R.13-11-005
Order to Show Cause Against Southern California Gas Company Issued December 2, 2019

Sierra Club Exhibit
Exhibit SC-16

Natural Gas Genius: Campaign Overview

American Public Gas Association

PORTER NOVELLI

Webinar, October 2019

Natural Gas Genius: Campaign Overview

OCTOBER 15, 2019

NATURAL GAS GENIUS.

American Public Gas Association

PORTER NOVELLI

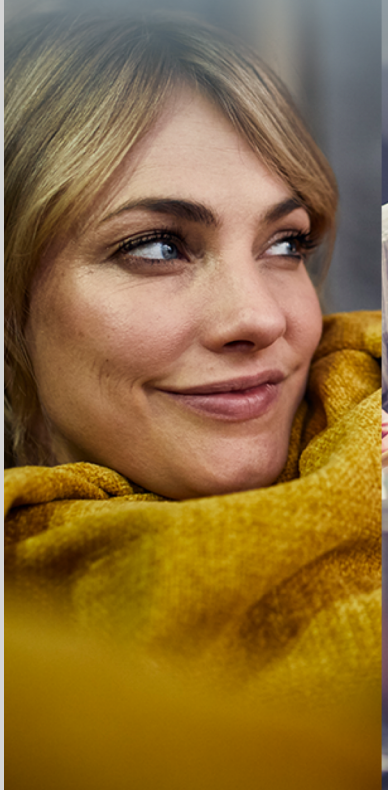
BUSINESS GOAL

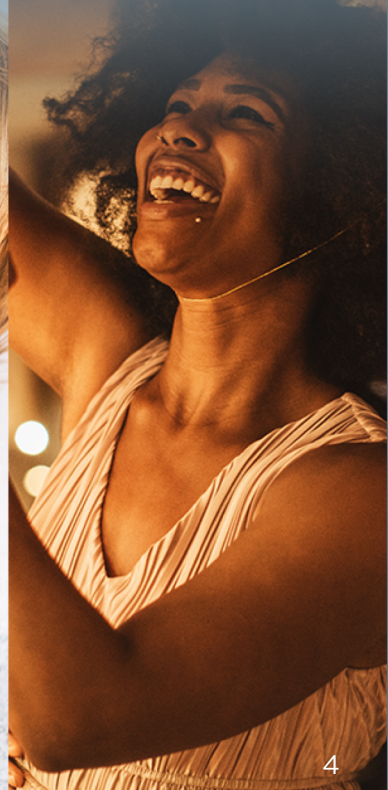
Increase consideration of Natural Gas as a preferred source of energy.

Agenda

- Background
- Paid Social Media
- Organic Social Media
- NaturalGasGenius.com website
- Member Participation
- Q&A
- Thank you!

The Genius campaign gets natural gas into conversations about home and lifestyle improvement





National Gas Genius launched in March (on Genius Day!) to motivate our target audience to choose natural gas to live better

- **Phase 1: November - March**

  Established Strategy and Explored Campaign Platforms

- **Phase 2: June - October**

  Validated Platform Direction and Developed Campaign Concepts

- **Phase 3: January - November**

  Build the Marketing Program and Launch the Campaign

The campaign drives audience reach through paid social media

4.9M

Paid Facebook Impressions

35k

Clicks to NaturalGasGenius.com

Year-to-date (March – September 2019)

Genius builds the campaign audience through targeted engagement

Target higher-income, Millennial and GenX homeowners interested in home improvement, renovations, cooking, and entertaining around the home.

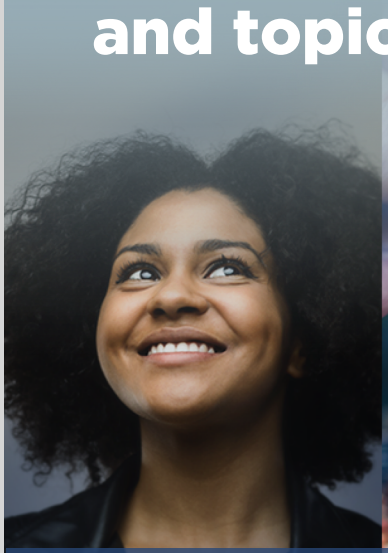
Leverage Facebook's paid ads platform targeting capabilities to:

- Amplify top performing organic content to a larger swath of the target audience
- Drive qualified audiences to the Natural Gas Genius campaign microsite

Execute a series of paid media campaigns on Facebook to promote NaturalGasGenius.com, including:

- Monthly paid activations to position Natural Gas Genius as a trusted source for information on switching to natural gas
- Creative rotations to align with the various seasonal benefits of using natural gas
- Ads that drove traffic specifically to the FAQs and Provider Search pages on NaturalGasGenius.com

The campaign establishes relevance through targeted media placements and topical content



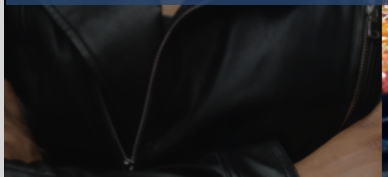
March 21 – April 3
Natural Gas Genius Launch

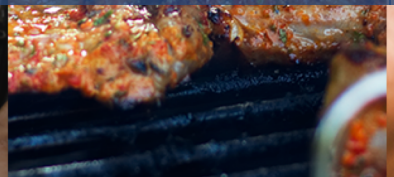
May 13 – June 30
Summer Seasonal / Grilling

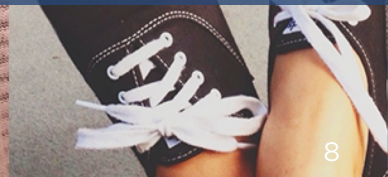
July 1 – 15
4th of July / Grilling

August 8 - 31
Fall Seasonal / Firepits

September 9 - 30
Fall Seasonal / Firepits







Genius leverages its social media presence for contextual relevance to our audience

- **Leverage the huge presence of social media** amongst first-time home buyers and especially with Millennials
- **Launch @NaturalGasGenius handles on Facebook and Instagram** and implement an ongoing content strategy across platforms
- **Focus organic and paid efforts on audience engagement** and driving traffic to NaturalGasGenius.com
- **Post to Facebook and Instagram** five times per month
- **Develop content based on key moments** in time, lifestyle, education and inspiration

The Genius social media platforms are building the audience

11,779

people reached on Facebook

What's working

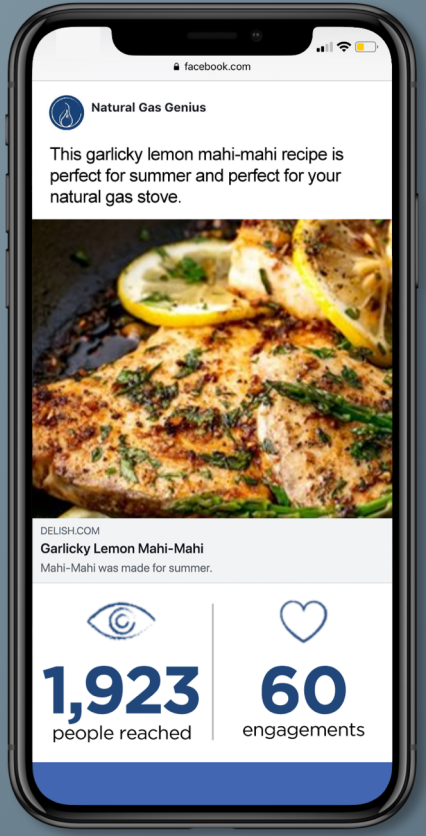
- Usable content, like recipes
- Variety of CTAs
- Natural Gas as a lifestyle, not a product (sell feelings, not features)
- Tie into seasonal hashtags, holidays, and "holidays"

What's Coming

- More website content that offers information and utility
- More experimentation with social media content

Top posts based on reach and engagement

Facebook



Top posts based on reach and engagement

Instagram

NaturalGasGenius.com is the one-stop-shop for everything natural gas

- **Stories that showcase** how people are transforming into providers of better living for themselves and those they love because they are choosing natural gas.
- **Directory listing of active members** and partners searchable by zip code
- **List of FAQs** to help inform consumers about the benefits of using natural gas
- **Links to @NaturalGasGenius social channels** (Facebook and Instagram)

NaturalGasGenius.com interaction

6,766

Microsite Page Views

4,906

Content Interactions

2,524

Clicks to member websites from the Member Directory

1,063

FAQ Interactions

Members and partners can use the campaign directly

Members can spread the message by incorporating campaign assets and following the style guide to drive traffic and followers to NaturalGasGenius.com and #NaturalGasGenius. Incorporate the campaign promo button on their website or social channels by linking to the NaturalGasGenius.com

Benefits:

- Increases referral traffic, awareness and access to member organizations
- Brings exposure and educates audiences about natural gas
- Builds trust, credibility and authority within your brand
- Further extends campaign to local market audiences
- Improves SEO (and Google ranking) for Genius and member sites

How:

- All marketing assets are available via APGA.org/genius to create your own social content!
- Members and partners can contribute to the social conversation by:
  - Utilize NaturalGasGenius.com social content on members platform channels
  - Follow the @NaturalGasGenius and #NaturalGasGenius on social channels

The APGA.org/genius site explains how

Consider this an owner's manual for the "Natural Gas Genius" campaign.

Here, you'll find the style guide, all the basic "rules of the road" for customizing existing campaign materials or creating new campaign-related assets. By using the campaign elements as specified, you will help to maintain consistency across all media channels, thus strengthening the campaign's reach and effectiveness.

Sample member integrations

southeastgas1952 There's a little hint of fall in the air! What recipes say "autumn" to you?
#autumn #naturalgas #naturalgasgenius
#homeimprovement #cooking #kitchen #southeastgas

September 19

Southeast Gas

Huntsville Utilities
October 9 at 3:31 PM ·

NATURAL GAS GENIUS! From long, hot showers to relaxing baths, a natural gas water heater can do wonders for your self-care. Learn more about the benefits of natural gas at naturalgasgenius.com

HUNTSVILLE UTILITIES

Austin Utilities
October 4 at 8:00 AM ·

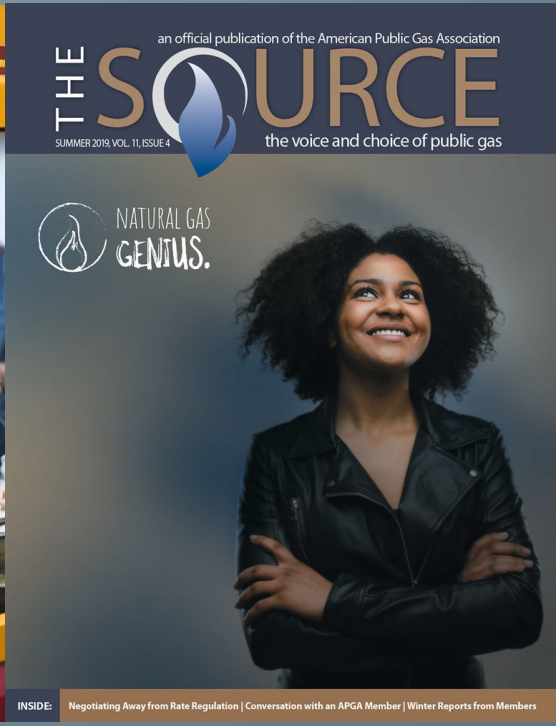
You're celebrating #NationalTacoDay, right? #NaturalGasGenius
https://www.southernliving.com/re.../easy-skillet-tacos-recipe

AUSTIN UTILITIES
Connections for Better Living™

Sample member integrations

Feature ad for Pilot Light promoting Save Energy, Save Money Incentives

Clearwater Gas System - promoting NGG on the side of a trolley



The Source - Cover Story and feature promoting the Natural Gas Genius consumer campaign

Campaign and audience insights allow us to continually optimize and inform direction

Insights	Considerations
Seasonal themes in paid media garner the strongest click-through, while moments-in-time, lifestyle and utility drive organic social media engagement.	Build on thematic relevance through additional tools and resources to increase the information and utility offered by Natural Gas Genius – and ultimately drive purchase consideration.
Broader messaging related to the campaign storylines perform better in paid media than direct calls-to-action such as the FAQ or Member Directory sections of the microsite, which achieve strong conversion on the microsite.	Continue to utilize broader campaign outreach while ensuring direct calls-to-action are prominent and easy to access on naturalgasgenius.com.
The majority (74%) of click-throughs from paid social media ads to NaturalGasGenius.com are by men ages 25-44 years and most view on a mobile device.	Explore content that may further engage women within the target audience.

Thank you!
Any questions?

— Your Porter Novelli Team

PORTER NOVELLI

Media Terminology

Clicks: A user clicking on a CDC display banner or paid search text ads. Upon clicking, users are driven to the CDC landing page.

Cost-per-click (CPC): This is a model of purchasing ads that result in being charged only when a click is generated.

Page Likes: Number of likes that were generated directly from the ad

Impressions: Amount of times the ad was displayed to a user.

Reach: Amount of unique users who are exposed to an advertisement including those that had not initially received the ad

Unique Visitor: When a user visits a site for the first time within a specified time period, he or she is counted as a unique visitor. It does not count how many times a user visits a site, rather it counts the first time they visit the site.

Reach vs impression: Reach counts the amount of unique users who are exposed to an advertisement including those that had not initially received the ad, while impressions count the number of times an advertisement is delivered. On social media, user who received the ad may share it within their network, increasing the overall reach.

Page Session vs. page view: A page session begins when a user clicks onto a webpage and begins moving through the website. A user can have multiple page views within one page session. For example, if a user clicks to the website, that is counted as one page session and one page view. When the user then clicks to another page within the website, that is counted as the second page view, but still only one page session.