

PPL CORPORATION, PPL RHODE ISLAND HOLDINGS, LLC,
NATIONAL GRID USA, and THE NARRAGANSETT ELECTRIC COMPANY

Docket No. D-21-09

PPL Corporation and PPL Rhode Island Holdings, LLC's
Responses to the Rhode Island Attorney General's Hearing Records Requests
Issued on December 15, 2021

AG RR 5

Request:

Provide a copy of the plan for post-transaction customer outreach.

Response:

See Attachment PPL AG RR 5-1, which sets forth the current plan for post-transaction customer outreach. This plan is subject to modification.

REDACTED

Holistic Communications Strategy

Our pre- and post-close communications will touch all relevant audiences with consistent messages across multiple channels.

Customers	Community	Stakeholders	Employees
<p>Direct-to-customer comms:</p> <ul style="list-style-type: none">• Letters/Emails• Social media• Bill inserts• Web/IVR/Bills <p>Paid launch campaign across service territory:</p> <ul style="list-style-type: none">• Digital/Launch Video• TV/Radio• Outdoor/Print <p>Media Relations</p> <ul style="list-style-type: none">• News releases/OpEds• Interviews and outreach	<p>Direct outreach to key community groups:</p> <ul style="list-style-type: none">• Meetings with community leaders• Sponsorships• Volunteerism• Educational outreach and support• Consider public engagement such as chamber events	<p>Direct outreach to government leaders and regulators:</p> <ul style="list-style-type: none">• Meetings with members of house, senate leadership, key City/Town elected officials, and Chambers of Commerce• Informal discussions with key advocacy groups and lobbyists• Fact sheets and briefing materials on key issues• Collaboration with RI Building and Construction Trades Council	<p>Engagement with new employees:</p> <ul style="list-style-type: none">• Day 1+ experience – in person and remote• Welcome kits and gift• What’s changing guide• Leadership meet and greets• Welcome video• Sky news comms• Supervisor talking points

REDACTED

Objectives

Our Approach

- Build trust – we will continue providing safe, reliable electricity and gas to Rhode Islanders; we are a customer- and employee-first organization; we are your friends/neighbors
- Avoid/reduce confusion – ensure external audiences know we are their new energy provider, while employees understand their roles and have the tools they need to get their jobs done; communicate key changes (urls, phone numbers, etc.) consistently
- Generate prudent excitement – we're not going to change the world overnight, but we will realize change over time; our communications needs to get audiences excited about the new dynamic, while we focus on continuity of service, safety, and reliability
- Set the stage for change – begin building the framework of trust and relationships that we can leverage for future improvements/investments

Core Messages

- Change is in the air, but one thing that won't change is our commitment to you
- We are committed to empowering customers and strengthening the communities we serve by delivering electric and natural gas, safely and reliably to the people of Rhode Island...every day.
- We want you to know that, while our name may be different, you will see no significant changes in the reliability of your service, our safety protocols or the way you engage with us.
- Most of our employees are familiar faces in Rhode Island. They are your neighbors, friends and fellow Rhode Islanders
- Most of the highest-visibility platforms - customer bills, our web site, etc - will be re-branded, but it'll take us some time to change everything, so please bear with us
- Communicate any changes (url, numbers, social)

REDACTED

Customer Communications – Tactical Plan

Customer Communications - Owned Channels		
Pre-close	NG RI website*	Transition landing page
Pre-close	Postcards*	All customers
Pre-close	Bill Insert*	All customers
Pre-close	NG Letter*	All customers
Pre-close	NG Email*	RI customers with email consent
Day 1	RI website	Rebranded experience
Day 1	Customer bills	Rebranded experience
Day 1	IVR	Rebranded experience
Day 1	Video	Brand launch (used across all digital platforms)
Day 1	Web landing page	Promoted across all platforms
Day 1	Email	RI customers with email consent
Day 1	Organic social	New RI handles (FB, TW, IG)
Day 1	Organic social	Legacy NG handles
Day 1	IVR	New upfront messaging for RI customers
Day 1	PPL EU website	Alert to redirect RI customers
Day 1	PPL Corp website	Alert to redirect RI customers
Day 1	Talking points	Messages for customer-facing RI employees
Day 1	Letter	All RI customers
Days 1-30	Bill insert	All RI customers
Day 7	Email	RI customers with email consent
Day 14	Email	RI customers with email consent
Day 21	Email	RI customers with email consent
Days 1-30	Organic social	New RI handles (FB, TW, IG)
Notes: Pre-close items with an asterisk to be managed by National Grid (NG) all other activity to be managed by PPL.		
Rebranding of all assets (digital, print, signage, fleet, etc) will be completed by day 60 post-close		

REDACTED

Customer Communications – Tactical Plan

Timing	Tactic	Details
External Brand Launch - Paid Media/Advertising		
Days 1-90	Targeted Print	Multiple RI Publications- PBN, Providence Journal, Community Papers etc.
Days 1-90	Paid Digital	Social Media, Google Display, Digital Display, OTT - Boston Globe RI, GoLocalProv, ProJo, WhatsUpNewsp, etc.
Days 1-90	Broadcast	English/Spanish - TV, Cable in RI
Days 1-90	Outdoor	English/Spanish - Billboards and Transit in RI
Days 1-90	Radio	English/Spanish - Stations in RI

Media Relations		
Pre-close	Press release	Announcement of intent to acquire (3/18)
Pre-close	Press release	Announcement of reg approval request (5/5)
Pre-close	Press release	Announcement of proposed leadership team (6/22)
Pre-close	Press release	Announcement of petition approval (after Division announcement)
Day 1	Press release	Announcement of deal close and new brand
Days 1-90	Media interviews	Key RI leadership and RI outlets
Days 1-90	Op/Ed	RI leadership
Days 1-90	News Conference	Attend a welcome news conference with Gov. Mckee
Days 1-90	Media visits	Visit offices of community newspapers
Days 1-90	GoLocal Live	Key TV talk shows; 10 news conferences and 12 newsmakers
Days 1-90	Email	Audience: Greater Providence Chamber of Commerce
Days 1-90	Partnership	Partner with Boston Globe on roundtable re: renewables

REDACTED

