



DEMAND RESPONSE CAMPAIGN

Concept | Demand Response Program

Brooke Corazón-Flores, Senior Copywriter + Taylor Dahl, ACD



THE BRIEF



The Brief

WHO ARE WE?

We are the enrollment provider.

WHO ARE WE TALKING TO?

Large Commercial and Industrial customers and brokers across the U.S., including those with and without current supply plans, who are located within ISOs that offer Demand Response programs. This includes sectors like manufacturing, hospitality, property management, education, healthcare, data centers, government, municipalities, commercial real estate, and food service. Our audience ranges from C-level executives to plant and energy managers, all seeking simple enrollment, flexible and reliable solutions, expert guidance, transparency, and innovative technology tailored to their unique operational needs.

The Brief

WHAT DO WE WANT OUR AUDIENCE TO FEEL?

We want our audience to feel confident and empowered in their decision to curtail energy usage—knowing they’re still fully in control of their power. The experience should feel easy, reliable, and straightforward, with the added reassurance of guaranteed payments or bill credits that make participation both simple and rewarding.

WHAT WOULD SHOW THAT WE ARE SUCCESSFUL?

Success means our customers receive money back without any disruption to their business operations.

PROPOSITION STATEMENT

We help businesses to earn and save money by giving them tools to reduce their energy usage.

THE CREATIVE



THE BIG IDEA

THE POWER TO
SAVE IS YOURS



Shift a little. Save a lot.

With NRG Demand Response for businesses,
The Power To Save is Yours

nrg[®]

Have you tried turning it off
and turning it back on again?



With NRG Demand Response for businesses, **The Power To Save is Yours**



Good
things
happen in
the dark.



With NRG Demand Response for businesses,
The Power To Save is Yours

TIAN GARI



Power down. Profit Up.

With NRG Demand Response for businesses, **The Power To Save is Yours**

THANKS!

