

We are

A strategic marketing firm focused on the energy sector

Research, strategy, marketing and branding

Energy sector & marketing experts

Both are evolving

Serving utilities, states, non-profits, media and tech/service companies

Broad but converging ecosystem

Believers in fundamentally changing customer perspectives on energy

Energy doesn't evoke desire today



Where EE Marketing is Going

Energy customer experience

Marketing channel
evolution

ESSENCE PARTNERS

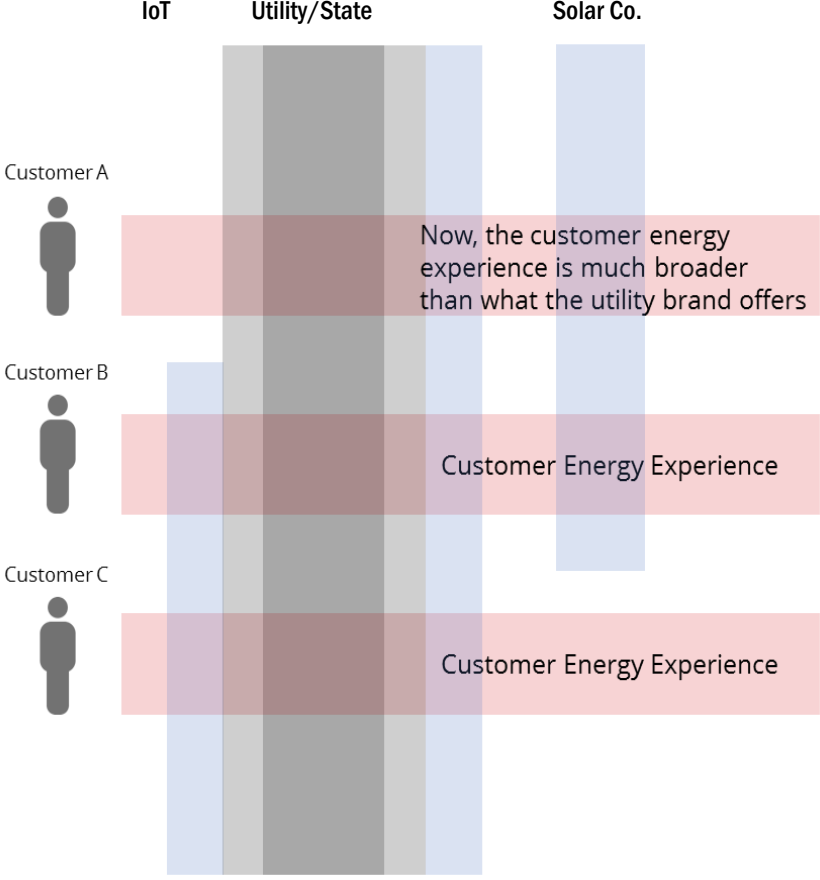
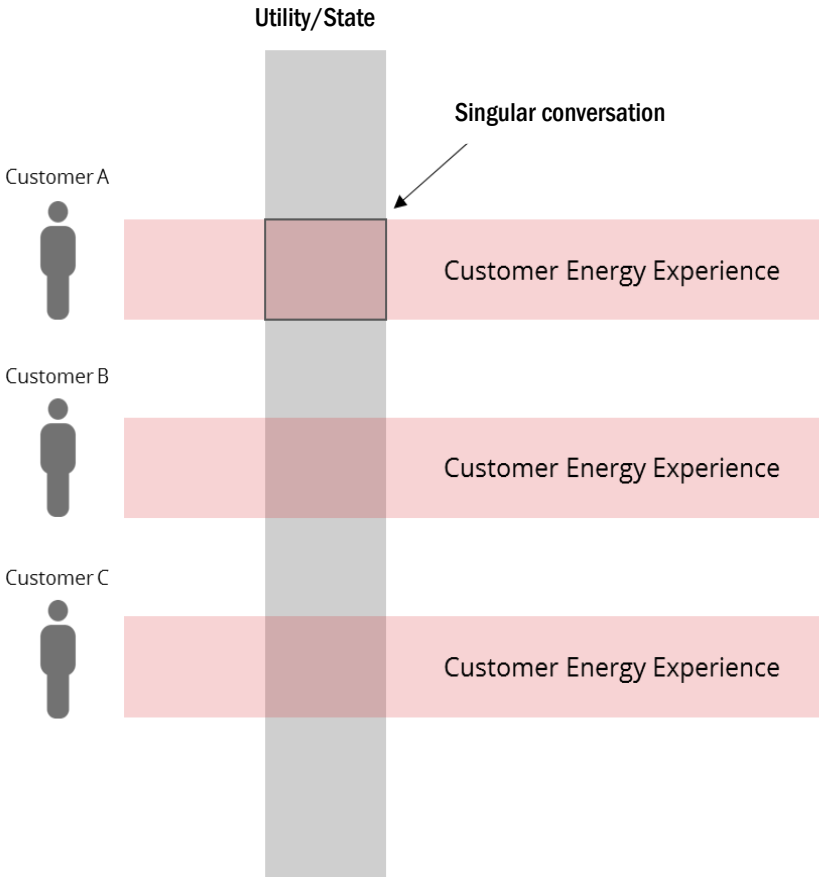
STRATEGIC MARKETERS FOR THE ENERGY SECTOR

NEW YORK, NY

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Customer energy experience is diversifying



Marketing rules are evolving

TODAY

One way



TV ads

Radio ads

Press releases

Brochures

Word of mouth

Two way



Company sponsored social media sites

Company hosted reviews

Company hosted events

Hub and spokes



Peer reviews

Local ambassadors

Community events



Pulse of the Market

Energy use tracking

Cost perception

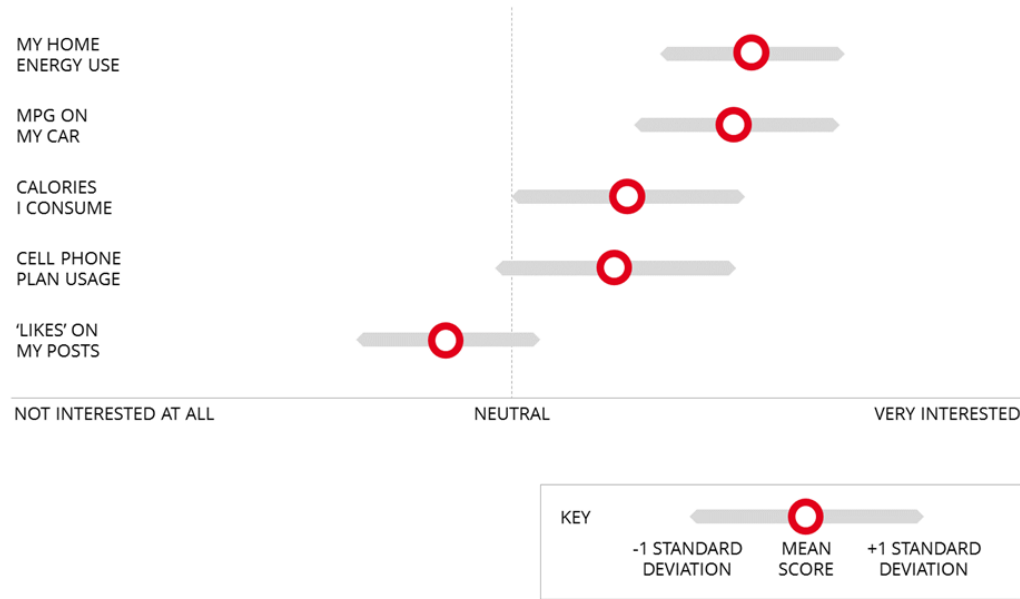
Willingness to pay

Big picture context



Energy usage tracking is important, with nuances

Q. We live in a data driven world. Tell us about your perspectives on tracking the following?



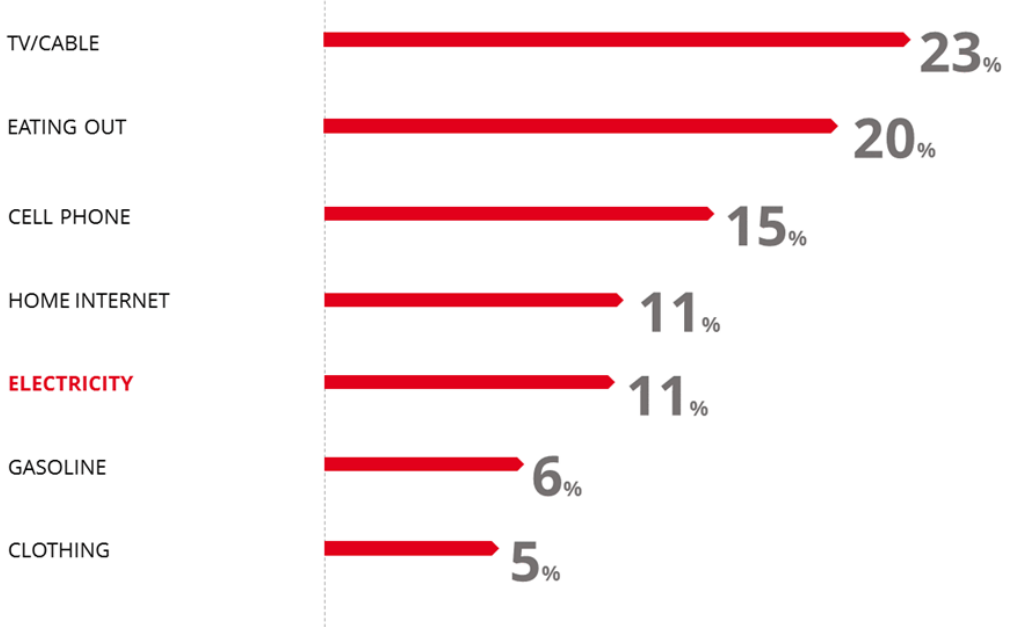
Regional ranking of data that consumers want to track on a regular basis



Customers don't think they overspend on energy



Q. What do you think you spend too much money on? (top 2 selections)



PERCENTAGE OF RESPONDENTS FOR EACH ANSWER



**In fact, their
willingness to pay
is much, much
higher**



Perceived value vs. actual cost

	% of RESPONDENTS WHO WOULD PAY	AVERAGE PRICE (WILLINGNESS)	VALUE TO RESPONDENT VS. ACTUAL COST
A CUP OF COFFEE BEFORE AN IMPORTANT MEETING	30%	\$9.97	5.5x
AN OUTLET AT AN AIRPORT TO CHARGE YOUR DYING PHONE	39%	\$14.63	24,300x
AN UMBRELLA DURING A DOWNPOUR	58%	\$13.23	1.3x

Assumptions: Phone charged for 30 minutes @ 10 Watts, 12cents/kwh. Umbrella \$10. Coffee \$1.80



Yet, their traditional power provider is ORDINARY



Increasingly, DER occupies the innovative mind space



What it Means

Influencing action requires a multi-sensory experience

Frame of reference must mirror customer's view of the world

Value proposition needs to go beyond the functional

