

# Ameren Missouri

## 2018 Reliability Campaign Validation Test

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May 30, 2018



## Executive Summary

- The study was a final test on the new television spot and two radio spots, with the objective being to identify any red flags prior to the spots running in market.
- The television spot “Little League” averaged 7.5 out of 10 in terms of the overall rating.
- Both radio spots “Reliability Has a Name” and the “The Source”, averaged 7.0.
- Customers generally felt better about Ameren Missouri after watching the TV spot (7.1), as well as after listening to both radio spots (6.9 for both).
- There were no critiques or objections regarding specific scenes or components from the open-ended responses.

**Based on this research, HLK recommends proceeding with the TV spot, “Little League” and the recommended and approved “Reliability Has a Name” radio spot.**

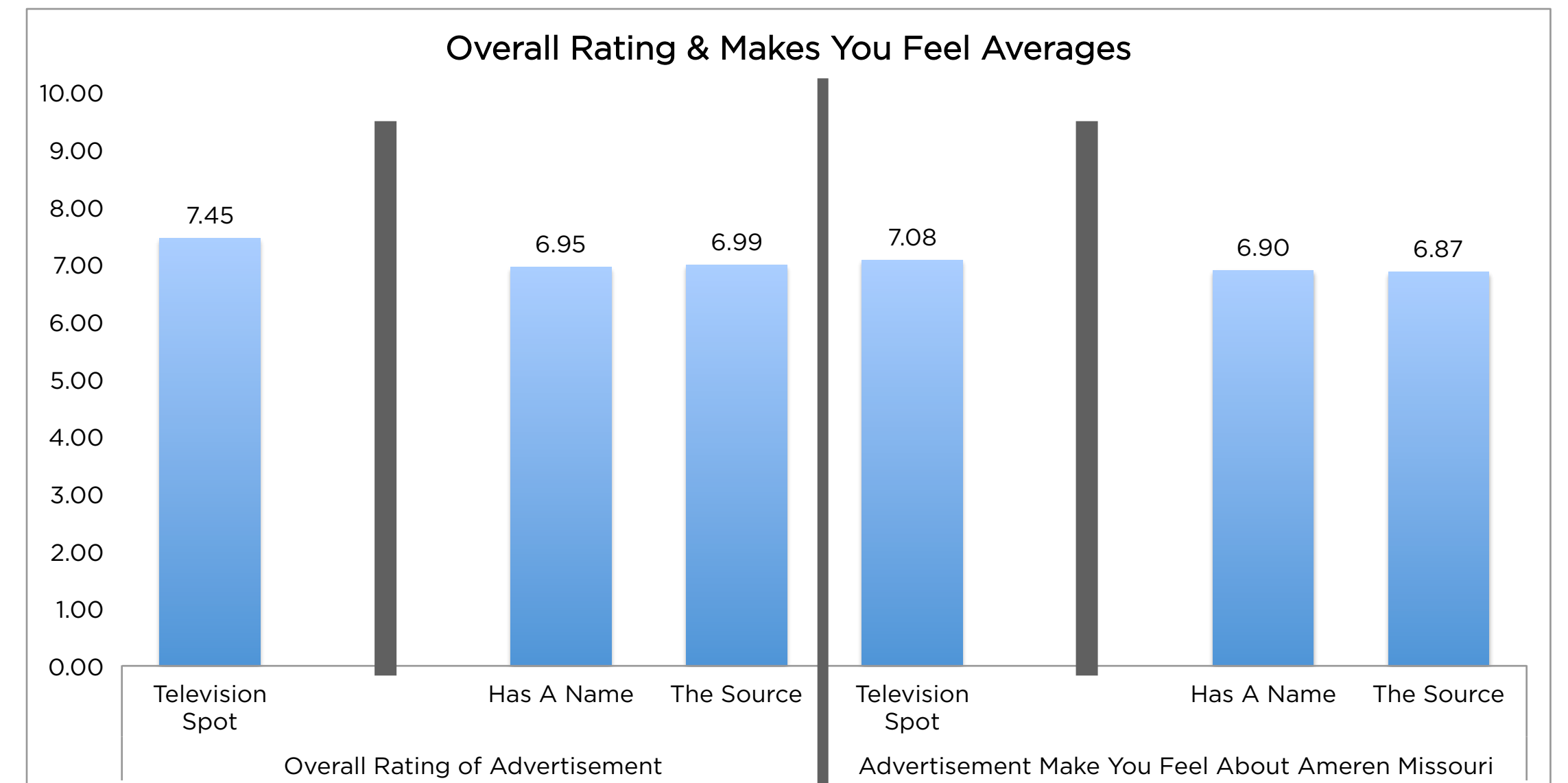
*Note anything rated under a 5 would be a red flag*

## Overview

- Ameren Missouri customers were surveyed in order to assess perceptions of a *rough cut version* of the 2018 Reliability Campaign, “Little League,” as well as the two radio spots, “Reliability Has a Name” and “The Source.”
- A total of 233 customers completed the online survey between May 8th and May 20th, 2018.
  - 105 from St. Louis (45%)
  - 75 from Jefferson City (32%)
  - 53 from Cape Girardeau (23%)
- No other quotas (i.e., age, gender, ethnicity, etc.) were established during fielding to ensure that a sufficient number of responses were collected to assess the advertisements.

## Overall Rating and Advertisement Makes Me Feel About Ameren Missouri

- Participants were asked to rate the television spot and each of the two radio spots on their *overall rating* as well as how the spots *made them feel about Ameren Missouri* after being exposed to them individually.
- Regarding the television spot, it's *overall rating* averaged at a 7.5 and it averaged a 7.1 with regards to how it *made the respondents feel about Ameren Missouri*.
- The two radio spots averaged similar to one another across both the *overall rating* and *how the spots made the respondents feel about Ameren Missouri*. Both radio spots averaged 7.0 in regards to their *overall rating*, and both spots averaged 6.9 in regards to how the spots *made the respondents feel about Ameren Missouri*.
- There were no significant differences between the two Radio advertisement attribute averages. HLK recommends moving forward with "Reliability Has a Name."



\* Significant at 95%

Q14/Q16/Q22/Q24/Q30/Q32: Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the video advertisement overall that you just watched? / Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just watched make you feel about Ameren Missouri as a company? / Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the radio advertisement overall that you just listened to? / Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just listened to make you feel about Ameren Missouri as a company? / Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the radio advertisement overall that you just listened to? / Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just listened to make you feel about Ameren Missouri as a company?









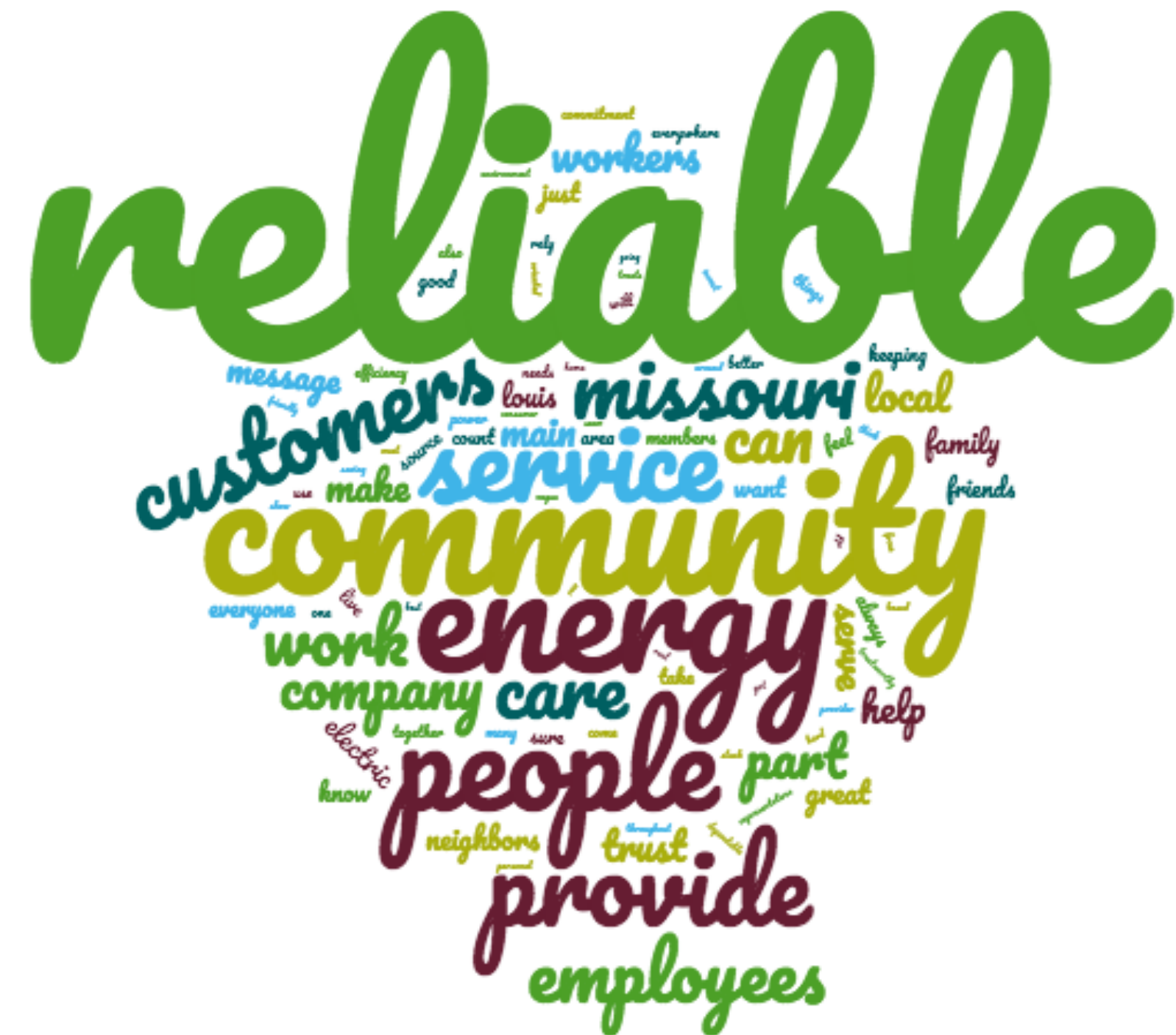


## “The Source” Radio Spot Open-Ended Responses

### Liked About Advertisement



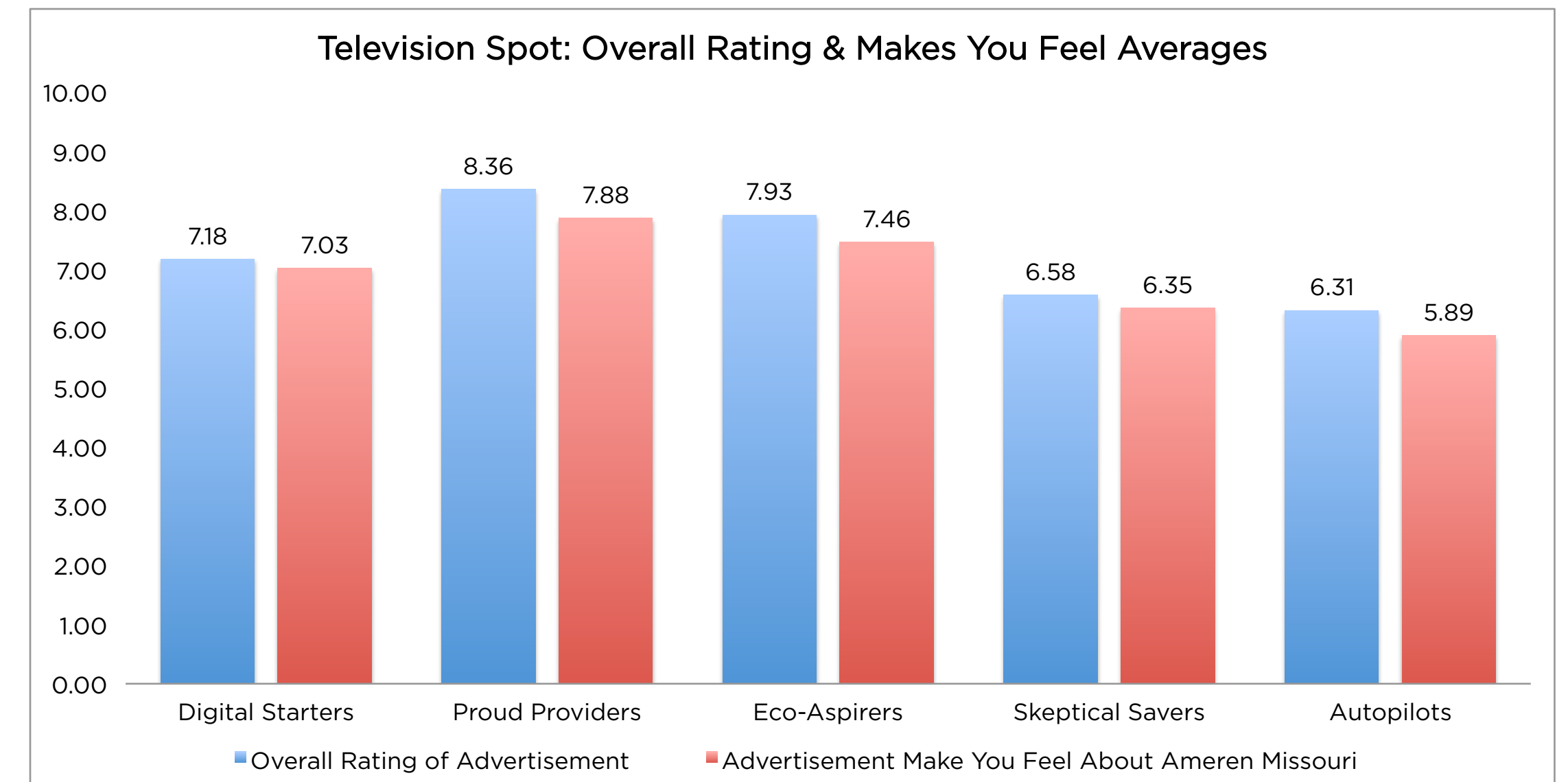
### Main Message



- Related to “The Source” radio spot, customers again appreciated the *reliability* and *community involvement* aspects of the advertisement.
- When responding to what the main message was, the customers stated that *reliable energy* and *being involved in the community* were the main messages present.

## Television Spot Ratings By Segment

- The segmentation that was commissioned by the Cambridge Group was also implemented in an attempt to find any glaring issues with the advertisements that would have otherwise gone unnoticed in viewing only the overall averages for each of the two attributes.
- In reviewing the television advertisement, the *overall rating* and *makes you feel* attribute averages by segment showed no surprises given what is known about each segment, and their general tendencies toward Ameren Missouri.
- The *Proud Providers* and *Eco-Aspirers* rated the television advertisement higher than the overall average.

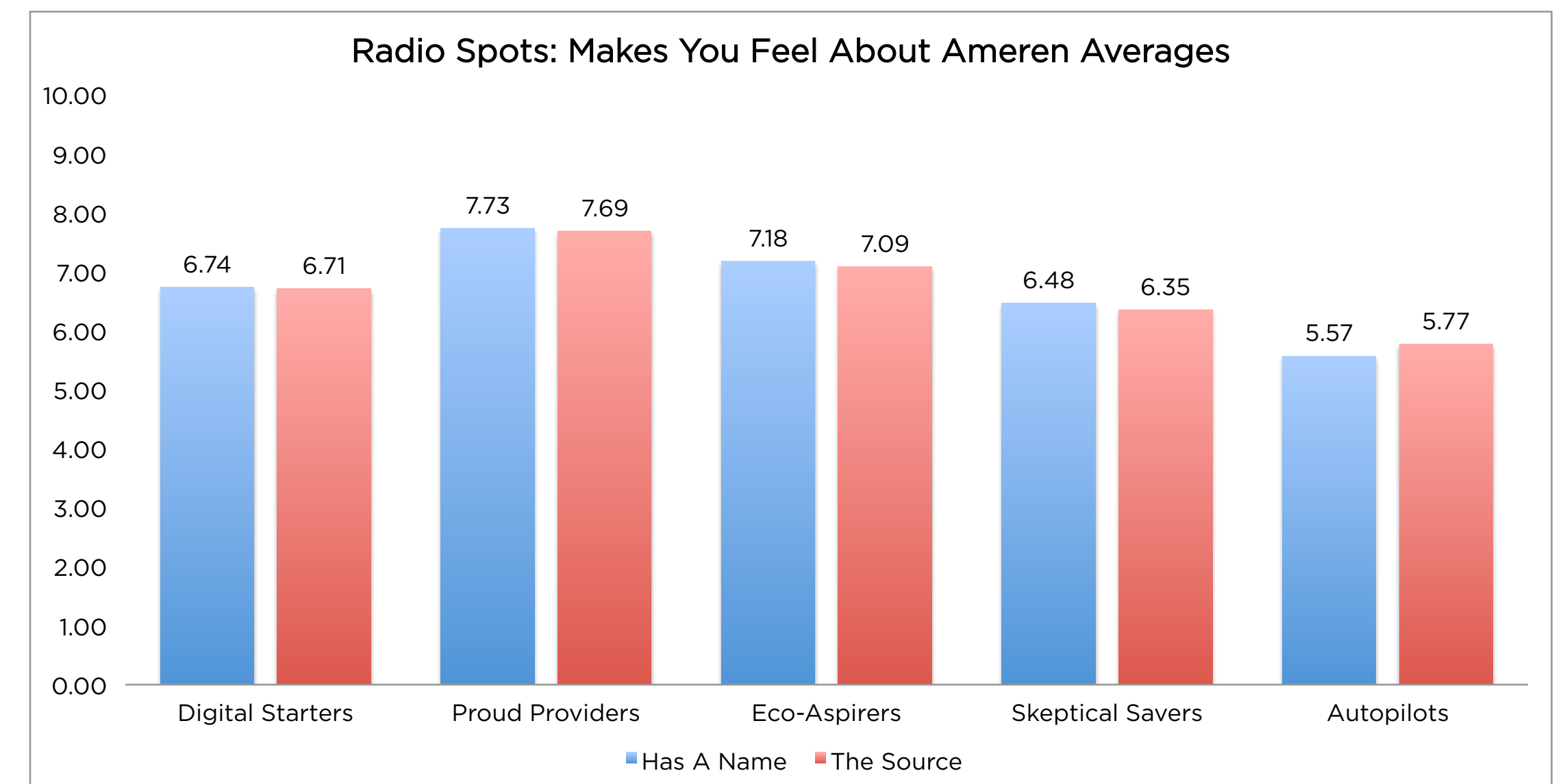
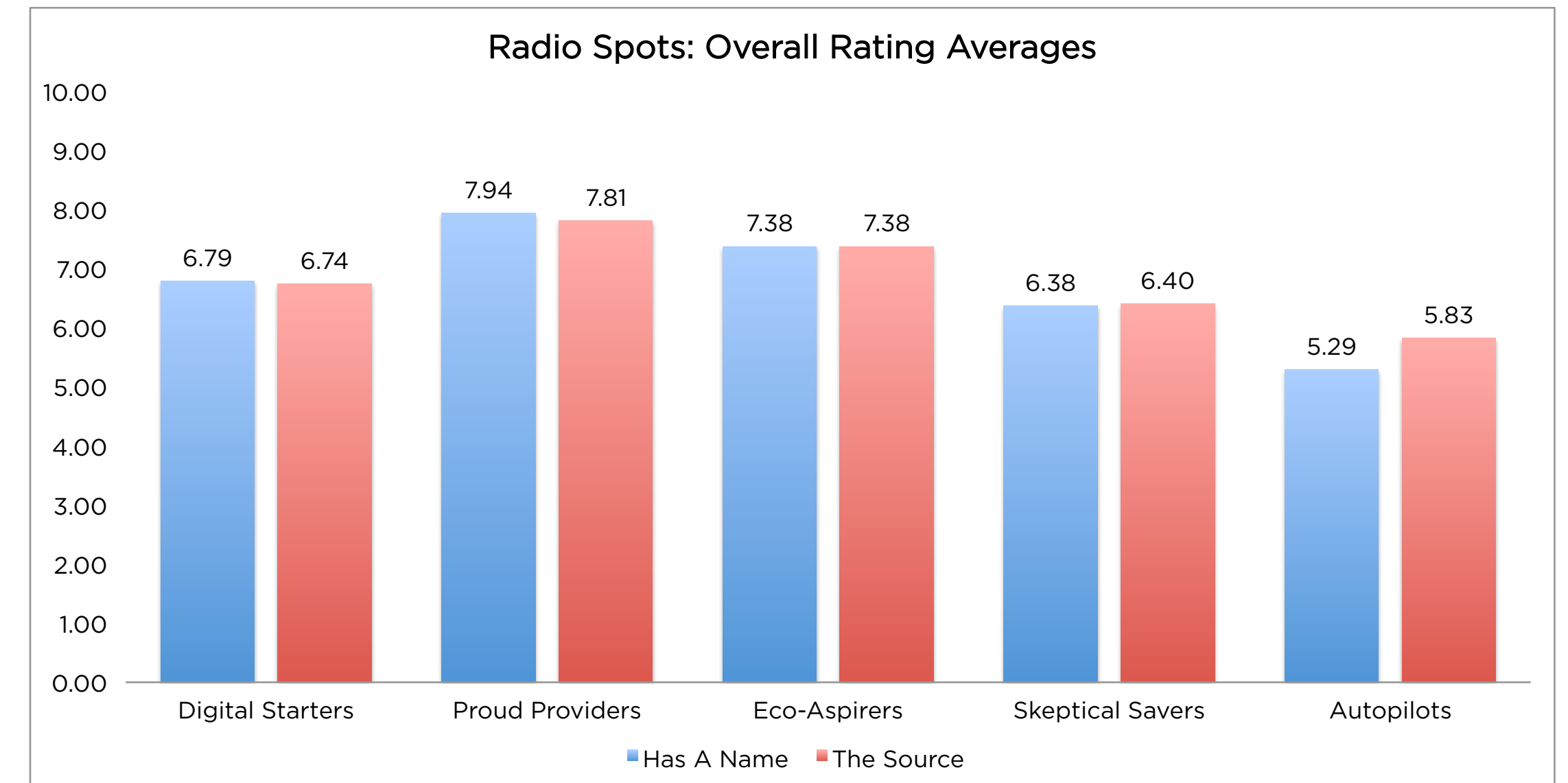


Q9/Q14/Q16: Please indicate how much you personally agree or disagree with each of the statements listed below. Please read each statement carefully; although some items may appear similar, no two items are exactly alike. Where asked about a "service provider," please think about companies that offer you different services in exchange for money (for example, cable, electricity, gas, internet). / Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the video advertisement overall that you just watched? / Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just watched make you feel about Ameren Missouri as a company?



## Radio Spots: Ratings by Segment

- Similar to the television spot, the two radio advertisements rating attribute averages were assessed by segment.
- In reviewing the attribute average for *overall rating* and *how the advertisements make the customers feel about Ameren Missouri* by segment, similar insights were observed in that the *Proud Providers* and *Eco-Aspirers* rated both of the radio advertisements above the overall average.



Q9/Q22/Q24/Q30/Q32: Please indicate how much you personally agree or disagree with each of the statements listed below. Please read each statement carefully; although some items may appear similar, no two items are exactly alike. Where asked about a “service provider,” please think about companies that offer you different services in exchange for money (for example, cable, electricity, gas, internet). / Using a scale from “1” to “10,” where “1” is “Poor” and “10” is “Excellent,” how would you rate the radio advertisement overall that you just listened to? / Using a scale from “1” to “10,” where “1” is “Significantly worse” and “10” is “Significantly better,” how does the advertisement that you just listened to make you feel about Ameren Missouri as a company? / Using a scale from “1” to “10,” where “1” is “Poor” and “10” is “Excellent,” how would you rate the radio advertisement overall that you just listened to? / Using a scale from “1” to “10,” where “1” is “Significantly worse” and “10” is “Significantly better,” how does the advertisement that you just listened to make you feel about Ameren Missouri as a company?

## Conclusion

- Based on the results of this research, all three of the advertisements tested, performed well and are recommended to be used in market.



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Thank You



**hlk**



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# Appendix



## Questionnaire



AMEREN MISSOURI  
RELIABILITY SPOT TESTING  
April 20, 2018

Thank you for agreeing to participate in this online survey.

This survey is for market research purposes only. There will be no direct sales or promotions as a result of your participation. Your individual responses will be kept confidential and anonymous and reported only in the aggregate. The purpose of this survey is to understand your opinions of Ameren Missouri, as well as some other impressions. The survey should take about 5 minutes or less.

Please always use the button located at the bottom of the screen to move through the survey.

Your opinion is very important to us. Please make sure to read each question thoroughly and provide thoughtful and honest responses.

Thank you for your participation! Your opinion counts!

Click the ">>" button to start the survey.

1. Which of the following companies are you a current customer of? Please select all that apply.
  - Ameren Missouri
  - Spira Inc. (formerly Laclede Gas)
  - AT&T
  - Verizon
  - T-Mobile
  - Sprint
  - Charter Communications
  - Dish Network
  - DirecTV
  - Missouri American Water
  - None of the above
2. What state do you currently reside in?
3. What county do you currently reside in?
4. What age group are you in?
  - 18 to 24
  - 25 to 34
  - 35 to 44
  - 45 to 54
  - 55 or older



## Questionnaire

5. What is your gender?
  - Male
  - Female
6. What is your ethnicity?
  - White/Caucasian
  - Black/African American
  - Hispanic/Latino
  - Asian/Pacific Islander
  - Other (Please specify)
7. Please indicate your annual household income before taxes.
  - Less than \$25,000
  - \$25,000 to \$34,999
  - \$35,000 to \$49,999
  - \$50,000 to \$74,999
  - \$75,000 to \$99,999
  - \$100,000 to \$149,999
  - \$150,000 or more
8. Who is responsible for paying the monthly energy bill at your home? (Single Response)
  - Myself
  - Spouse
  - Roommate
  - Parents
  - Other (Please Specify)
9. Please indicate how much you personally agree or disagree with each of the statements listed below. Please read each statement carefully; although some items may appear similar, no two items are exactly alike.

When asked about a "service provider," please think about companies that offer you different services in exchange for money (for example, cable, electricity, gas, internet).

**<Agree Completely; Agree Strongly; Agree Somewhat; Disagree Somewhat; Disagree Strongly; Disagree Completely>**

  - I live paycheck to paycheck
  - It is really important to me that my service providers offer flexible payment methods (for example, payment plans, budget billing)
  - When it comes to how much energy my household uses, saving money is more important than saving the environment
  - I want my electric utility to use high-tech generation and transmission infrastructure
  - My current home is just a starting point
  - I prefer to use a service provider that has made a commitment to the environment
  - Everyone has a responsibility to pay their electricity bill in full and on time
  - My service providers offer special deals/incentives that I often participate in
  - I would like my home to be independent from the grid and be able to generate and store my own energy
  - I would pay an extra fee to limit how much my utility bill changes from month to month
  - I would pay more for energy coming from green or renewable resources
  - When I get really good or really bad customer service, I share my experience with others
  - Almost all of my appliances at home are energy-efficient
  - Service providers are constantly looking to take advantage of their customers
  - I almost never think about how much energy I'm consuming

## Questionnaire

<Randomize order between Video and Radio Spot Sections>

You are now going to be shown an upcoming Ameren Missouri advertisement. Please make sure the sound on your computer is turned on, either through speakers or your headphones. When you are ready, please click the play button on the video player below. Please watch the whole video, and when it is complete, click the "next" button.

<Reliability Spot>

10. Were you able to view and hear the video?

- Yes
- No

<If Q10 = No, Terminate>

11. Based on the video that you just finished, what were some things that you liked about the video?

Please be specific.  
(Open-Ended)

12. Based on the video that you just finished, what were some things that you did not like about the video? Please be specific.

(Open-Ended)

13. Based on the video that you just finished, what do you feel was the main message of the advertisement? Please be as detailed as possible.

(Open-Ended)

14. Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the video advertisement overall that you just watched?

<If Q14 > 5, skip Q15>

15. What are the reasons you rated the video advertisement you just watched a "<insert response from Q14>"? (Open-Ended)

16. Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just watched make you feel about Ameren Missouri as a company?

<If Q16 > 5, skip Q17>

17. What are the reasons you rated the video advertisement you just watched a "<insert response from Q16>"? (Open-Ended)



## Questionnaire

### <Randomize order between Radio Spot 1 and Radio Spot 2>

You are now going to listen to an upcoming Ameren Missouri radio advertisement. Please make sure the sound on your computer is turned on, either through speakers or your headphones. When you are ready, please click the play button on the audio player below. Please listen to the whole advertisement, and when it is complete, click the "next" button.

### <Reliability Radio Spot 1>

18. Were you able to hear the audio?
- Yes
  - No

### <If Q18 = No, Terminate>

19. Based on the advertisement that you just finished listening to, what were some things that you liked about this advertisement? Please be specific.  
(Open-Ended)
20. Based on the advertisement that you just finished, what were some things that you did not like about the advertisement? Please be specific.  
(Open-Ended)
21. Based on the advertisement that you just finished, what do you feel was the main message of the advertisement? Please be as detailed as possible.  
(Open-Ended)
22. Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the radio advertisement overall that you just listened to?

### <If Q22 > 5, skip Q13>

23. What are the reasons you rated the radio advertisement you just listened to a "<Insert response from Q22>"? (Open-Ended)
24. Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just listened to make you feel about Ameren Missouri as a company?

### <If Q24 > 5, skip Q17>

25. What are the reasons you rated the radio advertisement you just listened to a "<Insert response from Q16>"? (Open-Ended)



## Questionnaire

You are now going to listen to another upcoming Ameren Missouri radio advertisement. When you are ready, please click the play button on the audio player below. Please listen to the whole advertisement, and when it is complete, click the "next" button.

**<Reliability Radio Spot 1>**

26. Were you able to hear the audio?

- Yes
- No

**<If Q26 = No, Terminate>**

27. Based on the advertisement that you just finished listening to, what were some things that you liked about this advertisement? Please be specific.  
(Open-Ended)

28. Based on the advertisement that you just finished, what were some things that you did not like about the advertisement? Please be specific.  
(Open-Ended)

29. Based on the advertisement that you just finished, what do you feel was the main message of the advertisement? Please be as detailed as possible.  
(Open-Ended)

30. Using a scale from "1" to "10," where "1" is "Poor" and "10" is "Excellent," how would you rate the radio advertisement overall that you just listened to?

**<If Q30 > 5, skip Q31>**

31. What are the reasons you rated the radio advertisement you just listened to a "**<insert response from Q30>**"? (Open-Ended)

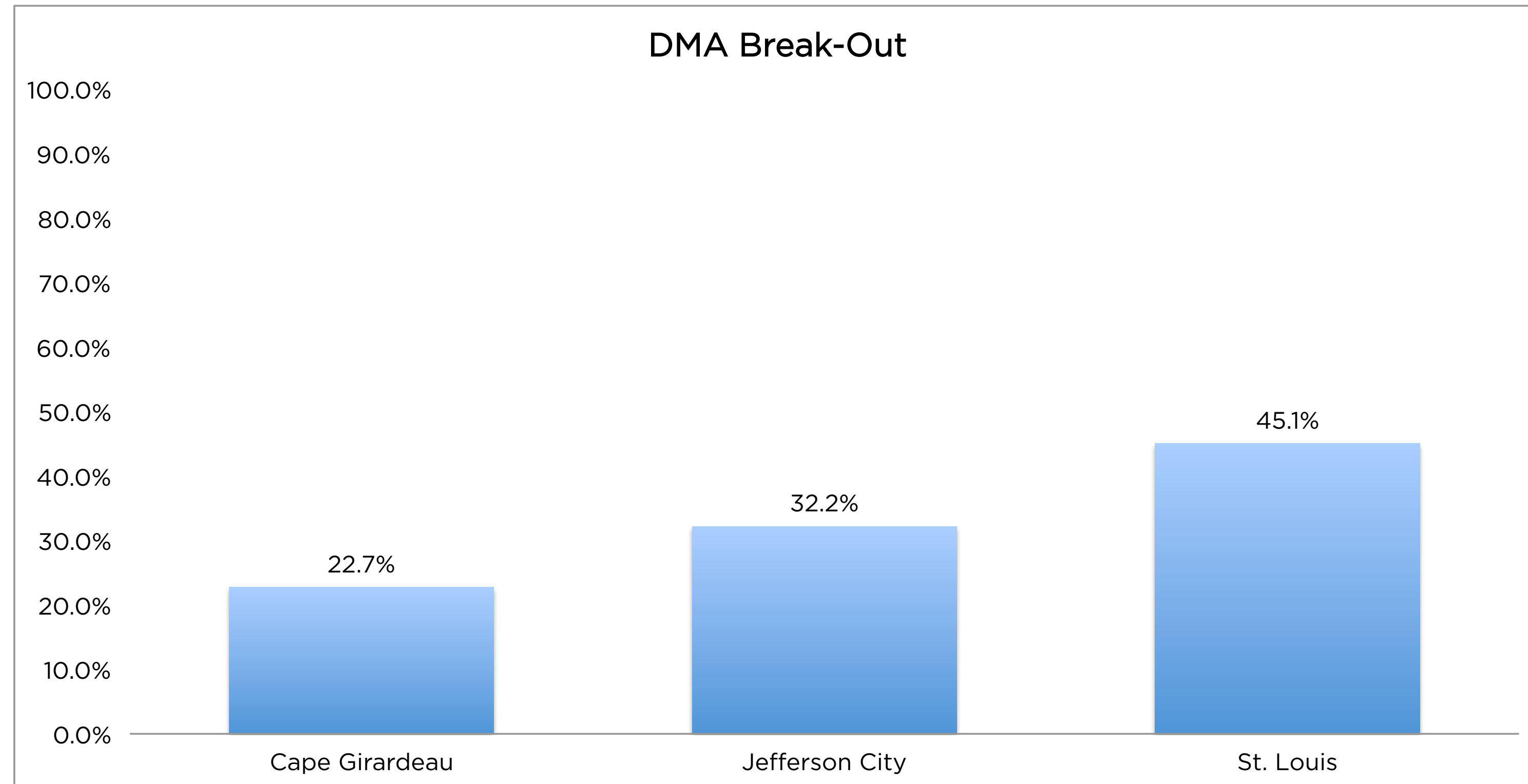
32. Using a scale from "1" to "10," where "1" is "Significantly worse" and "10" is "Significantly better," how does the advertisement that you just listened to make you feel about Ameren Missouri as a company?

**<If Q32 > 5, skip Q33>**

33. What are the reasons you rated the radio advertisement you just listened to a "**<insert response from Q32>**"? (Open-Ended)



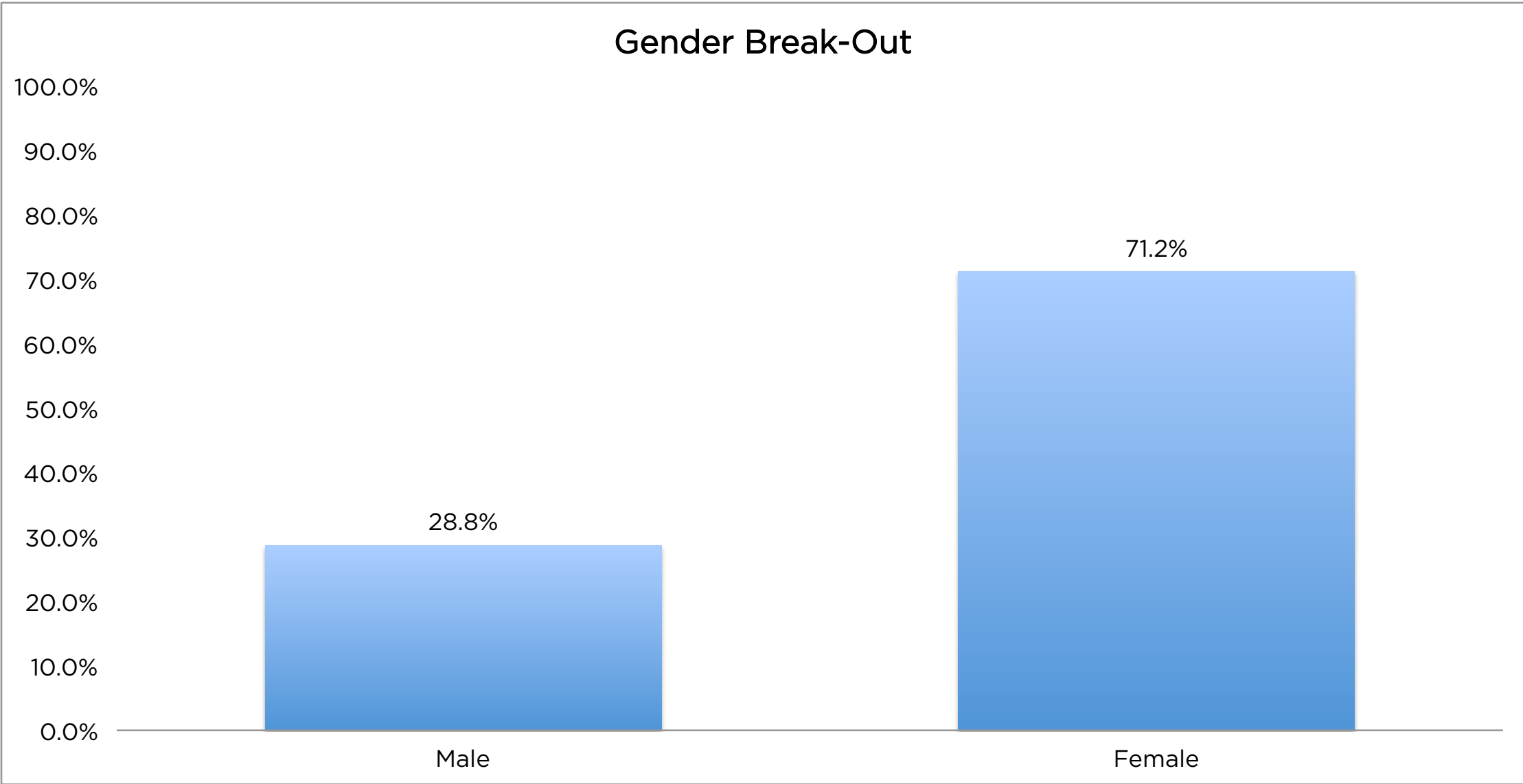
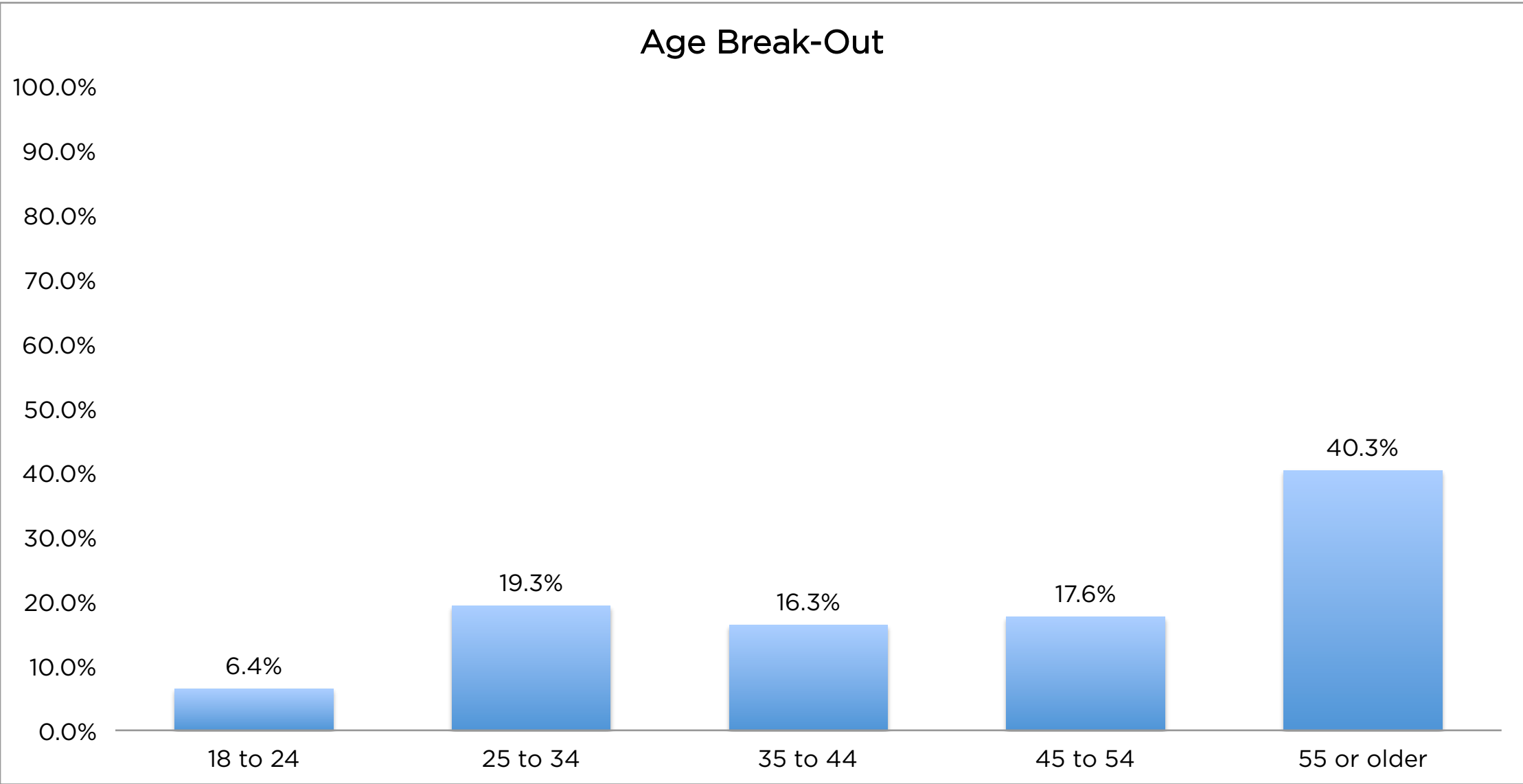
## DEMOS



\* Significant at 95%

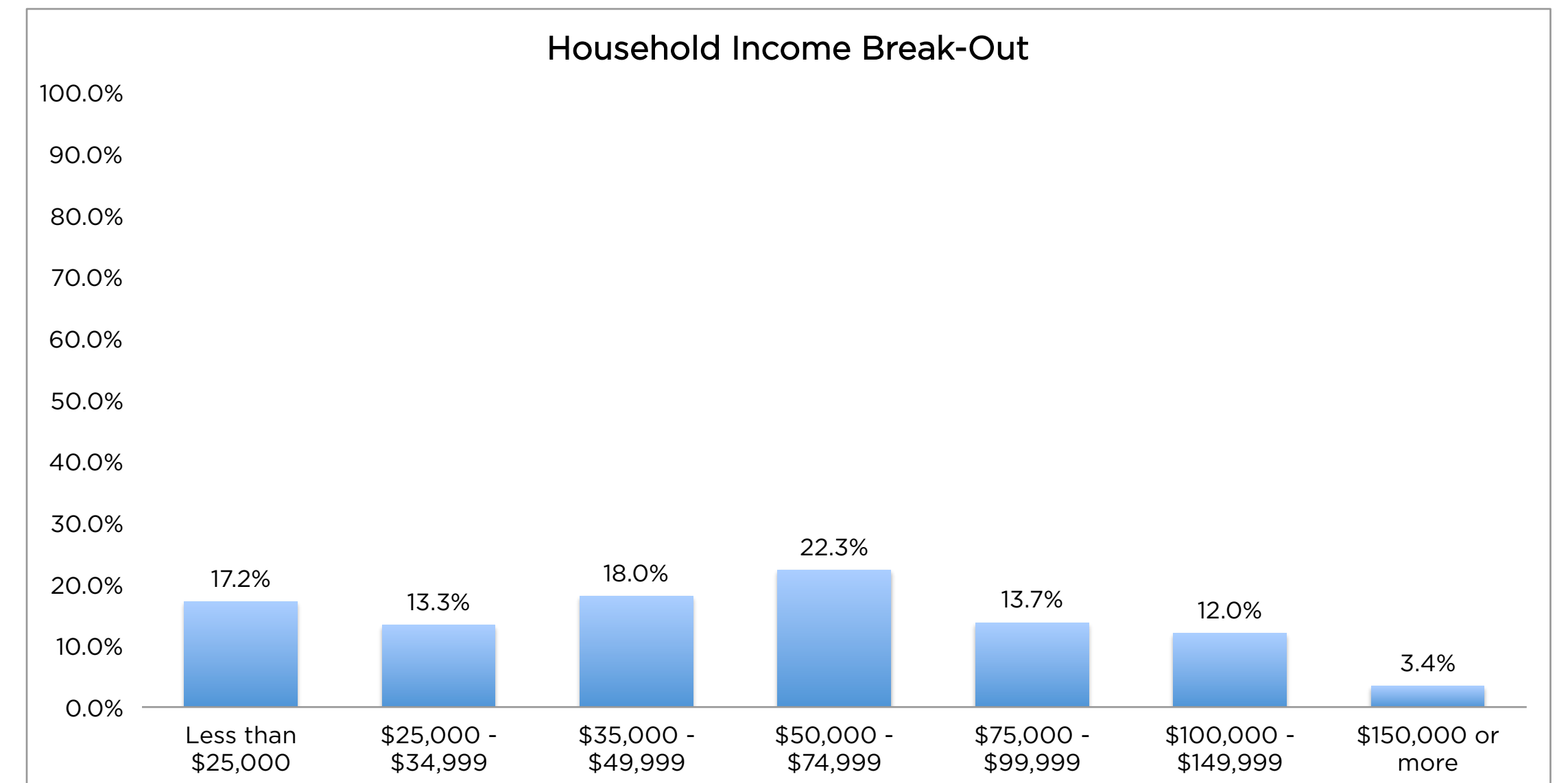
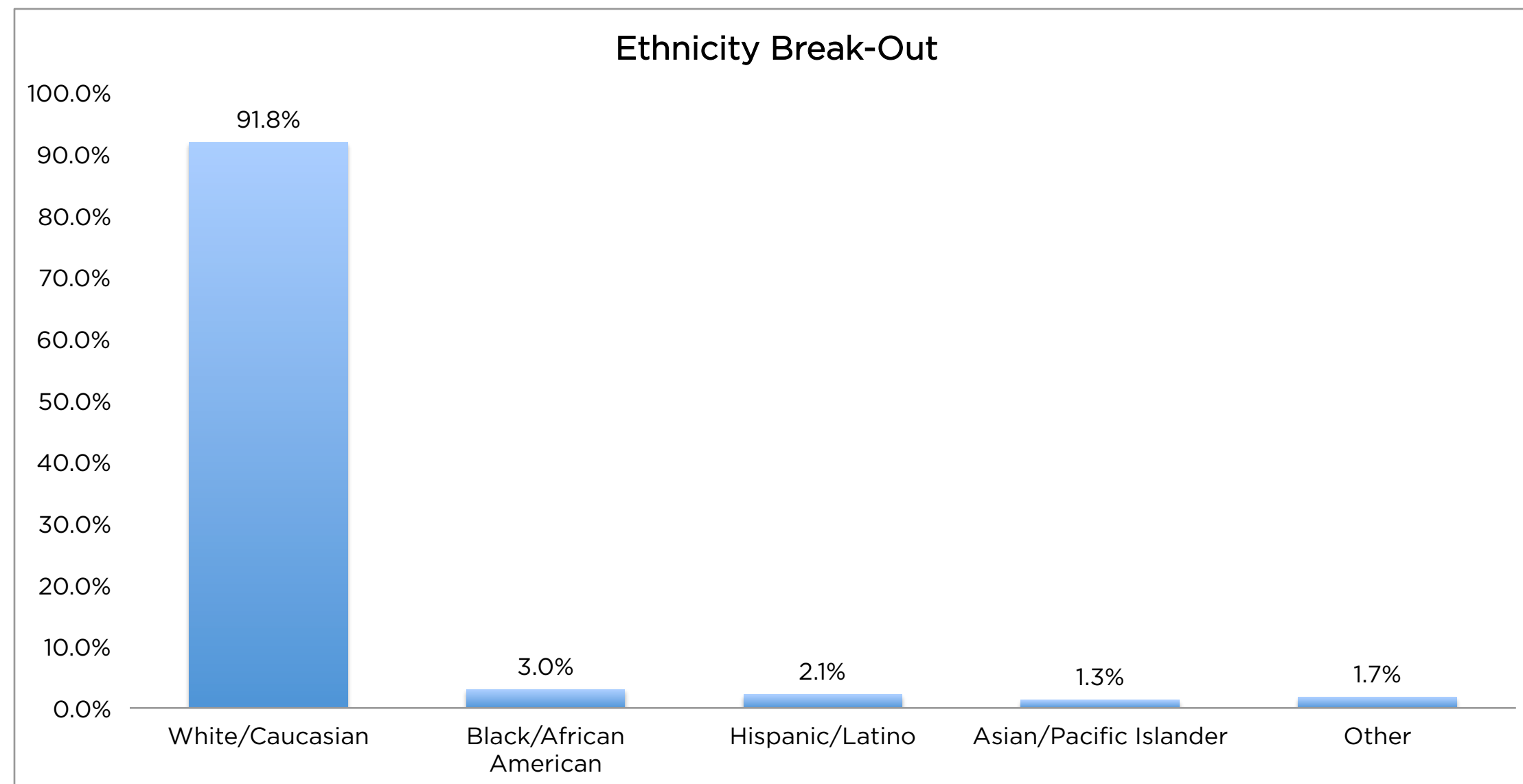


# Age and Gender





## Ethnicity and Household Income





## Utility Bill Responsibility and Segmentation

