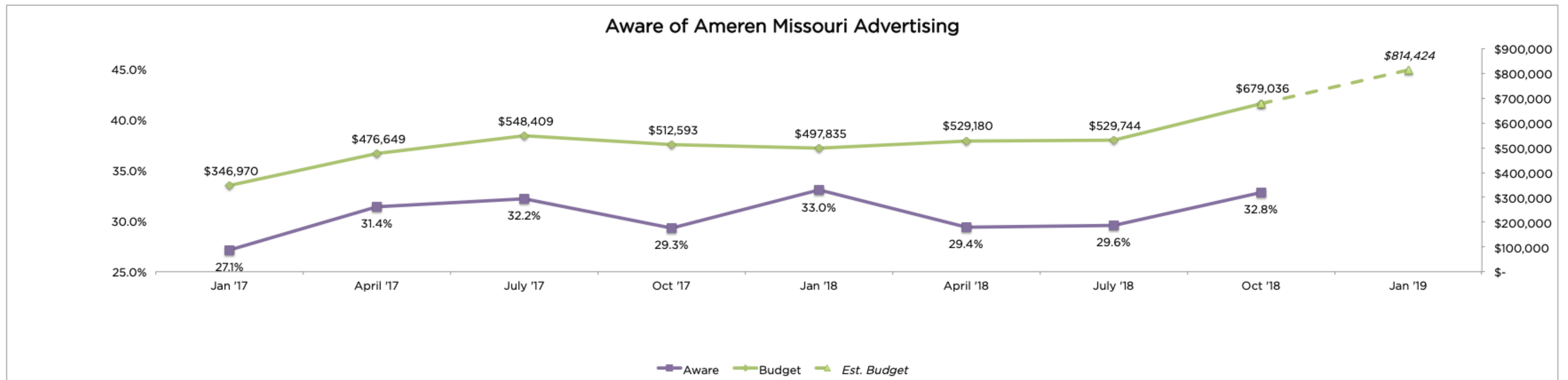
## Ad Awareness Up

- National and regional advertising recall increased across all brands surveyed compared to last quarter.



## Increased Quarterly Spend Correlates With Increased Awareness Levels

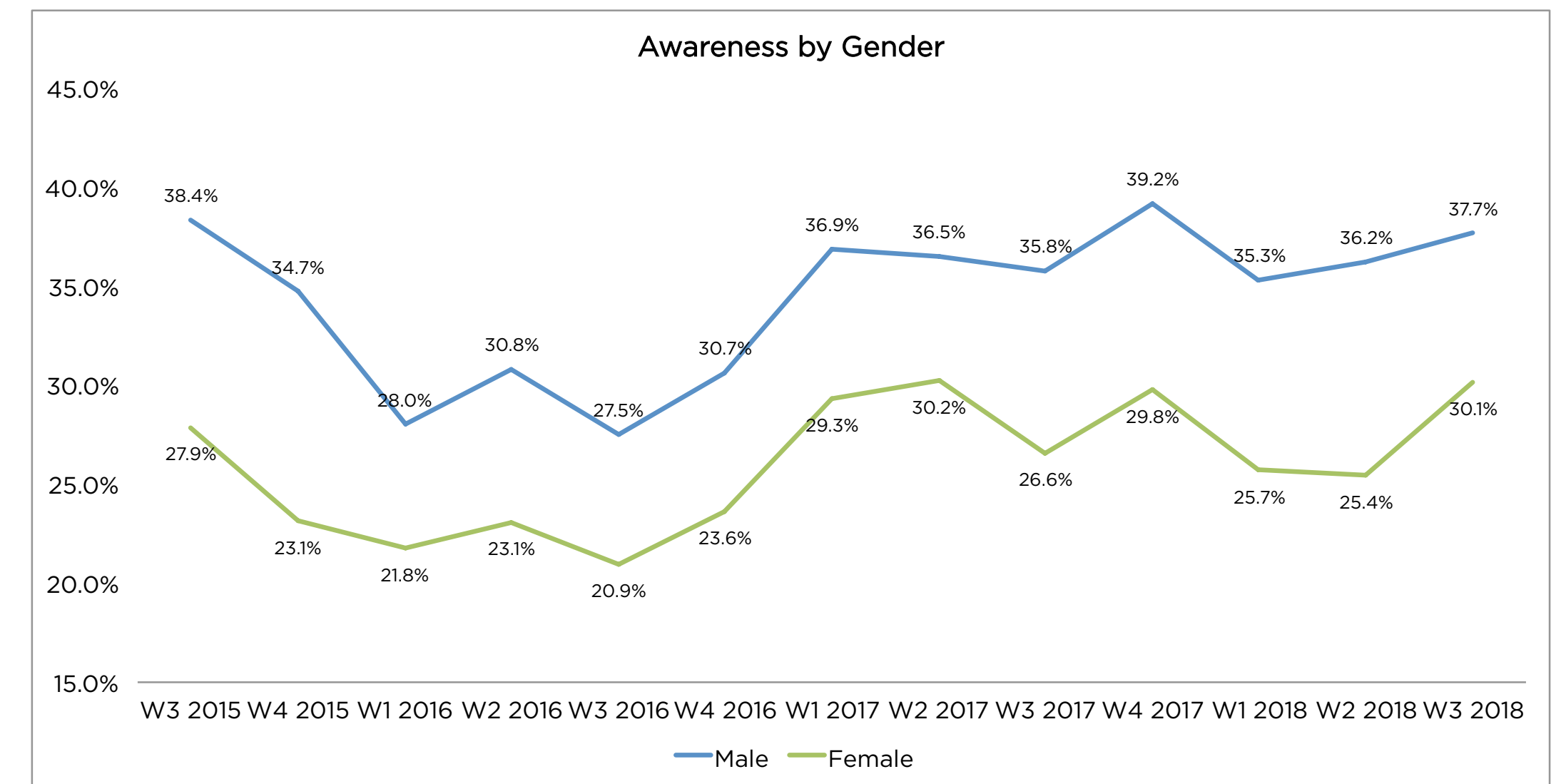
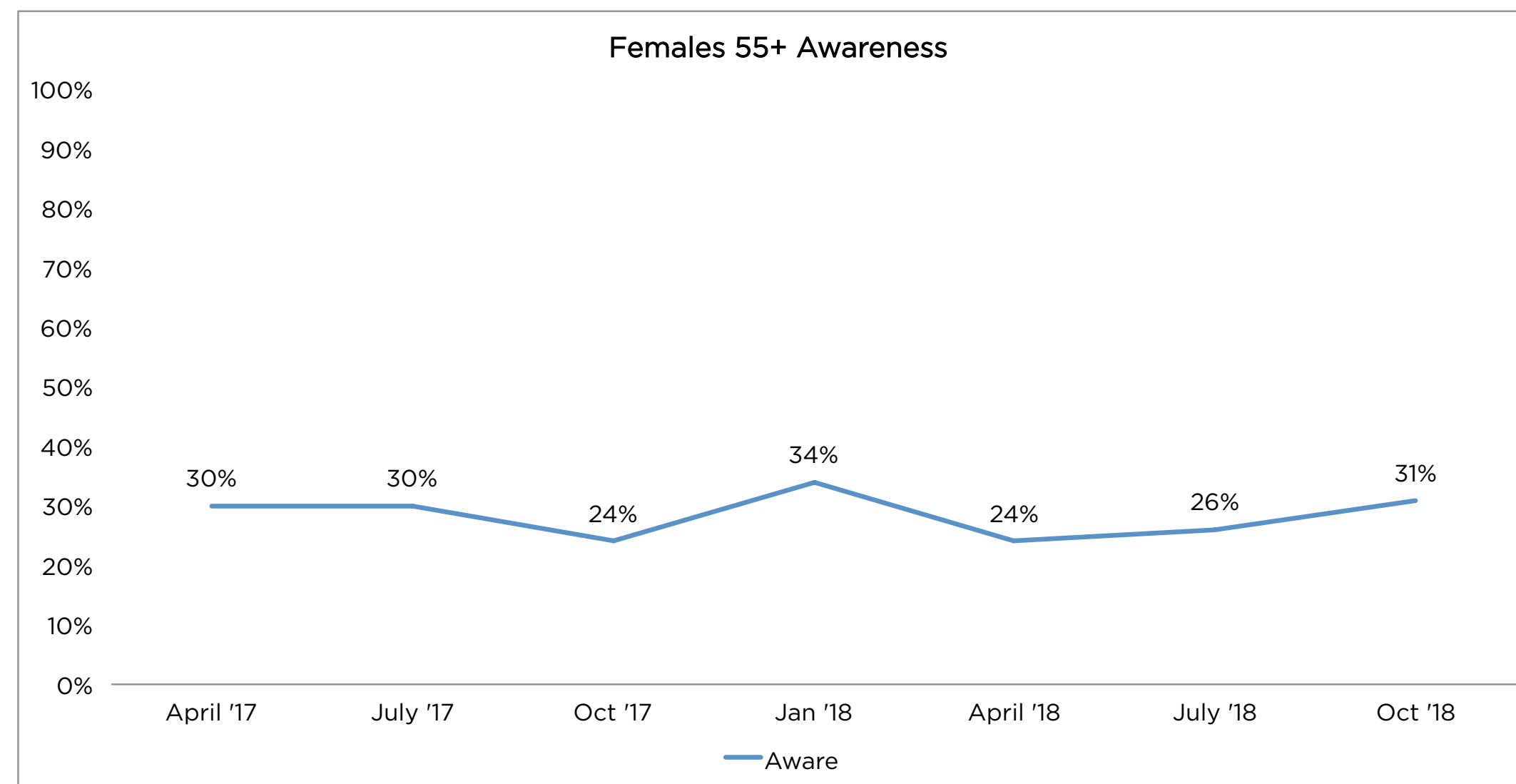
- Q4 spend will be the highest ever at over \$800K, continuing the momentum built in Q3.
- A strong mix of TV, radio, OOH and YouTube are focused primarily on EAW messaging.
- Products & Services will finish strong across a variety of digital platforms.



\* Significant at 95%

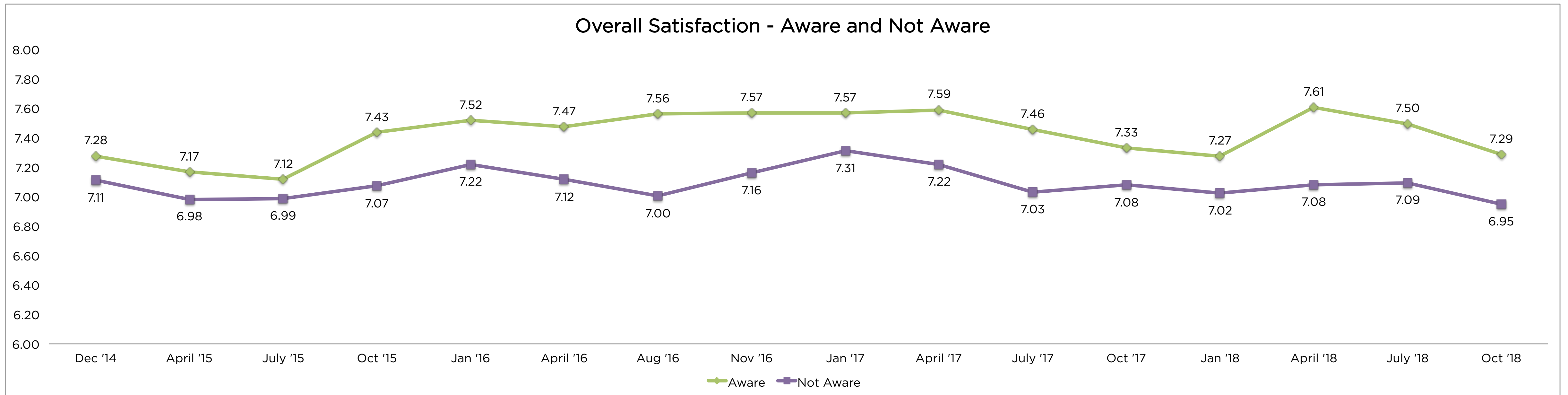
## Recall Among Females 55+ Increased Compared to the Previous Wave

- This wave, females 55+ saw an additional increase in their overall advertising recall (26% to 31%).
- Their overall satisfaction held steady from the previous quarter (7.5 to 7.4).
- Awareness for men and women increased, with women seeing a steeper increase (25% to 30%) than men (36% to 38%).
- Consider how to continue increasing female targeting without losing ground on male awareness.



## Satisfaction for Respondents Who Are Aware Remains Higher Than Those Who are Not Aware

- Awareness of Ameren Missouri advertising continues to correlate with greater overall satisfaction.
- Satisfaction levels for both aware and not aware of advertising drop slightly.





## Media Spend

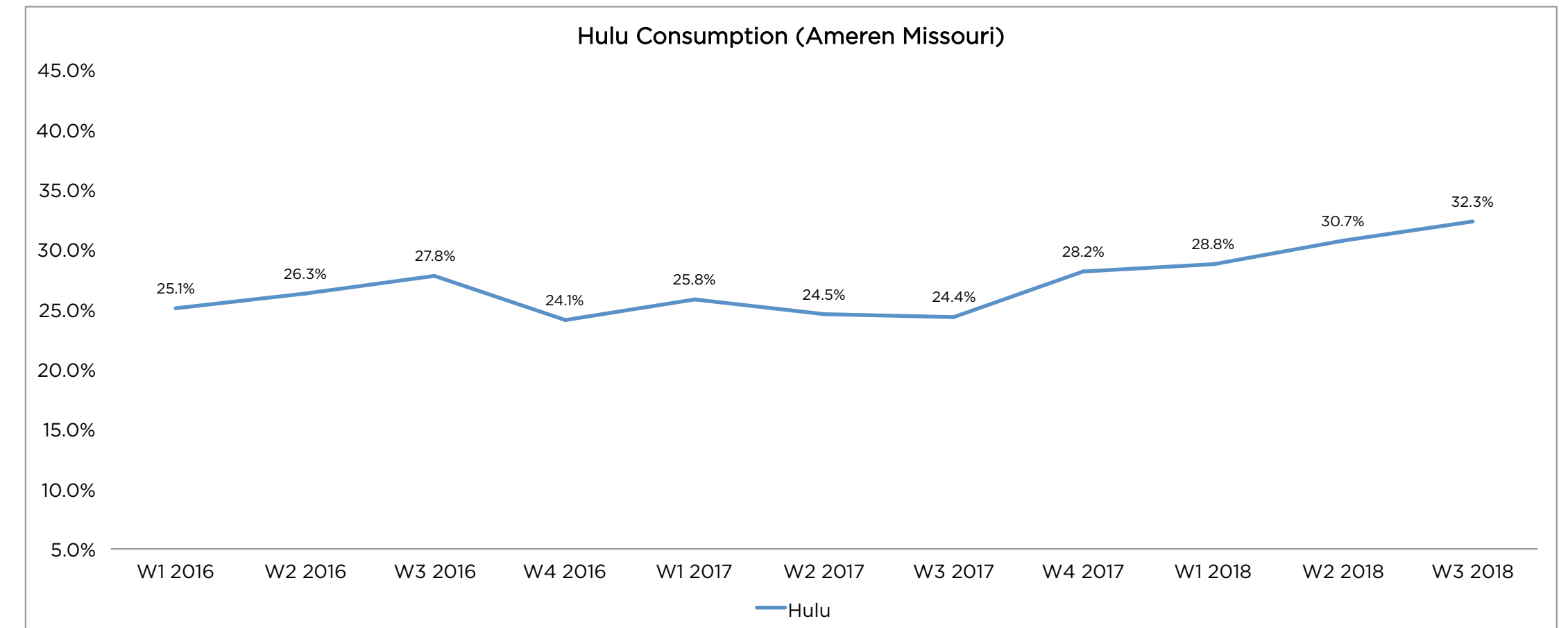
- Continued strong quarterly spends in high-reach vehicles like spot TV and OOH are strong promoters of awareness.
- Late December activity in TV, radio, OOH and YouTube will build on momentum for a strong Q1 2019.

|                                  | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | YEAR-END TOTAL     |
|----------------------------------|-------------|-------------|-------------|-------------|--------------------|
| <b>2017 Budget</b><br>EAW+EE     | \$476,649   | \$548,409   | \$512,593   | \$497,835   | <b>\$2,035,486</b> |
| <b>2018 Budget</b><br>EAW+EE+P&S | \$529,180   | \$529,744   | \$679,036   | \$814,424   | <b>\$2,552,384</b> |

## Additional Recommendations

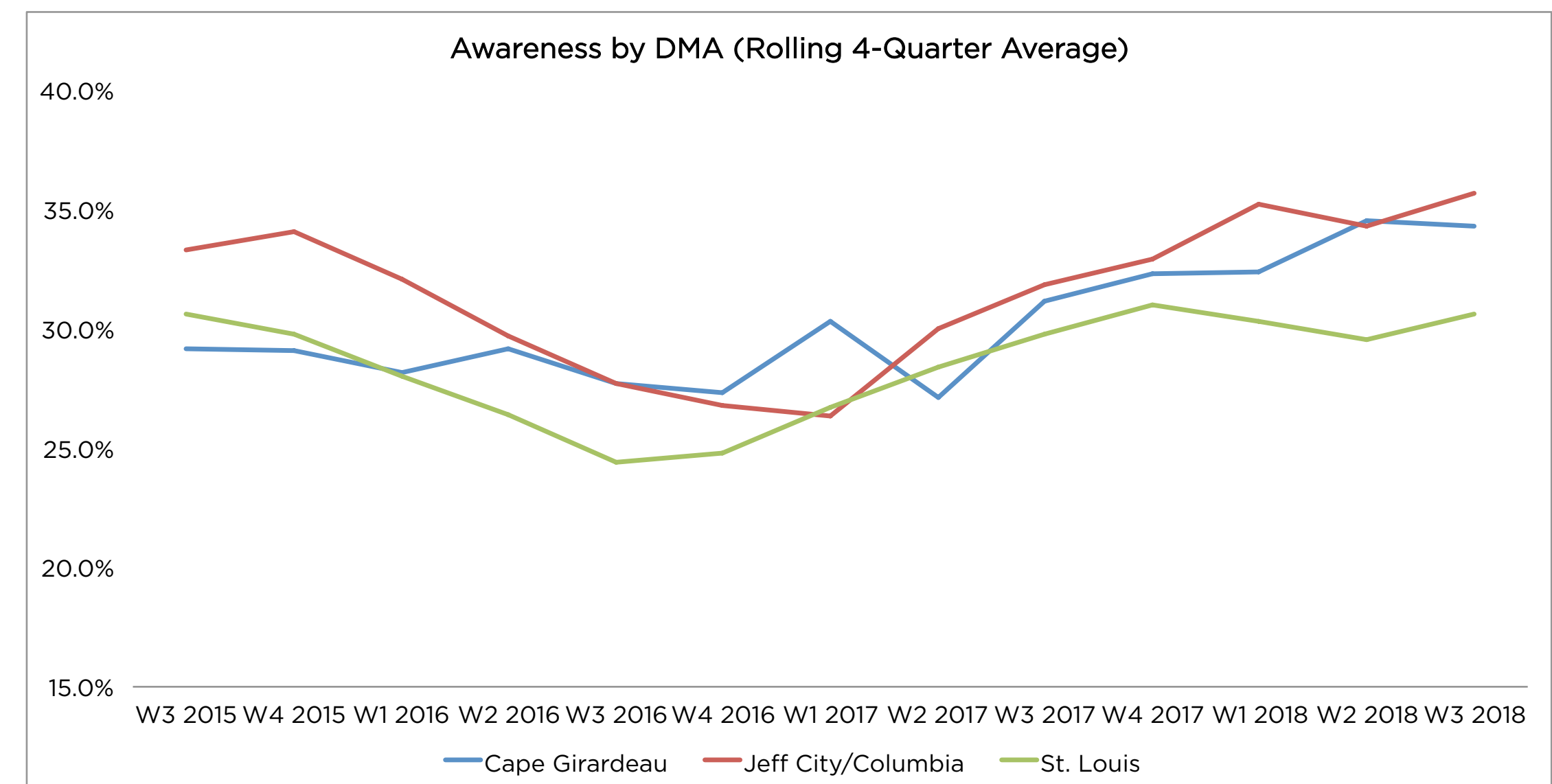
### Hulu Consumption

- Hulu consumption continues to increase among customers.
- Consider augmenting traditional TV with Hulu to capitalize on evolving media consumption habits.



### Awareness by DMA

- While awareness in St. Louis is up this wave, it is consistently lower than the outer markets.
- Consider shifting the mix in outer markets while increasing support in St. Louis.
- Consider and explore market mix shifts, potentially using more cost-efficient media in outer markets and increasing support in St. Louis. (radio).



## Takeaways and Recommendations

- Those who were aware of advertising continued to report higher satisfaction levels than those who were not aware.
- Awareness of advertising increased among females 55+ (26% to 31%) and their overall satisfaction held steady (7.5 to 7.4) from the previous wave.
- Increase female targeting without losing ground on male awareness.
- Consider and explore media mix shifts in 2019 to drive awareness to higher levels.
- Consider and explore market mix shifts in 2019, potentially using more cost-efficient media in outer markets and increasing support in St. Louis.
- Consider augmenting traditional TV with Hulu in 2019 to capitalize on evolving media consumption habits.

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Thank You

