

COPY STRATEGY – PGE Renewable Future (*Fixed Rate*)

TARGET AUDIENCE

“Active and involved,” conservation-minded (or aware) customers throughout PGE’s service territory. Includes people who made “concern for the environment” a top 10 belief in the Oregon Values and Beliefs Report (but consists of more than just people who consciously consider themselves “green”). With 85% awareness of PGE’s renewable options, we have largely converted the “low hanging fruit” customer who is ultra-green. With Renewable Future, we now have a product that will may attract a new target audience who needs a solid reason beyond the “it’s the right thing to do” motivation to buy renewables.

OBJECTIVE (What is the key benefit of this product that motivate customers to enroll)

PGE’s Renewable Future product was developed to attract a segment of the “Active and Involved” customers who have not yet signed on for renewable power. With Renewable Future, customers receive 100% wind power AND a 5 year rate guarantee.

PROMISE STATEMENT (Single Thought: how/why does this product/service benefit me?)

It’s a way for customers who may be more fiscally conservative to put their money where their mouths are with respect to renewable power. It’s an opportunity for not so conspicuously “green” people to stabilize the rate of their electricity for 5 years with no price increase, while also purchasing 100% wind power.

PRIMARY SUPPORT POINTS (One or two that directly support the promise statement.)

- Customers can buy 100% wind power with no rate increase until 2011.
- Renewable Future is 100% pollution-free and 100% from Oregon.

MANDATORIES

- Include with portfolio suite of products, including Green Source and Clean Wind
- Healthy Habitat charge becomes available to all renewable customers
- We do not equate the wind source as the reason for the stable rate

RESEARCH SUPPORT

Over the past year and a half, PGE has conducted several research efforts to develop this product, both quantitative and qualitative. The quantitative research consisted of three studies to narrow the possible list of product names and messages. Refined messages and product descriptions were tested in six recent focus groups of existing customers and prospects. In those focus groups, we developed a product description and messages that customers felt were “extremely clear”. They understood the fixed rate aspect, the ability to leave the program if they wish, and what the benefits were of enrolling in to purchase this product. The product description and messages that customers felt were most clear can be found on the next page.

Sample product suite print description

Renewable FutureSM

Fixed Rate

With this plan, you purchase wind at plus you receive a fixed rate – it's renewable and predictable. All the power you pay for is 100 percent new wind from Oregon wind farms, and your energy rate stays **fixed until 2011**. You are billed at a rate of \$.0935 per kWh, which is currently only \$12.75 more per month for a typical PGE customer*. Because your rate is fixed, you will be able to better predict what your bill will be and budget accordingly. The only items not fixed on your bill are local taxes and fees, which are not controlled by PGE. At any time you may leave this program and return to PGE's Basic Service. There will be a limited number of enrollments available for this plan.

Green SourceSM

With this plan, all the power you pay for is generated from 100 percent renewable energy and is over 99 percent pollution free. It's generated from new wind, geothermal, and certified low impact hydroelectric, and your support is helping build new renewable resources in the Northwest. Your usage is billed at Basic Service or Time of Use rates plus an additional charge of \$.008 (less than a penny) per kWh for renewable power. That's only about \$7 more per month for a typical PGE customer.*

Clean WindSM

With this option, you purchase small amounts of 100 percent new wind power, and you help build new renewable resources right here in Oregon. Clean Wind allows you to purchase 200 kWh units of wind power for \$3.50 per unit. One 200 kWh unit represents about 20 percent of a household's monthly energy usage*. You can purchase as many units of Clean Wind as you wish.

*Based on a typical PGE customer's monthly electricity usage of 910 kWh and assumes one unit of Clean Wind purchased. Your monthly cost may vary.

You will not have electricity from a specific generation facility delivered directly to your home or business, but the amount of electricity you consume will be replaced in the Western power grid by wind, or by a combination of wind, geothermal and certified low-impact hydro in the case of Green Source.

Sample print headlines that tested the best in research:

"Wind at a fixed rate – it's both renewable and predictable."

"Wind at plus a fixed rate – it's both renewable and predictable."

"Wind with a fixed rate – it's both renewable and predictable."

"Wind and a fixed rate – it's both renewable and predictable."

"Clean, affordable, and predictable"

"PGE's new fixed-rate product Renewable FutureSM is 100% pollution free and 100% Oregon."

Sample direct sales message:

If you choose Renewable Future, your energy rate is fixed until 2011. You get the predictability of a fixed rate, along with the environmental benefit of 100% Oregon wind.

As stated in the mandatory section of the copy strategy, we in no way claim that the predictability of the rate of Renewable Future is due to the fact that it is a renewable product.