

FILED  
March 19, 2020  
Data Center  
Missouri Public  
Service Commission

Exhibit No.: 035  
Issues: Communications  
Expenditures  
Witness: Trina Muniz  
Type of Exhibit: Rebuttal Testimony  
Sponsoring Party: Union Electric Company  
Case No.: ER-2019-0335  
Date Testimony Prepared: Jan 21, 2020

**MISSOURI PUBLIC SERVICE COMMISSION**

**FILE NO. ER-2019-0335**

**REBUTTAL TESTIMONY**

**OF**

**TRINA MUNIZ**

**ON**

**BEHALF OF**

**UNION ELECTRIC COMPANY  
d/b/a Ameren Missouri**

St. Louis, Missouri  
January 2020

Ameren Exhibit No. 35  
Date 3/4/20 Reporter JMB  
File No. ER-2019-0335

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**REBUTTAL TESTIMONY**

**OF**

**TRINA MUNIZ**

**FILE NO. ER-2019-0335**

**I. INTRODUCTION**

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**Q. Please state your name and business address.**

A. My name is Trina J. Muniz. My business address is One Ameren Plaza,  
1901 Chouteau Avenue, St. Louis, Missouri 63103.

**Q. By whom and in what capacity are you employed?**

A. I am employed by Ameren Services as a Creative Services Project  
Manager.

**Q. Please describe your employment history with Ameren Missouri.**

A. I joined Ameren Corporation in 2001 as the Senior Supervisor of  
Advertising. At that time, I was responsible for all paid media messages in Missouri and  
Illinois. In 2010, I transferred to Ameren Missouri and became their Managing  
Supervisor, Marketing, and Advertising. In 2014, I became Manager,  
Marketing and Advertising. In 2017, the Ameren Missouri Communications  
Department and the Ameren Corporate Communications Department were  
combined. At that time, I became the Creative Services Project Manager.

**Q. Please describe your duties and responsibilities as Creative Services  
Project Manager.**

1           A.     I manage the resource allocation, project management tracking, and  
2 budget for Ameren Corporate Communications, which includes Ameren Missouri  
3 Communications. I work with the communication co-workers to determine the demands  
4 and priorities of our team. I am responsible for the communications budget and the  
5 allocation of resources for projects.

6           **Q.     Please describe your qualifications.**

7           A.     I have 34 years of communications experience in advertising, marketing,  
8 and public relations. Prior to joining Ameren, I spent 15 years at Bank of America in its  
9 Marketing, Advertising and Public Relations Department. When I left in 2001, I was the  
10 Vice President, Marketing Relationship Manager for Midwest South Consumer  
11 Marketing. For the last 18+ years, I have worked in communications for Ameren/Ameren  
12 Missouri. I am well versed in regulatory accounting and customer communications. I  
13 have a Bachelor of Science degree in Business Administration with an emphasis in  
14 Marketing from Southern Illinois University in Edwardsville and a Masters of Business  
15 Administration degree from Webster University.

16                   **II.     PURPOSE AND SUMMARY OF TESTIMONY**

17           **Q.     What is the purpose of your rebuttal testimony?**

18           A.     The purpose of my rebuttal testimony is to discuss the need to educate our  
19 customers on our business and help them manage their accounts and energy usage  
20 effectively. I will also discuss the cost associated with communicating these efforts and  
21 respond to the filed Missouri Public Service Commission Staff ("Staff") testimony of  
22 Jane Dhority.



1       **III.    APPROACH TO REVIEWING COMMUNICATION EXPENDITURES**

2           **Q.    Do you have any general comments regarding how communications**  
3 **expenditures should be reviewed for prudence?**

4           A.    Yes. The most important thing to recognize is that active communications  
5 with our customers are important to them. We are not promoting ourselves; we are  
6 regularly communicating with our customers to educate them on their electric service and  
7 usage. When reviewing communications expenses, it is important to understand best  
8 practices in effective and efficient communications, and how dramatically the  
9 communications and energy landscape has changed since the 1985 ruling referenced in  
10 the Staff testimony of Jane Dhority. Professional communicators are trained and educated  
11 to understand how to craft and where to place messages to reach the right audience most  
12 effectively. The efficacy and impact of a message cannot, and should not, be measured by  
13 the cost alone. This type of evaluation is not as simple as deeming communications as  
14 “advertising” and assigning all costs separate and distinct categories to determine what is  
15 and isn’t allowed. In other words, a simple “cost and categorization” method of  
16 evaluating communications costs is inadequate to address all of the nuances involved in  
17 successful communications strategies.

18           **Q.    Please explain.**

19           A.    Advertising is generally defined as the activity or profession of producing  
20 information for promoting the sale of commercial products or services. In 2018, Ameren  
21 Missouri, as a natural monopoly in its assigned service territories, did not need to  
22 advertise its commercial products or services. Rather, we used an integrated paid, owned,  
23 and earned channel strategy to communicate efficiently and effectively to our 1.2 million

1 customers. Ameren Missouri uses this communications approach to reach its customers,  
2 be transparent in how we conduct business, and communicate how our activities affect  
3 them as consumers. Staff, unfortunately, neither takes communications best practices into  
4 consideration nor explains the rationale for the proposed disallowances of these  
5 communications expenditures.

6         The principles that Staff applies to allowing “advertising” costs date back to the  
7 1985 Commission decision in a Kansas City Power and Light Company (“KCPL”) rate  
8 case.<sup>1</sup> The categories enumerated in that case are vague and allow for highly subjective  
9 determinations based on general categorization alone, with no allowances made for how  
10 media usage and customer preferences have evolved over the past 35 years. This 35-year-  
11 old criteria, which predate the internet and social media age we currently live in, do not  
12 explore or consider channels our customers prefer to use and how they use them. From a  
13 practical perspective, they *cannot* give appropriate consideration to all modern factors;  
14 these rules were established when communications were accomplished primarily through  
15 phone calls, print ads, billboards, television, and mailers. We now have customers  
16 tweeting outage questions to us, following Facebook pages, searching our website, using  
17 search engines to look for utility information, etc. To meet customer information needs  
18 today, we must make sure we maintain an adequate social media presence so that the  
19 platform’s algorithm will place our information where customers can easily find it. We  
20 have to utilize Search Engine Optimization (SEO) strategies to help our customers more  
21 easily find the information they need. The KCPL criteria were not designed to, and  
22 realistically *cannot*, take all necessary modern communications needs and strategies into

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<sup>1</sup> *In Re: Kansas City Power and Light Company*, 28 MO PSC (NS) 228 (1986).

1 consideration. So, of course, looking at the cost in broad, general categories does not  
2 allow a fair recovery of Ameren Missouri's costs to communicate with our customers  
3 who expect us to communicate the right message, through the right channel, at the right  
4 time based on today's changing energy and media environment.

5 **Q. Please describe the criteria Staff used to evaluate Ameren Missouri's**  
6 **communications expenditures.**

7 A. The cost categories established in the 1985 order are:

- 8 1. General: informational advertising that is used in the provision of adequate  
9 service;
- 10 2. Safety: advertising which conveys the ways to safely use electricity and to  
11 avoid accidents;
- 12 3. Promotional: advertising used to encourage or promote the use of  
13 electricity;
- 14 4. Institutional: advertising used to improve the company's image; and
- 15 5. Political: advertising associated with political issues.

16 **Q. Please explain in more detail why you believe these categories are no**  
17 **longer adequate.**

18 A. In 1985, these categories were established to allow for the recovery of all  
19 reasonable and necessary costs of general and safety advertisements, and allow the  
20 disallowance of institutional or political advertisements. Under the 1985 KCPL order,  
21 promotional advertisements are reviewed to determine the extent the utility can provide  
22 cost-justification for the advertisements; the justified portion of costs in that category can  
23 be recovered. However, the established categories are generally vague and do not have

1 any clear guidelines on how the categories and descriptions should be applied. This  
2 allows a party to take an extremely narrow view on how they determine each category  
3 should be applied. Further, because of how the rules have been historically applied before  
4 the proliferation of digital media, the interpretation of the communication's need has not  
5 evolved with how communications are now more efficiently and effectively  
6 accomplished. Aside from the rote categorization, Ameren Missouri does not have a clear  
7 insight into why Staff has disallowed communications costs as "advertising" not eligible  
8 for recovery. Without a clear justification or explanation of how Staff determined the ad-  
9 by-ad review, we do not have an opportunity to respond to staff's concerns on a  
10 communication-by-communication basis. Generally, our presumption is that Staff  
11 reviews the costs through a predominantly financial lens, and does not give due  
12 consideration to customer education needs, preferences or best practices.

13 Furthermore, these categories do not appropriately consider the evolution over  
14 time of how utilities operate their businesses or the expectations of today's utility  
15 customers. For example, these 1985 categories do not take into consideration the  
16 diversity of our customer base and the need to reach them in impactful, recurring, and  
17 reoccurring ways to drive awareness and recall of the communications. By instead using  
18 the Commission's most recent order to review by campaign, which I discuss more below,  
19 communications are evaluated on a more effective integrated campaign approach, which  
20 better acknowledges our efforts to more efficiently and effectively communicate with our  
21 customers.

22 I know I have said this many times already, but it bears repeating: the categories  
23 themselves were developed long before digital communications were in effect. In 1985,

1 customers did not expect, nor did utilities have web sites, social media channels, or email  
2 capabilities. Those channels, and our customers' usage of those channels, have changed  
3 the way we need to communicate to our customers due to their expectation for immediate  
4 access to information and interaction from the companies with whom they do business.

5 **IV. CUSTOMER COMMUNICATION EFFORTS**

6 **Q. Please describe how Ameren Missouri's communications are planned**  
7 **and accomplished in the internet age.**

8 A. To reach all of our customers, we use many different communication  
9 channels and an integrated communication approach. Studies have shown that a customer  
10 must hear a message at least seven times before they take action or retain the information.  
11 Based on data, today's consumers are exposed to over 5,000 messages in a day or more.  
12 To effectively break through the communication clutter to reach the diverse customer  
13 base we serve requires a multi-channel approach at the right level of frequency.

14 **Q. Does this mean that no Commission criteria exist that can**  
15 **appropriately take more factors than the 1985 KCPL categories into consideration?**

16 A. Not necessarily, although certainly a refresh of the 35-year-old 1985  
17 KCPL criteria and/or how that criteria is applied is, more likely than not, necessary.  
18 However, there is another evaluation methodology that can be helpful in the meantime,  
19 both as an evaluation mechanism and an example of how rote application of a 35-year-  
20 old category need not be the sole determining factor in recovery.

21 In a prior Ameren Missouri rate case, File No. ER-2008-0318, the Commission  
22 issued a Report and Order that indicated the following:

23 If on balance a campaign is acceptable then the cost of the individual  
24 advertisements within that campaign should be recoverable in rates. If the

1           campaign as a whole is unacceptable under the Commission's standards,  
2           then the cost of all advertisements within that larger campaign should be  
3           disallowed.

4           We believe that this order is, at a minimum, more relevant than the 1985 KCPL  
5           decision in reviewing and determining inclusion of the cost of communicating to our  
6           customers. For example, Ameren Missouri has sought recovery of its Energy at Work  
7           messaging (discussed more below), based on its design as an integrated campaign.  
8           Ameren Missouri did not design this campaign in pieces; rather, we developed this  
9           campaign as a larger, integrated messaging strategy. Yet Staff seeks to break this  
10          campaign into pieces so that discrete communications can be disallowed. The  
11          “campaign” construct can be incredibly helpful in acknowledging that, particularly in the  
12          era of social media algorithms and search engine optimization, several pieces feed into  
13          the development of a successful communications campaign. Breaking these campaigns  
14          into bite-size pieces to allow categorization and disallowances undermines both an  
15          effective communications campaign and the Commission’s “whole campaign” decision.

16           **Q. Do you have any other concerns with how Staff categorized**  
17          **communications costs for recovery and disallowance?**

18           A. Yes. As I alluded to previously, Staff reclassified and set its own  
19          campaigns for the expenses submitted without an adequate explanation or rationale of  
20          how the expenses have been grouped. Without more than the assignment to general  
21          classifications, it is difficult for Ameren Missouri to respond to Staff’s disallowances in  
22          more than a general manner. We would prefer to provide a more effective rebuttal to the  
23          classifications on a disallowance-by-disallowance basis rather than addressing these  
24          disallowances in generalities. Ideally, however, if disallowances are made on the basis of  
25          a categorization without explanation, then Ameren Missouri, as the respondent to those

1 disallowances, should not be penalized. While I acknowledge this is more of a legal  
2 argument, as a communications professional, I would think that insufficiently supported  
3 disallowances would not be granted.

4 **V. SPECIFIC ADVERTISING CAMPAIGNS AND EXPENSES**

5 **Q. Are there specific campaigns that Ms. Dhority recommended for**  
6 **disallowing that you believe should be included in the Company's cost of service?**

7 A. Yes, there are several. I will outline them and explain the reasons why we  
8 have used this type of campaign to reach our customers. Specifically, I will address the  
9 following campaigns: Energy at Work; Power Play Goals for Kids; Louie the Lightning  
10 Bug; Social Media; Safety; Energy Assistance; Heat Up St. Louis; KMOV STL Proud;  
11 Minority Advertising; Smart Energy Plan; Twelve Nights of Lights; Power Plex  
12 Educational Designs; and Miscellaneous.

13 **Energy at Work**

14 **Q. Please describe why the Energy at Work campaign should be**  
15 **recovered in whole.**

16 A. The Energy at Work campaign began in 2015. After surveying our  
17 customers, we found that they wanted to know more about how the money they pay us  
18 when they pay their bills impacts reliability, clean energy, and their communities. At that  
19 time, we implemented campaign analysis studies that we still use today (Schedules TJM-  
20 R1, TJM-R2, TJM-R3, and TJM-R4) to show us if the communication channels we are  
21 using are effective. We use these studies to help us move our media dollars to the right  
22 areas to make the largest impacts.

1           In 2018, the Company increased its media spend to ensure adequate Total Rating  
2 Points ("TRP") to raise the awareness of the information customers tell us they want  
3 through the communications in the Energy at Work campaign. Through many areas of  
4 listening, we have heard that our customers want to know how the money they spend  
5 with us is being used and how they benefit. The Energy at Work campaign answers many  
6 of those questions, letting our customers know about the investments we have made to  
7 prevent power outages, restore power more quickly, and spur growth in our communities  
8 while keeping rates stable. The communications use a call to action to visit our website to  
9 find out more about the information presented. In fact, Ameren Missouri includes website  
10 links (generally [amerenmissouri.com/reliability](http://amerenmissouri.com/reliability)) in much of its Energy at Work  
11 campaign, including in its online videos. It is worth saying again, we take measured  
12 actions in our communications campaigns like in Energy at Work – such as including  
13 website links to reliability information – because we want to reinforce for our customers  
14 that they can access the information they need, when they need it.

15           Customers want to know that we are managing our costs and investing wisely in  
16 the system. When surveyed, 61% (Schedules TJM-R5, TJM-R6, TJM-R7, and TJM-R8)  
17 of our customers said that it is extremely important for the Company to be investing in a  
18 smart grid to prevent power outages, restore power more quickly after an outage occurs,  
19 and protect the energy grid against physical cyberattacks.

20           It is important that we make these investments, but we cannot assume that our  
21 customers understand our business or know how these investments impact them. In an  
22 increasingly fragmented and competitive media environment, we must provide messages



1 to them in various ways to help them understand our business and the investments that  
2 we are making to benefit them.

3 When deciding how to deliver our messages, we take into consideration the  
4 efficacy of the channel and cost in reaching either the largest number of customers or,  
5 depending on the information, the right target audience. Then we use analytics to  
6 determine message efficacy and cost, and optimize. One might think we could just send  
7 all of our customers a letter telling them this information, and while we would know that  
8 100% of our customers *received* the message, we would not know who read the message,  
9 retained the message, or acted upon the message. Furthermore, today, different customer  
10 segments prefer different channels so it is ineffective to rely on only one; effective  
11 communication in today's environment requires an integrated approach.

12 There is a great effort made to communicate to our diverse customer base through  
13 many channels so that we are reaching the right customers, at the right time, with the  
14 right messages. We measure the impact of these messages through the J.D. Power  
15 customer satisfaction study, campaign analytics, and call-to-action results data.

16 In 2018, the Company spent \$2,866,699 on the Energy at Work campaign,  
17 equating to approximately \$2.38 per customer. For the same cost, we could send four  
18 letters to our customers, but that would only allow us to have messages in front of our  
19 customers four days a year. We would not be able to reach them in strategic times and  
20 places that would better anticipate their need for this information. Based on my  
21 professional experience, communicating once per quarter via mail would be ineffective  
22 and lacking the information they need to make timely decisions.

1           This \$2,866,699 includes the cost to produce the campaign elements, as well as  
2 the materials needed to produce messaging put out through various channels. Staff  
3 recommended the disallowance of all of these costs. Yet, Staff allows the cost of the  
4 campaign analysis studies. This specifically defeats the purpose of the Commission's  
5 "whole campaign" order. The Energy at Work campaign messages undeniably focus  
6 predominantly on reliability, which is messaging eligible for cost recovery. Reliability  
7 accounts for \$2,200,328, or 77% of those costs, while Community accounts for \$664,371,  
8 or 23% of those costs. If Staff has allowed recovery of the campaign analysis studies, it  
9 stands to reason that Staff must believe at least a portion of the Energy at Work campaign  
10 provides value. In this case, 77% of the campaign related to reliability, a topic that the  
11 majority of our customers believe is very important. If the majority of this campaign  
12 relates to a communications activity such as providing information about reliability, a  
13 topic our customers have expressed a significant interest in, then the entirety of the  
14 campaign should be recovered pursuant to the Commission's "whole campaign decision."

15           **Power Play Goals for Kids**

16           **Q.     Please describe why the Power Play Goals for Kids campaign should**  
17 **be recovered in whole.**

18           A.     The Company sponsors the St. Louis Blues Power Play Goals for Kids  
19 program in an effort to reach a younger demographic and a more highly engaged social  
20 media user to attract social media followers to the Company's social media pages. The  
21 fan profile of the Blues (Schedule TJM-R9) is 42% of the population of St. Louis, 60%  
22 men, and 32% of their fans are between the ages of 18 -34 years of age. The St. Louis  
23 Blues demographic data shows that most fans own their own homes, making them a

1 desirable audience to receive our messages. The Blues have over 740,000 social media  
2 followers, compared to the Company's just over 56,000 social media followers. By  
3 raising awareness of this sponsorship, the Company is raising the awareness of our social  
4 media channels and acquiring followers at a lower acquisition cost than other times of the  
5 year.

6 The Company tracks the impact of this campaign each year. In 2018-19, we  
7 acquired 975 followers (Schedule TJM-R10) during the campaign at an acquisition cost  
8 that was 58% lower than our normal cost, and we received over 1.3 million impressions  
9 on Facebook and Twitter.

10 Social media is the preferred channel for many of our customers to get  
11 information and to make contact with the Company. For social media to work, you need  
12 to actively post information so that when there are messages that impact our customers,  
13 the algorithms that are used by the provider allow the maximum number of customers to  
14 see our messages. Social media allows us to frequently post messages that are important  
15 to this audience.

16 The total cost of this campaign in 2018 is \$258,431. This includes the \$20,000  
17 cost of a giveaway, a donation of \$10,290, and the \$50,000 cost of concourse signs. This  
18 would meet the Commission's guideline of the majority of the expense of the campaign  
19 (\$178,141 or 69% social media campaign cost and \$80,290 or 31%  
20 donation/giveaway/branding) being an allowable cost. Therefore, we believe the  
21 Company should be allowed to recover the \$258,431 in full.

22 **Louie the Lightning Bug**

1           **Q.     Please describe why the Louie the Lightning Bug campaign should be**  
2 **recovered in whole.**

3           A.     Louie the Lightning Bug is a safety ambassador used by many utility  
4 companies to promote safe actions around electricity. The Company uses the costumed  
5 character and parade balloon to help raise awareness and spread the safety messages to  
6 children throughout our service territory. When the Louie balloon is in a parade, it is  
7 always accompanied by the Louie Bus, which follows the balloon and displays safety  
8 messages such as, "When lines are down, don't hang around."

9           When the costumed character is at events, there is always a Company volunteer  
10 who accompanies him and hands out coloring books and stickers that contain safety  
11 messages. The volunteers also interact with the audiences, answer questions, and speaks  
12 for Louie.

13           The Company classifies this expense as Safety. Staff has reclassified some of the  
14 charges as Institutional, but does not provide any rationale as to why they made that  
15 change. The cost of the Louie the Lightning Bug safety campaign is \$21,355. Safety  
16 communications should be 100% allowable.

17 **Social Media**

18           **Q.     Please describe why the Social Media campaign should be recovered**  
19 **in whole.**

20           A.     Social Media is a means by which the Company connects with our  
21 customers and stakeholders. Social media use is prevalent throughout all generations,  
22 increasing the attention and demand our customers place on it for everything from  
23 customer service to company information.

1           Our social media strategy is built on the following goals:

- 2           • Be easy to do business with, providing a seamless experience;
- 3           • Provide personalized recognition of and communication with our customers;
- 4           • Proactively anticipate what customers want before they even ask or know; and
- 5           • Provide world-class customer experience.

6           Social media enables the company to deliver the information and experience our  
7 customers want, allows our communications to be more focused and proactive in  
8 connecting with the right audience at the right time and with the right message, and  
9 allows us to communicate with our customers on an individual basis. Our customers  
10 interact with large companies on a daily basis on social media, and our presence is  
11 expected.

12           Our Social Media campaign is unique among campaigns in that it actively allows  
13 for constant and immediate two-way communication with our customers. We are able to  
14 answer questions and post information in real time to make sure our customers are getting  
15 the information they need at any time of the day or night. The social media platforms use  
16 different algorithms to determine who can see your messages on their platforms. The  
17 Company *must* maintain an ongoing presence on the sites to receive the best reach for our  
18 messages. To do this, we regularly post various messages that are important to our  
19 customer base. Part of the communication spend in this area is to assure that the right  
20 customers are receiving the right messages. For example, if we are posting about an  
21 upgrade being made in the North St. Louis County area, we target that post to reach our  
22 customers who live in that area. Similarly, if we are aware of a scam that is affecting a  
23 certain area, we can target that area to raise the awareness of our collection processes so

1 that our customers do not lose money to the scammers. These targeted posts have costs  
2 associated with them.

3 Staff recommended partial adjustments for some of the cost associated with social  
4 media but does not give substantive rationale as to why this adjustment is being made. In  
5 their workpapers, Staff shows that in an ad-by-ad review, 84% of the costs are  
6 recoverable. Again, if the majority of the costs associated with a campaign is recoverable,  
7 the Commission's "whole campaign" decision allowed recovery of the full \$167,601.

8 **Safety**

9 **Q. Please describe why the Safety campaign should be recovered in**  
10 **whole.**

11 A. Eagle Days is an event at the Lake of the Ozarks that is held every year in  
12 January. It is one of the best attended events by the people who live or vacation at the  
13 Lake of the Ozarks. We use this event to address the attendees with messages about being  
14 safe at the lake. Before each event presentation, Ameren Missouri gives safety  
15 communications to the attendees that include messages such as: when lines are down  
16 don't hang around; if you feel a shock, swim away from the dock; and when you are on or  
17 near the lake wear your life jackets. With its Federal Energy Regulatory Commission  
18 ("FERC") licensing, the Company is required to allow safe, recreational use of the Lake.  
19 By sharing these safety messages, we raise awareness of how to be safe at the Lake.

20 Staff recommends the disallowance of these costs, but does not give any  
21 justification other than changing the category from "safety" to "institutional." The costs  
22 that Staff removed total \$6,086, or 19% of the campaign. Based on the Commission's  
23 "whole campaign" decision, the Company should be allowed to recover the full \$31,684.

1           **Q.    Are there other communications expenses that Staff is disallowing**  
2 **that Ameren Missouri believes should be allowed?**

3           A.    Yes, there are several smaller campaigns and miscellaneous  
4 communication expenses that Staff lumped together and called a "Miscellaneous  
5 Campaign." I reviewed the workpapers for this adjustment, and after several hours of  
6 review, I am not able to make Staff's numbers balance for this category. Accordingly, I  
7 will be addressing just the expenses that have been disallowed, but using the guidance of  
8 the Commission's "whole campaign" decision to look at these expenses in the manner  
9 they were submitted by Ameren Missouri – by campaign.

10 **Energy Assistance**

11           **Q.    Please describe why the Energy Assistance campaign should be**  
12 **recovered in whole.**

13           A.    Communicating the dollars that are given to agencies such as the Urban  
14 League raises the awareness of funding that is available to help underprivileged or those  
15 who are struggling pay their utility bills. The cost of this campaign is \$798, and it should  
16 be recoverable.

17 **Heat Up St. Louis**

18           **Q.    Please describe why the Heat Up St. Louis campaign should be**  
19 **recovered in whole.**

20           A.    Working with groups such as Heat Up St. Louis allow Ameren Missouri to  
21 get funding to customers in need. The Company donates dollars and air conditioners to  
22 help underprivileged customers get the services they need. The presentation of the

1 funding raises the awareness of where our customers can go to get assistance. This  
2 campaign cost is \$205.

3 **KMOV STL Proud**

4 **Q. Please describe why the KMOV STL Proud campaign should be**  
5 **recovered in whole.**

6 A. This is an example of Staff looking only at the organization paid rather  
7 than the message the Company is conveying. Through the sponsorship of KMOV STL  
8 Proud, the Company is able to air the Energy at Work television spots to the St. Louis  
9 customer base in addition to sharing a community message. The television spots carry  
10 reliability and community messages, and matched the on air media buy of Energy at  
11 Work, which was split 77% reliability and 23% community. Meeting the guidance of the  
12 Commission, we believe that the full \$82,553 campaign cost should be allowed.

13 **Minority Advertising**

14 **Q. Please describe why the Minority Advertising campaign should be**  
15 **recovered in whole.**

16 A. Diversity and Inclusion is part of being a good corporate citizen. By  
17 advertising in minority publications, Ameren Missouri is able to recruit and maintain  
18 talented co-workers to serve our diverse customer base. Not only does a diversity of  
19 thought and background provide distinct business advantages, our customers also find  
20 higher customer satisfaction with the Company when they see our messages in these  
21 publications. Companies that effectively utilize diversity and inclusion not only perform  
22 better, but the customer satisfaction through representation results in lowered expenses  
23 since satisfied customers are less expensive customer to serve.



1           The cost of the minority advertising is \$28,440.

2           **Smart Energy Plan**

3           **Q.    Please describe why the Energy at Work campaign should be**  
4 **recovered in whole.**

5           A.    The Smart Energy Plan was submitted and categorized as general  
6 advertising. Staff reviewed this campaign ad-by-ad, and changed the categorization to  
7 include political and institutional. Again, however, Staff does not provide substantive  
8 rationale as to why they would view parts of this campaign differently. In Staff's review,  
9 they find that 99% of the campaign should be allowed. We are seeking to have the  
10 additional \$744 of the \$126,615 allowed, particularly since the Commission's "whole  
11 campaign" decision would apply.

12           **Twelve Nights of Lights**

13           **Q.    Please describe why the Twelve Nights of Lights campaign should be**  
14 **recovered in whole.**

15           A.    The Twelve Nights of Lights campaign gives the company the opportunity  
16 to spread electric safety messages to our customers during the holidays in a fun and  
17 positive way. The messages that run with this campaign inform our customers about not  
18 overloading their outlets and using the correct electrical cords outside. The cost of this  
19 campaign is \$12,100.

20           **Power Plex Educational Designs**

21           **Q.    Please describe why the Power Plex Educational Designs campaign**  
22 **should be recovered in whole.**

1           A.     The Company hired an experience and design firm, Switch, to design an  
2 educational exhibit for space that could be part of an economic development project. We  
3 want to be able to share energy messages in a positive environment in educational ways.  
4 The cost of this study is \$12,115.

5     Miscellaneous

6           **Q.     Were there any expenses that Staff disallowed that were not**  
7 **categorized correctly?**

8           A.     Yes, there are expenses that the Company incurred that it incorrectly  
9 charged to the wrong accounts. If we had charged these costs to the correct accounts,  
10 those costs would not have been disallowed by Staff. We believe these expenses should  
11 be moved to the proper accounts and allowed.

12           The expenses included the following, totaling \$2,674:

- 13           • Eighteenth Street Sign at the General Office Building Maintenance \$523;  
14           and,  
15           • Storeroom purchases such as hard hats, safety vest, etc. \$2,151.

16           **Q.     Does this conclude your rebuttal testimony?**

17           A.     Yes, it does.



# Ameren Missouri

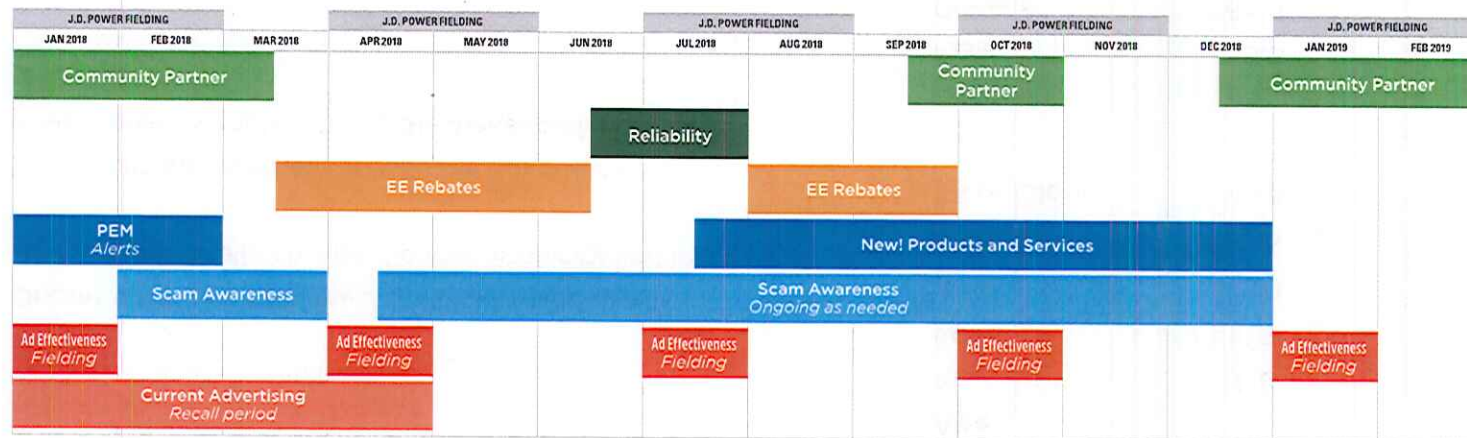
Advertising Effectiveness — Wave 1, 2018

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July 30, 2018

## Background

- **1,003 respondents** completed the study **between April 1, 2018, and April 30, 2018.**
- Asked to recall advertising from the previous three months (January, February and March 2018).
- Fielding shifted to mirror J.D. Power fielding.
- Objective: Assess how advertising recall, media and message affect customer satisfaction.



## Demographics Align to J.D. Power Respondents

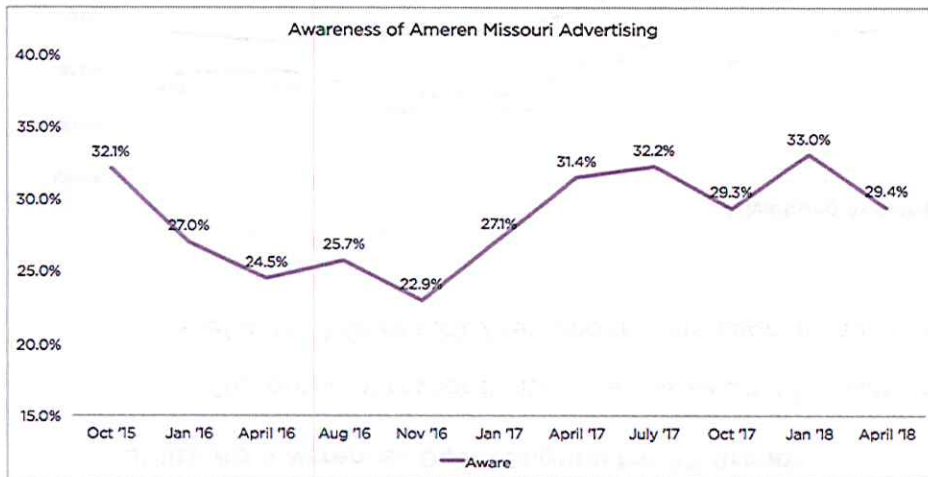
- Quotas were based on the J.D. Power respondents sample, specifically on Age, Gender, Ethnicity and Income.
- Consistent with previous waves, the advertising effectiveness sample reflects the makeup of J.D. Power respondents.

	J.D. Power Quotas	Ad Effectiveness
<b>Age</b>		
18 to 24	6.8	6.8
25 to 34	17.3	16.6
35 to 44	13.8	14.0
45 to 54	16.6	16.8
55 or Older	45.5	45.9
<b>Gender</b>		
Male	35.8	38.7
Female	64.2	61.3
<b>Ethnicity</b>		
White/Caucasian	86.9	86.6
Black/A.A.	8.3	8.6
Hispanic	1.7	1.7
Asian/P.I.	2.4	2.4
Other	0.7	0.7

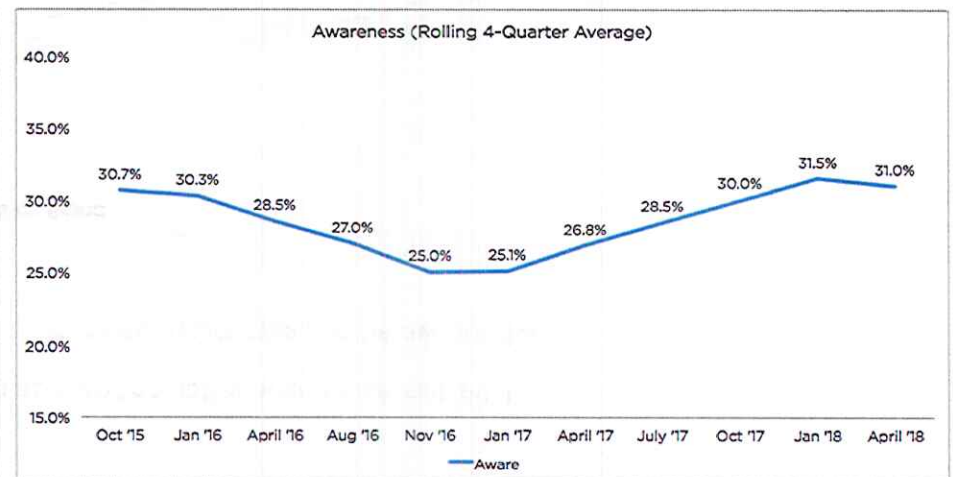
## Quarterly Advertising Awareness Still High at 29%

- Twenty-nine percent of the respondents recalled Ameren Missouri advertising in the previous three months.
- The rolling average continues to reflect the consistency in awareness, continuing to exceed 2015 levels when observing the rolling average.
- Females 55 years of age or older saw a lift that was the highest of the last 5 quarters (0.69), as well as a decrease in their overall advertising recall (34% to 24%).

### Quarterly Averages



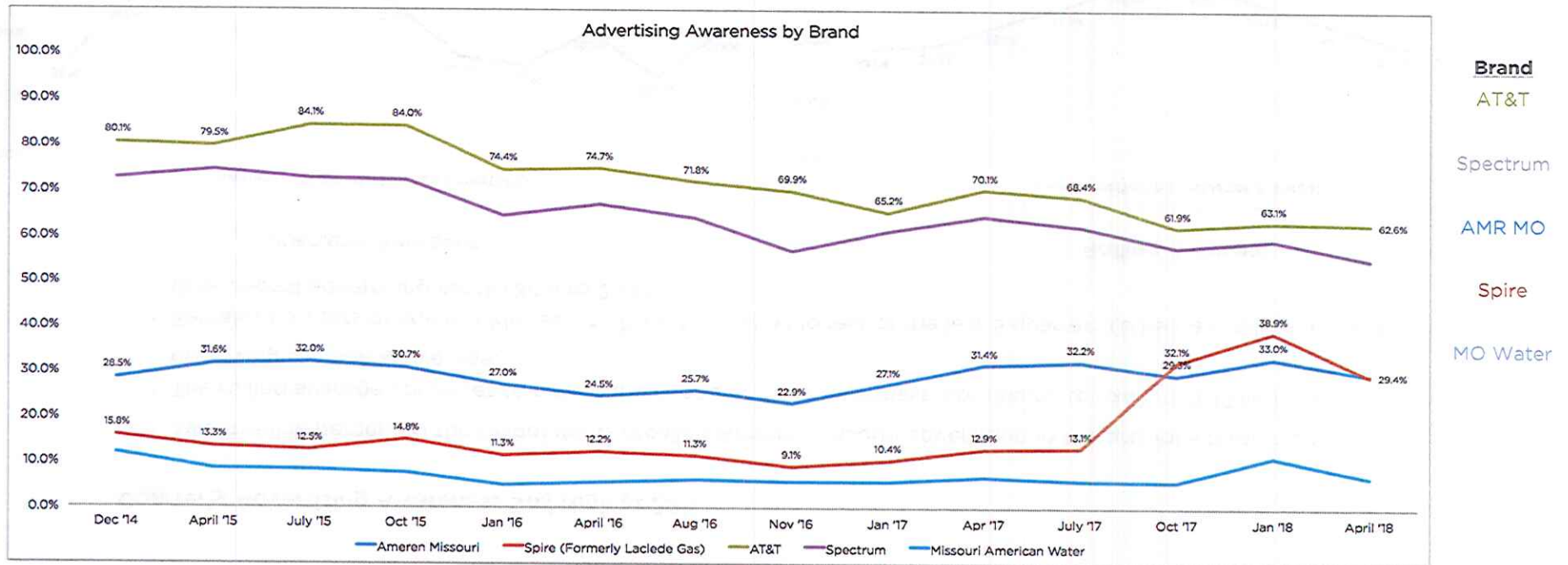
### Rolling Averages





### Utility Ad Awareness Down Slightly for All Brands

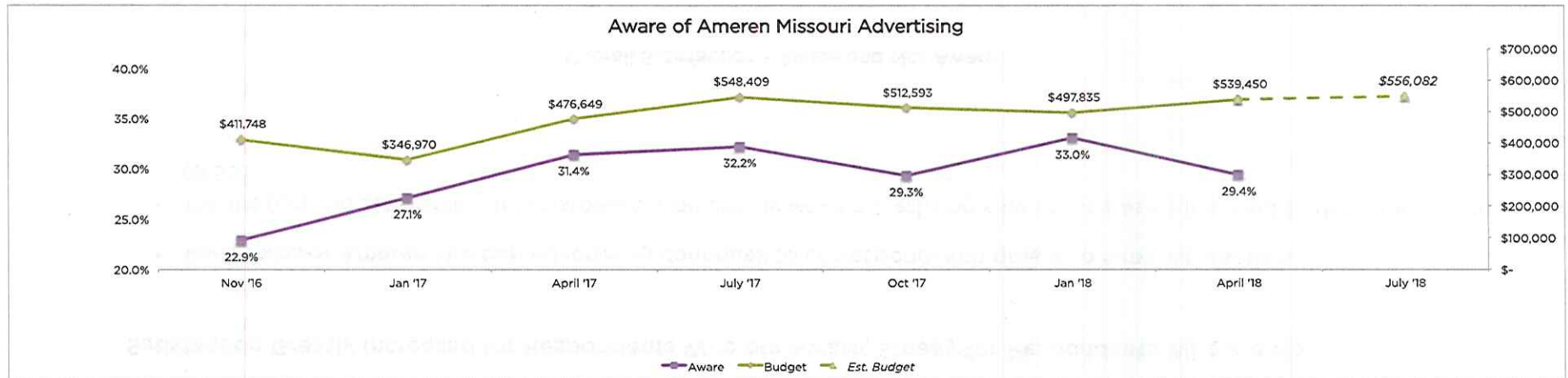
- This group of respondents were less aware of advertising at both the national and regional level.
- Effects of Spire's 2017 rebranding campaign are subsiding, returning awareness just below our own.





## Sustained Quarterly Spend and Steady Creative Usage Bring Awareness Back to 2017 Q3 Levels

- Our Community Partner spots ran for the second consecutive quarter, and while they were **not in market** during survey fielding, they **were part of the recall period**.
- The TV running during survey fielding (month of April) was our EE Smile campaign, which is due to be replaced next year—it **was in market** but was **not part of the recall period**
- The Winter Olympics, while still a great place to reach our core survey takers, were the least watched on record; high TRPs here and in January front-loaded our TV spend slightly.

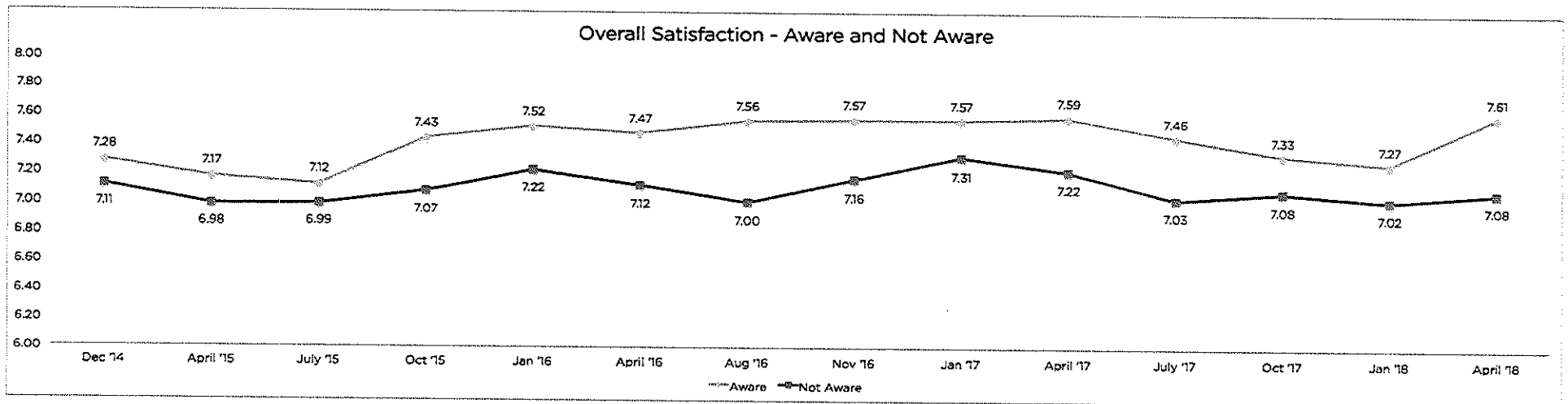


Budget by Quarter including EE Digital and TV Budget

• Significant at 95%

## Satisfaction Greatly Increased for Respondents Who are Aware, Steady for Respondents Who are Not

- Awareness of Ameren Missouri advertising continues to correspond with greater overall satisfaction.
- The lift (gap) in satisfaction for customers who are aware of advertising saw an increase compared to the previous wave (0.53).



## Awareness and Satisfaction Takeaways

- Awareness of advertising drove satisfaction more than half a point higher — more than any time since August 2016.
- Consistent spend in media maintained the high rolling average in awareness levels we've seen since early 2017.
- January/February 2018 spend boosted the numbers reported last quarter (fielded January 2018), and helped maintain the numbers we reported this quarter, as well
- Proud Providers were once again the most satisfied, most aware segment. Additionally, Eco-Aspirers were the least satisfied segment for the third time in five quarters, though we see sustained evidence that awareness drives satisfaction for this segment more than any other.

## Media Spend

- While our overall spend is up considerably in FY18, our biggest quarterly increases will come in Q3 and Q4 when *Energy at Work* messaging is back at full weight, including 12 weeks of TV and 10 weeks of radio at heavy levels, as well as OOH.
- These heavier quarters allow us to build momentum through the balance of FY18 and provide ample support for new creative launching later this year.

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YEAR-END TOTAL
<b>2017 Budget</b> EAW+EE	\$476,649	\$548,409	\$512,593	\$497,835	<b>\$2,035,486</b>
<b>2018 Budget</b> EAW+EE	\$539,457	\$556,082	\$696,386	\$631,595	<b>\$2,423,520</b>

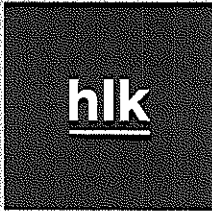
## Conclusion

- Satisfaction for those aware of Ameren Missouri advertising remained high this quarter.
- Advertising awareness overall is high at 29%, behind consistent quarterly spend and usage of *Energy at Work* and Energy Efficiency TV spots.
- Based on consistently high awareness levels, media will stay the course with its current mix, as we deliver larger quarterly spends and a greater presence during the second half of 2018.
- Females 55 years of age or older saw a lift that was the highest of the last 5 quarters (0.69), as well as a decrease in their overall advertising recall (34% to 24%).

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**Thank You**





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# Appendix



### Segmentation: Satisfaction Levels Align With Cambridge Group Analyses

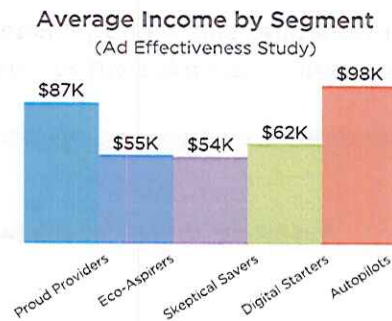
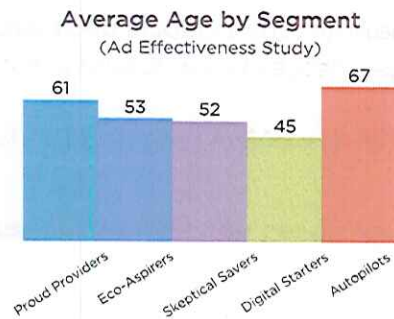
- Proud Providers were once again the most satisfied, most aware segment.
- Eco-Aspirers were the least satisfied segment for the third time in five quarters, — though we see sustained evidence that awareness drives satisfaction for this segment more than any other.

	Overall Satisfaction					Aware of Advertising					Overall Satisfaction Lift (Aware vs. Not Aware)				
	W1 2017	W2 2017	W3 2017	W4 2017	W1 2018	W1 2017	W2 2017	W3 2017	W4 2017	W1 2018	W1 2017	W2 2017	W3 2017	W4 2017	W1 2018
<b>Female 55+</b>	7.67	7.37	7.69	7.33	7.29	30%	30%	24%	34%	24%	0.28	0.65	0.49	0.18	0.69
<b>Proud Providers</b>	8.06	7.75	7.99	7.91	7.96	35%	43%	37%	46%	38%	0.23	0.36	0.28	-0.05	0.55
<b>Eco-Aspirers</b>	6.89	7.02	6.51	6.84	6.49	33%	25%	26%	27%	23%	0.57	1.20	0.36	0.69	0.96
<b>Skeptical Savers</b>	6.99	6.19	6.65	6.53	6.94	36%	34%	31%	36%	33%	0.26	-0.34	0.26	0.03	0.49
<b>Digital Starters</b>	7.22	7.40	7.21	6.94	7.39	29%	31%	25%	27%	26%	0.50	0.35	0.05	0.29	-0.34%
<b>Autopilots</b>	7.46	7.17	7.44	7.19	7.28	23%	27%	27%	26%	23%	0.34	0.40	-0.13	-0.03	0.44

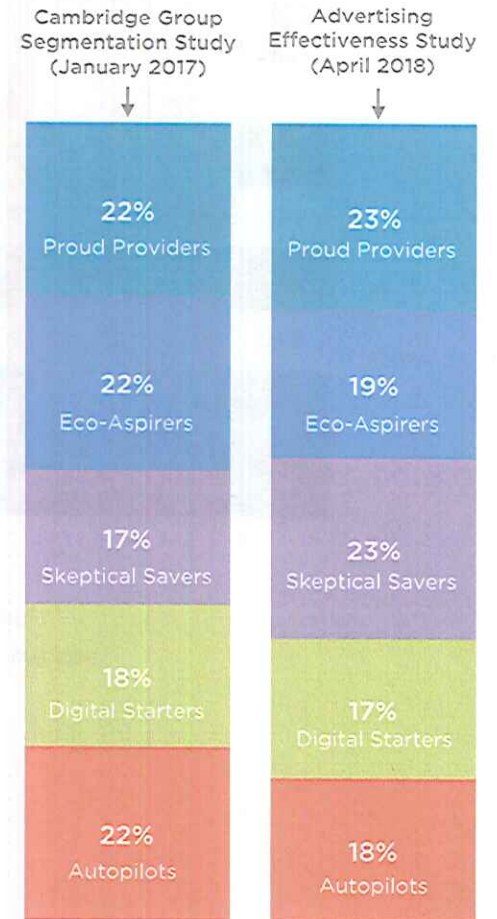
## Segmentation: Proportions Align to Cambridge Group Study Again

Ameren Missouri's segmentation exercise was replicated within this wave of advertising effectiveness in order to gain another layer of insight pertaining to the customer base.

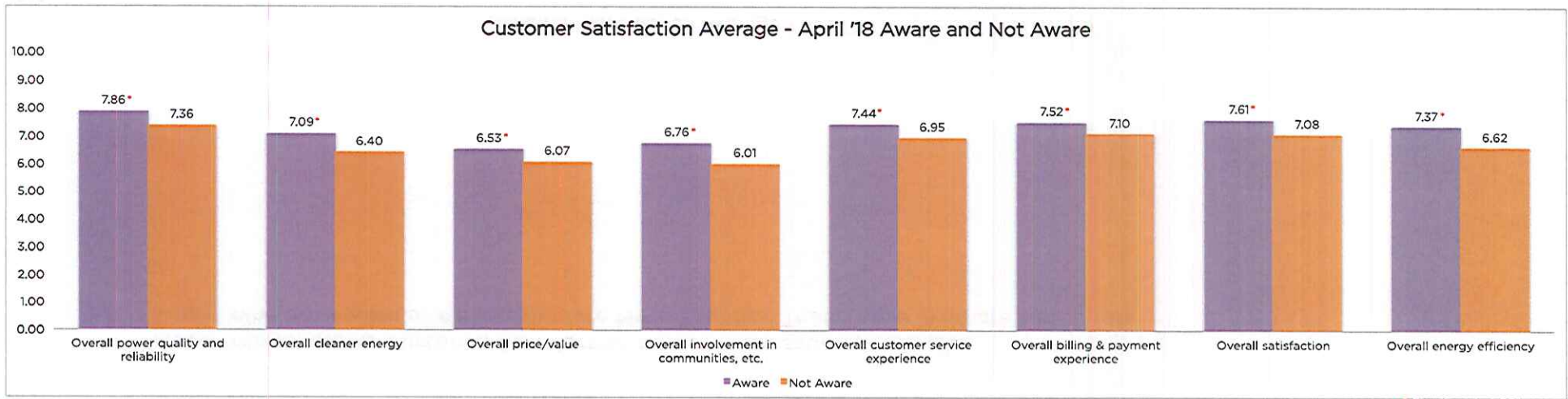
- As with previous waves, the proportions of the segments within the Ad Effectiveness study are similar to the segments distribution for the original Cambridge Group study.
- Baseline demographics were also aligned between both studies, including Proud Providers and Autopilots skewing older and Eco-Aspirers and Skeptical Savers skewing less affluent, relative to the other segments.



## Respondent Breakdown



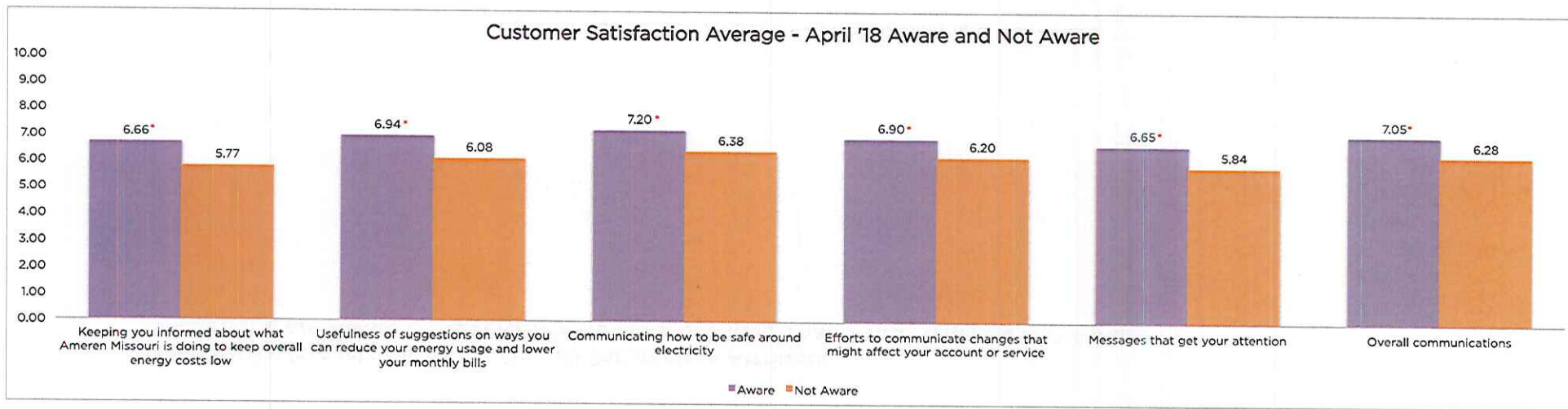
Advertising Impacts Customer Overall Satisfaction Attributes:  
 Those Who are Aware of Advertising are More Satisfied Than Those Who are Not Aware



\* Significant at 95%

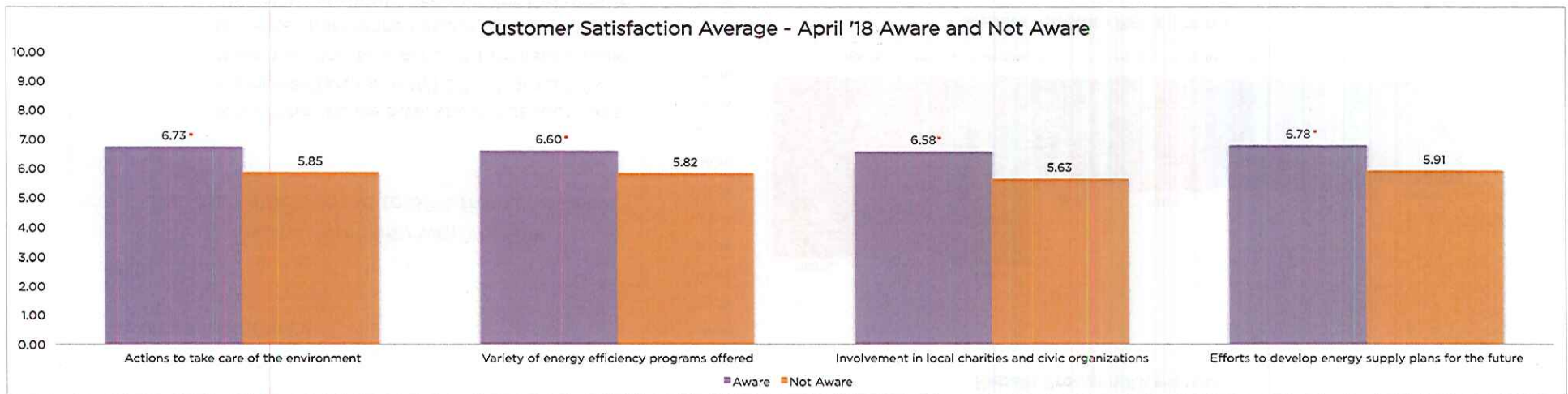


Advertising Impacts Customer Satisfaction on Communication Attributes:  
 Those Who are Aware of Advertising are More Satisfied Than Those Who are Not Aware



\* Significant at 95%

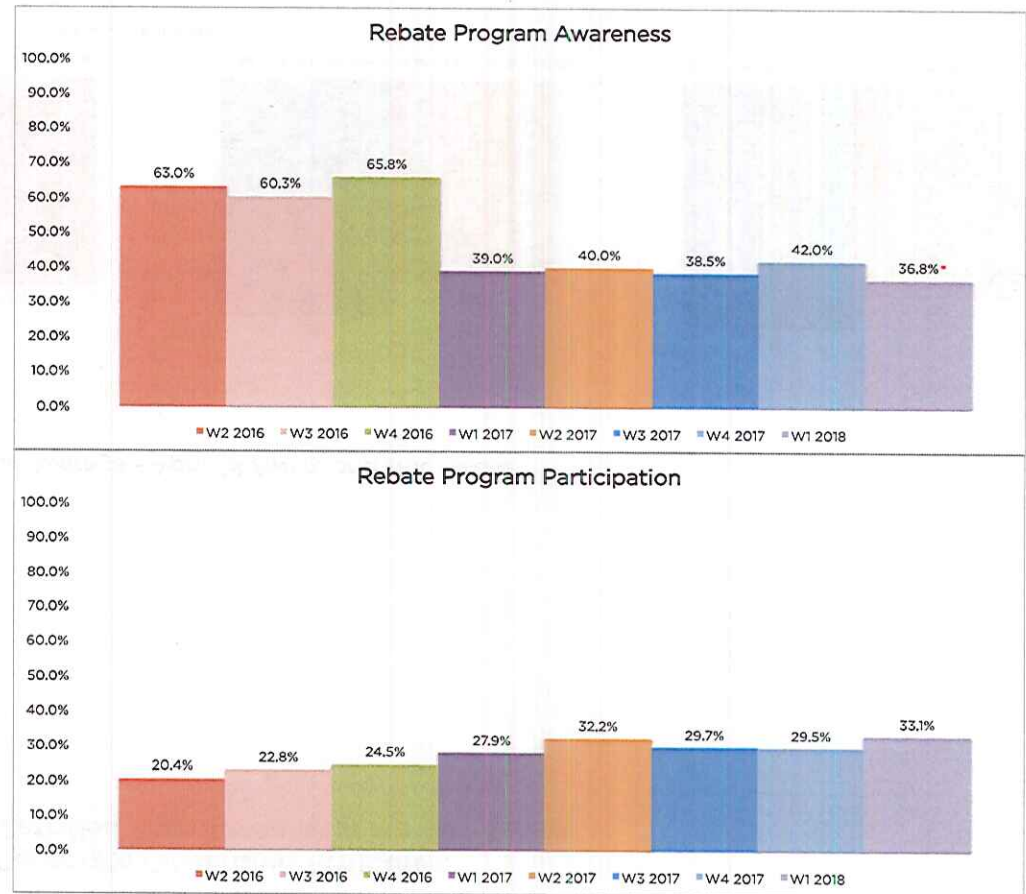
Advertising Impacts Customer Satisfaction on Corporate Citizenship Attributes:  
Those Who are Aware of Advertising are More Satisfied Than Those Who are Not Aware



\* Significant at 95%

## Energy Efficiency

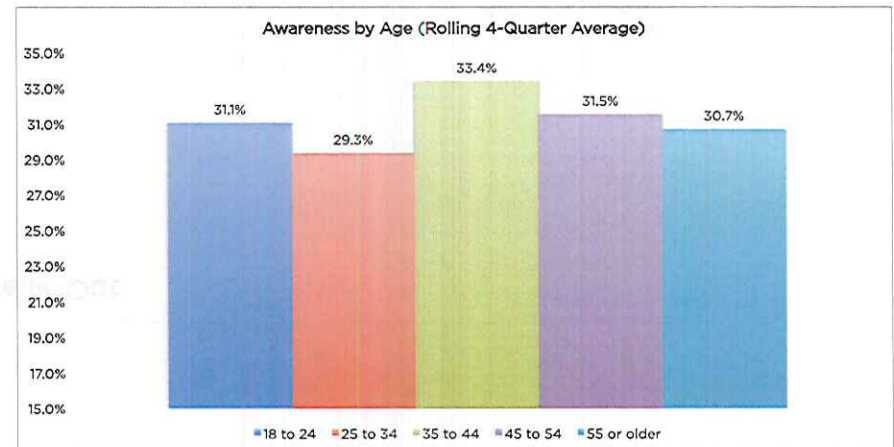
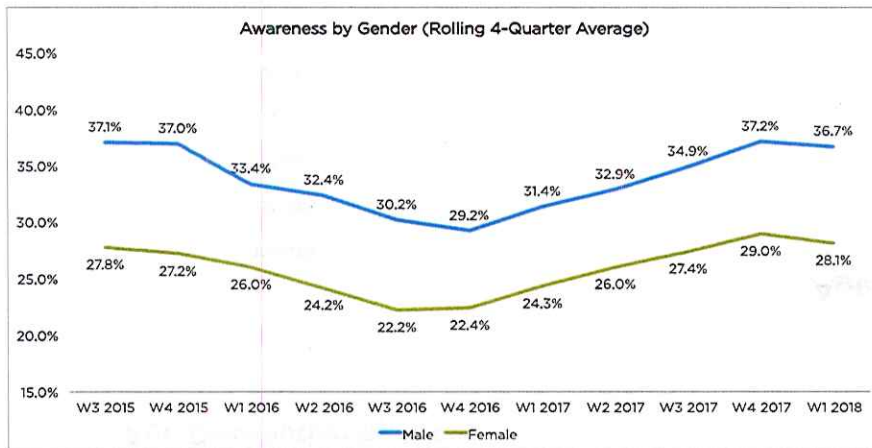
- Awareness of (familiarity with) rebate programs decreased to 37% from the last wave.
- Note: The rebate awareness question was changed starting in W1 2017 from a Y/N-type question to a 4-point familiarity scale to better mirror the results from J.D. Power. This change should account for the drastic decrease starting in W1 2017.
- Self-reported program participation remained consistent, just above 33%.



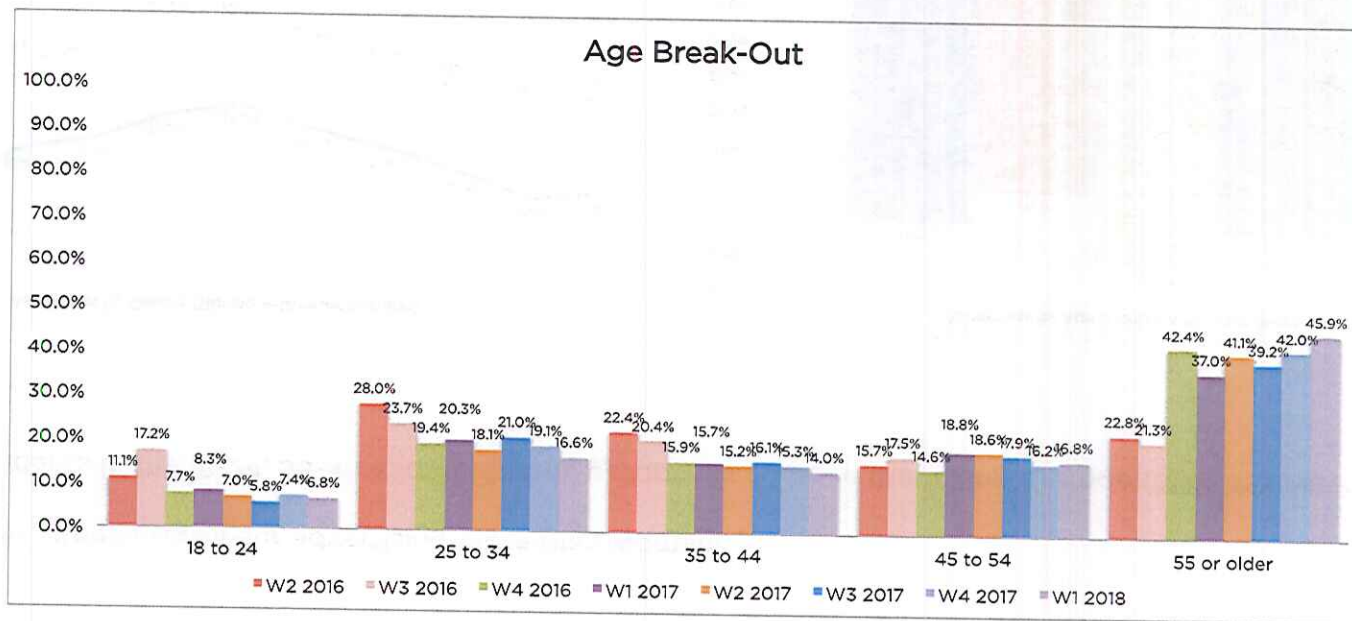
\* Significant at 95%

## Awareness by Gender and Age

- Men consistently recall our advertising more than women.
- Respondents in the 18-24, 35-44 and 45-54 age groups were above the rolling average (31%) this wave.

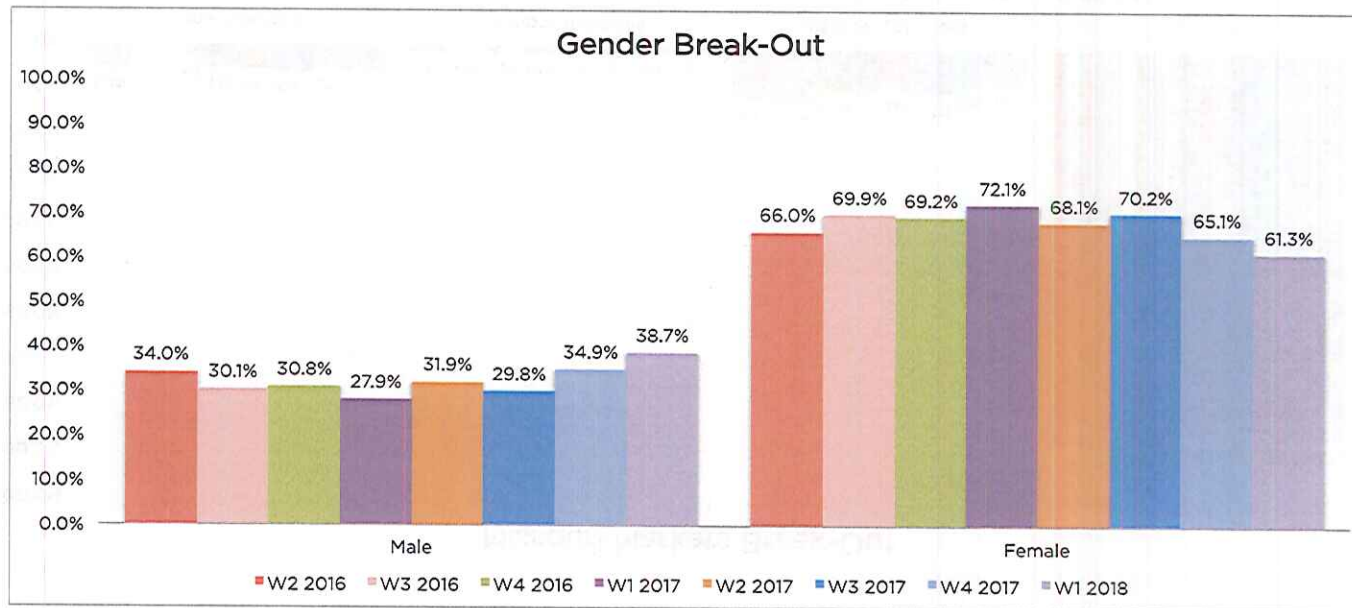


## Age Distribution by Wave

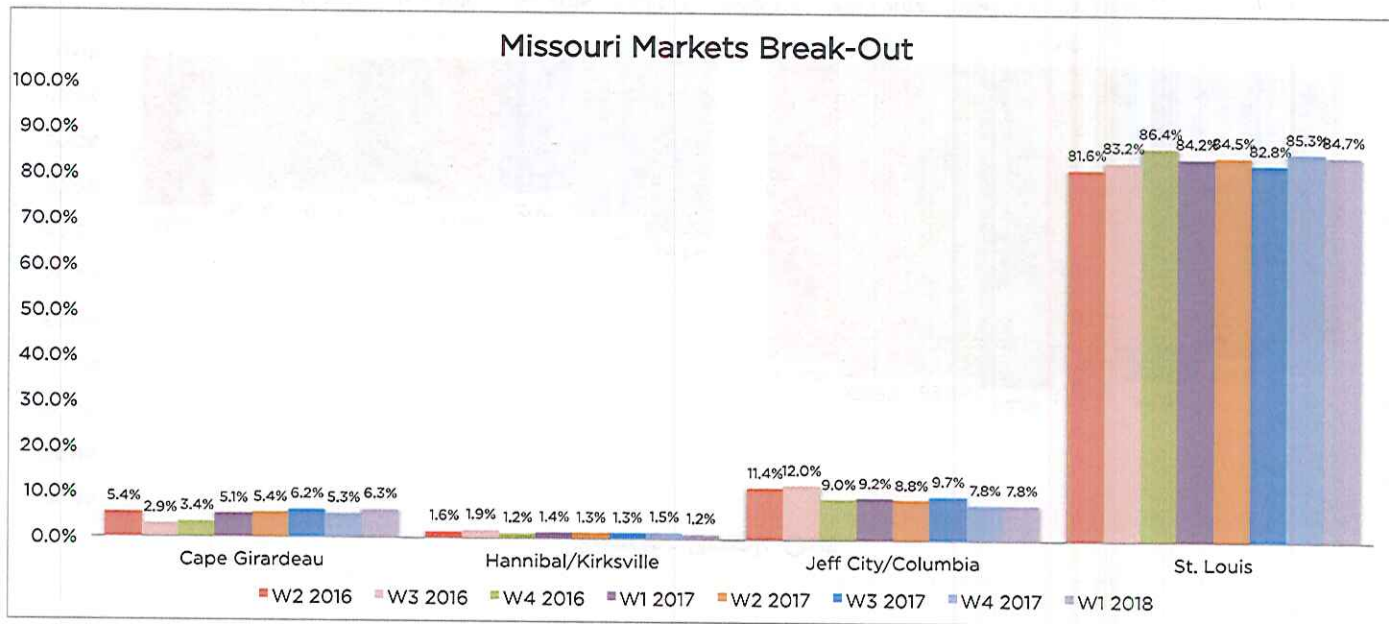




## Gender Distribution by Wave



Market Distribution by Wave



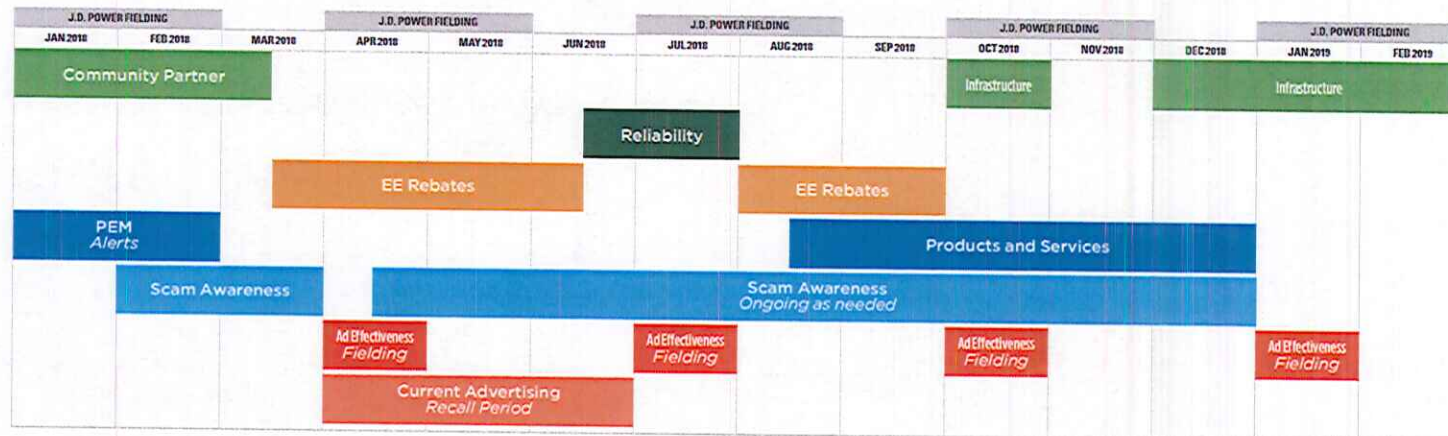
# Ameren Missouri

Advertising Effectiveness — Wave 2, 2018

—  
October 4, 2018

## Background

- 1,017 respondents completed the study between July 3, 2018 and August 1, 2018.
- Asked to recall advertising from the previous three months (April, May and June 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

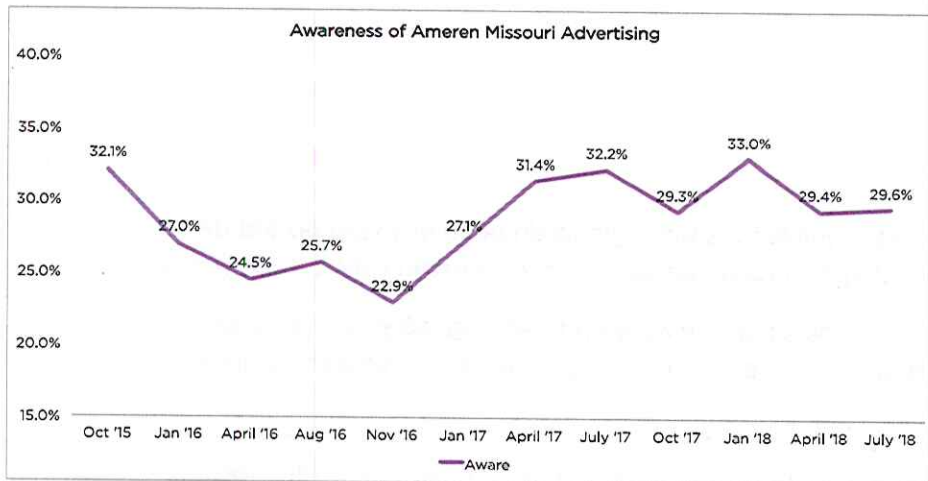
- Quotas were based on the J.D. Power respondents sample, specifically on Age, Gender, Ethnicity and Income.
- Consistent with previous waves, the advertising effectiveness sample reflects the makeup of J.D. Power respondents.

	J.D. Power Quotas	Ad Effectiveness
<b>Age</b>		
18 to 24	6.8	7.0
25 to 34	17.3	17.5
35 to 44	13.8	14.5
45 to 54	16.6	17.1
55 or Older	45.5	44.0
<b>Gender</b>		
Male	35.8	38.5
Female	64.2	61.5
<b>Ethnicity</b>		
White/Caucasian	86.9	86.9
Black/A.A.	8.3	8.6
Hispanic	1.7	2.2
Asian/P.I.	2.4	1.4
Other	0.7	1.0

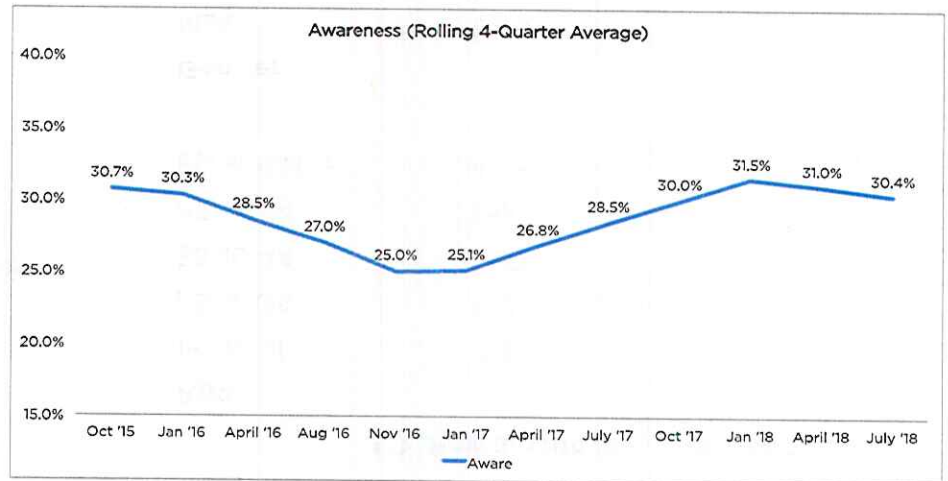
## Quarterly Advertising Awareness Remains Consistent at 30%

- Thirty 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



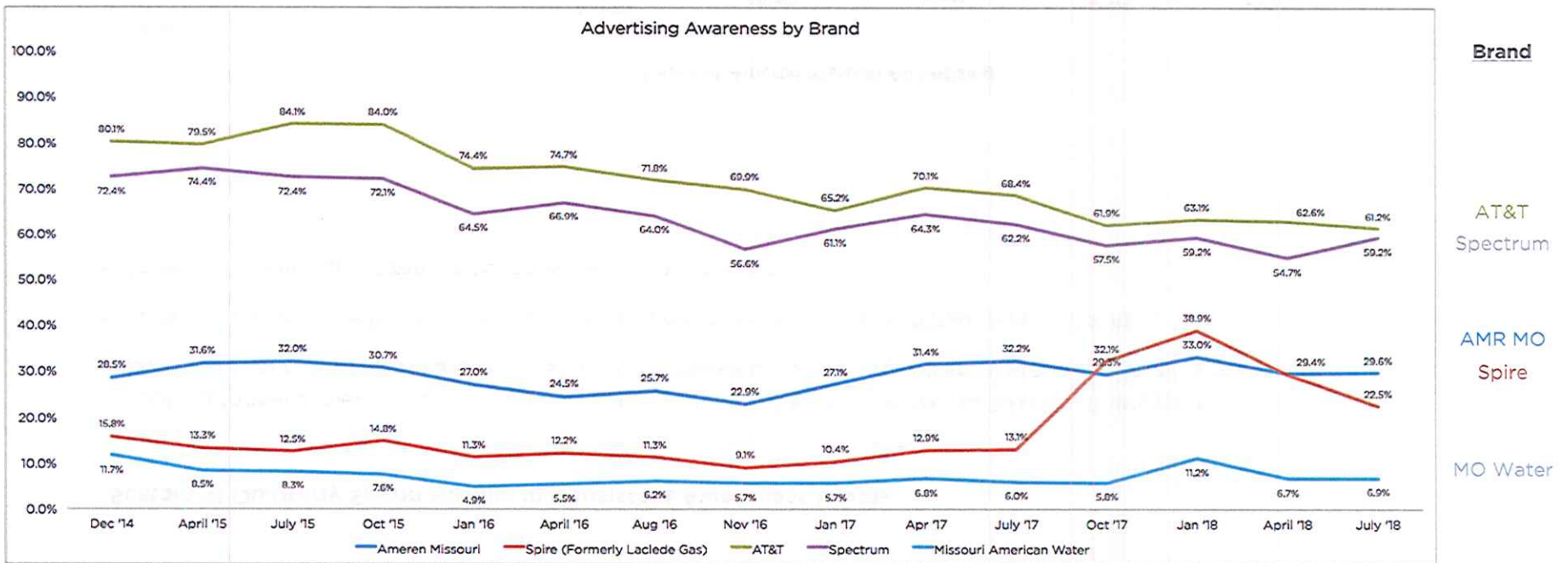
Rolling Averages





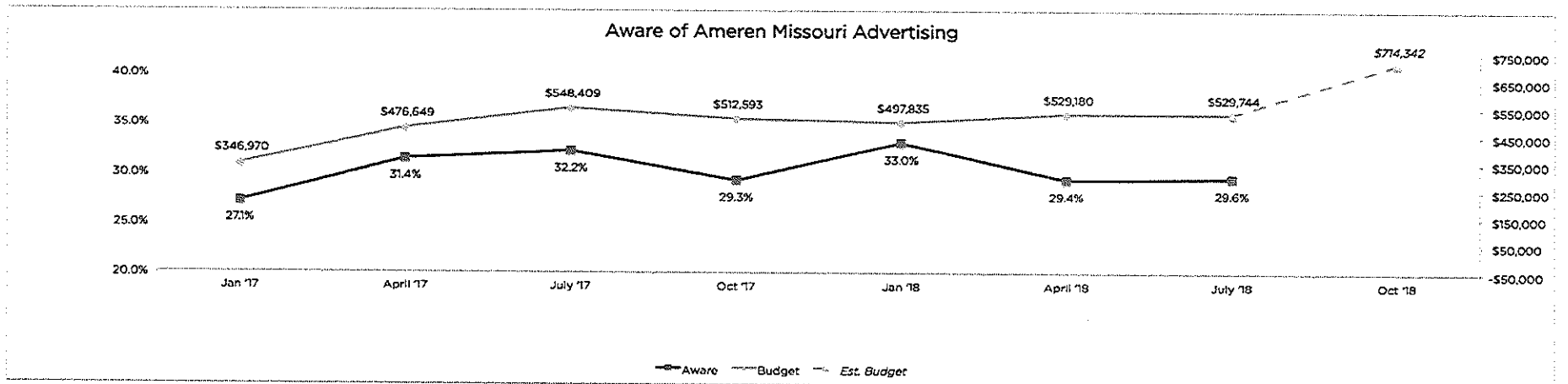
## Utility Ad Awareness Down Slightly for All Brands

- National and regional advertising recall leveled out this quarter.
- Effects of Spire's 2017 rebranding campaign continue to subside, with its advertising recall falling below Ameren Missouri for the first time in four quarters.



## Sustained Quarterly Spend Results in Consistent Awareness Levels

- Looking forward, media spend increases in Q3 to support *Energy at Work* (\$383,046), Energy Efficiency (\$270,980) and Products & Services (\$59,405). Increased levels of spend are sustained through Q4.
- Consistent spend levels correlated to consistent awareness of Ameren Missouri advertising.
- Energy Efficiency spots ran for seven weeks of this quarter.

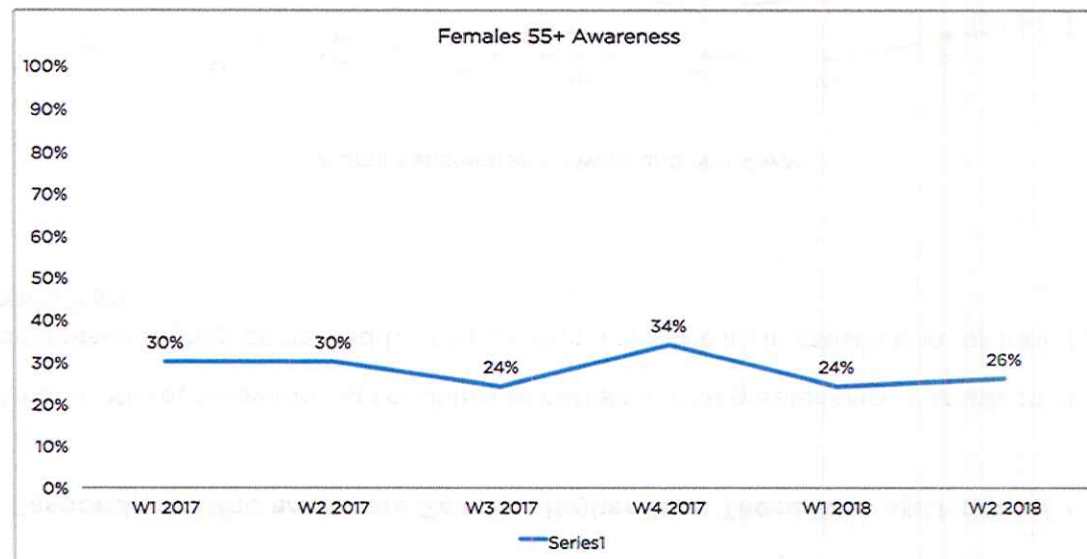


\* Significant at 95%



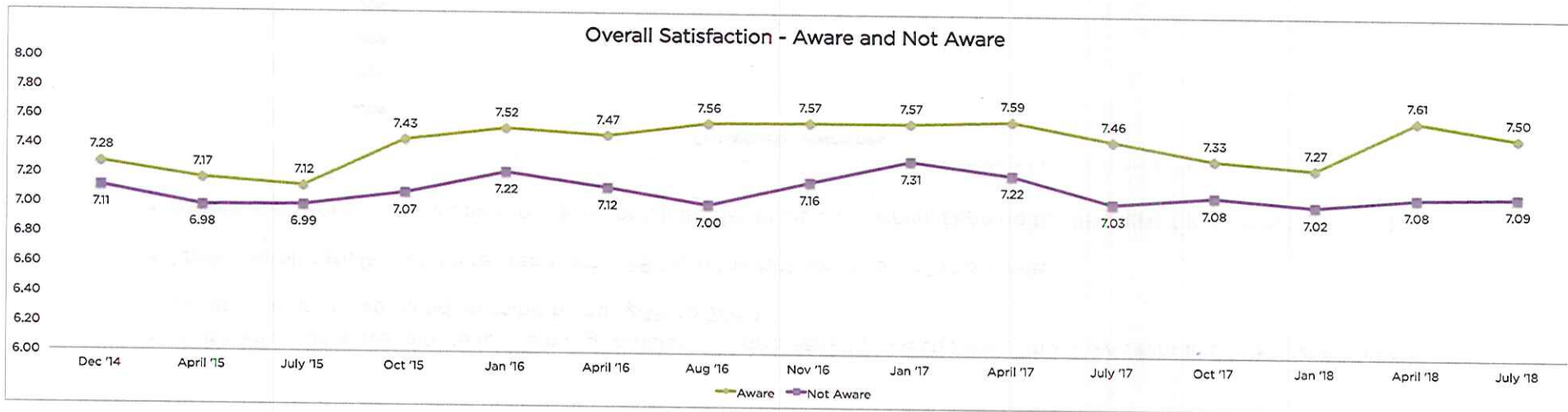
### Females 55+ Recall Increases Slightly Compared to the Previous Wave

- In the previous wave, awareness among females 55+ decreased (34% to 24%). This wave, females 55+ saw a slight increase in their overall advertising recall (24% to 26%).
- Their overall satisfaction increased from 7.29 from the last wave to 7.51 this wave.
- Awareness for men and women broadly remained flat wave over wave, aligning to the consistency in recall overall.



### 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.
- While the gap decreased slightly compared to the previous wave, the lift in satisfaction for those aware of advertising remains high.



## Media Spend

- With the addition of the Products & Services campaign, as well as a heavy-up during the back half of the year to support new Q4 creative, a strong media presence to support awareness is planned.
- TV viewing increases post-summer. The heavier TV presence this fall should be beneficial to drive awareness.

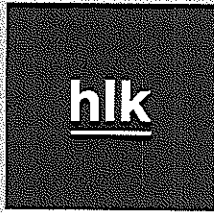
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YEAR-END TOTAL
2017 Budget EAW+EE	\$476,649	\$548,409	\$512,593	\$497,835	\$2,035,486
2018 Budget EAW+EE+P&S	\$529,180	\$529,744	\$713,342	\$780,671	\$2,552,937

## Awareness and Satisfaction Takeaways

- Consistent quarterly media spend on *Energy at Work* and Energy Efficiency maintained awareness at 30%.
- Satisfaction levels were maintained this wave, and those aware of advertising continued to report higher satisfaction levels than those who were not aware.
- Females 55 years of age or older saw a lift in their overall advertising recall (24% to 26%) and in their overall satisfaction (7.29 to 7.51) from the last wave.
- The Ameren Missouri paid media presence will be even stronger in Q3 and Q4 with significantly higher spends supporting a combination of messages: *Energy at Work*, Energy Efficiency, Products & Services.

—  
Thank You





# Ameren Missouri

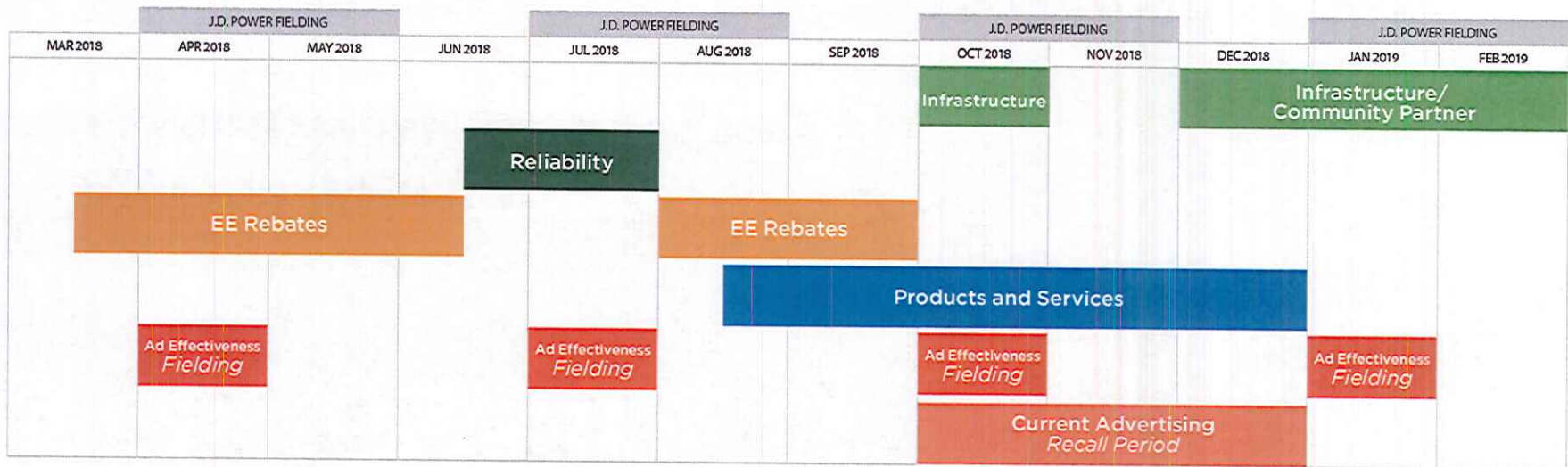
Advertising Effectiveness — Wave 3, 2018

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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

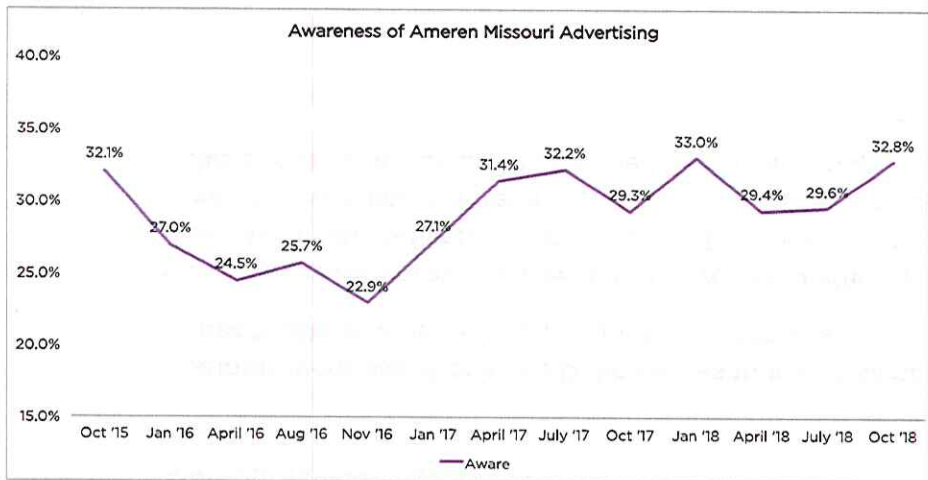
- Quotas were based on the J.D. Power respondents sample, specifically on Age, Gender, Ethnicity and Income.
- Consistent with previous waves, the advertising effectiveness sample mostly reflects the makeup of J.D. Power respondents, with one significant difference between the J.D. Power quota and this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

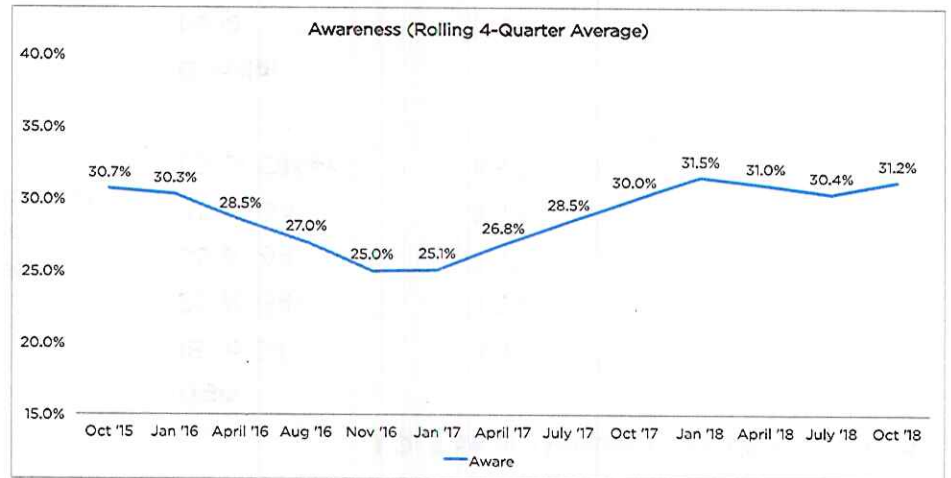
## Quarterly Advertising Awareness Rose to 32.8%

- 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

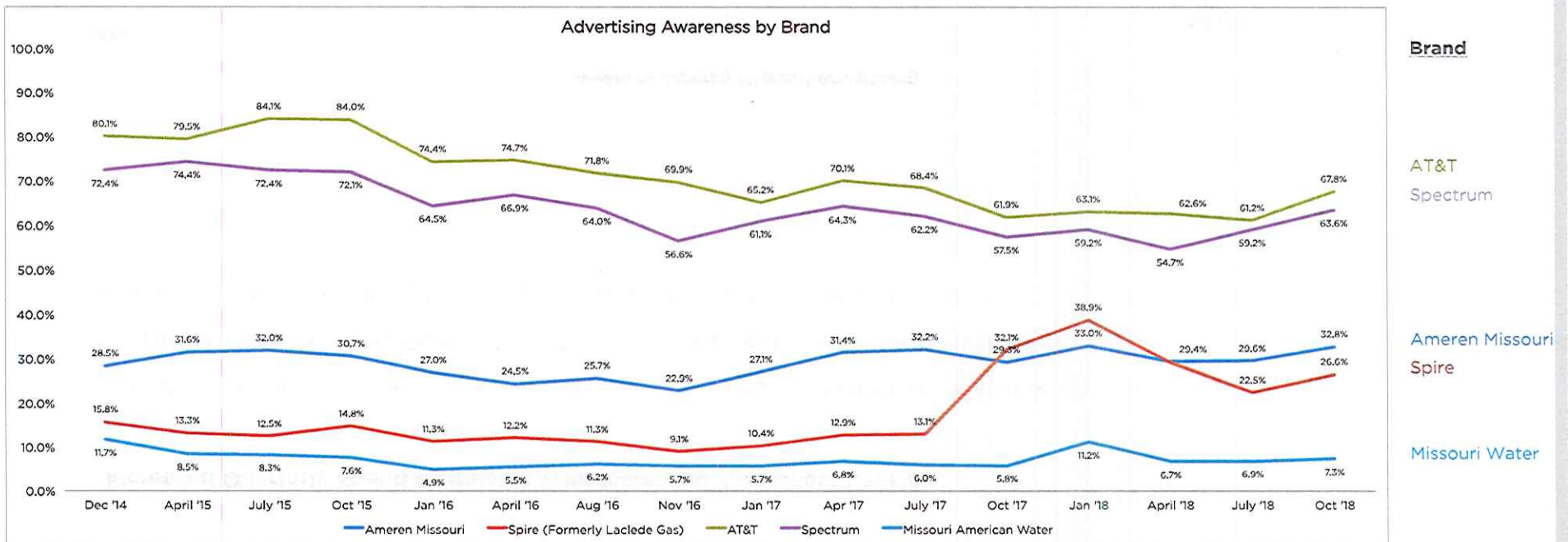


### Rolling Averages



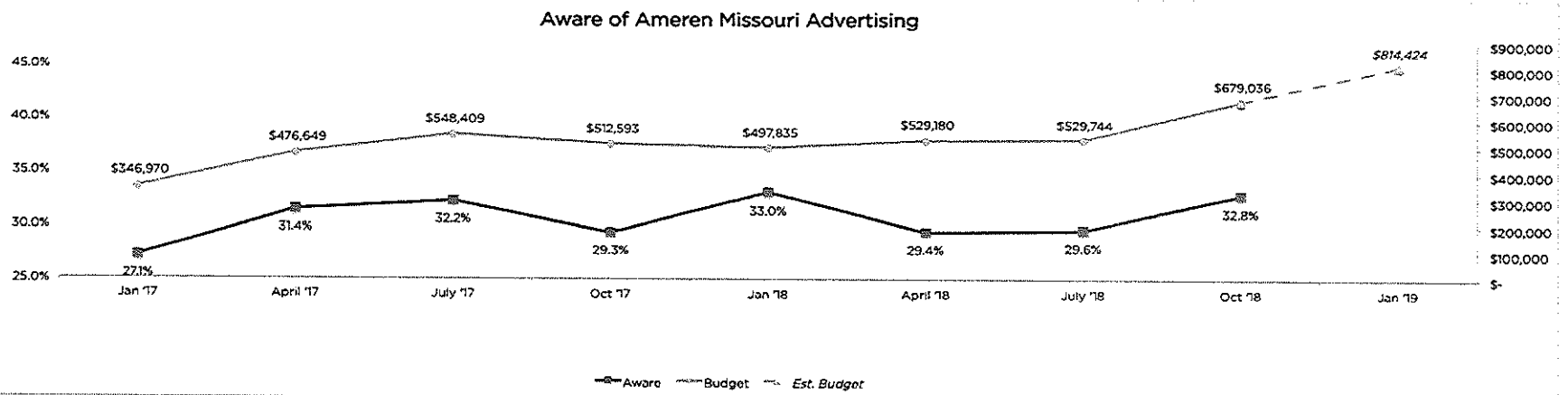
## Ad Awareness Up

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



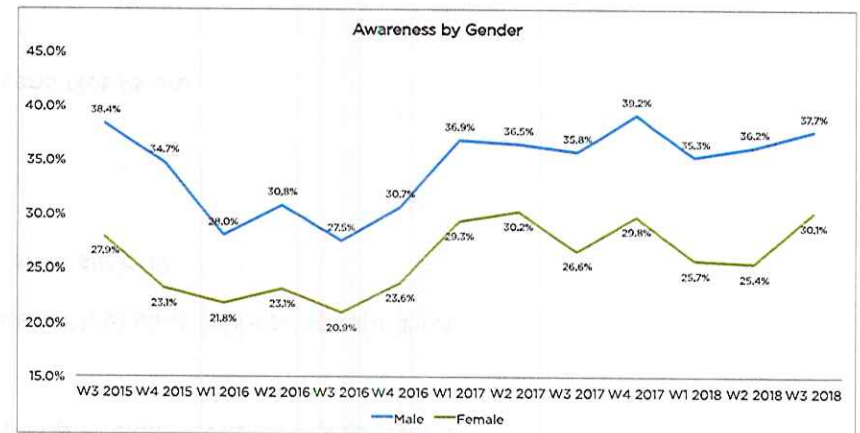
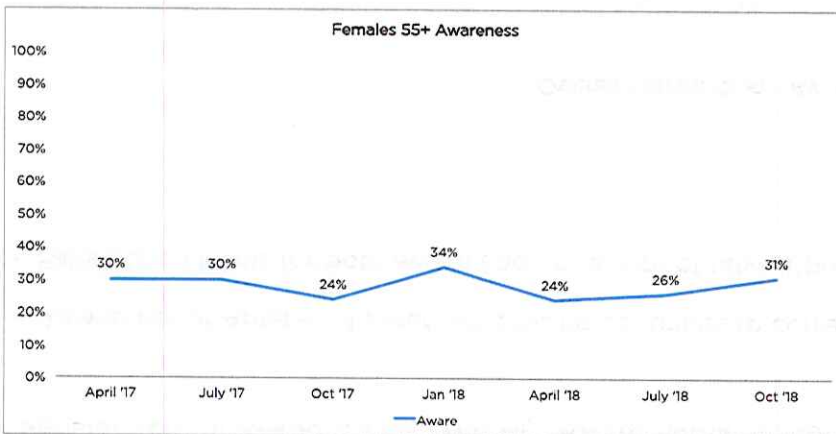
## Increased Quarterly Spend Correlates With Increased Awareness Levels

- 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.



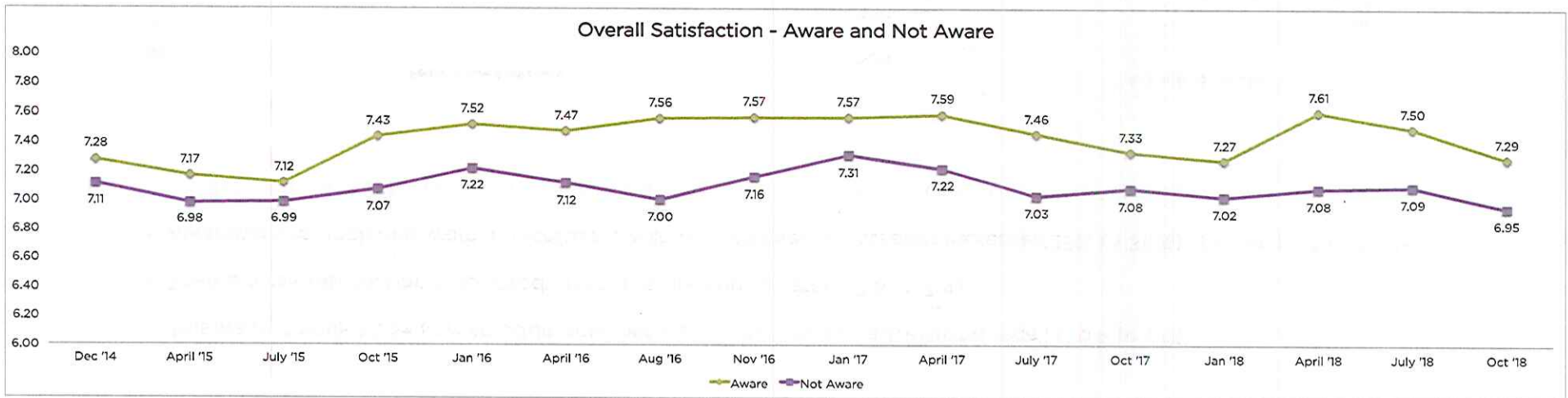
## Recall Among Females 55+ Increased Compared to the Previous Wave

- 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.

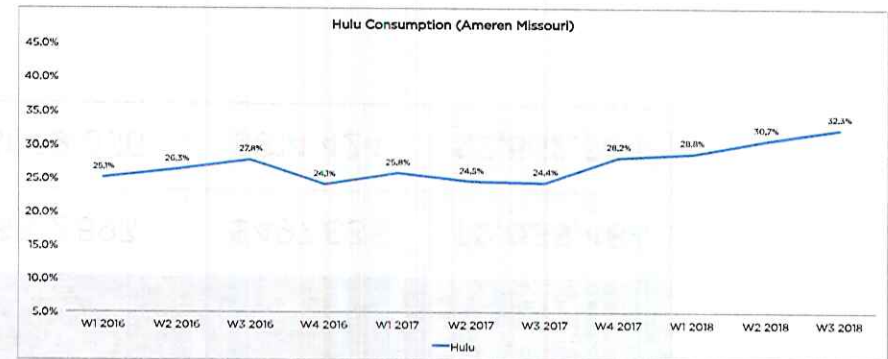
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	YEAR-END TOTAL
<b>2017 Budget</b> EAW+EE	\$476,649	\$548,409	\$512,593	\$497,835	<b>\$2,035,486</b>
<b>2018 Budget</b> EAW+EE+P&S	\$529,180	\$529,744	\$679,036	\$814,424	<b>\$2,552,384</b>



## Additional Recommendations

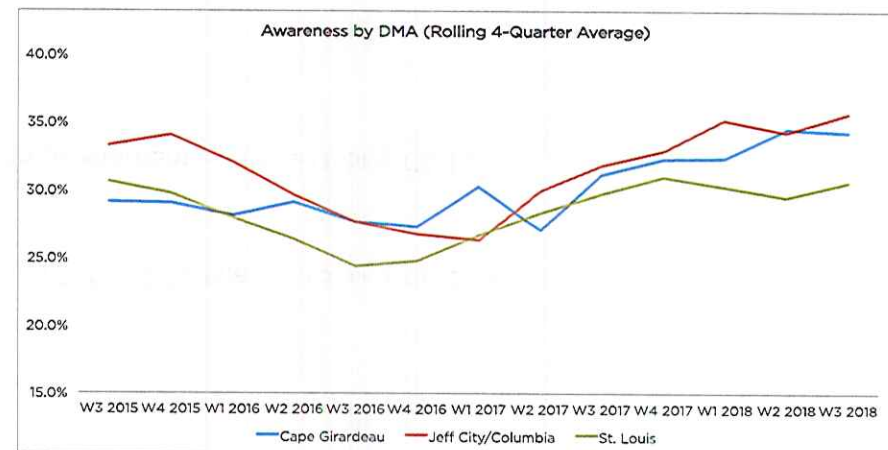
### Hulu Consumption

- 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).



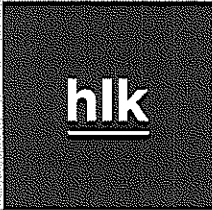


## Takeaways and Recommendations

- 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



# Ameren Missouri Biweekly Reporting

Date range: 8/27/18-9/9/18

## Products and Services

Site visits to date: 10,279

Clicks to date: 20,448

Total click goal: 333,052

### Report Summary:

- All tactics are live and performing at expected levels
- Paid search CTR is a few points above benchmarks, with branded terms performing especially well; low volume of non-branded search clicks are due largely to outage terms driving to the map instead of the sign-up page
- Gmail performance is on-track to deliver estimated click volume
- At 0.37%, our YouTube CTR is nearly double what we last saw in Energy at Work
- GDN is driving less traffic than expected due to a slightly higher than estimated CPC. We expect creative optimizations will help bring traffic up and cost down
- AdTheorent is now live, using the best-performing creative from GDN and Gmail with a plan to rotate in other executions

### Next Steps:

- Ameren to provide physical addresses for AdTheorent IP targeting. HLK to recommend an approach for creative rotation to implement if customer data cannot be leveraged.
- Ameren to report enrollment percentages for each reporting date (both Paperless Billing and Alerts & Notifications)
- HLK to recommend best use of excess budget from non-branded search

### Paid search - Branded terms

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 150k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC, SOV
- Benchmarks: 15% CTR (2018 EAW Q3 average)
- Optimization Capabilities: CPC bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760

#### Paperless Billing

Live on 8/27, will graph when more data is available

6,716 clicks

19.56% CTR

#### Alerts & Notifications

Live on 8/27, will graph when more data is available

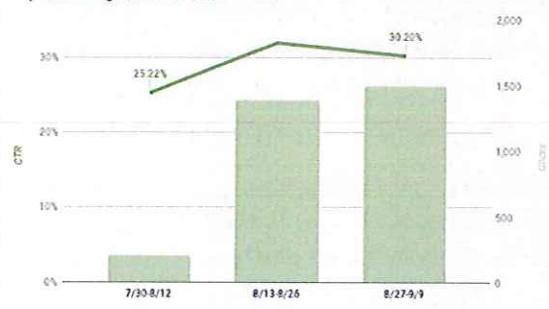
5,128 clicks

18.15% CTR

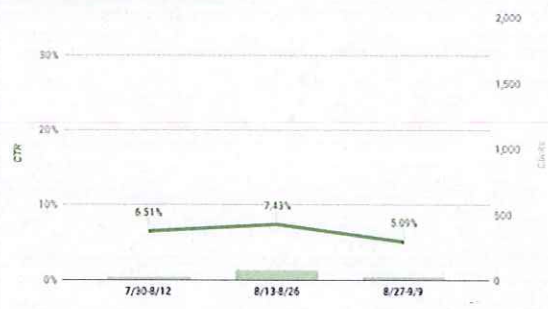
### Paid search - Non-branded terms

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 90k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC, SOV
- Benchmarks: N/A (no recent non-branded campaign reporting)
- Optimization Capabilities: CPC bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760

Paperless Billing - Clicks and CTR



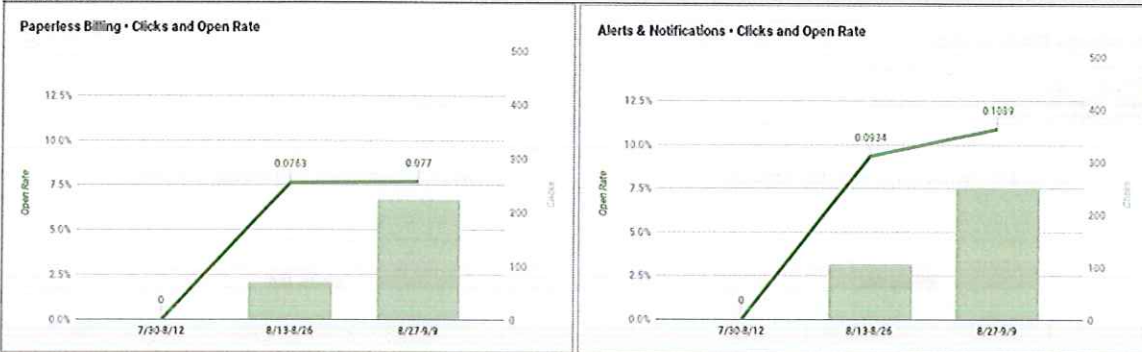
Alerts & Notifications - Clicks and CTR





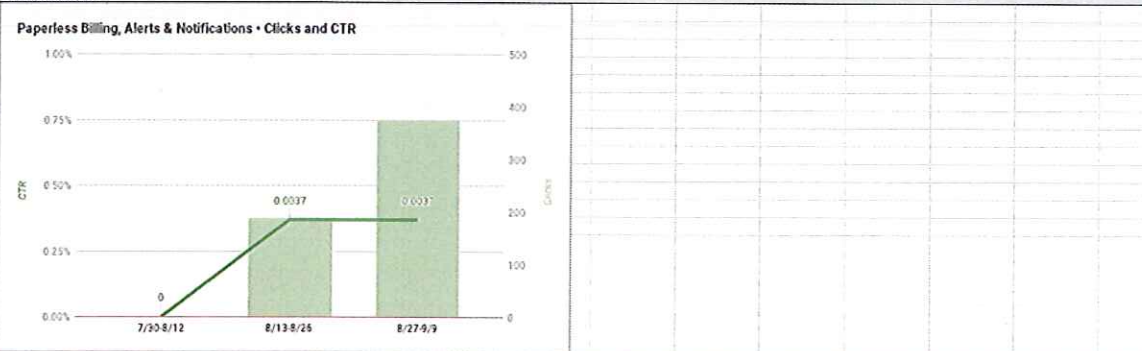
## Gmail

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 5,205)
- Key Metrics: Open rate, clicks
- Influencing Metrics: CTR, Impressions, CPC
- Benchmarks: N/A
- Optimization Capabilities: Keyword targeting, segment targeting, IP targeting, Google platform integrations
- Budget: \$19,600



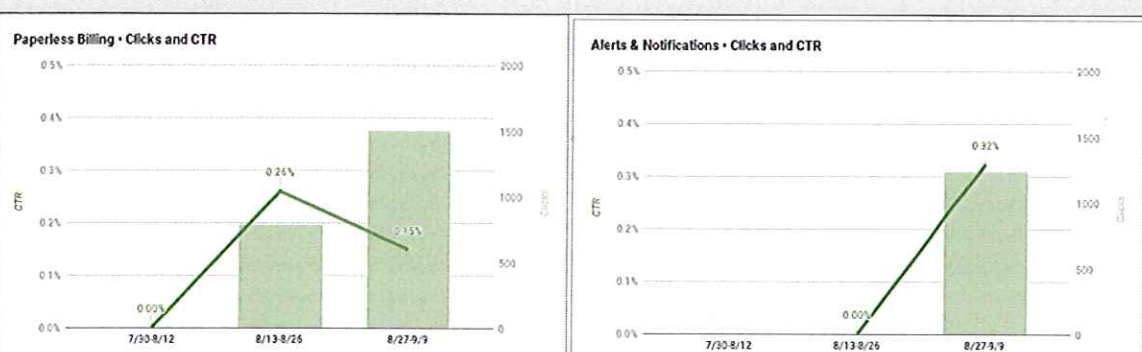
## YouTube

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 2500)
- Key Metrics: Clicks and CTR
- Influencing Metrics: Impressions, VCR
- Benchmarks: 0.15% CTR (based on EE HVAC 30 average)
- Optimization Capabilities: CPC bidding, ad copy, sitelinks, demo targeting
- Budget: \$23,760



## GDN

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 20k)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC
- Benchmarks: 0.30% CTR (FEM campaign average)
- Optimization Capabilities: Keyword targeting, segmentation (if given data by Ameren Missouri)



## AdTheorent - Display

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 4285)
- Key Metrics: Clicks, CTR
- Influencing Metrics: Impressions, CPC
- Benchmarks: N/A (first Ameren Missouri AdTheorent campaign)
- Optimization Capabilities: IP targeting

Live on 8/27, will graph when more data is available

Live on 8/27, will graph when more data is available

344 clicks

326 clicks

0.56% CTR

0.54% CTR

**AdTheorent - Rich Media**

- Purpose: Drive traffic to the Products & Services landing page (estimated click goal is 4265)
- Key Metrics: Clicks, CTR
- In-Bidding Metrics: Impressions, CPC
- Benchmarks: N/A (first American Missouri AdTheorent campaign)
- Optimization Capabilities: IP targeting

*Live on 9/10, will report when more data is available*

*Live on 9/10, will report when more data is available*

Clicks N/A

Clicks N/A

CTR N/A

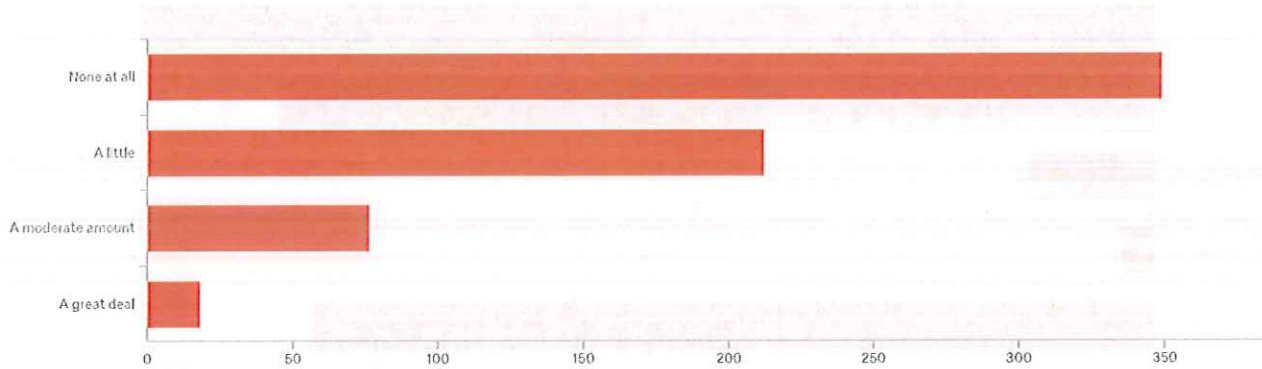
CTR N/A

# Default Report

Senate Bill 564 Messaging

June 25, 2018 2:56 PM MDT

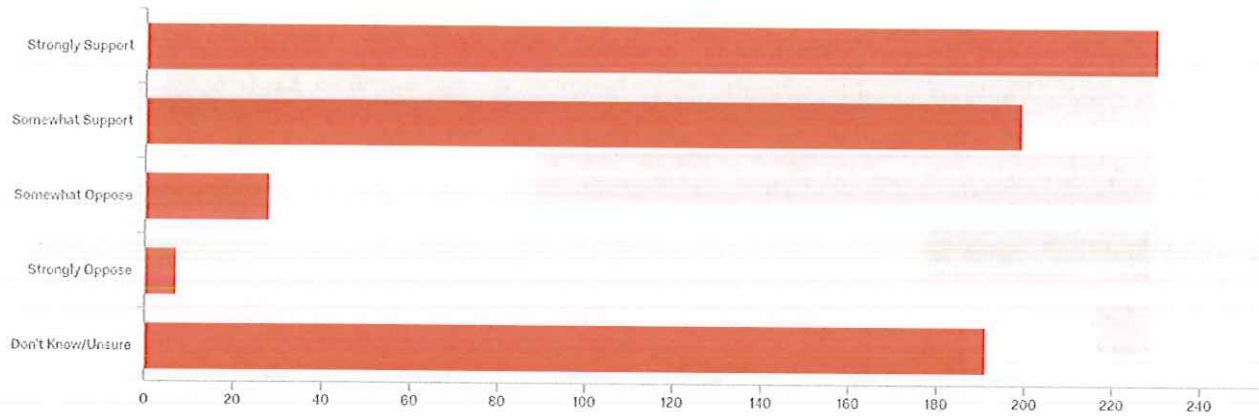
Q3 - Prior to this survey, how much have you heard about this new legislation?



#	Field	Choice Count
1	A great deal	2.75% 18
2	A moderate amount	11.60% 76
3	A little	32.37% 212
4	None at all	53.28% 349
		655

Showing Rows: 1 - 5 Of 5

Q4 - To what extent do you support the recently passed legislation to update Missouri's energy policies?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	To what extent do you support the recently passed legislation to update Missouri's energy policies?	1.00	5.00	2.59	1.65	2.72	655

#	Field	Choice Count
1	Strongly Support	35.11% 230
2	Somewhat Support	30.38% 199
3	Somewhat Oppose	4.27% 28
4	Strongly Oppose	1.07% 7
5	Don't Know/Unsure	29.16% 191
		655

Showing Rows: 1 - 6 Of 6



Q5 - Below are some statements describing the benefits of this plan. Please indicate how

important each one is to you.

#	Field	Extremely important	Very important	Moderately important	Slightly important	Not at all important	Total
1	Adopting modern energy legislation was a win for Ameren Missouri customers and includes a rate cut, a rate freeze and rate caps.	45.34% 297	34.20% 224	15.44% 101	2.60% 17	2.44% 16	655
2	The plan has value for customers and keeps bills more stable and affordable with an immediate rate cut, rate freeze, and rate cap.	43.40% 317	31.28% 218	12.32% 84	3.21% 21	2.29% 15	655
3	Customers will see a permanent rate cut of \$5.00 per month on average, which translates to a reduction of \$60 per year.	40.92% 327	27.81% 178	16.73% 103	3.21% 21	3.97% 26	655
4	Based on Ameren Missouri's electric rate reduction, customers will save \$60 a year on average.	40.47% 324	28.24% 185	14.50% 95	4.58% 30	3.21% 21	655
5	Customers will receive a permanent 5% rate cut on their bill.	37.10% 374	26.04% 164	12.32% 84	2.75% 18	2.29% 15	655
6	The plan includes spending \$1 billion to modernize the energy grid with smart technologies throughout the state of Missouri.	39.08% 256	40.76% 267	15.57% 102	2.90% 19	1.68% 11	655
7	The plan builds on the commitments made to provide a smart and secure energy grid, along with stable rates for customers.	43.82% 287	39.54% 259	12.37% 81	2.75% 18	1.53% 10	655
8	The plan supports renewable clean energy by offering \$28 million in solar rebates and \$14 million in Ameren Missouri owned solar.	37.66% 246	33.89% 222	18.78% 123	6.26% 41	3.51% 23	655
9	The plan will drive business growth in Missouri through economic development incentives.	35.57% 233	40.15% 263	12.50% 115	4.02% 27	2.80% 17	655
10	Local communities will see an economic benefit through additional tax revenue.	30.53% 200	40.00% 262	20.48% 134	5.34% 35	3.89% 24	655
11	The grid projects included in the plan will create thousands of jobs in Missouri.	45.04% 295	32.71% 247	12.21% 80	3.05% 20	1.99% 13	655
12	The plan has investments in local communities around our state that will create more than 3,000 jobs to help spur economic development.	41.53% 272	40.21% 264	12.98% 85	3.51% 23	1.68% 11	655
13	The plan includes value for Customers, Investments in local Communities, and a more Competitive Missouri.	32.98% 216	40.48% 265	19.54% 128	6.50% 36	1.53% 10	655

14	Investments in the smart grid also mean we can prevent power outages, restore power more quickly after an outage occurs, and protect the energy grid against physical and cyber-attacks.	61.22%	401	28.10%	186	7.03%	48	2.44%	16	0.61%	4	655
15	With smarter energy infrastructure and more renewable energy, Missouri is more competitive with other states in attracting industries and talent that will grow our local economy.	46.92%	268	37.71%	247	16.79%	110	2.90%	19	1.08%	11	655

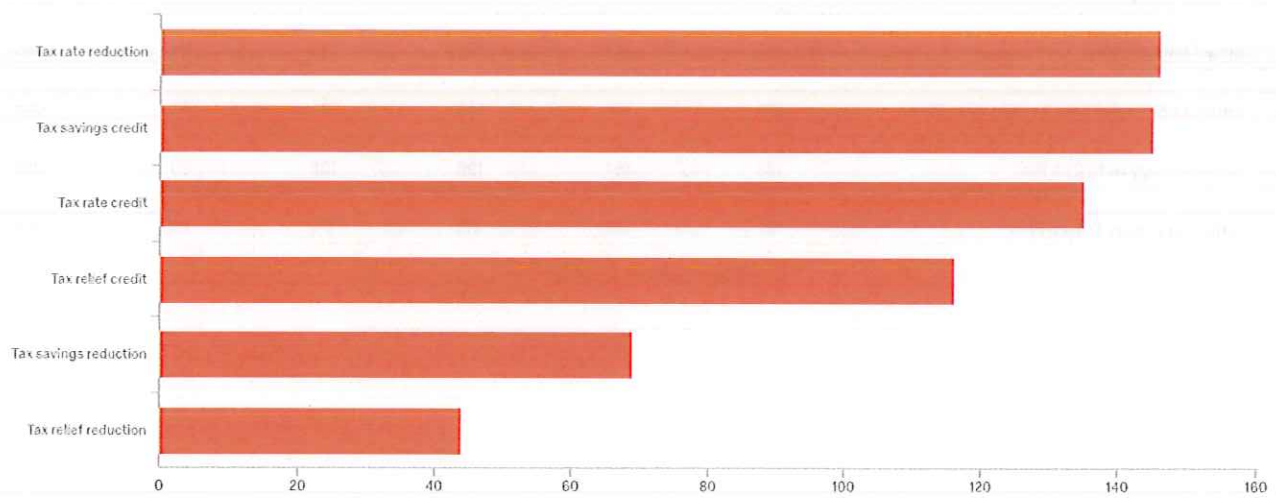
Showing Rows: 1 - 15 Of 15

Q6 - Please let us know how well you feel each of the following names fit with the plan to modernize the energy grid.

#	Field	5 = Great Fit	4	3	2	1 = Poor Fit	Total
1	Powering Missouri Forward Plan	33.59% 220	28.24% 185	23.68% 151	8.79% 57	6.41% 42	655
2	Bright Future Plan	27.33% 179	24.73% 162	24.89% 163	12.37% 81	10.68% 70	655
3	Modern Energy for Missouri Plan	30.53% 200	31.27% 231	20.76% 136	8.16% 58	4.58% 30	655
4	Smart Energy Plan	32.67% 214	32.52% 213	24.12% 158	7.18% 47	3.51% 23	655
5	Smart Energy and Rate Stabilization Plan	32.52% 213	28.55% 187	21.37% 140	10.99% 72	6.56% 43	655
6	Smart Energy Rate Cap Plan	21.07% 138	23.51% 154	29.92% 196	16.49% 108	9.01% 59	655
7	Rate Cap Energy Future Plan	18.47% 121	18.02% 118	27.91% 183	19.54% 128	16.03% 105	655

Showing Rows: 1 - 7 Of 7

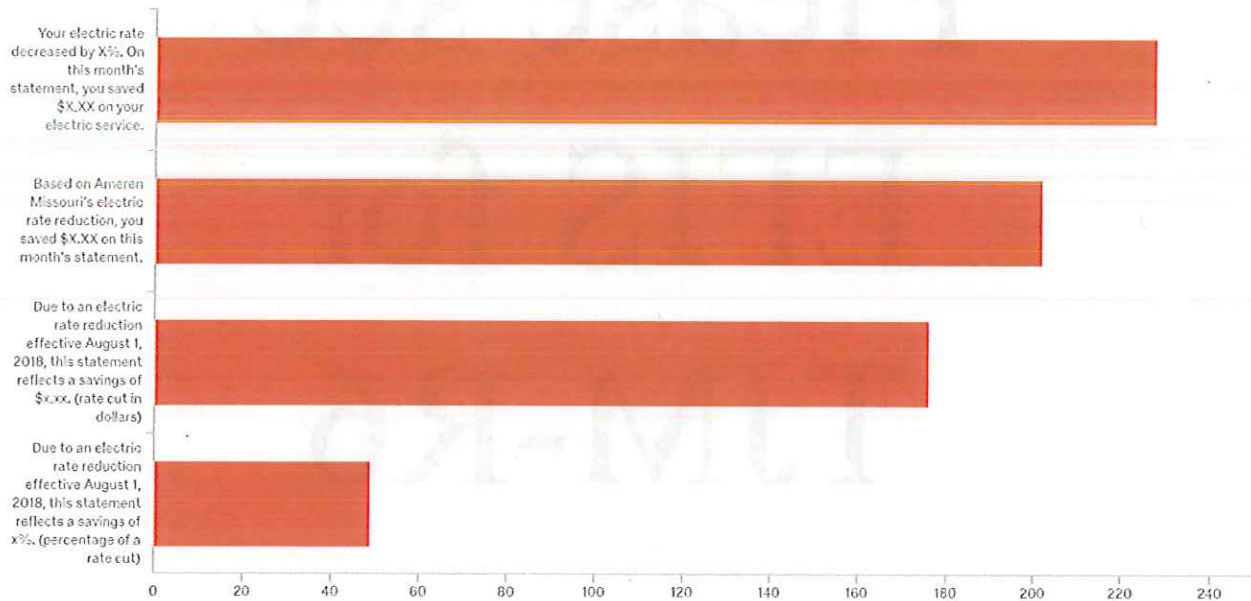
Q11 - Ameren Missouri would like to add a descriptor on your monthly bill identifying a credit customers will receive as a result of the rate cut in this new legislation. Which of the following choices would make the most sense for you to see on your monthly Ameren Missouri bill?



#	Field	Choice Count
6	Tax savings reduction	10.53% 69
5	Tax savings credit	22.14% 145
2	Tax relief reduction	6.72% 44
1	Tax relief credit	17.71% 116
4	Tax rate reduction	22.29% 146
3	Tax rate credit	20.61% 135
		655

Showing Rows: 1 - 7 Of 7

Q9 - In addition, Ameren Missouri will communicate this credit to customers through messages on the monthly bill statement. Which of the following messages best communicate a credit?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	In addition, Ameren Missouri will communicate this credit to customers through messages on the monthly bill statement. Which of the following messages best communicate a credit?	1.00	4.00	2.93	0.95	0.91	655

#	Field	Choice Count
1	Due to an electric rate reduction effective August 1, 2018, this statement reflects a savings of x%. (percentage of a rate cut)	7.48% 49
2	Due to an electric rate reduction effective August 1, 2018, this statement reflects a savings of \$x.xx. (rate cut in dollars)	26.87% 176
3	Based on Ameren Missouri's electric rate reduction, you saved \$X.XX on this month's statement.	30.84% 202
4	Your electric rate decreased by X%. On this month's statement, you saved \$X.XX on your electric service.	34.81% 228
		655

Showing Rows: 1 - 5 Of 5

End of Report

Please see

EFIS for

TJM-R6

## **CORE TALKING POINTS FOR AMEREN MISSOURI'S SMART ENERGY PLAN**

Core talking points were developed based on the key customer-facing elements of the Smart Energy Plan. The language has been refined and optimized based on findings from the Ameren Missouri Your Voice customer survey panel and customer focus groups conducted in July 2018.

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### **WHAT IS AMEREN MISSOURI'S SMART ENERGY PLAN?**

The Smart Energy Plan offers great value to you by keeping your bills more stable, predictable and affordable through a rate cut, a rate freeze and rate caps, all while upgrading the energy grid you depend on in a way that introduces new sources of clean, renewable energy into a smarter system.

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### **WHAT ARE THE CUSTOMER BENEFITS OF THE AMEREN MISSOURI SMART ENERGY PLAN?**

- On August 1, your electric rates decreased by 6%. This will save the average residential customer about \$72 a year.
- When federal taxes went down, we passed those savings on to you, resulting in the 6% decrease in electric rates. This is reflected on your monthly energy statement as the Federal Tax Rate Reduction.
- Missouri legislators and the Public Service Commission made the immediate rate reduction possible by speeding up the return of federal tax dollars through emergency measures. Under a previous Missouri regulatory policy, you may have waited years to see the savings.
- You experience the benefits related to a new energy legislation passed in 2018 through Ameren Missouri's Smart Energy Plan.
- Your base electric rates won't go up from now until April 2020 because the Ameren Missouri Smart Energy Plan includes a rate freeze.
- Rate caps will limit the size of any future rate increases for the life of the plan, making your energy costs more stable and predictable.
- Proactive reliability projects will improve the dependability of your electric service, and give you more control over your energy usage and costs by providing you information to make more informed choices/decisions.
  - Enhanced reliability: Smart sensors and switches will detect and isolate outages, so Ameren Missouri can restore your service more quickly.
  - Meanwhile, the smart technology will help crews pinpoint problems more precisely to reduce the length and frequency of outages.
  - Convenience and service: Smart meters will give you more tools and programs to better manage your energy usage and costs.



## LANGUAGE AND VISUAL RESEARCH FINDINGS RELATED TO THE SMART ENERGY PLAN

In customer focus groups conducted in July 2018, key words and phrases were tested to better understand how customers interpreted each. This research was conducted as a part of creative testing for advertising. It is important to note that these findings are specific to customers and not other core audiences. Additionally, customers had no context of the Smart Energy Plan beyond what was mentioned in the 30-second scripts. Relevant key visual findings are also included below.

WORDS TO USE WITH CUSTOMERS	WORDS TO LOSE WITH CUSTOMERS TODAY	CUSTOMER INTERPRETATIONS
Smart grid		Reinforced innovation, leading edge, advancement
	Strong/er grid	High load capacity, expected the grid to be strong, created doubt in how strong it is
	Secure/more secure grid	Safe from hacking, reliable, expected the grid to be secure, created doubt in how secure it is
	Safe/er grid	Expected the grid to be safe, created doubt in how safe it is
Upgrade		Substantial change, newer, surpassing expectations, no direct connection to rates
	Invest	Higher rates for me, increased profits, long-term payoff
	Improve	To make better incrementally, not substantial, does not cost more for me
	Modernize	Retrofitting, bringing up to today's standards
Plan		Proactive, a promise, progressive
Smart Energy Plan		Reinforces technology but currently hollow
	Five-year plan	Created a desire for more details, questioned the status of the plan, could if supporting details are available

### KEY VISUAL FINDINGS

- Trucks, specifically bucket trucks, visually communicate fixing or repairing rather than upgrading.
- Solar panels were called out by customers as one way to visually communicate the future of energy.
- Co-workers on job sites did not shift the perception of the work Ameren Missouri does today to the idea of accelerating upgrades or planning for the future.
- Diversity in co-workers and customers was well-received.

# 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.**

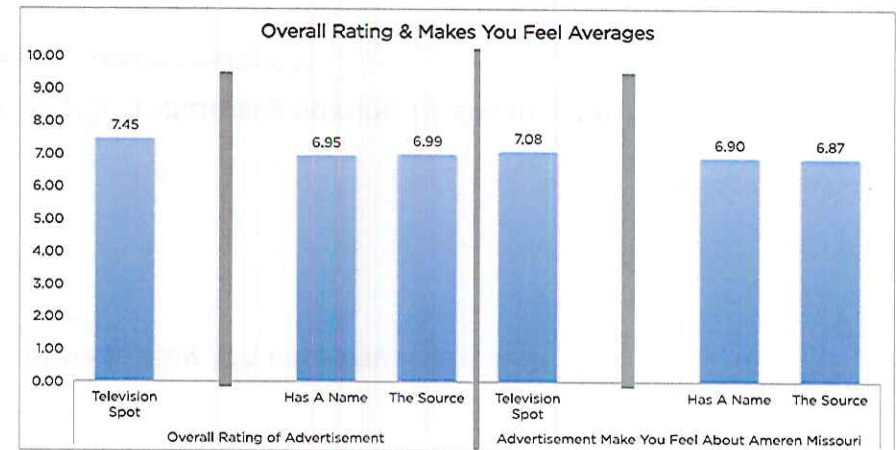
*Note anything rated under a 5 would be a red flag*

## 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, its *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?





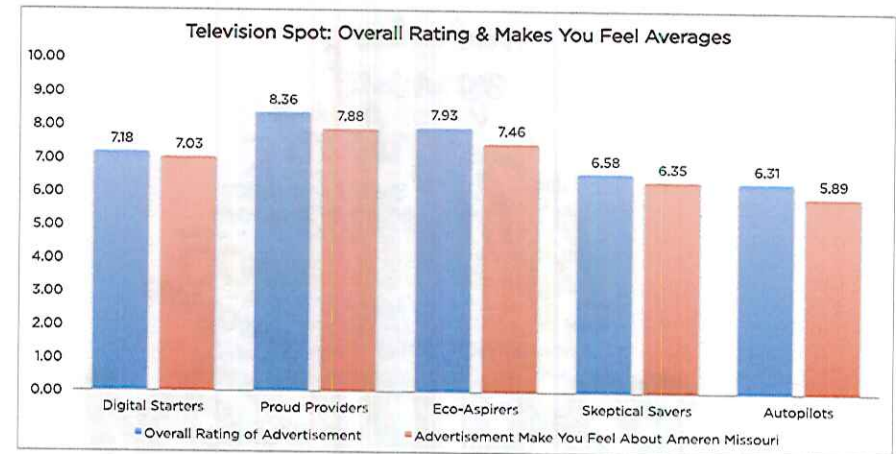






## Television Spot Ratings By Segment

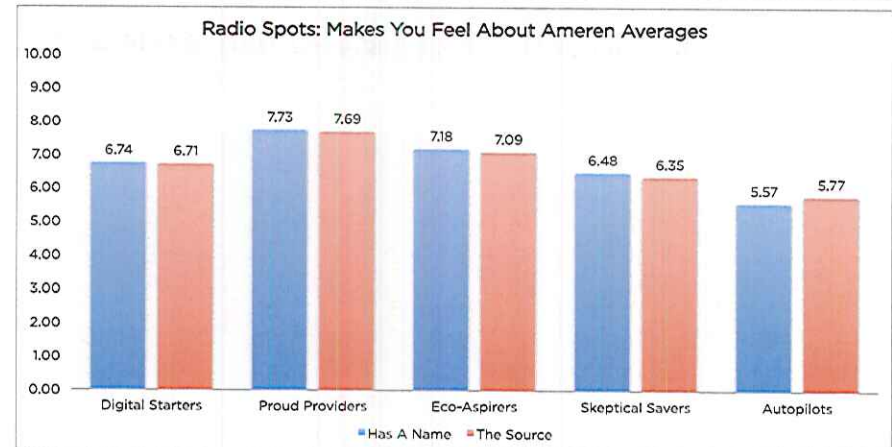
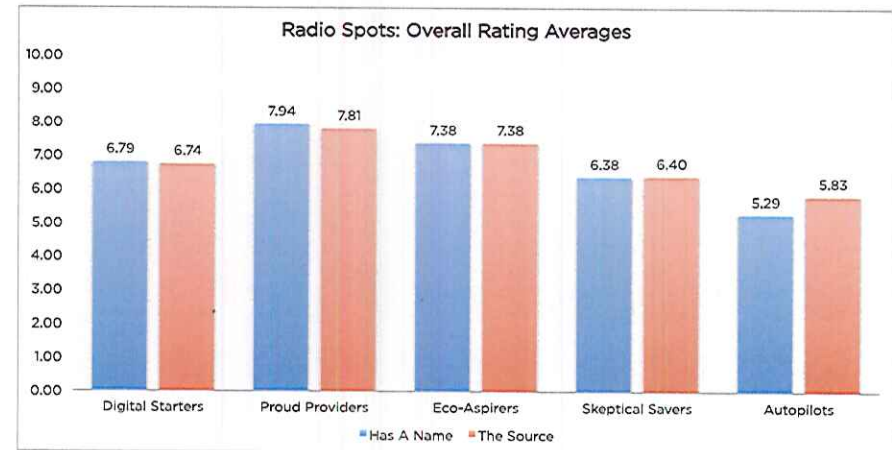
- The segmentation that was commissioned by the Cambridge Group was also implemented in an attempt to find any glaring issues with the advertisements that would have otherwise gone unnoticed in viewing only the overall averages for each of the two attributes.
- In reviewing the television advertisement, 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 "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

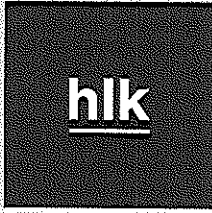
- Based on the results of this research, all three of the advertisements tested, performed well and are recommended to be used in market.



hlk

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Thank You





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# Appendix



## Questionnaire



### AMEREN MISSOURI RELIABILITY SPO™ 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. This 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 "Go" button to start the survey.

1. Which of the following companies are you a current customer of? Please select all that apply.
  - Ameren Missouri
  - Spas Inc. (formerly LaCade 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 charges 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, Terminator>

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 Q18>"? (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.

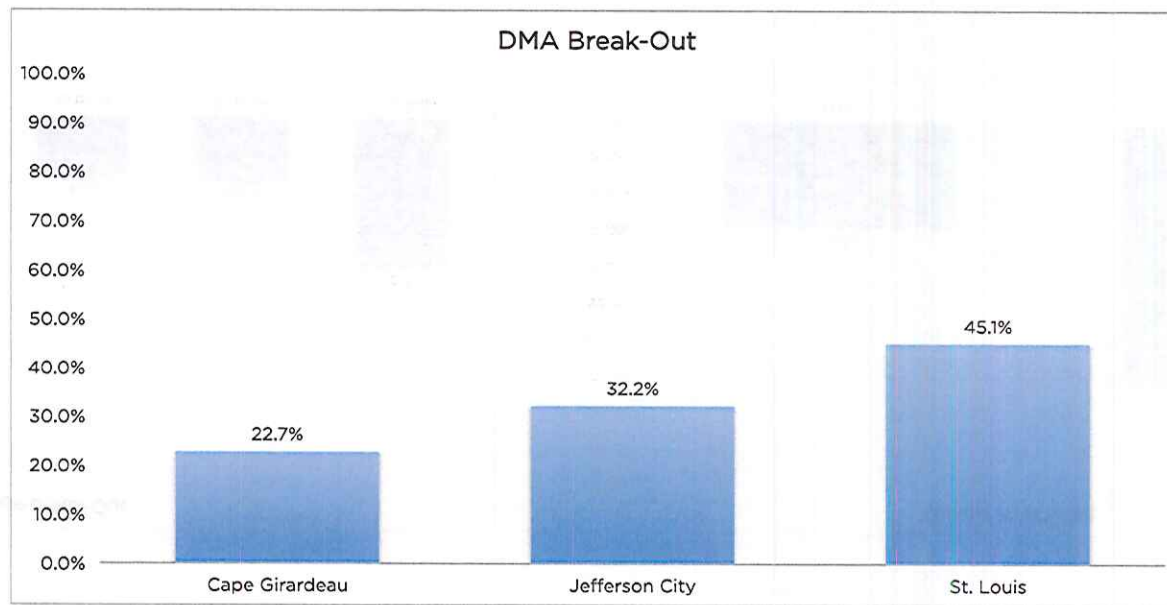
<Reliability Radio Spot 1>

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

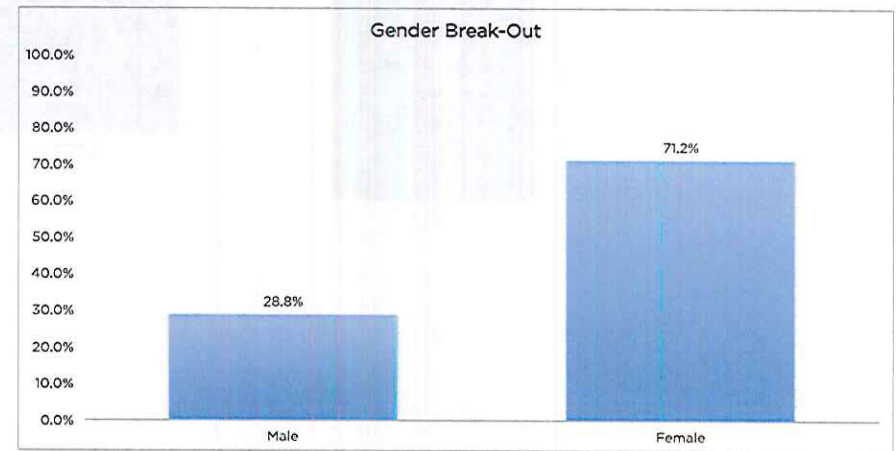
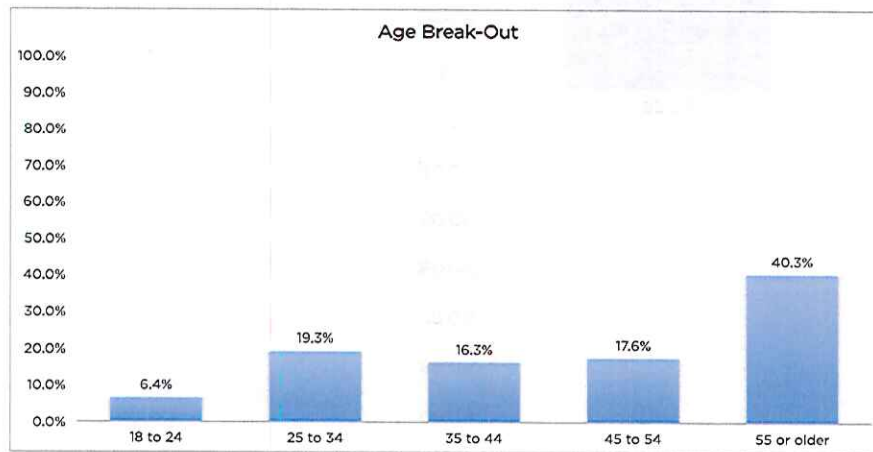
<if Q26 = No, Terminate>

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

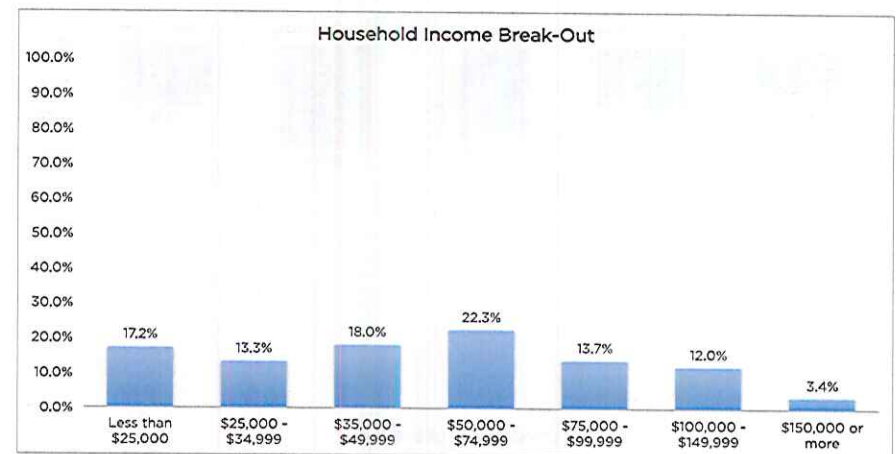
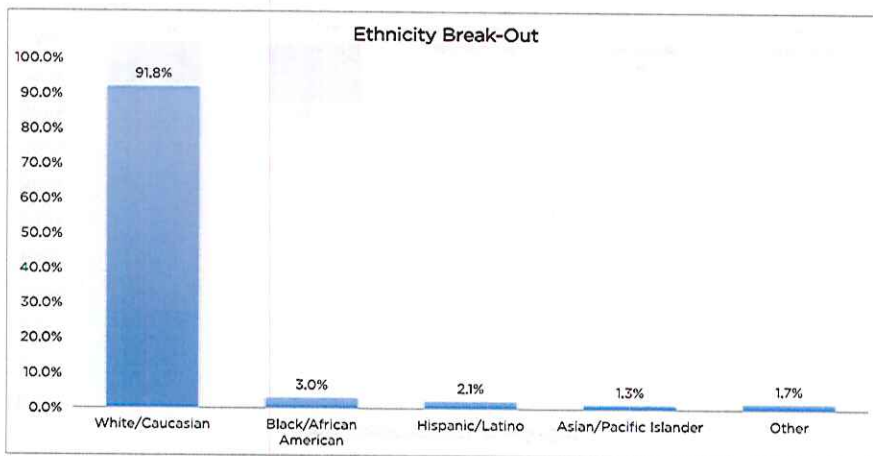


## Age and Gender

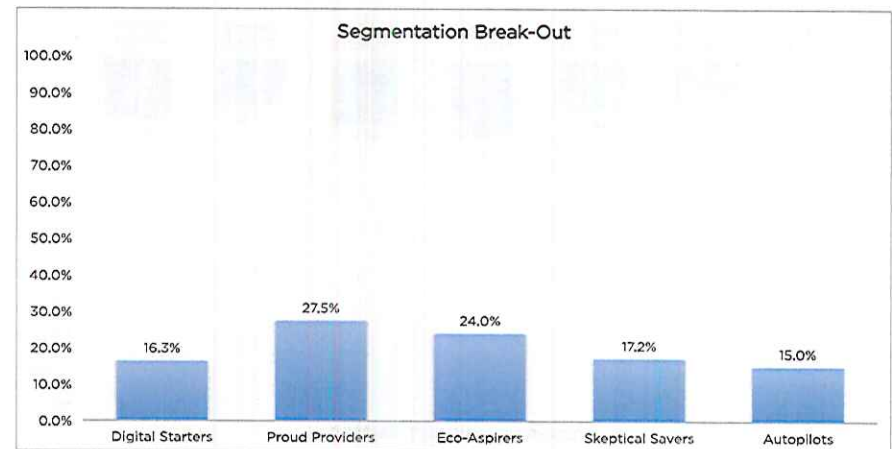
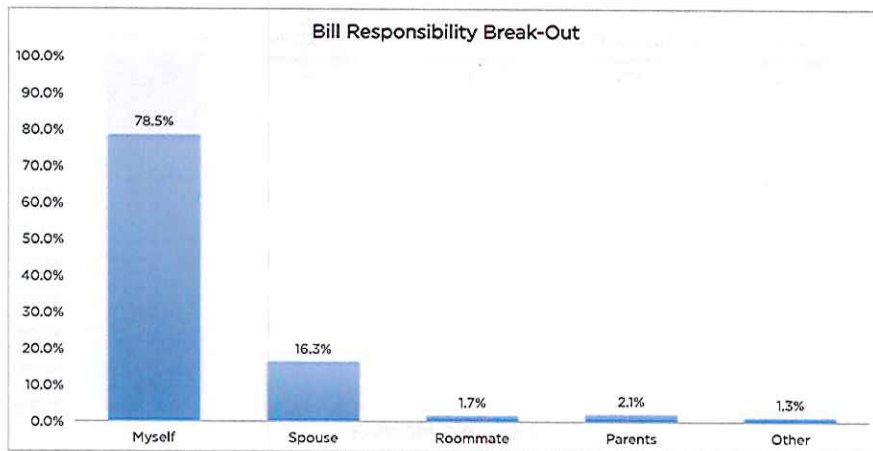




## Ethnicity and Household Income



## Utility Bill Responsibility and Segmentation



# ST. LOUIS BLUES



## St. Louis Blues | Ameren Missouri 2018-2019 Partnership Recap



# Demographics

## St. Louis DMA

- #23 DMA with 2.491 million adults 18+
- Made up of 30 counties and the City of St. Louis
  - 15 (& St. Louis City) Missouri; 15 Illinois
  - Three Largest by population
    - 31% St. Louis County (780,000)
    - 12% St. Charles County (306,000)
    - 10% St. Louis City (244,000)
    - 47% All Others (1.16 million)



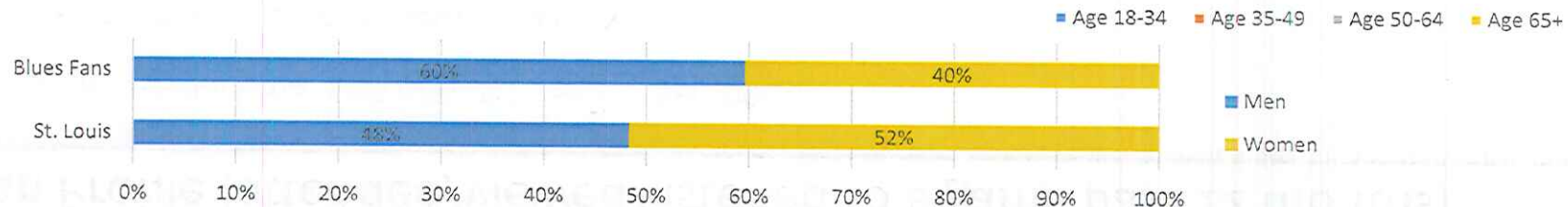
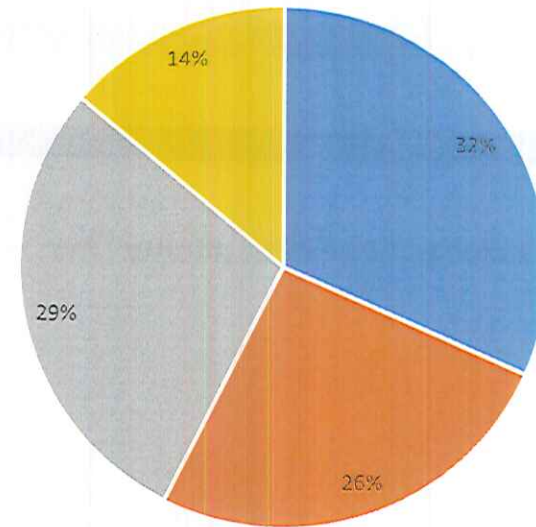


# St. Louis Blues

## Fan Profile (attended/viewed/listened to a game past 12 months)

- 1,041,000 people in the St. Louis market are Blues Fans
  - That's 42% of the population in St. Louis, growth of 15% since 2016— among the highest in the NHL
- 60% Men; 40% Women
- Average Age: 45
  - 32% between the ages of 18-34
  - Youngest average age among major STL sports teams
- 30% have at least 1 child under 18
- Average Household size is 3 people
- 33% have at least a four year college degree

Age Distribution



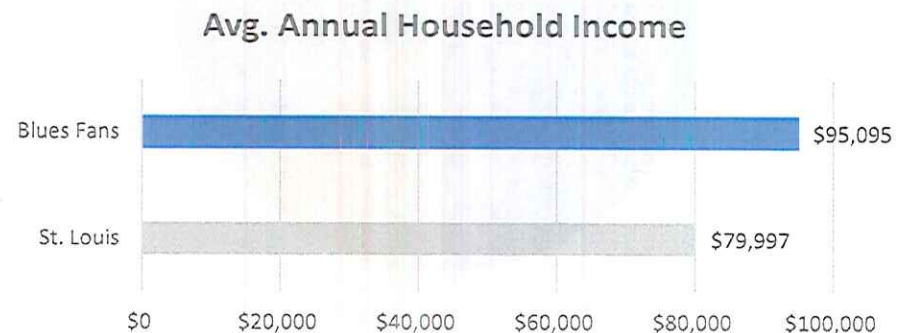
Scarborough 2018 St. Louis Release 2



# St. Louis Blues

## Fan Profile (attended/viewed/listened to a game past 12 months)

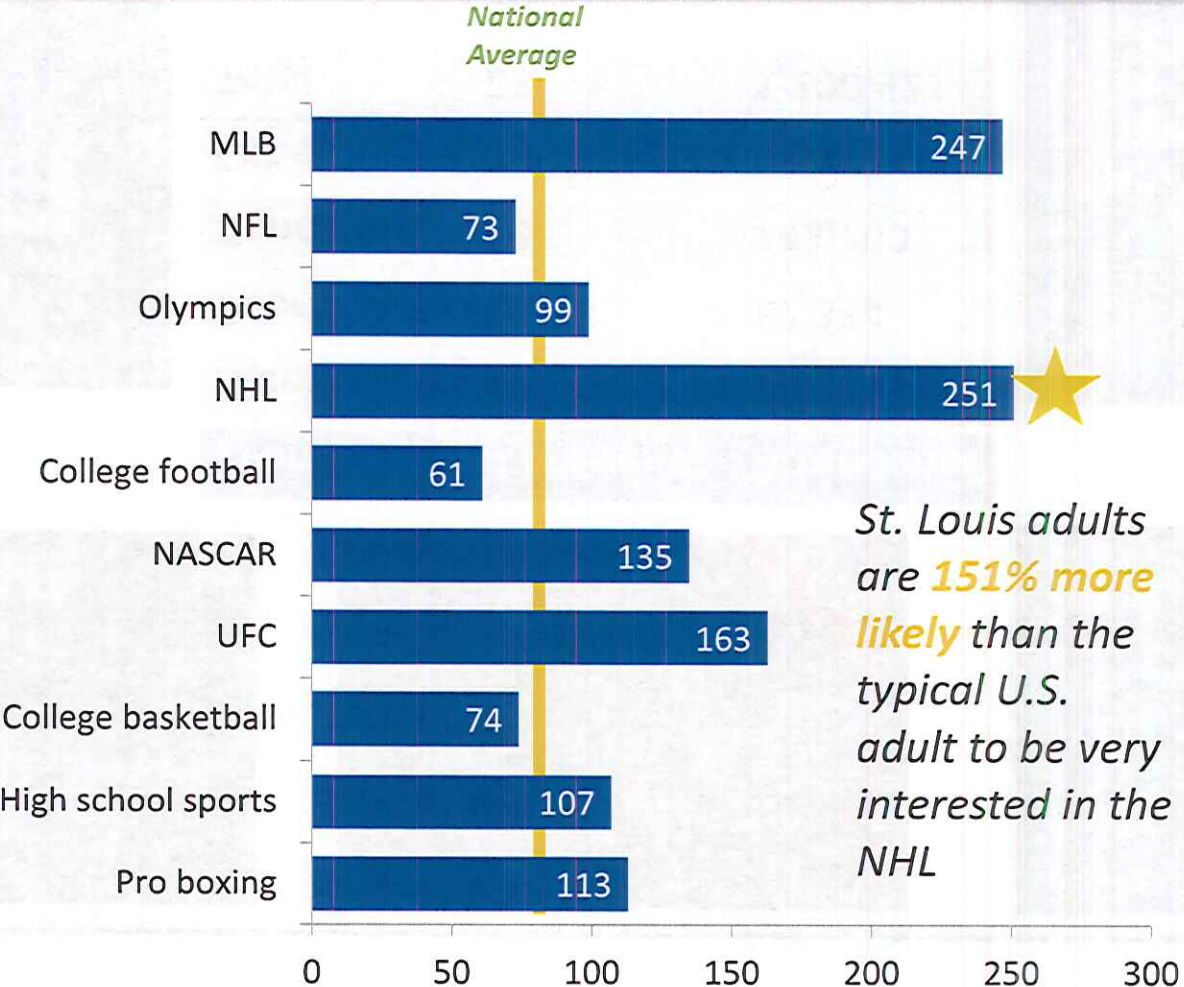
- Mean HH Income: \$95,000 (STL avg. - \$80,000)
  - Growth is twice that of regular population
  - 37% have household income of \$100k or higher
  - Most fans own their own homes and vehicles





# St. Louis Blues Fans

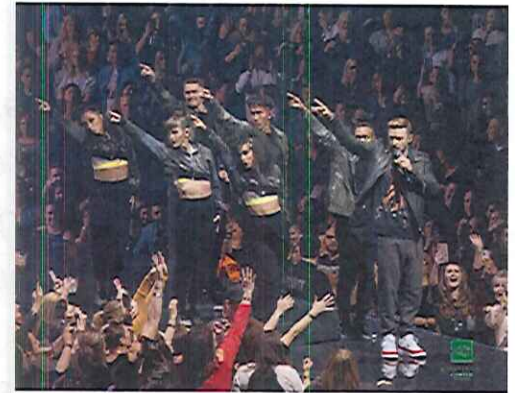
Top 10 sports St. Louis adults are very interested in compared to total U.S. (Index)



*St. Louis adults are 151% more likely than the typical U.S. adult to be very interested in the NHL*



# Enterprise Center Attendance



Event	# of Events	Attendance
Blues	47	798,395
Sports	7	67,384
Concerts	18	243,700
Other	16	91,442
<b>Total</b>	<b>88</b>	<b>1,200,921</b>



# Arena Elements





# Ameren Missouri Power Play Goals for Kids

- Ameren Missouri donated \$200 for each Power Play goal of the 2018-2019 regular season
- Ameren Missouri picked (4) local charities to be the beneficiaries
- On 2/11/19 Fox 2 hosted Ameren Missouri & the St. Louis Blues on air to announce the winner of the PPG4K's Contest - STL Youth Sports Outreach
  - STL Youth Sports Outreach
  - Big Brother, Big Sisters of Eastern Missouri
  - Super Sam Foundation
  - Project Backpack



<https://fox2now.com/2019/02/11/stl-youth-sports-outreach-wins-ameren-power-play-goals-for-kids-contest/>



## STL Youth Sports Outreach wins Ameren Power Play Goals For Kids Contest

POSTED 10:59 AM, FEBRUARY 11, 2019, BY STAFF



ST. LOUIS - Ameren Missouri has partnered with the St. Louis Blues to help children in the area achieve their goals. STL Youth Sports Outreach was announced as the winner

SPONSORED CONTENT ON FOX2



MacOS  
by Abhishek Sharma





# Ameren In-Game Video

- Ameren Missouri has received (2) (:30) second videos for all (41) regular season home Blues games + (3) playoff games (as of 4/22/19)
- Colton Parayko was spokesperson for Power Play Goals For Kids
- Blue Note Productions shot, produced and uploaded the content for each video
- In-Arena Impressions: 798,395





# Ameren Missouri Power Play

- Ameren Missouri received LED & PA announcement paired with every Blues power play during the regular season as well as playoffs
  - 237 power plays throughout the regular season (Home & Away)
  - 19 power plays through playoffs (as of 4/22/19)
- Total in-arena impressions: 798,395





# Ameren Missouri PPG4K's Check Presentation

- Ameren Missouri received a pre-game check presentation on the last Blues regular season home game of the 2018-2019 season (4/6/19)
- Total in-arena impressions: 17,970





# Concourse Blades

- Ameren Missouri received concourse blade rotational signage at all regular season Blues home games, as well as all other events at Enterprise Center
  - (:15) second rotations received throughout each Enterprise Center event
  - Ameren Missouri averaged 48 rotations per night
  - 1,200,921 impressions as of 4/20/2019



# Digital





# Ameren Missouri PPG4K's Landing Page

- Ameren Missouri received a landing page on stlblues.com updating fans on the Power Play Goals for Kid's Program



<https://www.nhl.com/blues/community/power-play-goals-for-kids>



When the Blues score, kids win!

For the fourth consecutive season, Ameren Missouri and Blues For Kids have pledged to donate \$200 to a local charity for each power play goal scored by the Blues during the regular season. The program, which last year raised over \$7,000, launched during the Blues home game on Thursday, Oct. 25 vs Columbus.

Congratulations to STL Youth Sports Outreach as they will receive \$200 for every power play goal the