

Ameren Missouri PPG4K's Social Media

- Ameren Missouri received 47 social posts on both Facebook & Twitter throughout the 2018-2019 Blues season promoting the Power Play Goals for Kids program
 - Ameren Missouri received (40) posts on Twitter
 - 1,225,440 Impressions
 - Ameren Missouri received (7) posts on Facebook
 - 294,276 Impressions



Ameren Missouri PPG4K's Press Release

- St. Louis Blues sent out a press release on behalf of Ameren Missouri & Blues for Kids promoting the Power Play Goals for Kids program
- Sent out at 9:30AM on 12/18/2019



St. Louis Blues News Release

www.stlouisblues.com

CONTACT

Mike Caruso mcaruso@stlouisblues.com
Rich Jankowski rjankowski@stlouisblues.com
Dan O'Neill doneill@stlouisblues.com

FOR IMMEDIATE RELEASE

Public Voting For The St. Louis Blues And Ameren Missouri's 2018-19 Power Play Goals For Kids Campaign Open Now

Ameren Missouri And Blues For Kids Donate \$200 For Each Blues Power Play Goal

(Dec. 17, 2018) – Public voting for the St. Louis Blues and Ameren Missouri's 2018-19 Power Play Goals for Kids program began 12/1 at 12:01AM. Throughout the Blues regular season, Ameren Missouri and Blues for Kids have pledged to donate \$200 for each Blues power play goal scored. The total donation for the season will go to the charity that receives the most public votes. This year's finalists include **Project Backpack, STL Youth Sports Outreach, Big Brothers, Big Sisters of Eastern Missouri and Super Sam Foundation**. Fans can cast their votes by visiting www.AmerenMissouri.com/Blues and clicking on the "Power Play" tab. Voting will commence on **Thursday, Jan. 31**, while the winning charity will be announced on or around **Sunday, Feb. 4**. A check presentation will take place at the end of the Blues season, on Saturday, April 6.

During the 2017-18 season, local charity **St. Louis Crisis Nursery** was named the Power Play Goals for Kids winner and received \$7,000. Runners-up **Camp Rainbow, Covenant House and Lift for Life Academy** each received \$1,000 from Ameren Missouri and Blues for Kids.

To learn more about the Power Play Goals for Kids program, please visit www.amerenmissouri.com/blues.

stlouisblues.com [@StLouisBlues](https://twitter.com/StLouisBlues) [St. Louis Blues](https://www.facebook.com/StLouisBlues)

ST. LOUIS BLUES HOCKEY CLUB 1401 CLARK AVENUE AT BRETT HULL WAY, ST. LOUIS, MO 63103

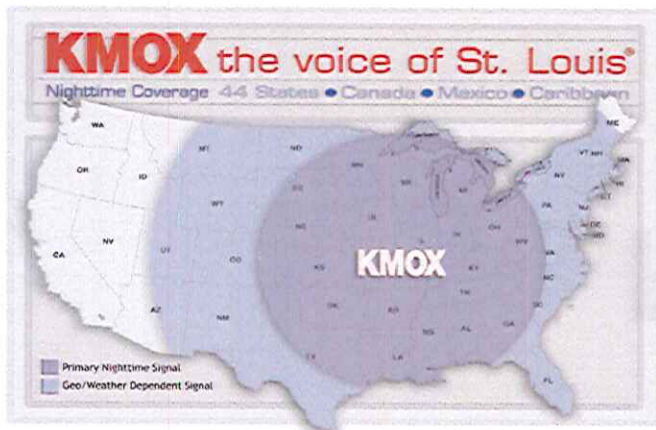


Radio



Ameren Missouri Radio

- Ameren Missouri received (2) (:30) second radio spots for all (82) games in the 2018-2019 Blues regular season
 - Ameren Missouri received (2) (:30) second radio spots for all Blues playoff games (as of 4/22/19)
- Ameren Missouri was mentioned at least (1) time for every power play
 - 237 mentions throughout the 2018-2019 Blues regular season
 - 19 mentions through the 2019 playoffs (as of 4/22/2019)
- Total listenership: Average 41,000 per game



Ameren Missouri Radio Interviews

- Ameren Missouri received (4) radio interviews throughout the season to highlight the Power Play Goals for Kids program
 - 10/25 Radio Interview with Matt Forck to announce the PPG4K's program
 - 11/19 Radio Interview with (3) charities - Project Backpack, STL Youth Sports Outreach & Big Brothers, Big Sisters of Eastern Missouri
 - 11/30 phone interview with Super Sam Foundation
 - All (4) charities interviews aired 11/30/18
 - 2/9 Interview with Matt Forck to thank fans for being a part of the program
 - 4/10 Interview with Billy Mayhill over the phone aired during first game of playoffs on 4/10



Knit Hat & Scarf Giveaway



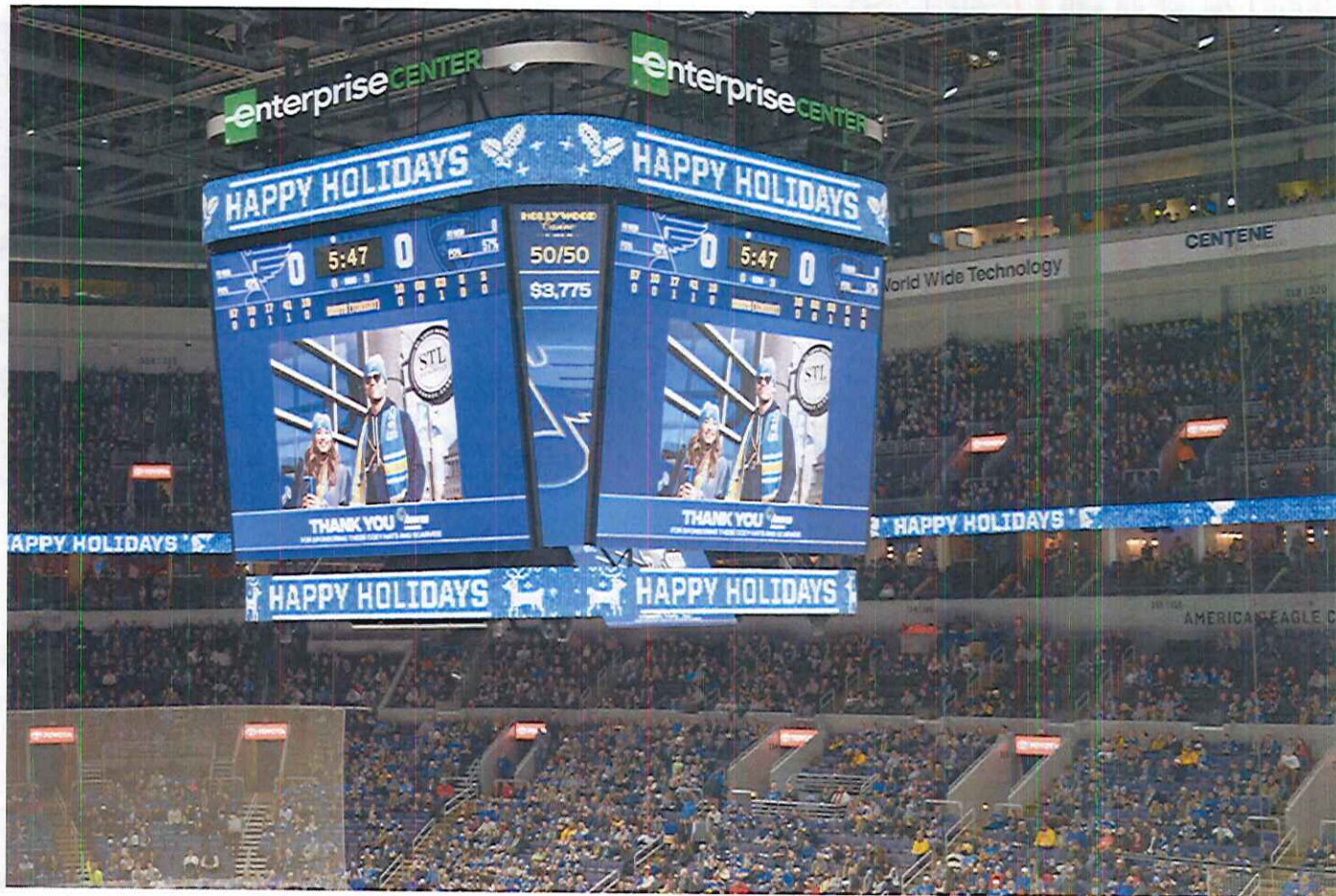
Ameren Missouri Giveaway In-Arena

- Ameren Missouri sponsored the knit hat & scarf giveaway at the 12/11/2018 game vs the Florida Panthers
 - 12,000 items with Ameren Missouri's logo were given away to fans as they entered Enterprise Center





Ameren Missouri Giveaway In-Arena


- Ameren Missouri received an in-arena thank you on the main videoboard accompanied by a PA announcement
- Total in-arena impressions: 16,257




Ameren Missouri Giveaway Web

- Ameren Missouri was mentioned on stlblues.com under the promotions schedule tab
 - 125,018 page views






Presented by Fry-Wagner (on ice)
November 19 vs. Los Angeles Kings
All fans at the Monday, Nov. 19 game against Los Angeles will receive a team poster, presented by Fry-Wagner.



Blues Yearbook
(first 12,000 fans)
December 5 vs. Edmonton Oilers
The first 12,000 fans at the Wednesday, Dec. 5 game against Edmonton will receive a St. Louis Blues Yearbook.

[Buy Tickets](#)



Heritage Beanie & Scarf Set
Presented by Ameren Missouri (first 12,000 fans)
December 11 vs. Florida Panthers
The first 12,000 fans at the Tuesday, Dec. 11 game vs. Florida will receive a St. Louis Blues beanie & scarf set, courtesy of Ameren Missouri.

[View Full-Size Beanie](#)
[View Full-Size Scarf](#)



- Casino Night - Feb. 27
- Pink at the Rink - March 12

[Upcoming Events](#)

UPCOMING EVENTS



- Disney on Ice - Jan. 31 - Feb. 3
- Panic! at the Disco - Feb. 5
- Professional Bull Riders - Feb. 15-16

[View All Events](#)



Ameren Missouri Giveaway E-Mail

- Ameren Missouri received a noteworthy e-mail to promote their knit hat & scarf giveaway
- Noteworthy e-mails are sent to our Blues subscriber database which has approximately 90,000 subscribers

ST. LOUIS BLUES NOTE-WORTHY OFFERS

POST-THANKSGIVING GAME
FRIDAY, 7PM vs  **BUY TICKETS NOW**

HERITAGE BEANIE & SCARF SET NIGHT
PRESENTED BY  **Ameren** MISSOURI

DEC 11 vs 

The Farmers' Almanac is calling for "teeth-chattering cold" and "plentiful snow" this winter, so gear up! Be one of the first 12,000 fans through the gates on December 11th when the Blues take on the Panthers to claim your beanie and scarf set.

>> BUY TICKETS

We've gone digital!
All tickets purchased will be mobile only.
MORE DETAILS



Ameren Missouri Giveaway Social

- Ameren Missouri received social posts on all (3) Blues platforms promoting Ameren Missouri's knit hat & scarf giveaway
 - Facebook
 - Twitter
 - Instagram





**Power Play Goals for Kids Recap
2018-2019**



Power Play Goals for Kids

Program Goals

- The goal of this program is to leverage Ameren Missouri's sponsorship of the St. Louis Blues' Power Play to:
 - **Engage customers** by showcasing Ameren MO's support of the local community
 - **Acquire new social media followers** by promoting the program socially
 - **Use social media as a platform to educate and communicate** with customers about Ameren MO



Power Play Goals for Kids

Program Overview

For the fourth year, when the St. Louis Blues scored a power play goal during the regular season, Ameren Missouri donated \$200 through the Blues for Kids Foundation to a local charity that focuses on helping children reach their goals.

For the first time ever, we asked fans to nominate charities and received an overwhelming response. To increase fan involvement and help raise awareness of the participating local charities, we asked Blues fans and Ameren Missouri customers to help us determine which St. Louis charitable organization should be named the final donation recipient through a two-month voting period from December 2018 – January 2019.

After 50 regular-season power play goals, Ameren Missouri and the Blues for Kids Foundation donated a rounded-up total of \$10,000 to the winning charity, STL Youth Sports Outreach.

In an unprecedented move, STL Youth Sports Outreach decided to split the winnings with the three runner-up charities — Super Sam Foundation, Project Backpack and Big Brothers, Big Sisters of Eastern Missouri — each received \$3,250 instead of the \$1,000 gift.



PPGFK

Executive Summary

- The campaign received a total of 1,360,381 impressions on Facebook and Twitter, 73% more than in 2017-2018. The addition of a right rail ad in 2018-2019 drove the increase in impressions, with 80% of the total campaign impressions coming from the ad.
- Posts on Twitter earned more impressions, while posts on Facebook earned more engagement and followers.
- In total, the charities received 30,447 votes this year from 8,074 unique voters. Votes increased 23% from 2017-2018 while unique voters decreased 17%, indicating there were some highly engaged participants who voted consistently.
- Severe weather impacted Ameren Missouri's ability to post in December, and as a result, social spend, visibility and engagement on our social channels weren't as high as 2017-2018.
- To make up for the fewer number of posts, we ran a right rail ad from December 11th - 31st to help boost program visibility. The right rail ad received 74% of the total Ameren driven campaign link clicks during this period.
- On days when Ameren Missouri or the St. Louis Blues posted, voting increased.
- Ameren gained 975 followers during the campaign period, at a cost that was 58% below our normal acquisition cost.



PPGFK Campaign Summary

Voting Results

Voting Results		2017 – 2018	2018 – 2019	YOY % Change
Total combined de-duped votes		6,988*	22,072	▲ 216%
Total combined raw votes		24,768	30,447	▲ 23%
Unique voters (by email address)		9,706	8,084	▼ -17%
Unique voters (by IP address)		8,785	2,883	▼ -67%
Social Shares from App		797	2,025	▲ 154%
Total App views		12,522	32,419	▲ 149%
Total Unique views		10,421	16,537	▲ 59%
Device Used to Vote	Desktop	27%	27%	0%
	Mobile	66%	67%	▲ 1%
	Tablet	7%	6%	▼ -1%
Source of Visit	Social	56%	80%	▲ 24%
	Direct	40%	17%	▼ -23%
	Other	4%	3%	▼ -1%

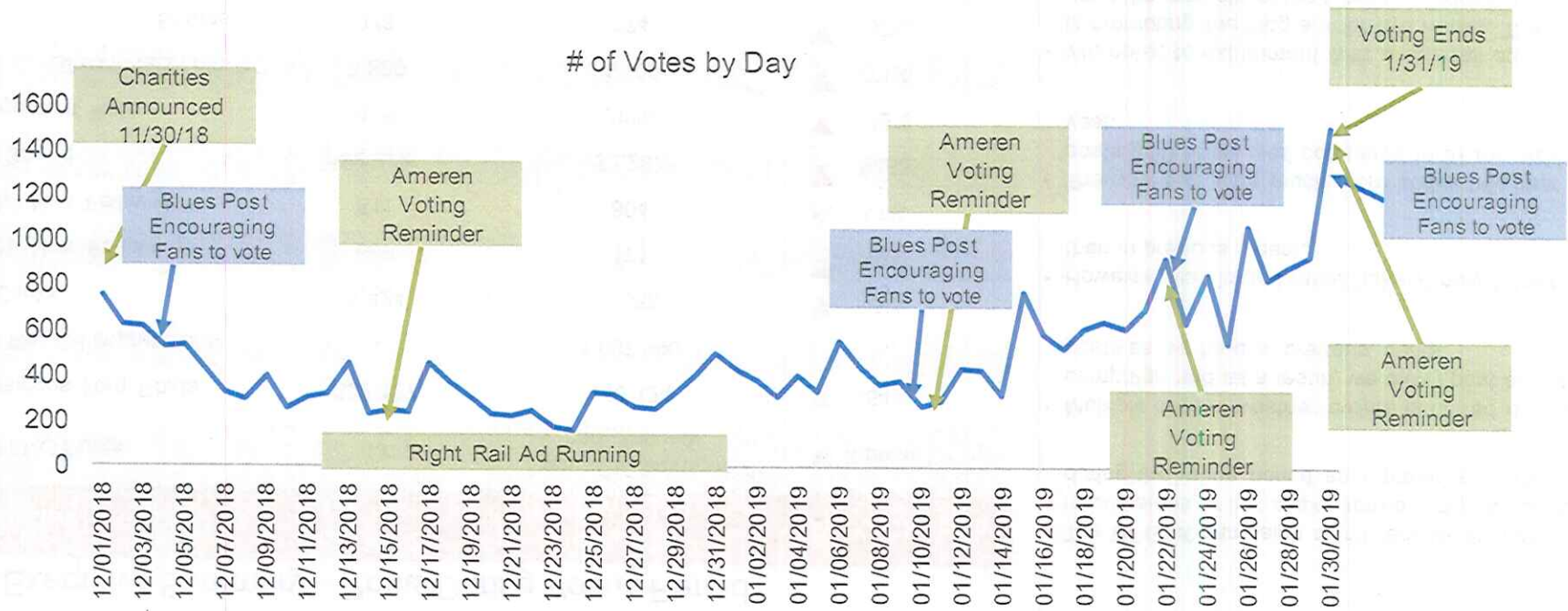
- The voting app, ShortStack (managed by HLK), was used to capture PPGFK votes. The following data was provided through the app.
- Raw votes increased 23% from the previous year, while unique voters by email address decreased 17%.
- Total app views and app social shares increased 149% and 154% respectively over last year's campaign.
- Social posts referred most of the traffic to the voting app. Social referrals increase 24% from 2017- 2018.

*Official rules only allow one entry per email address a day, and we have rules in place to de-dupe any fraudulent votes during the voting period. In 2017-2018 there were a large number (17,780) of fraudulent votes that were removed. This is the reason our total votes increased from 2017-2018 to 2018-2019.



Votes by Day

Social posts increased votes





Ameren Social Results

Executive Summary – Posts During Voting Period

Social Results	Dec 2017 – Jan 2018	Dec 2018 – Jan 2019	YOY % Change
# of PPGFK Posts	13	7 out of 10 posts we had planned	▼ 3 posts
Impressions from Posts	302,137	140,124	▼ -54%
Right Rail Ad Impressions	-	1,097,390	-
Link Clicks	1,424	1,356	▼ -5%
“Direct” New Followers*	689	171	▼ -75%
“Likely” New Followers**	511	804	▲ 57%
Total Spend	\$2,672	\$2,207	▼ \$465
Engagement Rate	.41%	.09%	▼ -79%
Likes / Reactions	3,800	1,100	▼ -71%
Shares	373	124	▼ -67%
Comments	129	56	▼ -57%

- The PPGFK campaign didn't receive as many impressions or link clicks from our regular posts during the voting period as in previous years.
- Multiple severe weather events occurred during the campaign and as a result, we didn't post as many posts as we have in previous years.
- However we did add more "Likely" new followers than in previous years.
- The charities were much more active this year posting 50 times total compared to 37 the previous year.
- We opted to experiment with a right rail ad in promoting the program for two weeks. The ad used the majority of the program budget and drove 74% of the total link clicks to the app as well as the majority of total campaign impressions. This is a tactic we will explore using for future PPGK campaigns.

*Direct New Followers = New followers added on the day of a PPGFK Post

**Likely New Followers = New followers added during the PPGFK voting period that were not attributable to other campaigns.



Charity Posts

Summary of Posts During Voting Period

Results Dec 2018 – Jan 2019	Project Backpack*	Super Sam Foundation	Big Brothers, Big Sisters of Eastern Missouri	STL Youth Sports Outreach	St. Louis Blues
Total # of PPGFKs Posts	13	22	14	8	
# of PPGFK Posts where Charity tagged us	7	9	16	18	4 (one post less this year)
Number of Followers	344	2,419	6,450	5,296	
Total Votes	5,057	6,699	1,577	8,739	

- This year’s winner, St. Louis Youth Sports Outreach, was highly engaged in promoting the program in various ways on social. They increased their visibility by:
 - **Tagging us and the Blues** in related posts
 - **Commenting on Ameren, the Blues and their own PPGFK posts** and even unrelated posts with high engagement to encourage people to vote daily
 - **Always including a hyperlink** in their PPGFK posts to make voting easier
 - **Tagging the other charities** in their PPGFK posts and encouraging their fans to learn about the other charities
 - **The PPGFK contest is aligned with their core purpose** and their fans were highly engaged
 - They also had several **giveaways for their fans who voted** and commented that they voted
- Big Brothers and Big Sisters of Eastern MO post promoting the content were usually retweets or shares of Ameren’s posts, which received lower engagement.
 - Their followers weren’t as engaged as other charities followers.
- Project Backpack wasn’t consistent in including hyperlinks to the voting page or tagging Ameren and the Blues in their posts.

*Only have a Facebook page

Example Charity Posts



Stl youth sports outreach
@stl_youth

Click the fb link....vote for us daily, for @AmerenMissouri @StLouisBlues power play goal for kids!! Get a free chance at @Yadimolina04 ball just cause we love him...and you...;

[m.facebook.com/story.php?stor ...](https://m.facebook.com/story.php?stor...)

Super Sam Foundation: Fighting Childhood Cancer
January 15 · 🌐

Thank you Playhouse Bistro and The Edge Salon & Spa LLC. for encouraging your patrons to vote daily!
We are in 2nd place!! Voting lasts until Jan.31st - we can do this!
Vote daily here: www.amerenmissouri.com/blues
#LGB #Loveourcommunity #SSF #VOTE



Missed opportunity to tag Ameren or the Blues to increase the post's reach.

BBBS of Eastern MO
@BBBSMO

Thanks to @AmerenMissouri for their generosity. They give \$200 to a charity for each power play goal the @StLouisBlues score during the regular season. This year, that charity could be #BBBSMO! Vote for us every day until Jan. 31 at amerenmissouri.com/blues.



Super Sam Foundation: Fighting Childhood Cancer
December 14, 2019 · 🌐

We need YOUR help!
The St. Louis Blues and Ameren Missouri have selected us as a finalist in their Power Play Goals for Kids Campaign! THIS IS HUGE!
Please VOTE DAILY at www.amerenmissouri.com/blues from each email address!
If we win, 100% of the money will go to fighting this beast that is cancer for the families who are in the fight now, live with the loss from childhood cancer, and for those yet to be diagnosed.
We fight this through research.
We fight this through comfort and support for heroes, their siblings, and their caregivers.
We fight this through advocacy, because our kids deserve more than 4% of federal cancer research funding.
We fight, because we made a promise.
PLEASE fight with us. Fight for ALL KIDS. Fight with your VOTE!
#SSF #LGB #AmerenMissouri #SuperSam #VOTE



Stl Youth Sports Outreach
February 11 at 9:24 AM · 🌐

So if you haven't seen the news, WE WON!!! We knew our supporters would have it no other way than to split with all of these amazing charities, so we did...we can't thank you enough, this was never really about "winning", we felt this was the perfect time to Returning The Favor as ever, as it was done for us. To say we love you all is an understatement. What started out so small has turned into something nothing short of beautiful. You are elated! Thank you Ameren Missouri and the St. Louis Blues!!!!
<https://fb.com/...stlyouthsportsoutreach/likes/ameren...>



Project Backpack St. Louis
December 20, 2019 · 🌐

#its2019 #powerplaygoalsforkids #projectbackpack #dontforgettovote



Include hyperlinks or make images clickable.

Ameren Missouri Posts

Snapshot



- Posts where we tagged the charities in addition to the Blues saw the highest impressions.
- We avoided posting the \$200 donation amount to minimize comments with a negative sentiment.
- Posts that included photos of children received more likes and reactions than posts without on Facebook.

Platform	Date	Impressions	Likes and Reactions	Comments	Shares
AmerenMissouri - Twitter	Dec 2, 2018	33.2K	53	2	11
AmerenMissouri - Twitter	Dec 14, 2018	30.7K	84	9	21
Ameren Missouri - Face...	Jan 31, 2019	18.2K	275	22	24
Ameren Missouri - Face...	Jun 10, 2019	12K	329	5	17

Ameren Missouri's Last Post

- The last post earned 54,800 impressions, almost a third of the total impressions from posts during the voting period.
 - Interestingly, Ameren Missouri's last post earned almost five times more impressions on Twitter than on Facebook.
 - The large number of impressions on Twitter is most likely due to timing since the Blues are in the playoffs.
- Facebook:
 - 9,400 impressions
 - 465 engagements
 - 435 reactions
 - 25 shares
 - 5 comments
- Twitter:
 - 45,400 organic impressions
 - 73 engagements
 - 64 reactions
 - 8 shares
 - 1 Comment



Schedule TJM-R10
Page 11 of 11