



STRATEGIC COMMUNICATION

Good Thinking

Purchase for the low price of \$22,500. OR License for as little as \$800 per month.

SEE PAGE 4 FOR DETAILS

GET SMART

Smart Grid Toolkit:

The tools you need today to engage consumers and advance your utility's smart grid program.



Raising awareness of the Smart Grid among residential and small commercial customers is critical to building momentum around the need for grid modernization. The Smart Grid Toolkit, available to your utility immediately for purchase or licensing, can easily be integrated with programs you're running now – ready to complement efforts in consumer education, energy efficiency and demand response.

Got grid-modernization goals? The Smart Grid Toolkit is purpose-built to help you achieve them.

Created with the assistance of utilities nationwide – utilities like yours.

Developed by Litos Strategic Communication, the consumer-focused Smart Grid Toolkit is appropriate for all customer communications, whether your utility is already implementing elements of a smarter grid or just starting out. Based on comprehensive primary and secondary research of utility and customer attitudes, it consists of templated marketing components that speak to your customers in layman's terms, educating them about the promise, practicality and benefits of grid modernization. From fact sheets to posters to direct-mail campaign, these communications tools are designed for easy reproduction and wide dissemination – getting the word out to your customers about grid modernization and how it empowers them.

Topics include:

- What is the Smart Grid?
- Meet the Smart Meter
- The Smart Home & Smart Appliances
- The Smart Grid & the Environment
- The Smart Grid & Plug-in Vehicles

And more...

BENEFITS AT-A-GLANCE

RESEARCH BASED The Toolkit is the product of interviews with utility program managers within IOUs, municipals and rural co-ops across different regions, and it incorporates the most recent and reputable Smart Grid studies focused on consumer knowledge, perceptions and concerns.

CONSUMER FOCUSED It speaks to residential and small commercial consumers in plain language, and is designed to connect with all demographic profiles.

CREATIVELY DRIVEN It addresses your customers as people first and customers second, to capture their attention and encourage further exploration.

AVAILABLE NOW The Toolkit's foundational elements (on next page) are ready to go to work for you today.

The complete Smart Grid Toolkit, brandable with your utility's identity, *is available to you now.*

SMART GRID TOOLKIT COMPONENTS



FACT SHEETS (7)

Smart Grid fact sheets address a wide range of consumer-focused topics, including health and safety issues. These include:

- What is the Smart Grid?
- Meet the Smart Meter
- The Smart Home & Smart Appliances
- The Smart Grid & the Environment
- The Smart Grid & Your Utility
- The Smart Grid & Plug-in Vehicles
- The Smart Grid & You

These fact sheets are designed for wide distribution at local civic and business events and in literature racks throughout your service area – everywhere from your lobby to the offices of your local Chamber.



PAMPHLET/ BILL-STUFFER

The Smart Grid pamphlet highlights high-level benefits of grid modernization all in one place. Use it as a bill

stuffer and/or display it at high-traffic locations including chambers of commerce, post offices, libraries, consumer affairs offices, schools and other public spaces. Home shows and similar community expositions are also appropriate venues for such collateral.



DIRECT MAIL SERIES (4)

A four-part direct mail postcard campaign – focusing on key areas of concern – will address common misconceptions and raise Smart Grid awareness with residential customers and small businesses effectively and over time. With a series approach, you can control the frequency of dissemination to meet your needs.



POSTER SERIES (3)

The Smart Grid poster series visually positions the Smart Grid as a benefit to all. To generate the greatest visibility, such traditional vehicles can be displayed in your utility lobby and other public spaces. Posters can be printed in a variety of sizes.

Note: In addition to the direct-mail campaign and poster series ready for use, we have also developed alternative concepts to appeal to a variety of brand personalities. Available for your review, they are ready to execute. They require design and production for an additional cost.



POWERPOINT PRESENTATION

Expanding upon fact sheet messaging, a multi-slide PowerPoint presentation will convey the value and benefits of the Smart Grid “face to face.” Your utility will be able to customize this presentation to specific audiences, from community groups to business organizations.

For all components, digital versions can be posted on your website and easily accessed as downloadable PDFs. In addition, QR tags can be incorporated to further engage and drive traffic to select online destinations.

Three ways to suit your marketing needs:

1. Run With It Put the Toolkit to work right away by branding the components with your utility’s identity. Production files will be sent to you, enabling you to print – or digitally disseminate – any or all Smart Grid communications tools. (See procurement options on next page.)

2. Customize It If you prefer to customize your Toolkit to more closely align with existing program materials, Litos is more than ready to assist. We can customize visuals and messaging to correspond precisely with your branding and graphic standards for an additional fee. (Translation services are also available for multilingual communications.)

3. Integrate It Litos can help you strategize and implement a Smart Grid awareness campaign unique to your utility, consulting with you to create new and enduring levels of awareness through the development of an integrated outreach plan that includes public relations and social media.

Grid modernization is happening now.

Give your customers the real 411.

With the Smart Grid Toolkit at your disposal, you’ll be able to give your customers “the big picture,” increase visibility and raise awareness that is critical to advancing your utility’s smart grid efforts.

ABOUT LITOS STRATEGIC COMMUNICATION

For nearly three decades, Litos Strategic Communication has been involved in virtually every sector of energy; from demand-response to energy efficiency to the Smart Grid; from utilities to transmission to technology; from natural gas to renewables.

In 2007, Litos wrote the strategic plan to advance the Smart Grid Initiative for the Grid-Wise Alliance. A year later, we wrote the book, *The Smart Grid: An Introduction*, for the U.S. Department of Energy. The first book of its kind to convey to a broad audience, in layman’s terms, the power and promise of the Smart Grid. Following its success, we engaged in stakeholder outreach, publishing six additional books to address key stakeholder groups which ranged from utilities to regulators to consumer advocates.

The creation of the Smart Grid Toolkit represents the logical “next step” in reaching an audience that has remained largely unaddressed. Until now.



GET SMART

Smart Grid Toolkit,

with a production value of \$125,000,
is available now for purchase or licensing:

- **Purchase Outright**

One-time procurement fee of \$22,500

- **3-Year Evergreen Licensing Agreement**

Monthly licensing fee: \$800 (\$9,600 annually / \$28,800 over 3 year period)

Smart Grid Toolkit Enhancement (included with both procurement options):

Annual offering of new creative for Direct Mail Postcard Series (4) and Poster Series (3)

- Renewed creative keeps campaign fresh year-to-year
- No additional fee for renewed creative
- Includes two (2) rounds of new creative, to be delivered one year from date of original procurement and two years from date of original procurement.

Buy-up Option (on a fee basis):

Additional templated Smart Grid communications tools available on an "a la carte" basis:

- Audio Produced Spots: (3) 30's (radio series)
- Video Produced Spots: (2) 30's (cable TV and/or video promo)
- Newspaper Print Ads (3)
- Banner Ad
- Door-hanger
- Promotional Branded T-Shirt
 - Utility logo (front)
 - Get Smart/Smart Grid graphic (back)



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For more information – call 401.435.8900,
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or visit litoss.com



A suite of communications tools built to advance the Smart Grid.
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