



MISSISSIPPI POWER

AGENCY OF RECORD PROPOSAL

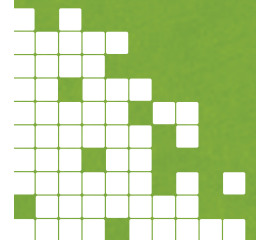


11545 Old Hwy. 49 | PO Box 3628 • Gulfport, MS 39505 | www.focusgroupms.com



CAMPAIGN OBJECTIVES

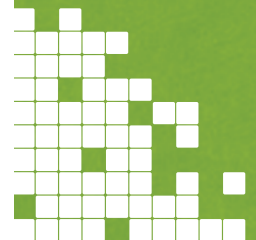
- Reinvigorate the Mississippi Power brand image.
- Return “very favorable” perceptions to past levels.
- Improve the company’s image with customers and employees.





PRIMARY OBSTACLES

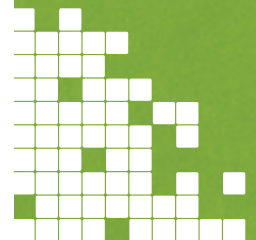
- Brand tarnished by negative Kemper noise.
- Most valuable customer (affluent < 54) gave least favorable ratings.
- Unfavorable Kemper press is likely to continue.
- There will be another rate increase in 2017.
- The Kemper Plant story, what it means for our future and our children's future, has not been told.





OPPORTUNITIES

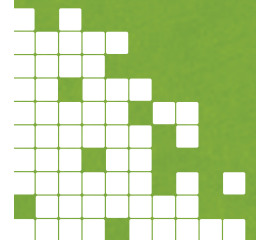
- Mississippi Power had been a beloved brand for many years.
- Tarnish can be cleaned and polished.
- Reserves of historically positive perceptions can be leveraged.
- Recent uptick in favorability offers opportunity to increase public communication.
- Advertising helps increase perceptions.





POSITIVE TRUTHS

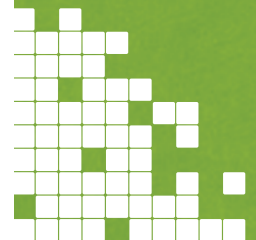
- Mississippi Power appreciates it's customers and is known for it's strong community support.
- You support countless non-profits and organizations.
- Personnel and staff go into schools to teach energy efficiency.
- Your staff serves on many non-profit boards.
- Customers appreciate Mississippi Power for keeping the electricity on.
- Employee pride and loyalty has always been strong.





SUMMARY

- You've had a rough few years.
- But you've had a positive history with your customers.
- We need to remind them why they love Mississippi Power.





STRATEGY RATIONALE

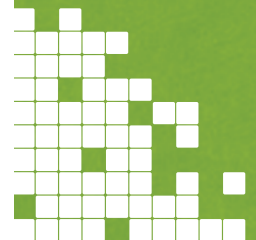
- We want Mississippi Power to show customers and employees their humble gratitude.
- To shine a light on others so it shines back on you.
- Everything you do is really all about them.
You do it for the students, the teachers, the Mom's, the dreamers, the families, the welder, the military, the college student, the entrepreneur.
- Mississippi Power helps make their dreams, their innovations, their baseball games, possible.
- Mississippi Power thanks you.



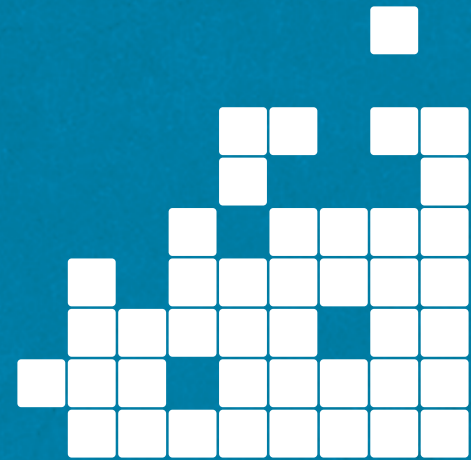


CREATIVE STRATEGY

- Mississippi Power thanks you for helping make **Mississippi** brighter.
- Mississippi Power thanks you for being a customer and allowing the company to play a small part in your everyday life.



PROPOSED CAMPAIGN CREATIVE



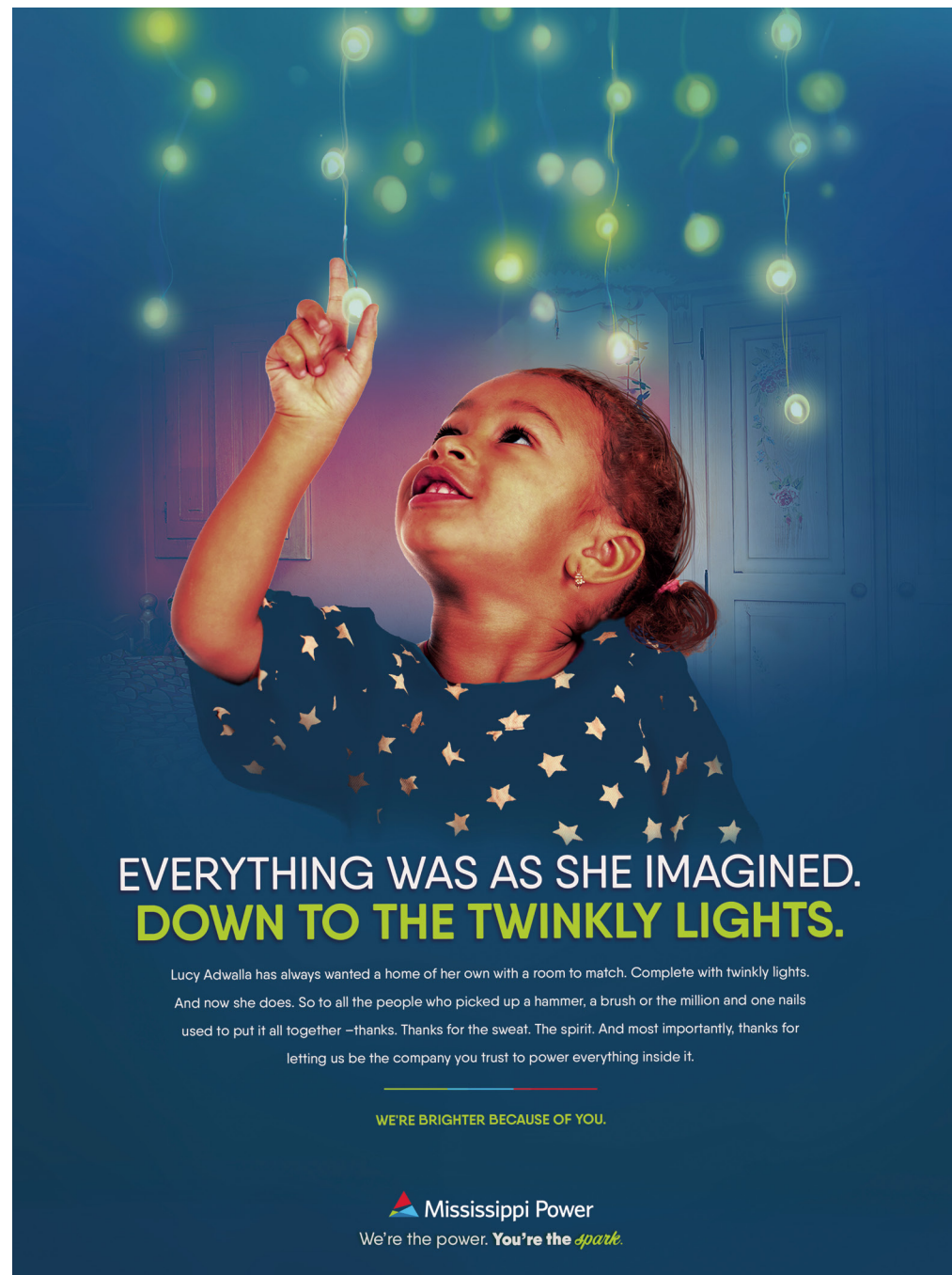


Mississippi Power

We're the power. **You're the** *spark.*




PRINT



EVERYTHING WAS AS SHE IMAGINED.
DOWN TO THE TWINKLY LIGHTS.

Lucy Adwalla has always wanted a home of her own with a room to match. Complete with twinkly lights. And now she does. So to all the people who picked up a hammer, a brush or the million and one nails used to put it all together –thanks. Thanks for the sweat. The spirit. And most importantly, thanks for letting us be the company you trust to power everything inside it.

WE'RE BRIGHTER BECAUSE OF YOU.

 Mississippi Power
We're the power. **You're the *spark*.**



PRINT

ONE DAY THOSE HANDS WILL HOLD **A SCALPEL NOT A HIGHLIGHTER.**

For James Locke, pre-med student, every exam he aced brought him one step closer to being the hero he's always dreamed of being. So to all those with a highlighter in one hand and a book in the other: thanks. Thanks for the hustle. The heart. And most of all, thanks for letting us be the company you trust to help you power through every study session.

WE'RE BRIGHTER BECAUSE OF YOU.



 Mississippi Power
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PRINT



**SHE'S WORKING FOR OUR FUTURE.
AND OUR ENVIRONMENT.**

Jocelyn Walker, a chemical technician at Mississippi Power, is looking for a better way to power Mississippi for generations to come, a way that won't hurt our environment or the incredible wildlife that lives here. So to the thousands of dreamers and doers across the state – thanks. Thanks for the ideas.

The innovation. And most importantly, thanks for making Mississippi brighter.

WE'RE BRIGHTER BECAUSE OF YOU.

 **Mississippi Power**
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OUTDOOR

MISSISSIPPI IS **BRIGHTER** BECAUSE OF YOU.




Mississippi Power



OUTDOOR

WE'RE
BRIGHTER
BECAUSE OF YOU.

 Mississippi Power



OUTDOOR

WE'RE THE POWER. YOU'RE THE *spark.*



Mississippi Power



OUTDOOR

MISSISSIPPI IS
BRIGHTER
BECAUSE OF MOMS LIKE YOU.

 Mississippi Power



OUTDOOR

MISSISSIPPI IS
BRIGHTER
BECAUSE OF TEACHERS THAT CARE.

 Mississippi Power



The story: A little girl is spending the night at her grandparents' house. She's scared of the dark, and they go to extreme measures to ensure she has sweet dreams.



MISSISSIPPI POWER: NIGHT LIGHT.

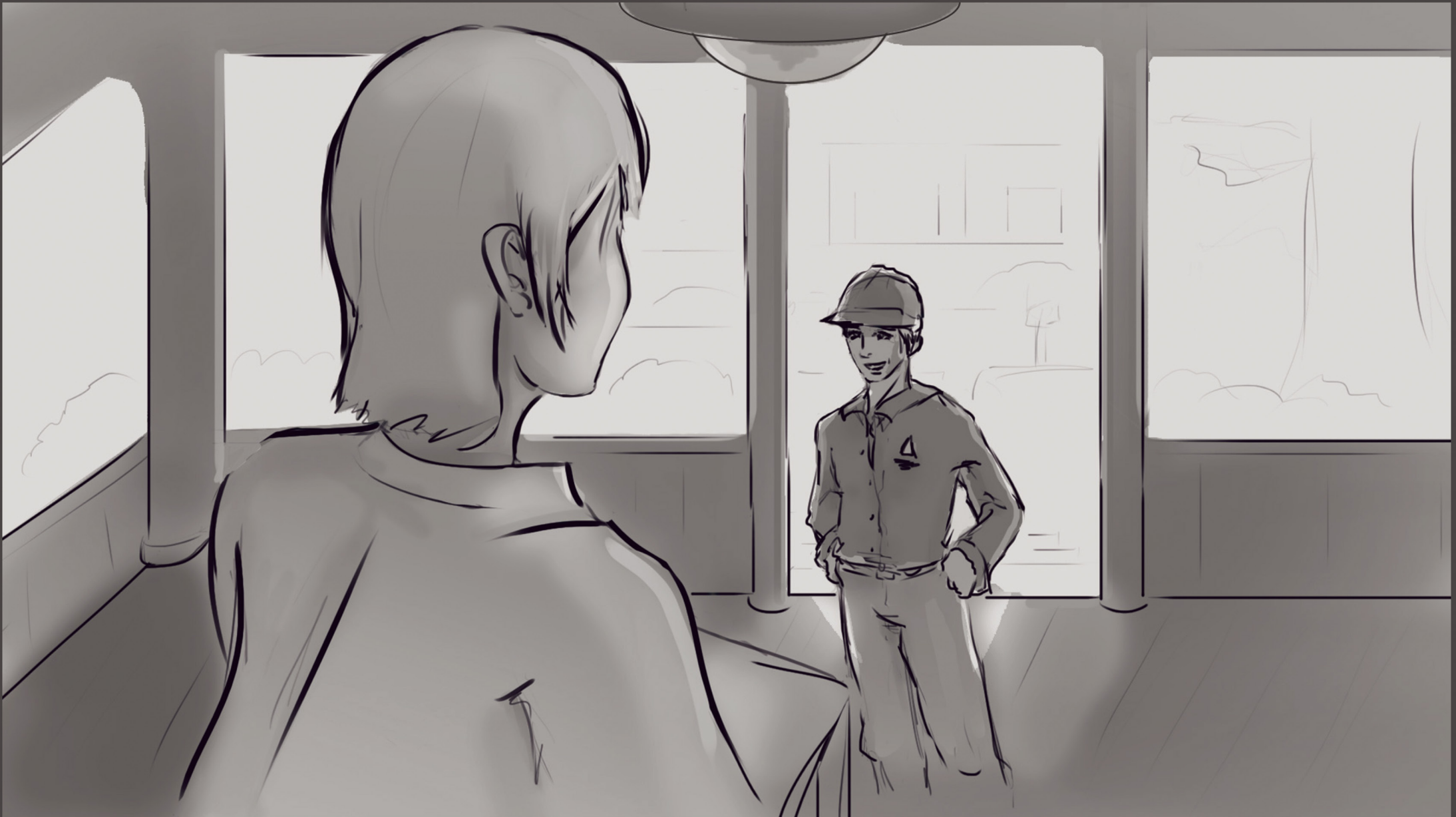
:30 TV

The story: A little girl is spending the night at her grandparents’ house. She’s scared of the dark, and they go to extreme measures to ensure she has sweet dreams.

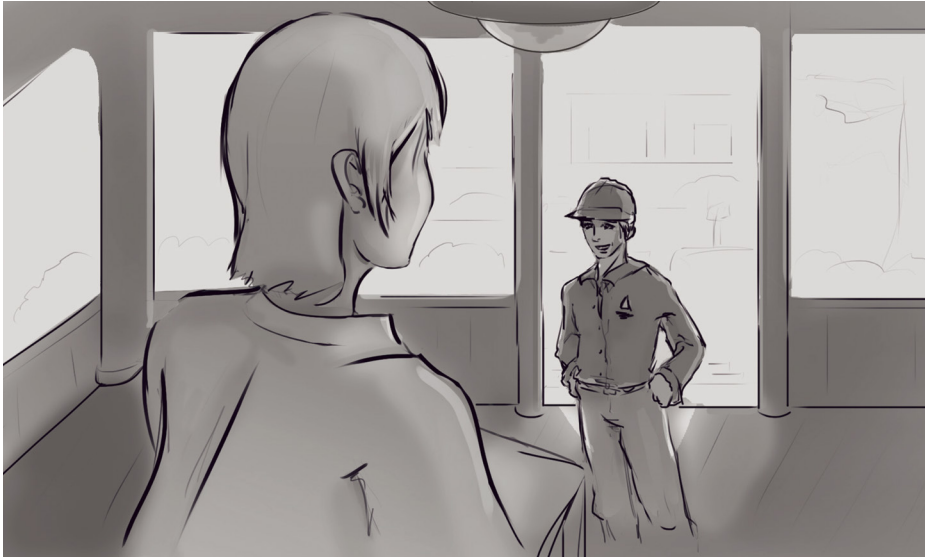
Video	Audio
<p>ON SCREEN THE ENTIRE TIME IS A MISSISSIPPI POWER LOGO WATERMARK IN THE BOTTOM RIGHTHAND CORNER.</p> <p>MUSIC UP: SOFT, HAPPY, WONDER INSPIRING</p> <p>OPEN ON A LITTLE GIRL CRYING OUT AS HER GRANDFATHER TURNS OFF THE LIGHT.</p> <p>GRANDFATHER GETS AN IDEA. LEAVES THE ROOM. LITTLE GIRL IS SMILING, HOLDING A BEAR.</p> <p>CUT TO GRANDFATHER COMING BACK WITH A TINY LAMP THAT LOOKS LIKE A STAINGLASS TURTLE. HE PLUGS IT IN. TURNS OUT THE LIGHT. THE LITTLE GIRL SHAKES HER HEAD.</p> <p>CUT TO GRANDFATHER OPENING THE GARAGE DOOR. WE SEE THE GARAGE DOOR OPENER LIGHT TURN ON. THE DOOR LIFTS. WE SEE GRANDFATHER GOING THROUGH BOXES OF HOLIDAY LIGHTS.</p> <p>CUT TO THE ROOM WITH THE LITTLE GIRL AND GRANDFATHER. ROOM IS DARK. WE SEE GRANDFATHER PLUG IN THE LAST PLUG AND “WOW” THE ROOM LOOKS LIKE A LIGHTED FAIRY LAND.</p> <p>FADE TO WHITE.</p> <p>END ART CARD: We’re the power. You’re the spark. MISSISSIPPI POWER. A Southern Company.</p> <p>LOGO URL</p>	<p>LITTLE GIRL: Wait! A nightlight.</p> <p>GRANDFATHER: Hmmm... Be right back.</p> <p>GRANDFATHER: (laughs lovingly) Really? Okay. (exhales) Be right back.</p> <p>VO: At Mississippi Power, we have one mission: to be the power behind the things that make you happy, the things that make moments, memories –for today and tomorrow.</p> <p>GRANDFATHER: (looking around the room) Happy?</p> <p>LITTLE GIRL: So happy. This is the latest I’ve ever stayed up.</p>



TV - DO WHAT'S RIGHT



The story: We follow a Mississippi Power Lineman throughout his day. We see him out in the community, helping people – making Mississippi brighter with his actions.



MISSISSIPPI POWER: DO WHAT’S RIGHT.

:30 TV

The story: We follow a Mississippi Power Lineman throughout his day. We see him out in the community, helping people – making Mississippi brighter with his actions.

Video	Audio
<p>ON SCREEN THE ENTIRE TIME IS A MISSISSIPPI POWER LOGO WATERMARK IN THE BOTTOM RIGHTHAND CORNER.</p> <p>MUSIC UP: HAPPY, INSPIRING.</p> <p>OPEN ON PUPPY RUNNING DOWN THE STREET. CUT TO THE PERSPECTIVE OF THE PUPPY RUNNING. PUPPY RUNS ALMOST DIRECTLY INTO THE ARMS OF A MAN. CAMERA REVEALS THE MAN IS A MISSISSIPPI POWER LINEMAN.</p> <p>CUT TO TWO KIDS LOOKING UP A TREE. LINEMAN SEES A FRISBEE IS UP IN THE TREE. LINEMAN USES THE BUCKET TO GET THE FRISBEE DOWN.</p> <p>CUT TO MONTAGE OF THE LINEMAN WORKING, WAVING HIGH TO PEOPLE AS THEY PASS HIM. AS HE IS UP IN THE TREE WE SEE A DISTANT IMAGE OF THE KEMPER PLANT, OR ANOTHER PLANT. THEN BACK TO AN IMAGE OF THE LINEMAN PARKING HIS TRUCK OUTSIDE ANOTHER HOUSE.</p> <p>CUT TO AN OLDER WOMAN ON HER FRONT PORCH TRYING TO CHANGE A HIGH UP LIGHT. THE LINEMAN WALKS OVER TO HER. WE SEE THEM EXCHANGE A GENUINE SMILE.</p> <p>FADE TO WHITE.</p> <p>END ART CARD: We’re the power. You’re the spark. MISSISSIPPI POWER. A Southern Company.</p> <p>LOGO URL</p>	<p>SFX: Puppy barking.</p> <p>WOMAN: <i>(voice only)</i> Come back!</p> <p>LINEMAN: I got him!</p> <p>LINEMAN: I got it.</p> <p>VO: At Mississippi Power, we believe in doing what’s right. That’s why we invest in new innovations. And in the people we hire. Thousands across the state who make Mississippi brighter just by being themselves.</p> <p>LINEMAN: I got it.</p> <p>OLDER WOMAN: Aw, you’re a good one.</p> <p>LINEMAN: So are you, Mom. So are you.</p>



Sample “Mississippi is Brighter” Facebook Campaign

Create a series of Facebook/Instagram posts highlighting great people in the community who are doing incredible things. Encourage followers to also nominate someone they know that makes Mississippi brighter.

Goal: Provide a sharable platform where social media followers are given the power to “shine a light” on the incredible people they personally know (teachers, a parent, co-worker).



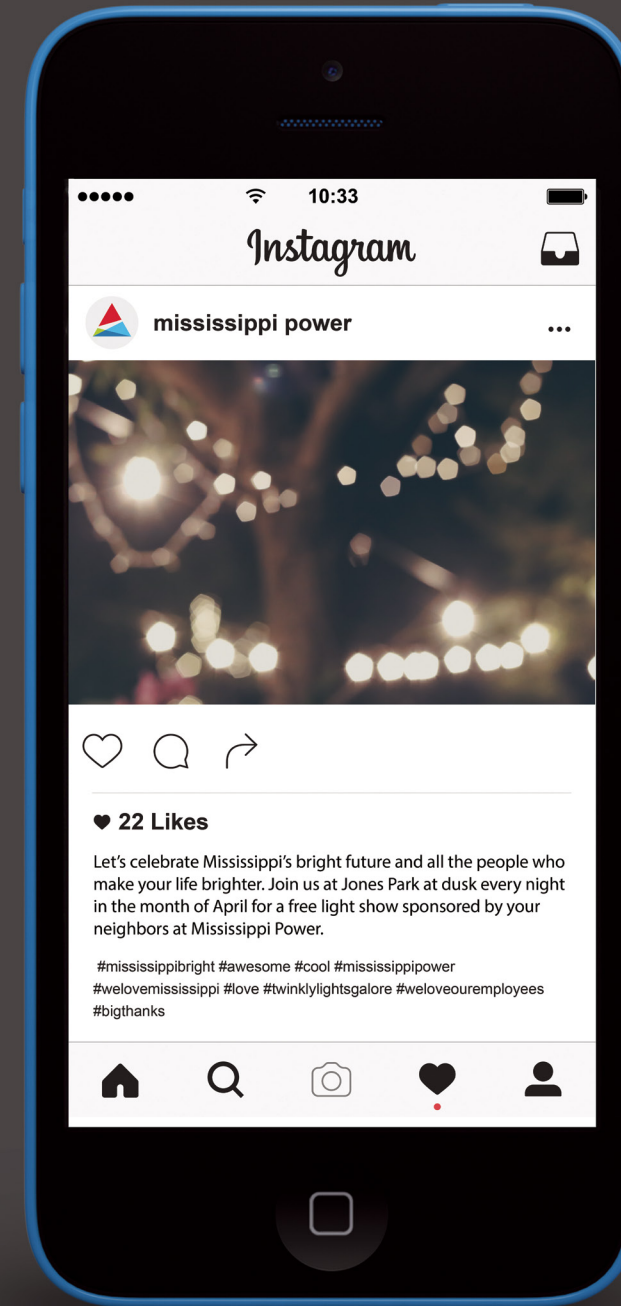
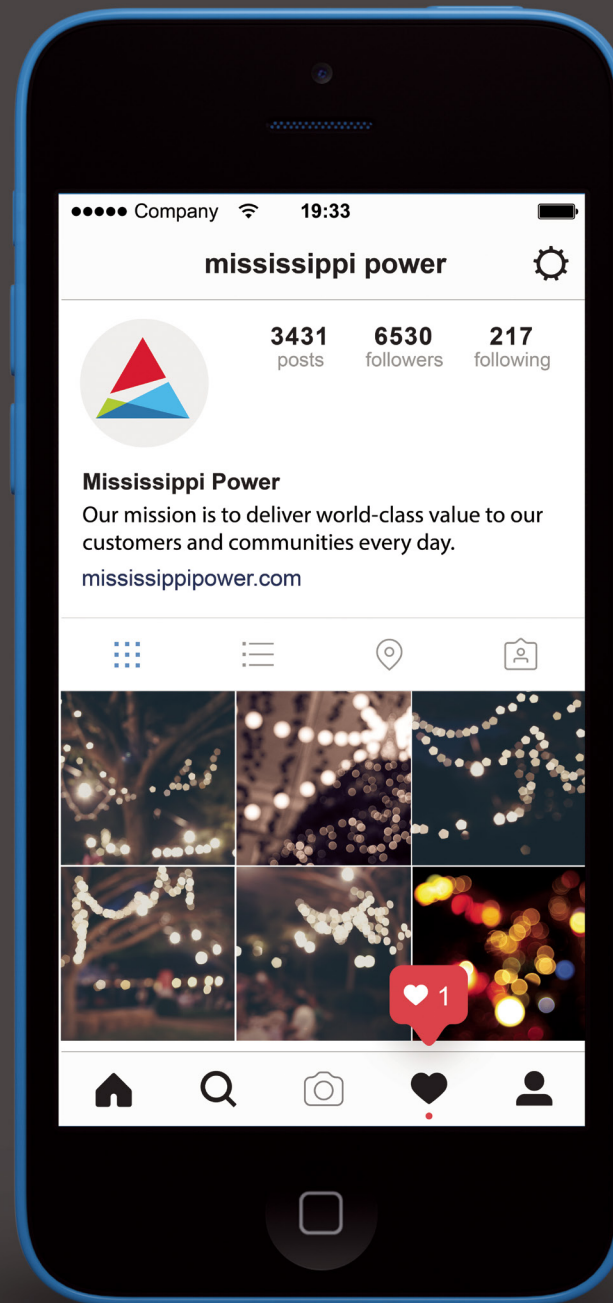


COMMUNITY INVOLVEMENT IDEAS:

Light The Night Festival (Brought to you by Mississippi Power)

Overtake a section of a local park in which Mississippi Power sponsors a light installation that Mississippi residents can come and see. The idea would be to do the lights around a time of year when no one is expecting to see lights so the draw is stronger to see the installation.

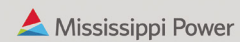
Goal: Shareworthy, community event that reinforces "bright" messaging.





SAMPLE BILL INSERTS

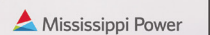
WE'RE
BRIGHTER
BECAUSE OF YOU.



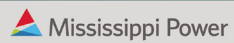
AND NOW'S OUR CHANCE
TO THANK YOU PROPERLY.

Know someone who makes Mississippi brighter every day by helping others?
Nominate them and they could win a party in their honor and a \$1,500 donation to
any charity they choose. Visit www.mississippipower.com/brightest to learn more.

WE'RE BRIGHTER BECAUSE OF YOU.

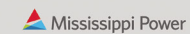


FINALLY, A CONSISTENT BILL
NO MATTER THE SEASON.



SIGN UP FOR BUDGET BILLING TODAY.
YOUR WALLET WILL THANK YOU.

Budget Billing allows you to keep your energy costs predictable and manageable throughout the
year. With Mississippi Power's Budget Billing, you'll pay roughly the same amount, all year round.
Because no one wants to be surprised by an unexpectedly high bill.
Learn more at www.mississippipower.com/budgetbilling.



We're the power. You're the *spark*.




IN-HOUSE EMPLOYEE
POSTER SERIES




YOU CHECK.
YOU INSTALL.
YOU MAINTAIN.
ALL AT 30 FT OFF THE GROUND.

YOU'RE IMPRESSIVE.
Thank you to our linemen.

 Mississippi Power
We're the power. You're the *spark*.



We're the power. You're the *spark*.

 Mississippi Power



COMPANY T-SHIRT





PRINT | 2
(SAMPLE TRANSITIONING AD)



**KNOWLEDGE IS POWER.
ENTHUSIASM IS THE SWITCH.**

At Mississippi Power, curiosity inspires new ideas and new innovations. That's why we continue to invest in educational programs for our kids and our kid's kids. After all, the future is what we make of it and we want to make sure it's as **bright** as possible.

 **Mississippi Power**
We're the power. **You're the *spark*.**



PRINT | 2
(SAMPLE TRANSITIONING AD)



INNOVATION ISN'T JUST THINKING OF NEW THINGS.
IT'S DOING THEM.

Coming up with an idea that will revolutionize energy as we know it, isn't easy. In fact, it's hard. Really hard. Yet, what separates the dreamers from the doers is one thing, determination. At Mississippi Power, we believe in leaving the world a better place than when we found it. That's why we're investing in technologies that will do just that. After all, **innovation** isn't about business. It's about making things better for everyone in Mississippi – especially you.

 **Mississippi Power**
We're the power. **You're the *spark*.**



PRINT | 2
(SAMPLE TRANSITIONING AD)



**THE POWER TO MAKE OTHERS HAPPY
IS THE GREATEST POWER OF ALL.**

Happiness comes in many forms. And at Mississippi Power, we believe it's our job and our privilege to do whatever we can to help you be as happy as you can be. That's why we're consistently monitoring and checking, researching and innovating, looking for new ways to power the things you love – the things that make you happy. Whether it's a bouncy house, an Xbox or a smart phone, we just want one thing:

to be the **power** behind your happy.

 **Mississippi Power**
We're the power. **You're the *spark*.**



OUTDOOR | 2

Mississippi Power

**THE POWER BEHIND
EVERY HEARTBEAT.**

WE'RE THE POWER. YOU'RE THE *spark.*



OUTDOOR | 2



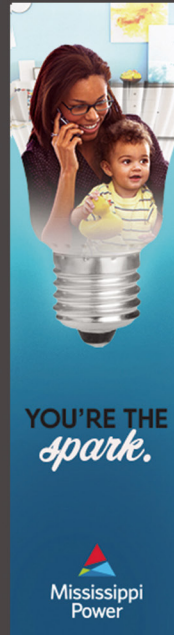
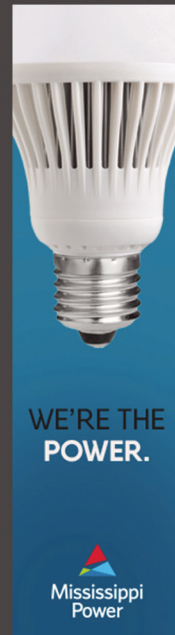
**THE POWER BEHIND
THE NEXT GENERATION.**

WE'RE THE POWER. YOU'RE THE *spark.*

 Mississippi Power



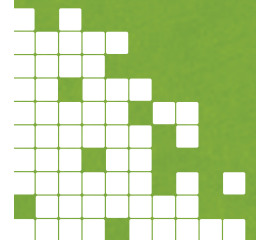
ONLINE ADS





MEDIA STRATEGY

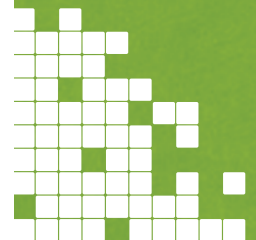
- Do not trickle in—be bold, be loud, be everywhere.
- Utilize all media, with a strong campaign launch.
- Online advertising offers ability to speak to targets when and where they are.
- Utilize digital for nimble, agile messaging – ads can be analyzed and changed in real time.
- Use new technology where applicable and appropriate.
- Strong outdoor for multiple, varied messaging throughout the campaign.





SOCIAL MEDIA STRATEGY

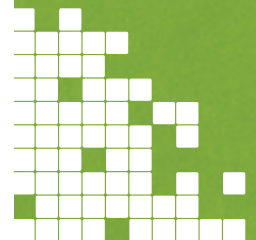
- Utilize each specific platform for its strength.
- Use the component that best matches message and target audience.
- Robust campaign on social channels.
- Facebook, Twitter, Instagram, Snapchat.
- Highly targeted ad campaigns.
- Public outreach, news, community support.





TRADITIONAL MEDIA

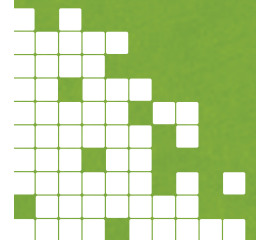
- Leverage traditional media with their individual strengths.
- TV, Print, Radio, Outdoor.
- Research and analysis for cost-effective budgeting.





DIGITAL MEDIA

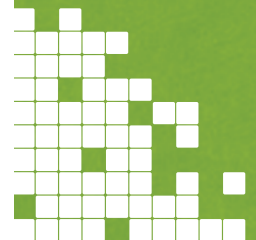
- Highly targeted ad campaigns.
- Real-time analytics.
- Adaptable.





PUBLIC RELATIONS

- We can not be quiet anymore.
- Employee brand rally to launch the new image campaign.
- Promotes inclusiveness, camaraderie, unity and excitement amongst your most important assets.
- Create a new “employee spark” promotion for employees to share internally and in social media.
- Internal awards for expemplary community service by Mississippi Power employees.





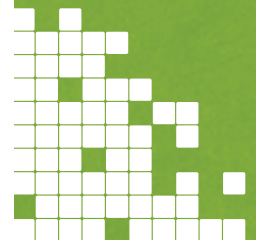
COMMUNITY EVENTS

MISSISSIPPI SPARK AWARD

- Sponsor a new annual award.
- Mississippi Power will honor a “Community Citizen of the Year” that has helped make our state brighter.

YOUTH MISSISSIPPI SPARK AWARD

- Youth award and scholarship in association with regional science awards.



Thank you.



Mississippi Power

We're the power. **You're the *spark*.**