

# Utility Taglines: Adding Value, or Only Cost?

John Egan

Egan Energy Communications

UCI National Conference

Miami, FL, June 10-12, 2009



# Definitions

- Ad slogan: Copy appears under logo only in ads or collateral.
  - Changes with execution.
- Tagline: Copy consistently appears under logo in all or nearly all executions.
  - Long-lived and stable.
- Jingle: Ad slogan or tagline set to music.



# Conventional Wisdom



***We bring good things to life***



# Unconventional Wisdom

*P&G*

**SONY**



**SOUTHWEST**<sup>®</sup>

*Johnson & Johnson*



# JDPA Utility CSAT Research

	Tagline?		
	Yes	No	Don't Know
Overall CSAT	624	612	614
Communications Index	562	546	544
# communications recalled (last 3 months)	2.9	2.2	2.2

**Electric utilities with a tagline had greater message recall and statistically higher communications score from their residential customers.**



# Utility Taglines

<b>More than (just) electricity or gas</b>	
Austin Energy	More than Electricity
Gainesville Regional Utilities	More than Energy
<b>Reliability</b>	
Orlando Utilities Commission	The <i>Reliable</i> One
Westar Energy	Doing whatever it takes to keep the lights on
NYSEG	Reliable. <i>Essential.</i>
<b>Service</b>	
Atmos Energy	The Spirit of Service
MidAmerican Energy	Obsessively, Relentlessly <i>At Your Service.</i>
Rochester Gas & Electric	Always at Your Service



# Utility Taglines

<b>Dependability</b>	
BG&E	We're on it
CenterPoint Energy	Always there
Consumers Energy	Count on Us
Santee Cooper	Dependable Power. Dependable People.
Tucson Electric Power	We're there when you need us.
<b>Change Agent</b>	
Nova Scotia Power	Generating Change
Pepco	Where the switch is on to new ideas
<b>Home Grown</b>	
NW Natural	We grew up here
Oklahoma Gas & Electric	Oklahomans Working for You



# Utility Taglines

<b>People</b>	
Energy	The Power of People
Touchstone Energy Cooperatives	The power of human connections
<b>Connection</b>	
Colorado Springs Utilities	It's how we're all connected
Delmarva Power	We're connected to you by more than power lines.
<b>Personality Attributes</b>	
Direct Energy	Simple. Friendly. Direct.
Terasen Gas	Get comfortable



# Utility Taglines

Empowerment	
FirstEnergy	Our Energy is Working for You.
PSE&G	We make things work for you
Puget Sound Energy	The Energy to Do Great Things
SCANA Corporation	Power for Living
Tampa Electric	Life Runs on Energy



# Utilities Without Taglines



# Utilities With Taglines



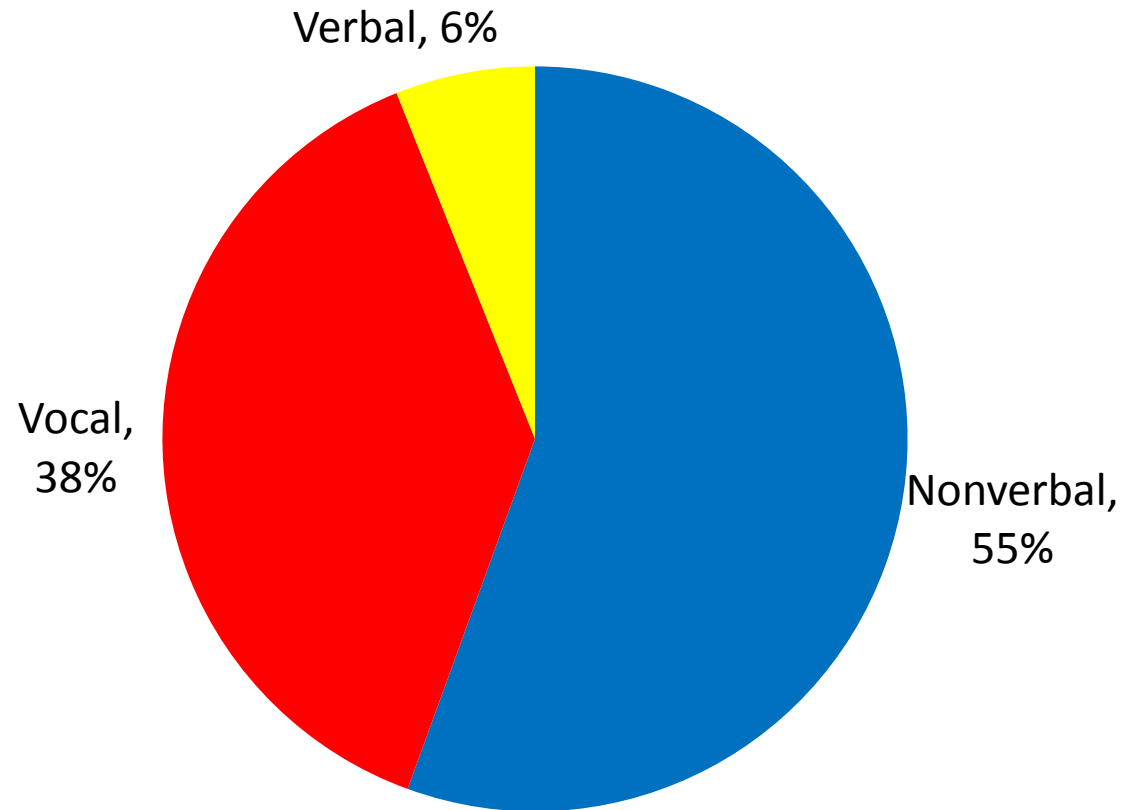
**MidAmerican**  
**ENERGY**  
OBSESSIVELY, RELENTLESSLY **AT YOUR SERVICE.**



# Utilities with Taglines



# Three Ways to Convey Meaning



Source: Albert Mehrabian



# Actions that Fulfill Your Tagline's Promise

- Create groups of 2-3 people
  - Separate utilities and their ad agencies
- List your utility's tagline, ad slogan, or stated corporate value
- What is your utility doing to deliver on those promises?
- Have these actions been noticed?
- What new activities could be done to deliver on these promises?
- Return to plenary to record actions and ideas



# Thank You!

For more information:

John Egan

Principal

Egan Energy Communications

720-949-4906

[johnegan1959@gmail.com](mailto:johnegan1959@gmail.com)

