



Missouri TOU Education Plan

Draft





TOU Education Strategy

Strategy Overview: Use a phased approach, that incorporates both mass awareness and direct marketing tactics, to move a customer from **awareness** to **action** and then finally to **transition & success**.

Campaign Phase	Objective	Message Idea	Tactic Type
Phase 1 Awareness & Education June 15 th – Nov. 30 th , 2023	Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.	Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.	Mass Awareness
Phase 2 Action & Preparation Aug. 1 st – Nov. 30 th , 2023	Prepare customers for the upcoming change to default rate, inform them of their rate options & how they work, and encourage pre-selection of a rate.	As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your plan options and select a plan before October.	Mass Awareness and Direct
Phase 3 Transition & Coaching Oct. 1 st – Dec. 31 st , 2023	Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.	Your rate will change on X date. We are here to support your transition to TOU.	Direct
Phase 4 Success & Coaching Jan. 1 st – April 30 th , 2024	Help customers understand how their rate works and encourage shifting usage to off-peak times.	Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.	Direct
Phase 5 Summer Prep & Coaching May 1 st – Sept. 30 th , 2024	Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.	Prices change in the summer, start preparing your home and family to avoid high usage during the summer.	Mass Awareness and Direct



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Mid-June	July	Aug.	Sept.	Oct	Nov.	Dec.
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Phase 1: Awareness & Education →

June 15th – Nov. 30th

Phase Objective
Inform customers that Missouri is changing rate structures soon and educate them on how TOU rates work.

Main Message Idea
Missouri will be changing electric rate structures starting this Fall. Learn how to prepare.

Tactics
Out-of-Home, Social, Digital Display, Email, Bill Inserts/Message, Direct Mail, Website, Media Relations, Search

Creative Approach
Text over branded background. CTA: Learn more at evergy.com

Phase 2: Action & Preparation →

Aug. 1st – Nov. 30th

Phase Objective
Prepare customers for change to default, inform them of their rate options & how they work, and encourage pre-selection of a rate.

Main Message Idea
As Missouri moves to TOU rates, Evergy is offering new personal power plans. Learn about your options & select a plan before Oct.

Tactics
Out-of-Home, TV/OTT, Radio, Digital Display, Search, Social, Media Relations, Rate Education Reports, Direct Mail, Events, Community Events & Special Group 1:1 Support, Website

Creative Approach
Addition of lifestyle images and rate plan creative. CTA: select your rate now.

Phase 3: Transition & Coaching →

Oct. 1st – Dec. 31st

Phase Objective
Ensure customers know they will be defaulted into a new rate and provide coaching to help them be successful on the new plan.

Main Message Idea
Your rate will change on X date. We are here to support your transition to TOU.

Tactics
Direct Mail, Email, Energy Coach Emails and Weekly Reports, Community Events & Special Group* 1:1 Support

Creative Approach
Energy Coach and detailed plan information.

Q1 2024	Q2 2024	Q3 2024	Q4 2024
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Phase 4: Success & Coaching →

Jan. 1st – April 30th, 2024

Phase Objective
Help customers understand how their rate works and encourage shifting usage to off-peak times.

Main Message Idea
Your new rate allows you to save money by shifting to off-peak times. Here are tips and tricks to help you save.

Tactics
Email, Direct Mail, Bill Inserts, Search, Digital, Energy Coach Emails, Rate Education Report, Special Group* 1:1 Support

Phase 5: Summer Prep & Coaching →

May 1st – Sept. 30th, 2024

Phase Objective
Prepare customers for the change in summer pricing and provide tools, tips, and resources to avoid summer peak usage.

Main Message Idea
Prices change in the summer, start preparing your home and family to avoid high usage during the summer peak.

Tactics
Out-of-Home, Radio, Social, Direct TV/OTT, Email, Bill inserts, Direct Mail, Special Group* 1:1 Support