

APPA ACADEMY

CCC
CONFERENCE
CUSTOMER CONNECTIONS

NOVEMBER 12 – 15

SAN ANTONIO, TEXAS

Establishing & Humanizing Your Brand

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AMERICAN
PUBLIC POWER
ASSOCIATION

According to A.I.

Here are some key points to consider when establishing and humanizing your corporate brand:

- 1. Define your brand identity:** This will help you establish a clear and consistent message that resonates with your target audience.
- 2. Humanize your brand:** Focus on creating an emotional connection with your audience. Share stories that illustrate how your company has helped people or made a positive impact in the community.
- 3. Use visuals to reinforce your message:** Use images, videos, and other visual elements to reinforce your message and make it more memorable. Be sure to use high-quality visuals that are consistent with your brand identity.
- 4. Engage with your audience:** Finally, engage with your audience by asking questions, soliciting feedback, and encouraging them to share their own stories. This will help you build a stronger connection with your audience and establish a more humanized brand.
- 5. Be authentic:** Be honest about your company's strengths and weaknesses, and don't be afraid to show some personality.

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Define Your Brand Identity

AMERICAN
PUBLIC POWER
ASSOCIATION
Powering Strong Communities

@PublicPowerOrg #PublicPower

About KEYS

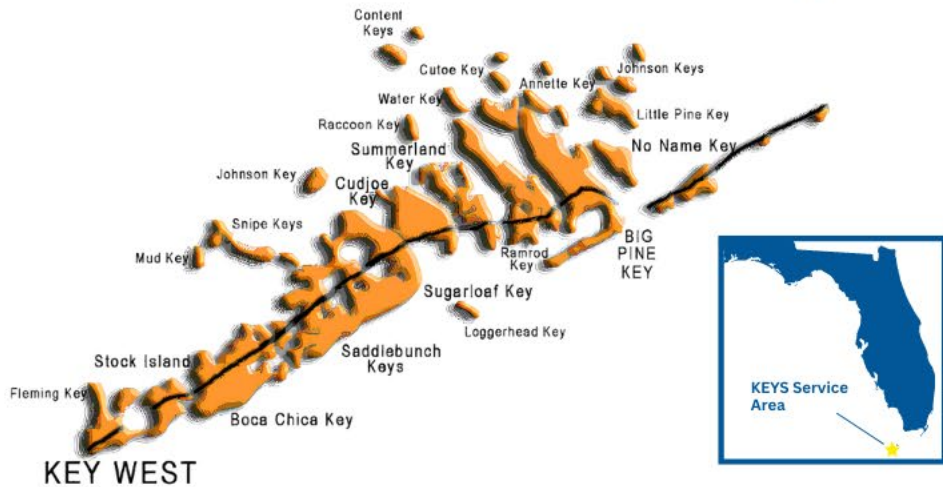
KEYS is a community-owned, not-for-profit electric utility.

80+ Years
Est. 1943

30,000 Customers

KEYS Service Territory

130 Employees



5 member
Elected
Utility Board

Powering Paradise
KeysEnergy.com

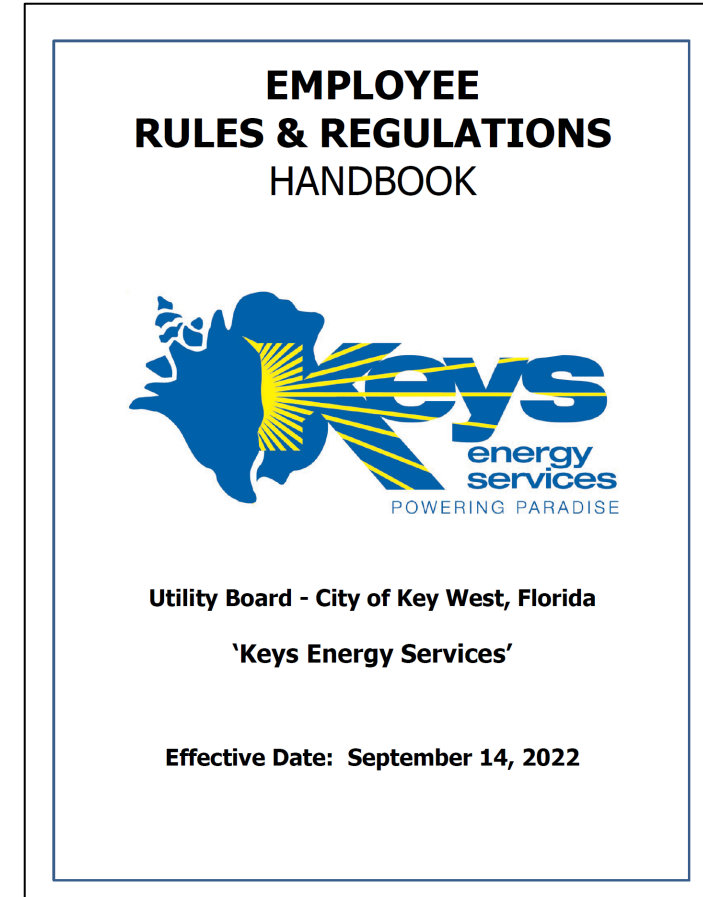




Speak with “One Voice”

KEYS’ Rules & Regulations:

“KEYS endeavors to ensure that the organization communicates accurate, appropriate, consistent, and timely information to the media. It is KEYS’ policy that all media inquiries should be handled by KEYS’ designated spokesperson, the Director of Human Resources or equivalent as the primary spokesperson, and the Communications Coordinator as the secondary spokesperson.”



Considerations

- Are your visual graphics consistent and easily identifiable?
- Are your communications friendly? Approachable? Easy to understand?
- Are you part of the team that drafts customer communication templates (E.g.: text messaging and emails)?
- Do your radio ads and voice overs utilize the same, brand identifiable “voice”?
 - What about your phone system?
- Are your social media messages and responses utilizing similar tones and styles?

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Humanize Your Brand

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Create Connections in the Classroom

- Career & Truck Days
- National Theater for Children Productions



Calendar Boys & Girls



Considerations

- Are your outreach efforts as reliable as your power system?
- Are you a year-round partner resource to local schools and agencies?
- Do the kids in your community know the name of your utility and what service you provide?
- How quickly are your calls returned when you reach out to a local school?

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Use Visuals To Reinforce Your Message

Visibility as a Visual

- Bucket Truck Rides
- Parades
- Speaking Circuits



Tree Power



Days of Giving



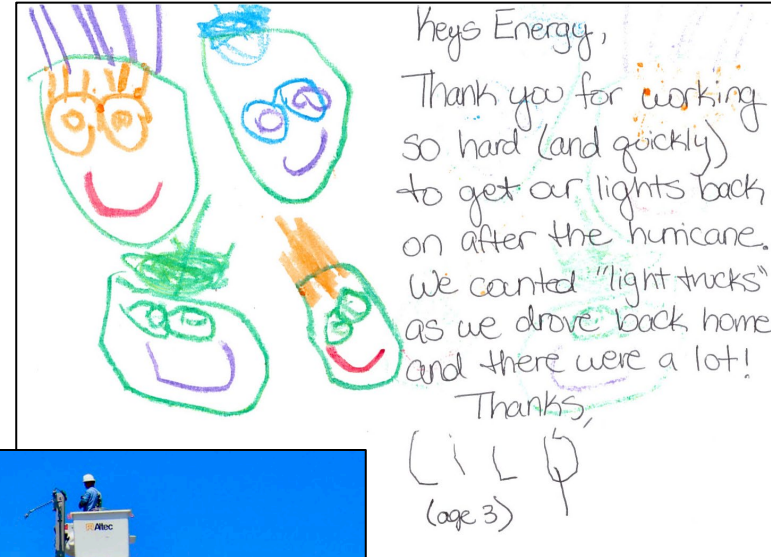
Days of Giving



Days of Giving



Sunny Days Sweeping the Clouds Away



Stronger Together



Let There Be Light



Considerations

- Do your visuals reflect the community you serve?
- Are you visible on both sunny and cloudy days?
- Do you showcase a wide cross-section of employees from varied fields, or do you keep using the same faces?

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Engage With Your Audience

Be Social and Engaged!

- Be first and stay ahead of issues
- Be reliable
- Be candid



Considerations

- Are you a trusted resource/community member?
- Are you the first place a customer turns for information?

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Be Authentic

#CommunityPowered



Jason Bartosh
Outstanding Employee of the 3rd Quarter!



Helping to Power Paradise for 10 years!

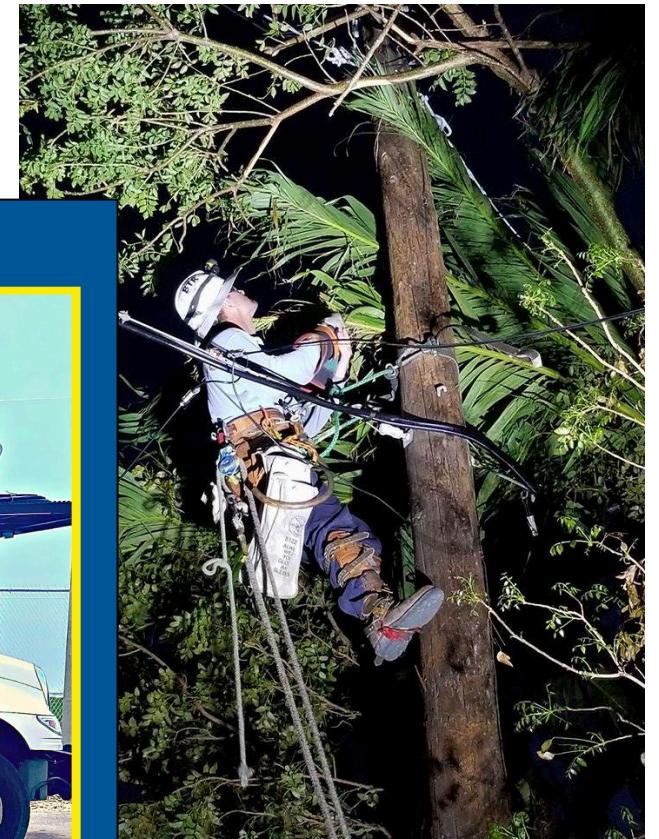
Everybody Loves Linemen



2022 Florida Lineworker Appreciation Day

A group of approximately 20 lineworkers are posing for a group photo. Some are sitting on the roof of a white utility truck with an Altec bucket, while others are standing in front of it. They are wearing various work clothes, including light blue shirts, grey shirts, and high-visibility yellow shirts. The background shows a clear sky and some trees.

Thank you for helping to Power Paradise!



Personality Plus



Have Fun!



Considerations

- Are your employees easily associated with your Utility?
- Are you “real” and candid with your customers?
- Is it ok to color outside the lines at your Utility while still following the rules?

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