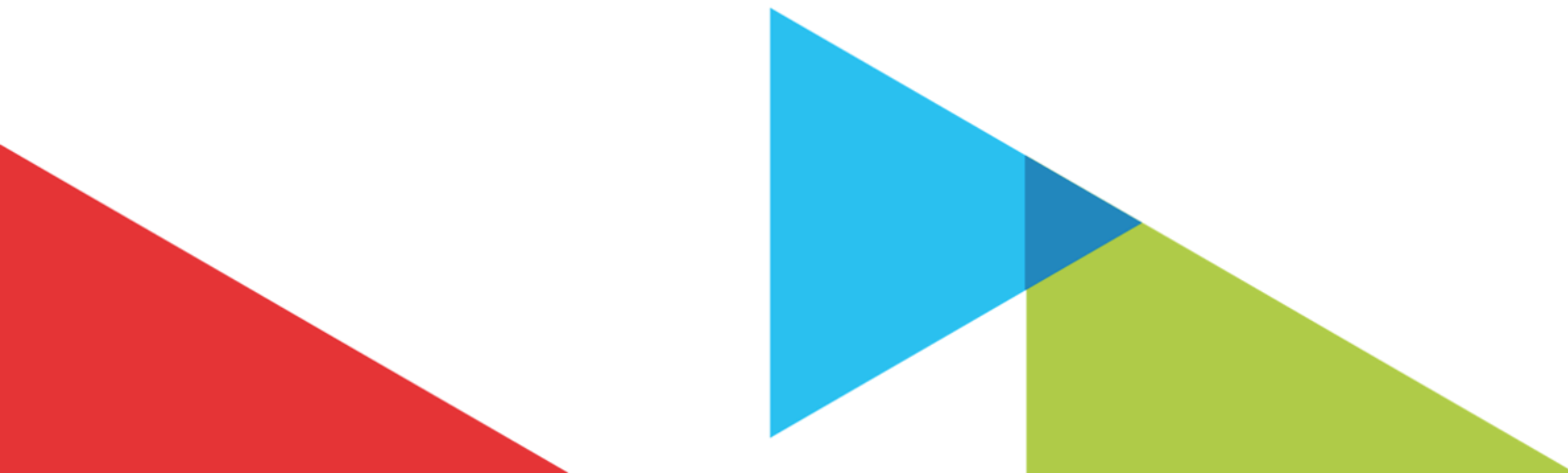




2018 IQ Marketing and Outreach

Nicor Gas

Presented by Jackie Nagel



Income-qualified customers



A new market in 2018



What energy efficiency offers are most attractive and have the fewest barriers for this market?

- Free, low-risk, no-obligation offers with clear energy savings potential
 - Energy-saving kits, assessments, free weatherization



Who are the key partners we need to work with to reach this market?

- Community Action Agencies, Energy assistance (internal), IQ North Advisory Committee



What marketing tactics are most effective in this market?

A three-part approach



Traditional media tactics



Print ads, bill inserts

HOLINGBROOK
Police: Burglars from Chicago cause break-in

By FELIX SARVER
 felix.sarver@stlmedia.com

Russell J. Robinson (left), Avonte Calway and Marcus D. Poole.

Three Chicago men and one juvenile were arrested June 16 in connection with a burglary that took place in Holingbrook, police said.

About 6:30 p.m. June 16, officers were sent to the 600 block of Greystone Ave. in Holingbrook after receiving a report of several people trying to kick in the front door and make entry into a home, Holingbrook police Lt. Anthony Columbus said in an email.

Russell J. Robinson, 25, Avonte Calway, 18, and Marcus D. Poole, 24, and the juvenile later were identified by police as the alleged burglars.

Robinson was armed with a gun when all four went inside the home to confront a resident regarding a past larceny, Columbus said.

When the officers arrived, all four were in the driveway of the home and set on fire. Officers were able to apprehend and arrest them all, Columbus said.

During a foot pursuit of Robinson, officers saw him throw a handgun that later was recovered.

Robinson was charged with home invasion, residential burglary, aggravated unlawful use of a weapon, trespassing, possession of a firearm with a revealed firearm owner's identification card and resisting arrest.

Calway was charged with residential burglary, trespassing and resisting arrest. Poole was charged with residential burglary and trespassing.

They were sent to the Will County jail, while the juvenile was taken to River Valley Juvenile Detention Center, Columbus said. Robinson, Calway and Poole posted bail and have been released from jail.

Get a free energy-saving kit at Taste of Joliet

June 22 - 24
 ATI Field at Joliet Memorial Stadium
 3000 W. Jefferson St.
 Joliet

Visit the energySMART booth to get a FREE energy-saving kit and learn about the rebates, assistance and free products offered by Nicor Gas. Can't make it to the booth? Call 877.886.4299 or order your kit online at nicorgasrebates.com/joliet

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 A Nicor Gas program

Start saving with this FREE energy-saving kit!

Cold weather is around the corner. energySMART, a Nicor Gas program, can help you prepare your home this fall so you can save energy this winter.

Start saving right away with a free energy-saving kit. Each kit includes water-saving products like faucet aerators, low-flow showerheads and a shower trim, so you can use less water and less natural gas to heat it.

Order your kit now

Find a contractor
 You can also save by getting a furnace tune-up before heating season. Use our Find a Contractor tool to locate professionals in your area that are perfect for your projects.

Want to go the extra mile?
 A few inches of insulation goes a long way to improve your home envelope and keep you comfortable year-round. Consider air sealing and insulation and get up to \$1,600 in rebates for these projects.

Out of home

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Get your **FREE** kit to save water and energy

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Your Free Kit Includes:
 • 1 Faucet Aerator
 • 1 Showerhead
 • 1 Shower Trim
 • 1 Energy Guide
 • 1 Low-Flow Showerhead
 • 1 Low-Flow Showerhead
 • 1 Energy Guide
 • 1 Energy Guide

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Partnerships



Community Action Agencies

Continuation of IHWAP

In-person energy-saving kit distribution on first day of LIHEAP distribution

Marketing opportunity coordination

- Direct mail in Elgin mobile home park
- Bus shelters in Will County

Energy Assistance

Ongoing EEP promotion at Energy Assistance events

Sponsorship partner for Habitat for Humanity event

Energy Assistance Roundtable

Community organizations



BOYS & GIRLS CLUBS OF AMERICA



Outreach



Free events



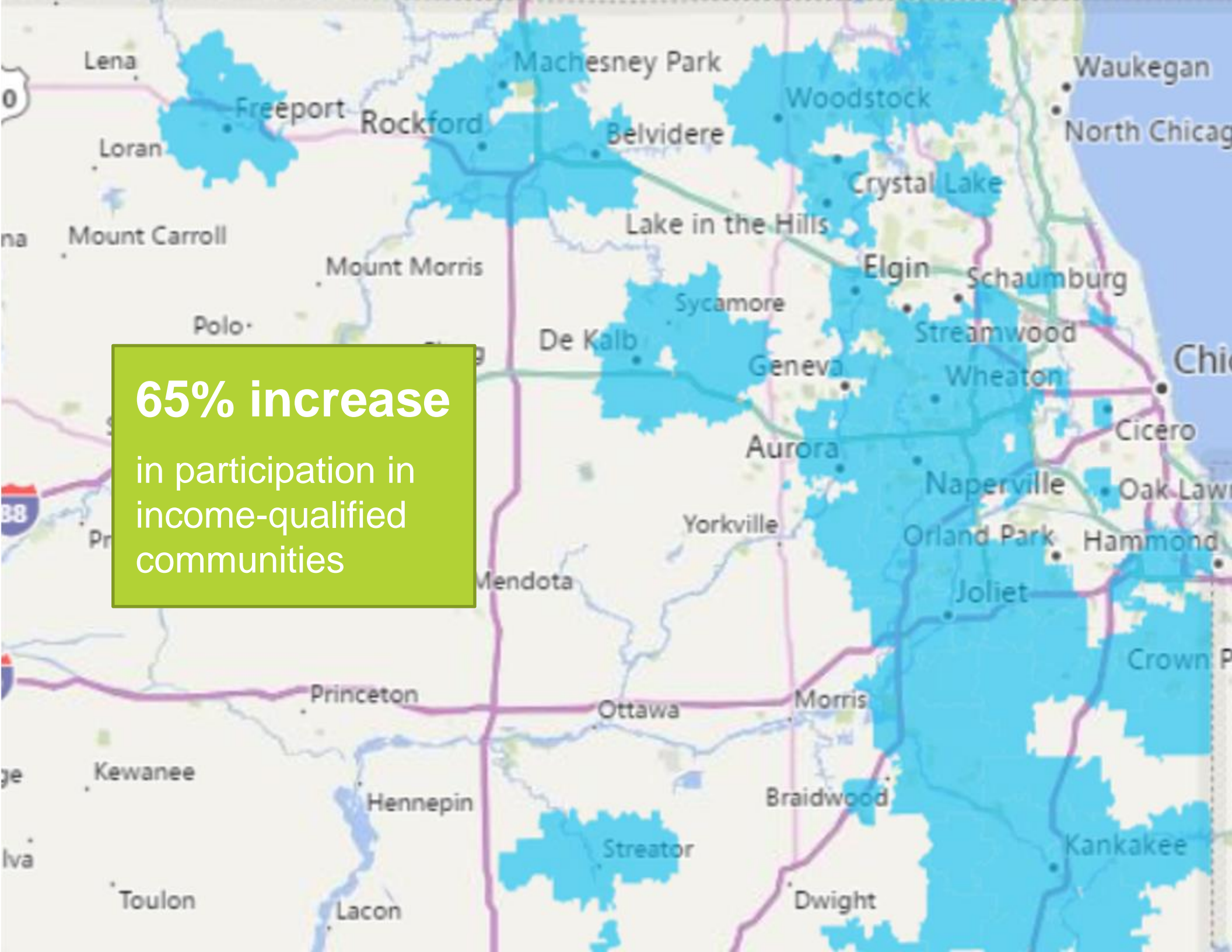
On-site activation



Ribbon cuttings, grand openings



Community events



65% increase
in participation in
income-qualified
communities

2019 strategy



Build on successful strategies

- Continue to strengthen brand awareness through traditional media outlets
- Leverage digital platforms to better target IQ customers
- Continue CAA relationship-building
 - On-site activation, round tables
- Identify and partner with Community Organizations that support underprivileged customers
 - Reinvigorate “Rebuilding Together” partnership

Adjust what needs adjusting

- Shift focus from larger public events/fairs to smaller, more personal opportunities

Keep trying new things

- New CAA partnership marketing opportunities
 - Exploring co-branding



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