

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of a Collaborative Workshop for)
Customer Education and Outreach Regarding)
the Introduction of Default Time-of-Use Rates) File No. EW-2023-0199
by Evergy Metro, Inc. d/b/a Evergy Missouri)
Metro and Evergy Missouri West, Inc. d/b/a)
Evergy Missouri West)

NOTICE OF FILING

COMES NOW, Evergy Metro, Inc. d/b/a as Evergy Missouri Metro (“Evergy Missouri Metro”) and Evergy Missouri West, Inc. d/b/a Evergy Missouri West (“Evergy Missouri West”) (collectively, “Evergy” or the “Company”) and submits key examples of its *Time-of-Use Marketing Tactics* (“Marketing Presentation”), attached hereto as **Exhibit A**, to the Missouri Public Service Commission (the “Commission”).

WHEREFORE, The Company submits the attached Marketing Presentation for the information of the Commission.

Respectfully submitted,

/s/ Roger W. Steiner

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**Attorneys for Evergy Missouri Metro and
Evergy Missouri West**

CERTIFICATE OF SERVICE

I hereby certify that a true and copy of the foregoing was emailed on this 30th day of June 2023 to counsel for all parties.

/s/ Roger W. Steiner

Roger W. Steiner



TOU Marketing Tactics

Phase 1 & Phase 2 Examples



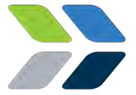


Explanation of the Examples

The attached examples illustrate key tactics employed in **Evergy's Education and Awareness Campaign** for the Missouri TOU transition. These examples represent key tactics that have been finalized and are in market and are not exhaustive of all the materials that will be utilized throughout the campaign. Evergy will continue to share additional examples in future filings as the campaign progresses.

It's important to highlight that the examples included in this filing primarily pertain to the Awareness Phase (Phase 1) of the campaign. In Phase 1, Evergy employed mass awareness tactics designed to capture attention and provide general information, along with a call to action to the campaign website landing page to learn more. Mass Awareness tactics often have less room to provide detailed information and are used to build preliminary understanding and prepare for the action phase. In Phases 2 and 3, Evergy will employ more direct tactics that will offer detailed information about the transition, why the change is happening, and personalized data about options at the household level.

Note: Materials have been sized to fit the slides and do not represent the actual size of the tactic.



Education and Awareness 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** and **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, 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

Phase 1 – Awareness Tactics

Full Page

The full page layout includes a top navigation bar with 'Missouri West', 'Residential', and 'Business' tabs. The main header features the Evergy logo and navigation links for 'Manage Account', 'Outages', 'Ways to Save', and 'Smart Energy'. A large hero section with a woman's image contains the headline 'Changes are coming in Missouri' and a sub-headline 'Time-based plans are here'. Below this, the page is divided into several sections: 'Why is Missouri changing?' explaining the cost of electricity and the need for time-based rates; 'Making the switch' with instructions on how to select a plan; 'New Missouri time-based plans are here' listing four options; 'Check out your new time-based plans...' with a bar chart for 'Standard Peak Saver' and a 'Get More Details' button; a 'KANSAS CUSTOMERS' notice; and a 'Frequently asked questions' section with expandable items.

Campaign Website Landing Page

Top Half of Page

This section shows the top half of the page, including the navigation bar, the hero image with the headline 'Changes are coming in Missouri', and the introductory text under 'Why is Missouri changing?'. It also includes the 'Making the switch' section and the 'New Missouri time-based plans are here' section.

Bottom Half of Page

This section shows the bottom half of the page, featuring the 'Check out your new time-based plans...' section with a bar chart for 'Standard Peak Saver' and a 'Get More Details' button. It also includes the 'KANSAS CUSTOMERS' notice and the 'Frequently asked questions' section.

Out of Home - Billboard



**Missouri is moving to
time-based rate plans this fall.**

Learn more at evergy.com/NewPlans

 evergy

The billboard features a dark blue background with a light blue curved corner on the right side. The text is white and centered. The Evergy logo is positioned at the bottom center.

Digital Banner Ads

Awareness Ad

Missouri is moving to time-based rate plans this fall.

[Learn Why](#)

evergy

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Missouri is moving to time-based rate plans this fall.

[Learn Why](#)

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Print Advertising

Newspaper Print Ad

Church Bulletin Ads



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**Missouri is moving to
time-based rate plans this fall.**

Pick your new plan by October at
evergy.com/PickPlan




**Missouri is moving
to time-based electric
rate plans this fall.**

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

Learn more at evergy.com/MyPlan

Why is Missouri changing to time-based rates?

Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.



Scan to learn more
about your options.

evergy
The YDUtility Company

Placed-Based Out of Home

(Located in places like grocery stores, laundromats, hair salons)

In-Store Banner/Sign



Missouri is moving to time-based electric rate plans this fall.

Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

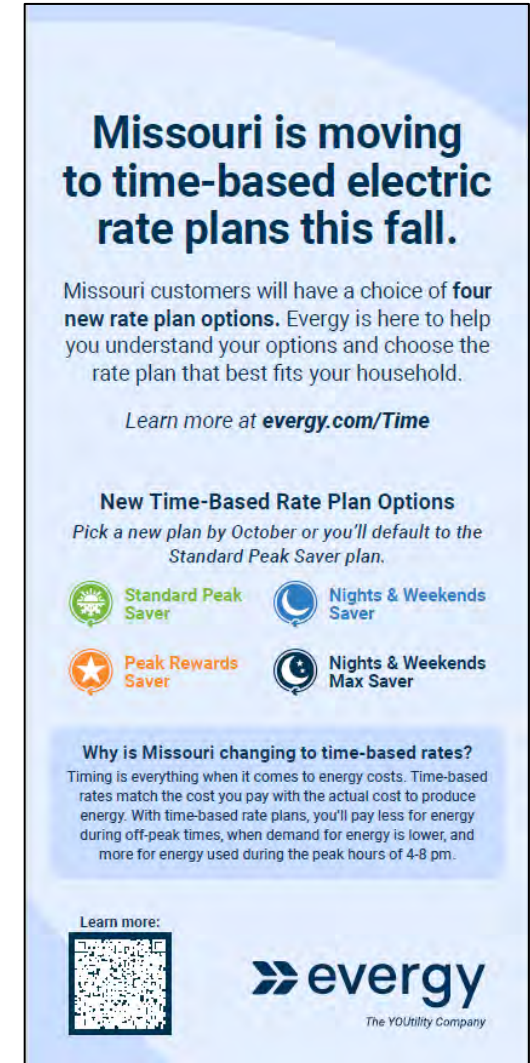
Pick your new plan by October and learn more at [evergy.com/Time](https://www.evergy.com/Time)

Why is Missouri changing to time-based rates?
Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

Scan to learn more about your options. 

evergy
The YOUtility Company

Take-One Brochure







Missouri is moving to time-based electric rate plans this fall.


Missouri customers will have a choice of **four new rate plan options**. Evergy is here to help you understand your options and choose the rate plan that best fits your household.

Learn more at [evergy.com/Time](https://www.evergy.com/Time)

New Time-Based Rate Plan Options
Pick a new plan by October or you'll default to the Standard Peak Saver plan.

 Standard Peak Saver	 Nights & Weekends Saver
 Peak Rewards Saver	 Nights & Weekends Max Saver

Why is Missouri changing to time-based rates?
Timing is everything when it comes to energy costs. Time-based rates match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8 pm.

Learn more: 

evergy
The YOUtility Company

Billing Communication

July Bill Insert

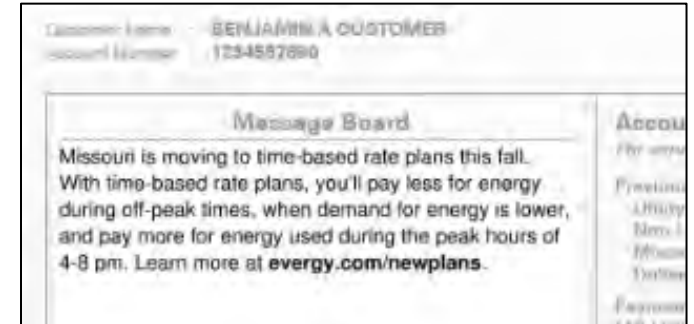
Missouri is moving to time-based rate plans this fall.

This summer we will provide you with additional details about the change and how to pick an Evergy time-based rate plan that best fits your household. Watch for more information by mail and email soon.

Learn more at evergy.com/TimePlans



July Bill Message



Why is Missouri changing to time-based rates?

Timing is everything when it comes to energy costs. By switching to time-based rates, Missouri is working to match the cost you pay with the actual cost to produce energy. With time-based rate plans, you'll pay less for energy during off-peak times, when demand for energy is lower, and more for energy used during the peak hours of 4-8pm.

Watch for more information by mail and email soon.

Learn more and review your new plan options at evergy.com/TimePlans



Exhibit A - Page 10 of 10