

Revitalizing the SMUD Brand

Starting with our employees

March 14, 2011



Powering forward. Together.



Branding from the inside-out

- Educating our employees
 - Why?
 - Brand 101
- Engaging employees in the process
- Rolling out to our customers
- Questions

Why?

But we're a monopoly.
Why do we need a
brand?

Our business is changing



Electricity: a low-involvement industry

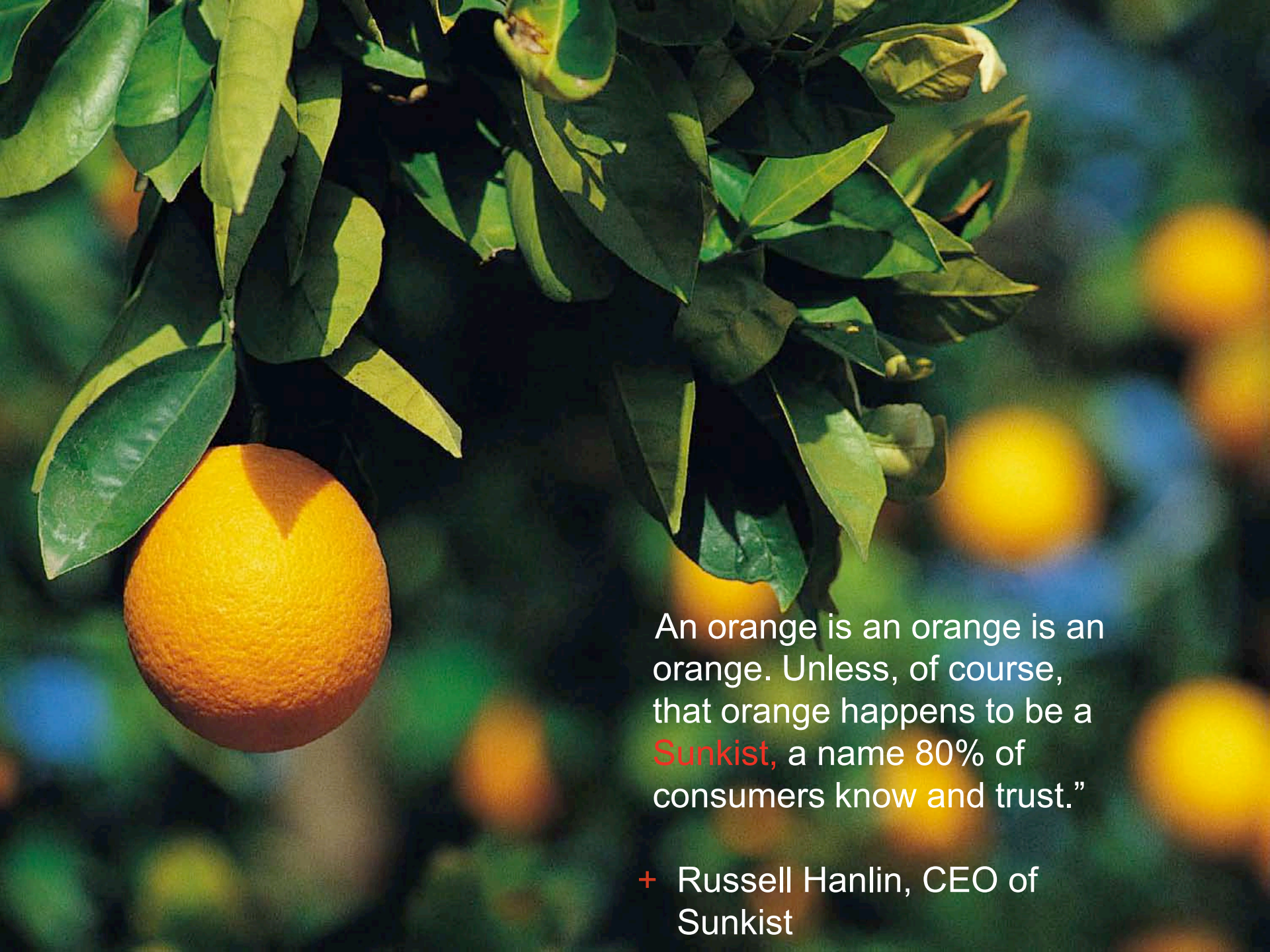
The typical electricity customer spends approximately **6** to **9** minutes a year interacting with their utility.

Accenture
U.S. Survey 2010



Brand 101





An orange is an orange is an orange. Unless, of course, that orange happens to be a **Sunkist**, a name 80% of consumers know and trust.”

+ Russell Hanlin, CEO of Sunkist

A brand is a promise that creates a unique image in the mind of its audiences, helps build preference, and forms the basis for a loyal relationship.





Brands help people make mental associations. They serve as a short-hand way for customers to make purchase decisions.

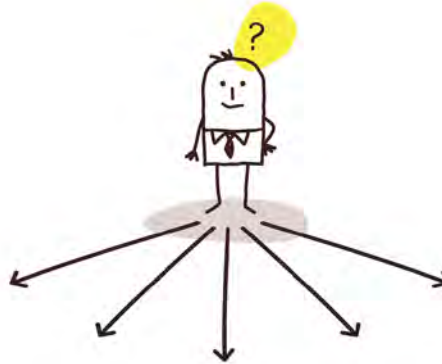
Branding is not...

- A logo or tagline
- An advertising campaign
- The marketing department’s “issue”
- A naturally-occurring phenomenon

The benefits of branding



Clarifies an organization's purpose



Provides a filter for decisions



Strengthens customer loyalty



Enhances differentiation



Creates cost efficiencies



Increases employee pride and retention

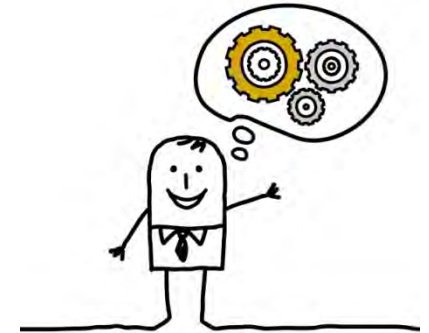
helps you...



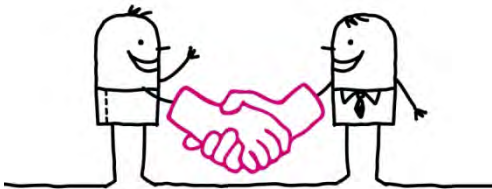
Set and communicate clear expectations



Create a more consistent employee experience



Develop policies and practices



Build relationships and unify teams



Increase accountability



Champion SMUD

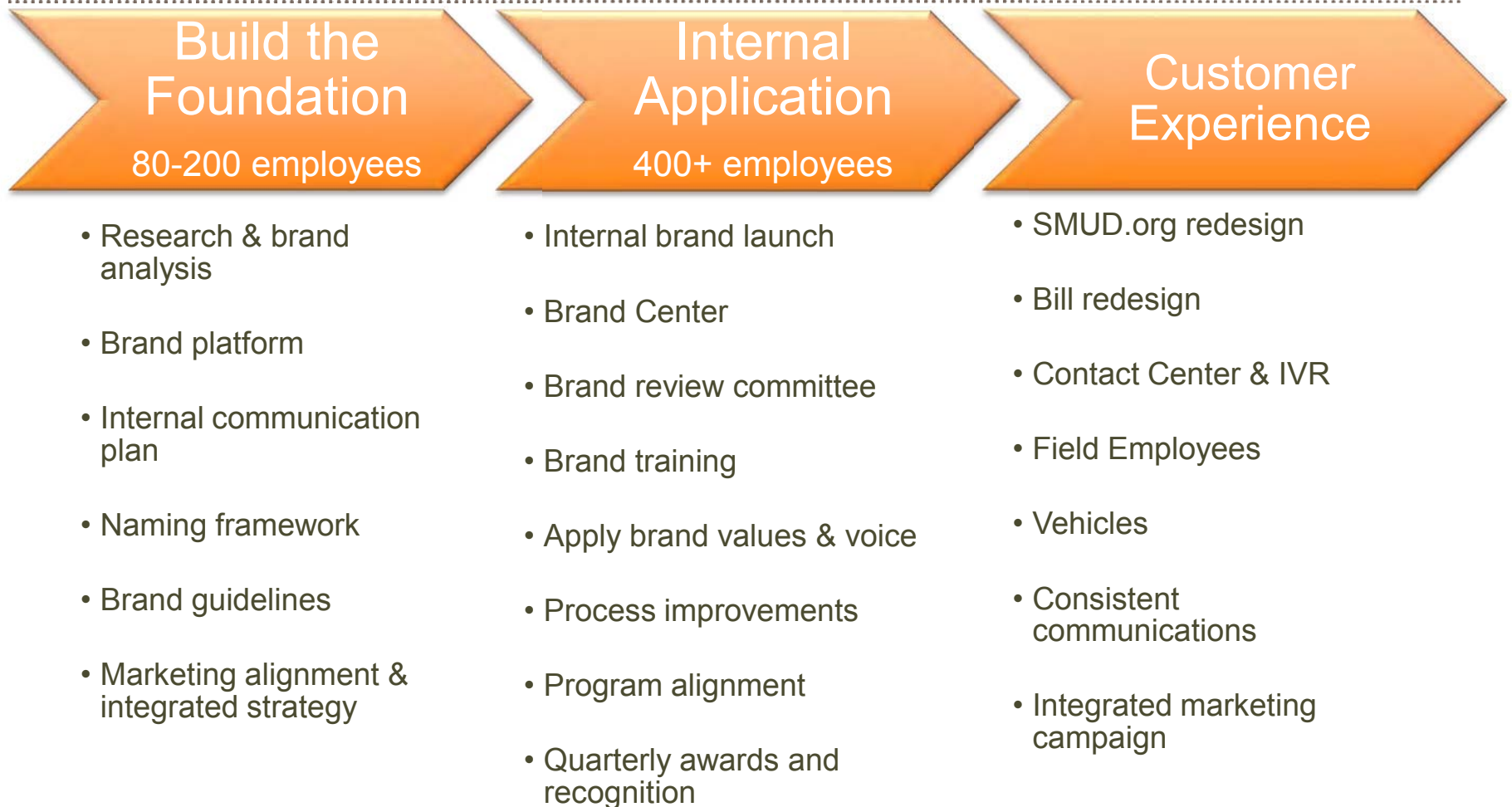
Disney is a family thing, a set of constant expectations in the public mind... it's a certain kind of entertainment. Our job is to be protective of 'that Disney thing.' We have to be constantly looking at everything we do, every day of our business life and in every part of our organization, to make sure that 'the Disney thing' is never undermined or diluted—in any way.”

+ Walt Disney

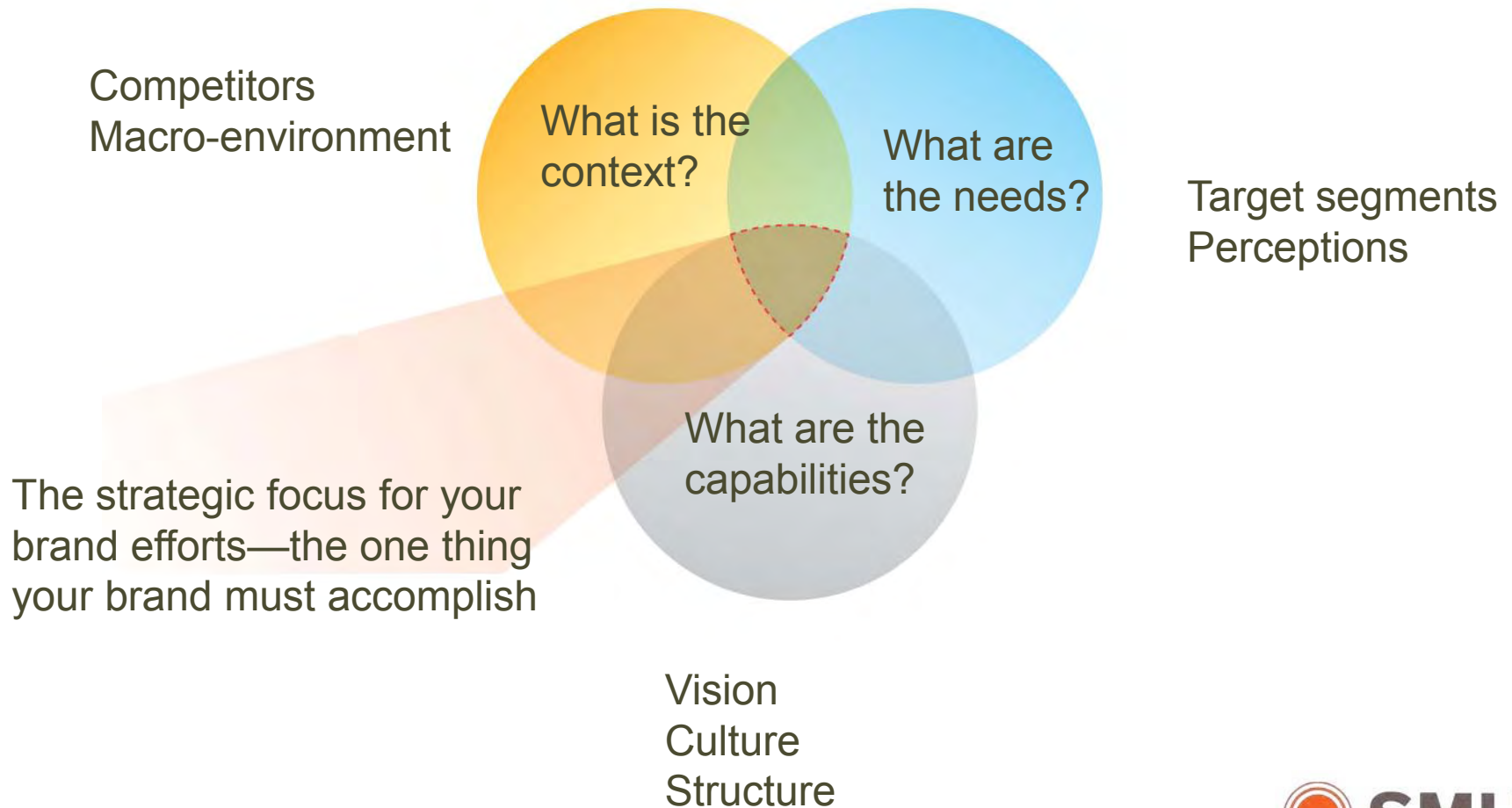


Developing the brand within

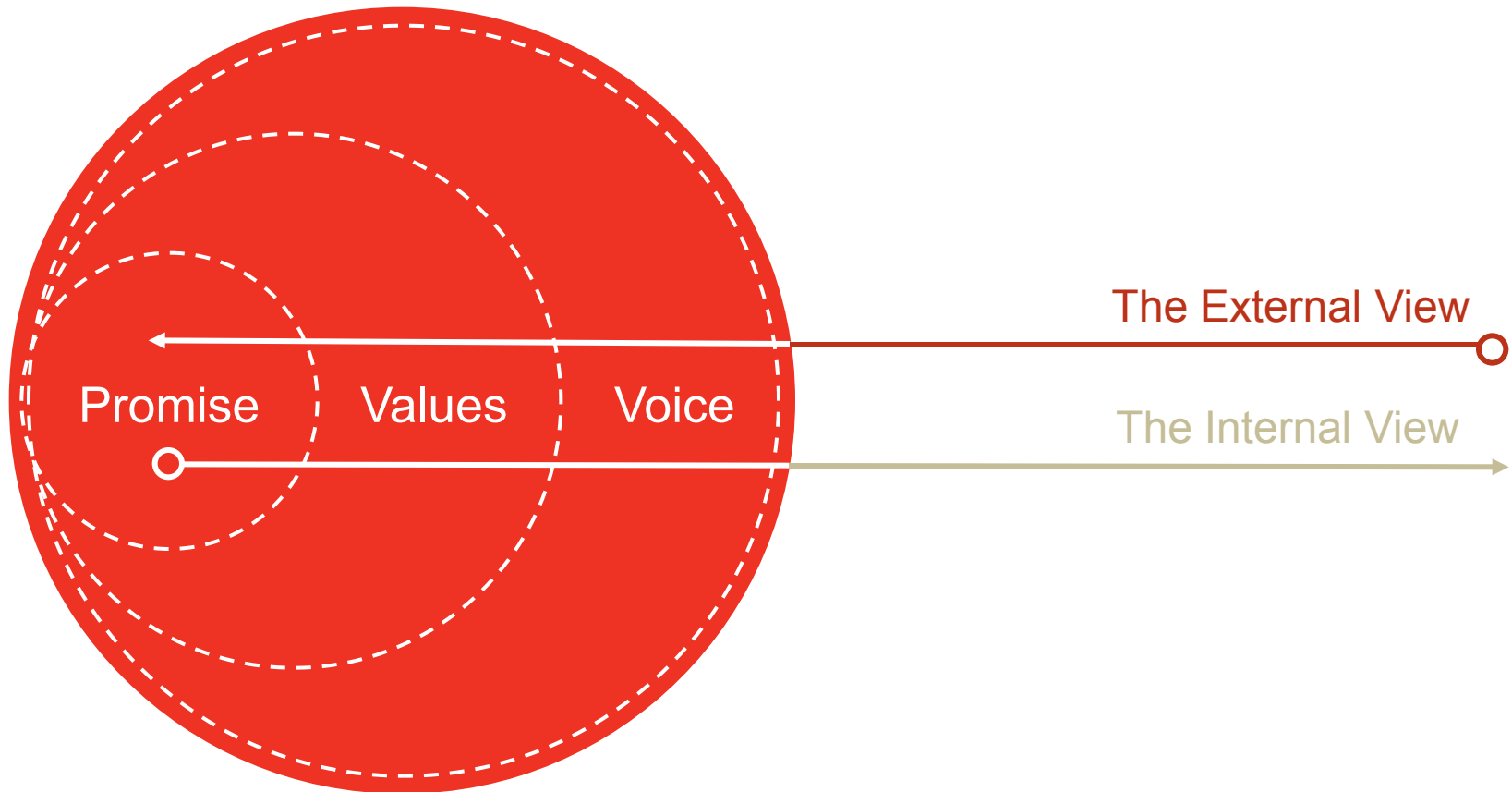
Building the brand from the inside-out



Findings that drive brand platform



The brand platform



What we stand for and why our customers should care.

Promise defines what we do and why it matters



Activating athletic
excellence



Deliver "wow" through
service

Values describe how we're different



Fun-LUVing Attitude
Warrior Spirit
Servant's Heart



Customer Service
Quality Ingredients
Community Focus
Diversity



Whole foods
Whole people
Whole planet

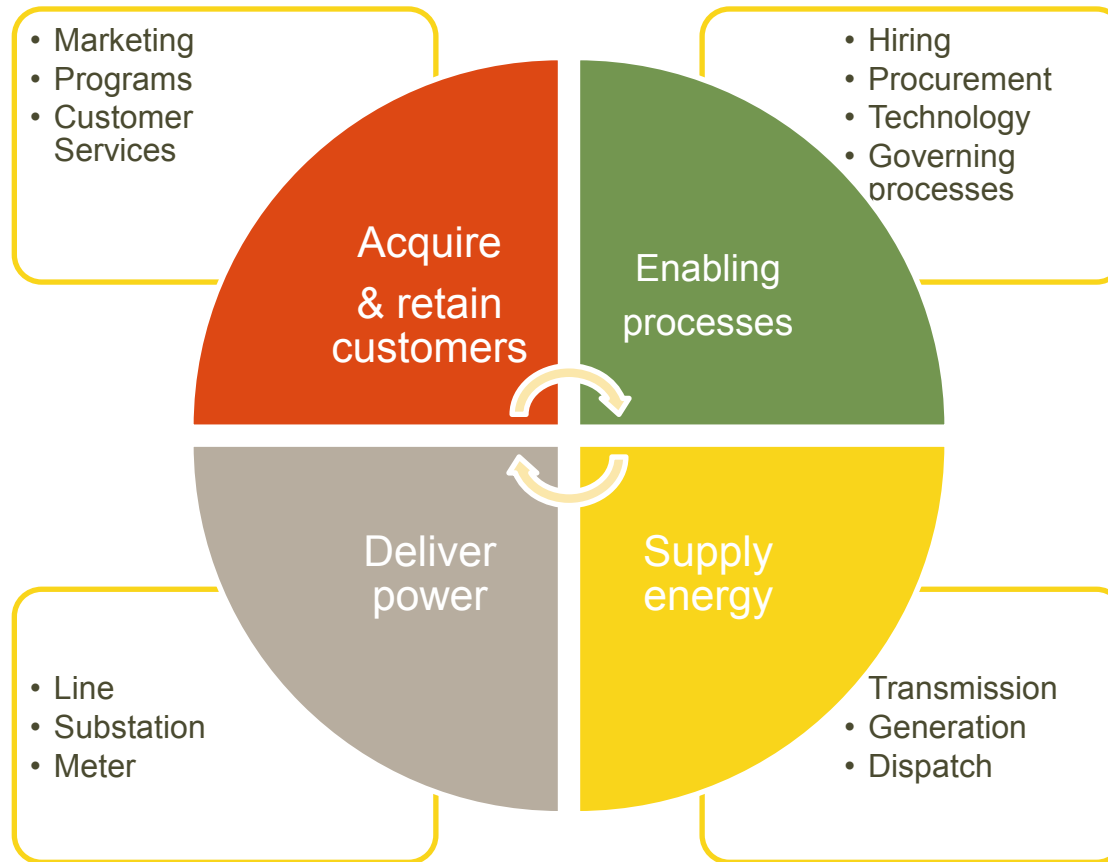
Voice describes you personality

- Southwest Airlines' fun, spirited personality shines through in all of their communications.

The screenshot shows the Southwest Airlines website homepage. At the top, there's the Southwest logo and navigation links like 'The Southwest Difference', 'Sign Up 'n Save', 'Help', and 'Travel Tools'. Below this is a navigation bar with 'Special Offers', 'Air', 'Car', 'Hotel', 'Vacations', 'Travel Guide', and 'Rapid Rewards'. The main content area features a search box on the left, a large yellow banner for 'RED TAPE RESCUE' with 'UNLIMITED REWARD SEATS. NO BLACKOUT DATES. NO RED TAPE.' and an 'Enroll Now' button, and a 'Quick Air Links' section on the right. At the bottom, there are sections for 'Air' and 'Hotel' offers, and a 'Save Up To 50% On Hotel Stay, Shows & More In Vegas!' promotion.

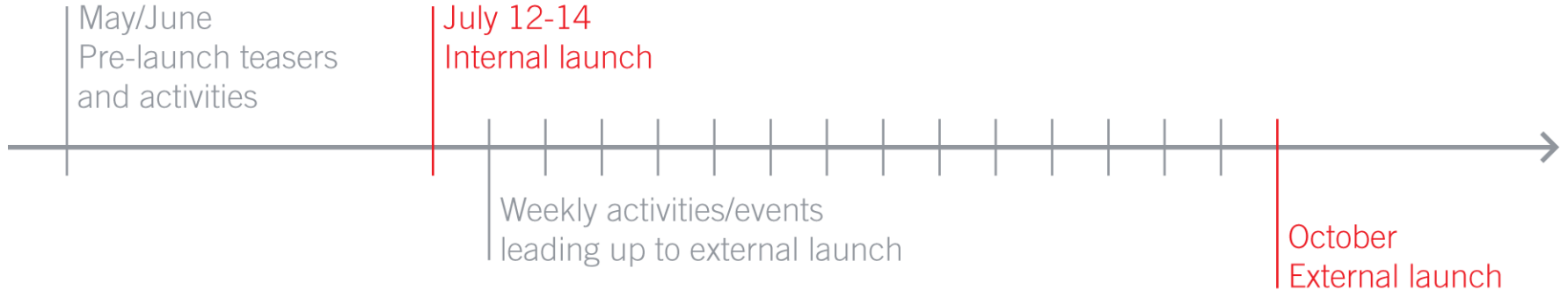


Interactions must be intentionally consistent with brand promise across the organization (internal & external)



Engaging our employees

Brand roll-out



- Use pre-launch activities to build excitement for the main launch event in July
- Follow the main event with training and weekly activities that sustain momentum and prepare for external launch



Internal brand launch – executive team

3-day event & 65th anniversary!



Brand center

The screenshot shows a web browser window titled "Brand Center". The page layout includes a left-hand navigation menu, a central video player, and a right-hand "Branding Contacts" section.

Left Navigation Menu:

- The SMUD Brand**
 - SMUD's Audience Personas
 - SMUD's Brand Promise, Values and Voice
 - You and the SMUD Brand
 - SMUD Brand Blog
 - Power. Done Right. Award Winners
- Brand Guidelines**
 - Visual Guidelines
 - Verbal Guidelines
 - FAQs
- Brand Files**
 - Artwork and Templates
 - Department-Specific Files
 - Request a Brand Image or Item

Central Content:

Welcome to the brand center!

00:00 02:45
PLAY CC [Icons] MENU

SMUD's brand center is your one-stop source for brand-related information and resources. Learn about SMUD's promise, values, and voice; explore our brand guidelines; download assets and files; and contact us with questions or requests for support.

The SMUD brand
Learn about our brand promise and visual identity system—and how to "live the brand" in your job

Brand files
Download branded materials, or, if you're an administrator, upload current file versions

Brand guidelines
Discover guidelines for implementing the brand in our communications

65th anniversary celebration
Re-visit the events where the SMUD brand was introduced to employees

Branding Contacts

Person	Responsibility
Amy Furlong	Brand Project Manager
Tom Jas	Marketing & Market Research Supervisor
Joann Wilson	Supervisor - Graphics
Farres Everly	Manager - Marketing & Corporate Communications
Ralph Frattura	Supervisor - Corporate Communications

Power. Done Right.™

Click below to view the list of award winners.

[View winners](#)

Brand guidelines



As you begin working with the new SMUD brand identity, use these guidelines to bring it to life. By providing clear rules and detailed directions, the guidelines help us implement the brand consistently across all internal and external touch points. With specific sections on visual, verbal, co-branding, and social media usage, these guidelines are a useful tool for helping express our brand accurately through our channels of communication.

Browse Section

Visual guidelines

Learn the principles and rules of the visual design system

Verbal guidelines

Review the framework that guides the creation of copy and core messages

Cobranding guidelines

Learn how to present the SMUD logo with department and program and sponsorship logos.

FAQs

Have a question about the SMUD brand? We have an answer!

Overview of identity design system

These guidelines give an overview of our identity design system as well as guidance for using its visual elements correctly when producing SMUD collateral materials. The rules in this document cover a range of different scenarios, but cannot cover every case. For additional questions, email us at branding@smud.org.

Sample content from the visual guidelines



Color

Our color palette complements and enhances the colors of the logo



Imagery

Human-focused, environmental, and local community imagery adds another level of intimacy and depth to the visual system

The SMUD visual design system helps ensure that our identity remains clear and consistent throughout all of our communications.



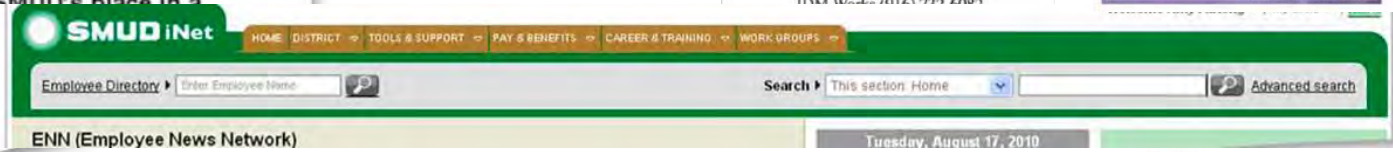
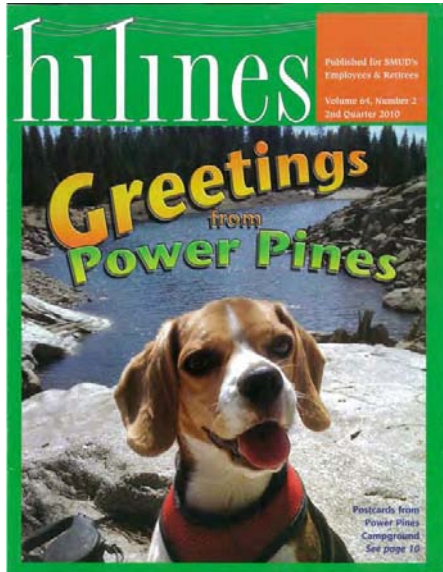
Graphic motif

The wave is a dynamic expression of the brand platform and can be used throughout communications

New employee touch point concepts



Internal communications - before



Internal communications - today

HiLines
SMUD Powering forward Together

Vol. 65, Issue 3, Fall 2011

The smart rollout plan
Plans for new yard unveiled

Presentation Option 1
cover title Arial 40 pt

Name Surname of Presenter Arial 20 pt

Date Arial 18pt

2011 Combined Charities
Building Dreams

Breakfast Tickets

59th Street
Sept. 13 • 6:00-9:00 a.m.

CSC
Sept. 14 • 6:30-9:30 a.m.

HQ
Sept. 15 • 6:30-9:30 a.m.

\$5 per breakfast or \$9 for two

Pancake & Sausage Platter
Bagel Sandwich (egg & cheese)
Breakfast Burritos (egg, potatoes, bacon and bell peppers)
Coffee and orange juice included
Catered by Rayna's

Ticket Sellers
(Tickets on sale starting Aug. 16)

Microsoft Office screenshot showing a "Daily Update" window.

SMUD Daily Update

2011 Update #3

Business Wednesday

Wellness Program is offering a free massage and a nutrition class tomorrow (Sept. 7).

You can take advantage of a free 15 minute massage tomorrow on a first come, first served basis. This is a great opportunity to take advantage of a wellness offering from one of our medical providers. [Click here](#) to request an appointment via email.

A nutrition class provided by Kaiser Permanente's Janet Drumming will be held tomorrow from 10:30 to 11:30 a.m. in the HQ Auditorium. This class will cover healthy WAC and is open to all employees. A sign-in sheet will be available at the auditorium.

For more information, contact Fitness Center Director Bob. [Provide via email](#) or call 360.833.3333.

Walk now, read later

SCORCH SMUD



September Inclusion Cuisine

Japan's Respect for the Aged Day and SAFE Credit Union

September 8 • 11:00 a.m. - 12:00 p.m.

Activities:

- Trivia - Japanese Respect for the Aged Day
- Origami Table - Learn how to make origami
- Dessert - Free Mochi for the occasion
- Sushi Making - Interactive Sushi Making
- Japanese Dancers - 11:30 a.m. - 12:00 p.m.

SAFE Credit Union Information

55 Inclusion Lunch - Rice Bowl
Flank steak with spicy marinade
Roasted chicken with teriyaki
Roasted duck with hoisin sauce
Fried marinated tofu with hoisin sauce

SMUD SCORCH Vegetation Management

SMUD

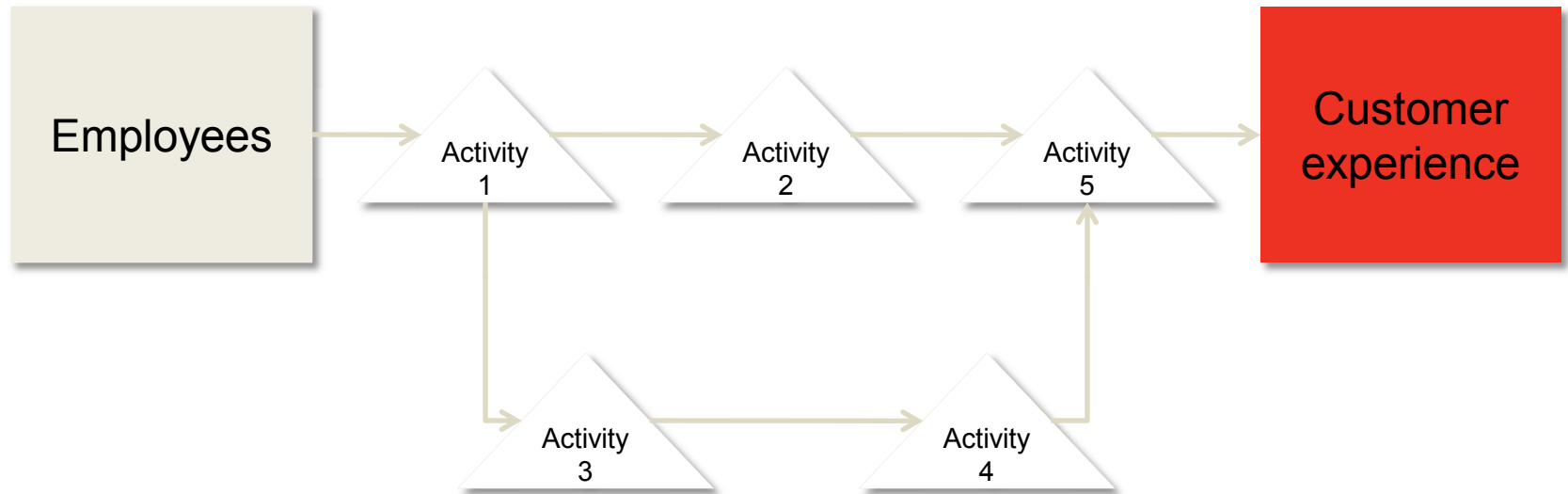
Thank You

SMUD



Consistent customer experience

- Align work processes to ensure they deliver on our brand platform.



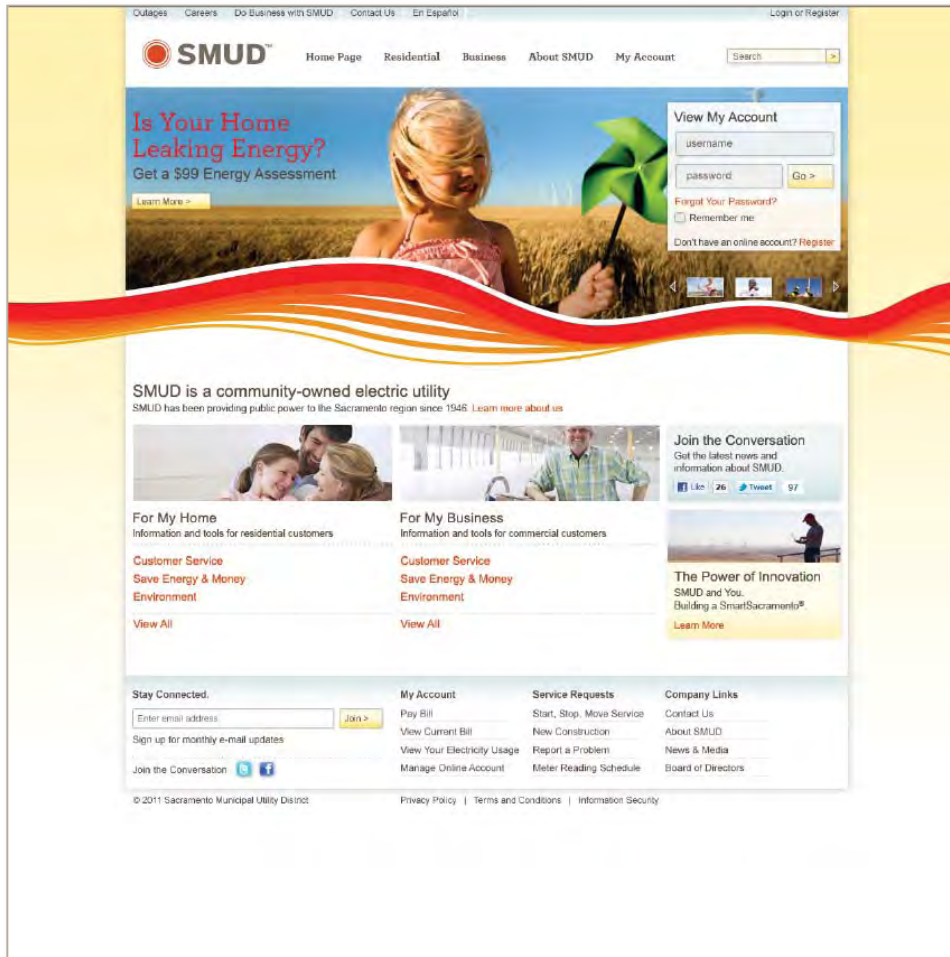
Align processes & touchpoints

- Train all 2000 employees
- Align processes with our brand values and voice
- Consistent communications internally, both visually & verbally
- Leverage brand and balance cost efficiencies with limited resources
- Be responsive to new forms of competitive conditions
- Prioritize and align programs and services to deliver brand values/voice
- Focus on customer-facing touch points:
 - Bill
 - Web
 - IVRs
 - Call Center
 - Field Crews
 - Community Engagement
 - Account Representatives
 - Programs & Services



Rolling out to our customers

smud.org redesign



Vehicle wraps



Customer communications – before



Customer communications - today

Is your home leaking energy?

REBATES UP TO \$9,000!
EXPIRES 3/31/12



Connections
Sacramento Municipal Utility District's Monthly Publication

SMUD™
October 2011
Powering forward. Together.

New look, same newsletter

Connections may look different with this issue, but it will continue to bring you suggestions on how to cut your electricity bill, address the changing seasons and find useful classes and more. SMUD. You'll notice that your ... too. *

Smart Meters

Information about upgrading your electric meter

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- 1 CALL For more 1-888-74 SMUD.e
- 2 CONI Get an e
- 3 COMI Choose and beg

Powering forward. Together.

Working for you

Commercial Services

SMUD™

Plug-In Ready

Responsible. Efficient. Plug-in electric vehicles are here to stay.

Powering forward. Together. SMUD™

Your Payment and Billing Options

Powering forward. Together. SMUD™

Lobby updates





Branded advertising campaign

Emotion – a key creative strategy

Use emotion to illuminate our brand values

- 80% of life is emotion and only 20% is intellect
- Emotion produces neurotransmitters in the brain that creates a connection, a memory and recall
- Emotion is a key component of persuasion, social influence and attitude change
- Low involvement categories and mature markets depend on emotional appeal to create interest
- Emotional connection leads to higher customer retention and loyalty

Rational vs. emotional branding

You should always feel this secure



Focused on product attributes – dryness and convenience



Focused on emotions – feeling secure



Let's power
sweet dreams.

Learn about energy efficient lighting at smud.org

 **SMUD**TM
Powering forward.
Together.



Let's power
a smarter tomorrow.

Learn about the smart grid at smud.org

 **SMUD™**
Powering forward.
Together.



Let's power
imagination.

Enroll in energy-saving programs at smud.org

 **SMUD**TM
Powering forward.
Together.



Let's power
a breath of fresh air.

Support renewable energy at smud.org

 **SMUD**TM
Powering forward.
Together.

Let's power
the great outdoors.



Learn about our recreation areas at [smud.org](https://www.smud.org)





Let's power
the road ahead.



Powering forward.
Together.

Learn about electric vehicles at [smud.org](https://www.smud.org)





Let's power shade.

The shade from trees can cool your home naturally and cut your energy costs in hot summer months by up to 40%. Since 1990, we've partnered with the Sacramento Tree Foundation to plant more than 450,000 energy-saving trees at homes throughout Sacramento. Isn't that a breath of fresh, cool air?

Visit smud.org to find out how you can receive a free shade tree.

 **SMUD**
Powering forward.
Together.™

Let's power more savings.

If you're planning to buy a new appliance, like a washing machine or air conditioner, visit smud.org first. You'll find rebates on qualified ENERGY STAR® models that will help you save money now—and save hundreds on energy later.

Visit smud.org/rebates to see our full list of incentives on energy-saving appliances.

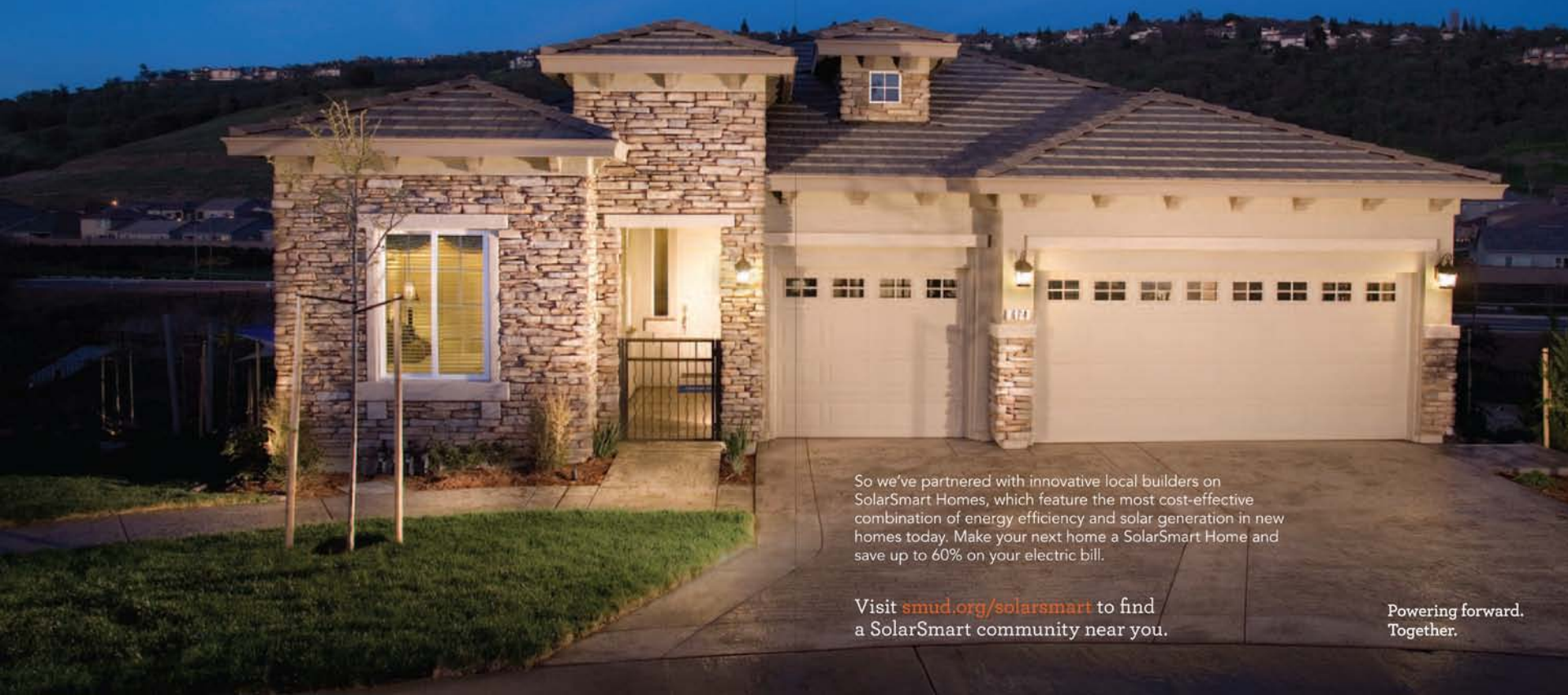


Powering forward.
Together.



Let's power smarter design.

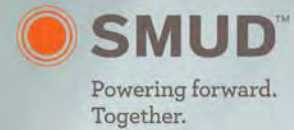
We see a future of more solar power,
more efficiency and more savings.



So we've partnered with innovative local builders on SolarSmart Homes, which feature the most cost-effective combination of energy efficiency and solar generation in new homes today. Make your next home a SolarSmart Home and save up to 60% on your electric bill.

Visit smud.org/solarsmart to find a SolarSmart community near you.

Powering forward.
Together.



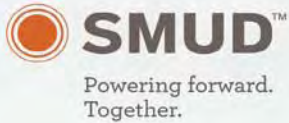
Let's power business.

As your community-owned electric service,
we make it our business to keep yours running.

By providing rebates on energy-efficient equipment,
lighting solutions, information technology and more,
we help you save time, energy and money. So you can
focus on what matters most—growing your business.

Visit smud.org/businessrebates or
call 1-877-622-7683 to learn more.





Let's power efficient design.

If your business is planning a new construction project or major retrofit, talk to us about **Savings By Design**.

Partner with SMUD's Savings By Design team on your next project and receive design assistance, financial incentives and more when you integrate energy-saving features. It's not only good for the environment, it's good for your bottom line.



Visit smud.org/savingsbydesign to learn more about **Savings By Design**.



TV commercial – Let's Power



Questions?