

# DTE ENERGY

agency re:group inc. | client DTE Energy | industry energy



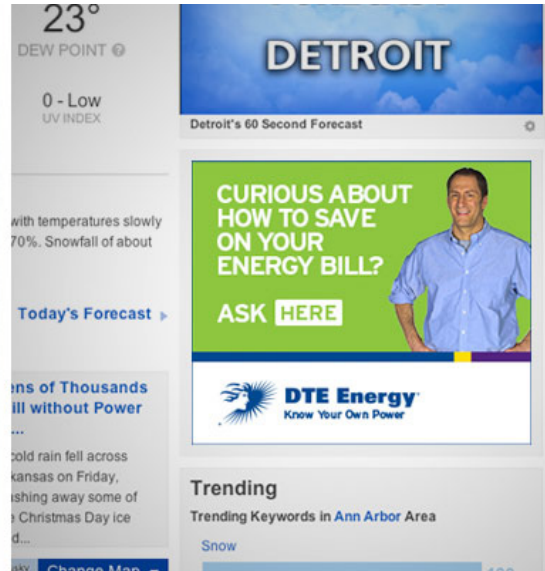
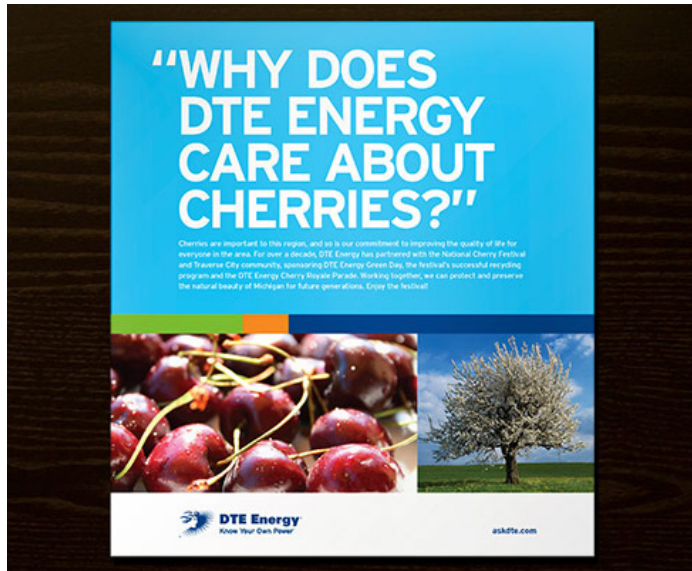
## DTE ENERGY PROVIDES GAS AND ELECTRICITY TO MILLIONS OF CUSTOMERS ACROSS MICHIGAN.

Like major utilities everywhere, DTE Energy's challenge was that people only thought of them when their power went out or when they paid their bill. Given that both customer satisfaction and energy savings were important performance measures, it was critical that customers have a positive perception of the company and be encouraged to take a more active role in managing their energy use. But, how do you accomplish that?



## SO MUCH TO DISCOVER

True to our 5D process, we reviewed extensive research on customer attitudes and perceptions of the DTE Energy brand, conducted consumer focus groups and interviewed key customer facing personnel within the company. Not surprisingly, the research revealed that there was a lot that customers didn't know about DTE Energy. We also learned that there was a direct correlation between increased communications and increased satisfaction, and that many of the current DTE



Energy initiatives that people did not know about would positively impact customer perception of the brand! Voila, so all we have to do is tell them right? Unfortunately it was not that simple, we also needed to engage the customers to take action and reduce energy use as well.

### THE KEY IS BEING MORE APPROACHABLE

The challenge was to leverage everything we had learned to create a marketing platform and campaign that would educate customers on some of DTE Energy's important initiatives such as energy efficiency programs, renewable energy, infrastructure and customer service improvements and community investment. To do that we needed to make the brand more accessible and connect customers to helpful information that could directly impact their energy use.

Ultimately, we wanted customers to understand that DTE Energy is a company with great core values that is striving to deliver the best possible programs and service to their customers.



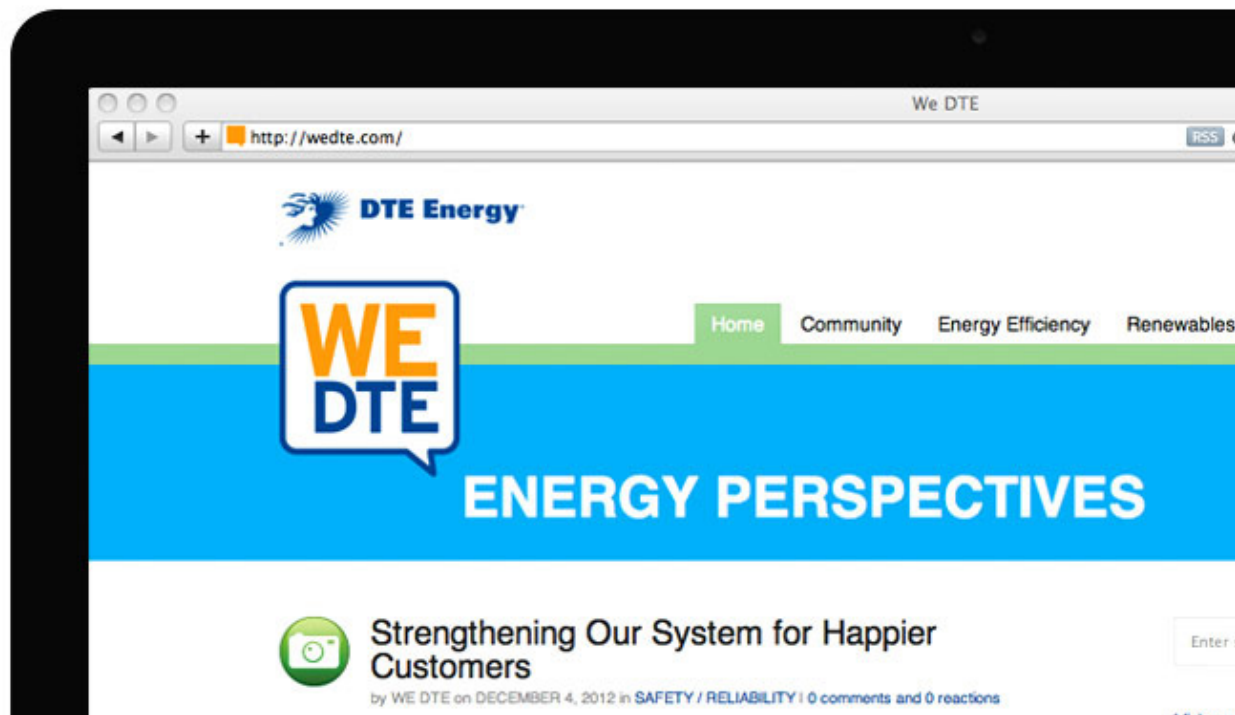
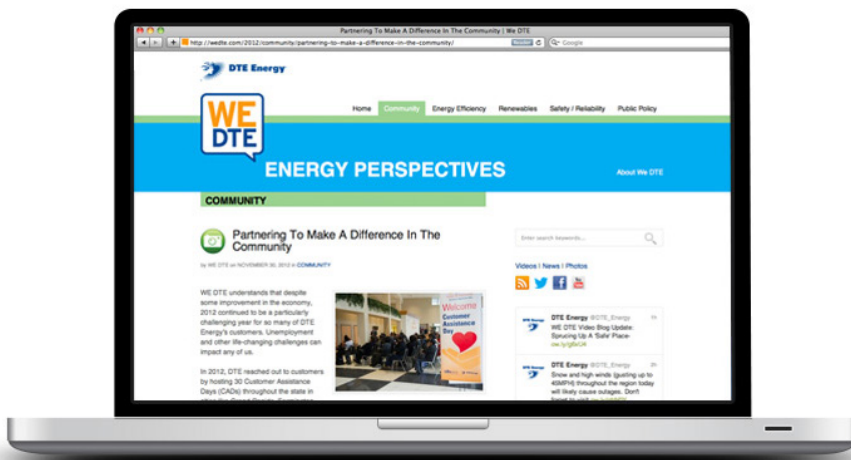
### POSITIONING THAT RESONATES INTERNALLY AND EXTERNALLY

Our Discovery process helped us shape an external definition of the DTE Energy brand that is consistent with their internal culture. The theme line "Know Your Own Power™" resonates with employees and customers alike. For employees it reminds them of the power

they have to make a difference in their customers' lives. For customers it has two meanings – the power to know more about your energy company and the power to do things to save and control your energy usage. The “Know Your Own Power™” campaign gives customers the opportunity to learn what DTE Energy is doing to serve them, and gives them a platform to ask the questions they want answered.

### HOW IS THAT EXPRESSED?

We created a comprehensive campaign that includes television, print, radio, digital, and social media. We encouraged customers to ask DTE Energy questions, and also provided a format to answer their questions in a personal and lighthearted way. Comedian and star of Discovery Channel’s “Cash Cab,” Ben Bailey, was chosen to guide the conversation between DTE Energy employees and customers. All of the communications drove customers to askdte.com, a microsite created specifically for the campaign and linked to the DTE Energy Facebook page. This site serves as a resource for customers, giving them a place to ask DTE Energy questions and then get answers, creating direct, online communication to a company that customers had considered “unreachable” in the past.





## **MEDIA DRIVES THE MESSAGE**

When you have a great message, you need to make sure the right people see it. Because DTE Energy customers are essentially anyone who pays an electric or gas bill in their service territories, traditional and digital/social media that can reach the broadest possible audience are used to drive awareness of the key messages. Continuity flights of TV, radio, paid search, web banners and pre-roll video covering 100% of the calendar year drive a consistent brand message. We use results from our digital efforts to test tactics, targeting options, messaging and creative execution to consistently improve performance and media efficiencies. Support for special initiatives or programs targeted at segments like business customers are layered on top of the mass communications to leverage buying power and media presence of the DTE Energy brand. We also take great care to leverage, coordinate and complement messaging from several departments within DTE Energy.

## **BUT IT DOESN'T STOP THERE**

Beyond the advertising campaign, re:group has worked with the internal creative team at DTE Energy to update their brand standards and reshape all of their internal and external communications to reflect the new brand position, imagery and language.

## **MAKING AN IMPACT**

The campaign is performing well on key measures that assess both creative execution and performance.

The creative itself tested well with high unaided awareness and was characterized as “easy to understand”, “believable”, and “I like this ad”. Respondents verified that main messages are being effectively and clearly communicated with a majority inspired to take some action after having seen a commercial. Research also revealed that brand favorability is higher among those who are aware of the campaign versus those who are unaware.

From an internal perspective, employees have reacted positively to the campaign. The theme line “Know Your Own Power™” has become an anthem for the power all employees have to serve customers to the best of their ability.





*Founded as a branding and design firm over 30 years ago, we added advertising agency services to meet the diverse needs of our clients. Today, we are an integrated marketing agency that helps companies transform their brands and grow their businesses. We work collaboratively with each other and with our clients to provide strategic clarity, insightful creative and digital and traditional marketing programs that build brand engagement and business value.*

*Our years of experience working with franchise, health care and financial services companies has made us experts in helping complex organizations achieve success. We help them manage their distribution channels, align and motivate their internal teams and deliver a consistent brand experience at every customer touchpoint.*

*The growth and financial success of our clients is the ultimate measure of our work, and we let our results speak for themselves.*

