



CON EDISON DCX

SPRINT 4 | VIDEO POV

AGENDA

- 01.** Why Video?
- 02.** Video Audit: coned.com, oru.com, conedison.com & YouTube
- 03.** Recommendations
- 04.** Next Steps
- 05.** Summary
- 06.** Appendix: Video Examples

WHY VIDEO?

TO VIDEO OR NOT TO VIDEO

Video can be a powerful way to convey important information to and engage with your customers. But it is important to assess when and whether it is the right format for what you are trying to achieve.

Video content should not be developed for its own sake or to be on-trend.

TO VIDEO OR NOT TO VIDEO: PICTURE > WORDS

A picture should be worth 1,000 words.

Always ask:

- Is video the best medium to tell our story in three minutes or less?
- Or would it be better told in bullet points that can be read in 30 seconds?

TO VIDEO OR NOT TO VIDEO: BEST PRACTICES

When creating video content,

- **Set a clear goal.** Know what you want your video to accomplish. For example, do you want customers to take an action after watching the video (e.g., sign up for paperless billing). All videos you create should have a purpose and a way to achieve it.
- **Scope appropriately.** Determine a timeline for creating video, including time for scripting, production, editing, reviews and approvals.
- **Brand consistently.** Establish brand parameters for video content (e.g., all your videos feature bumpers with your logo). Customers should always know when a video comes from you.
- **Determine update cadence and process.** Video content can quickly become outdated. Before creating video, you should have a clear process for when and how your it will be updated.

VIDEO AUDIT

CURRENT CONED.COM VIDEO CONTENT

Video Content Breakdown

104

Videos currently on the site

Videos by Section

- 37% Video section
- 32% Community Partnerships
- 5.7% Energy Efficiency
- 7.6% Unknown
- 6.7% Newsroom
- 3.8% Gas Safety
- 1% Storm Central
- 1% Diversity & Inclusion
- 1% Distributed Generation

Videos by Type

- 38% Interview
- 32% Talking head
- 8.6% Animated w/voiceover
- 7.6% B-roll
- 6.7% Course videos
- 5% FAQ
- 1.9% News report

CONED.COM VIDEO CONTENT: STYLES

Interview



Talking Head



Animated



CON EDISON NY YOUTUBE CHANNEL

302

Videos on the ConEdisonNY YouTube Channel

Playlists

- Plugged In - Con Ed News: 126 videos
- Green Team Savings: 21 videos
- The Power of Giving: 40 videos
- DIY & Customer Advice: 42 videos
- Superstorm Sandy: 24 videos
- Hurricane Irene: 8 videos

Posting Frequency

- Most recent video: “School Kids Explore the ‘City of Science,’ May 20, 2016
- Oldest video: “Stay Cool, Save Cash,” July 1, 2009

CONEDISON.COM VIDEO CONTENT

35

Videos on conedison.com — all part of the 2011 and 2012 Sustainability Reports

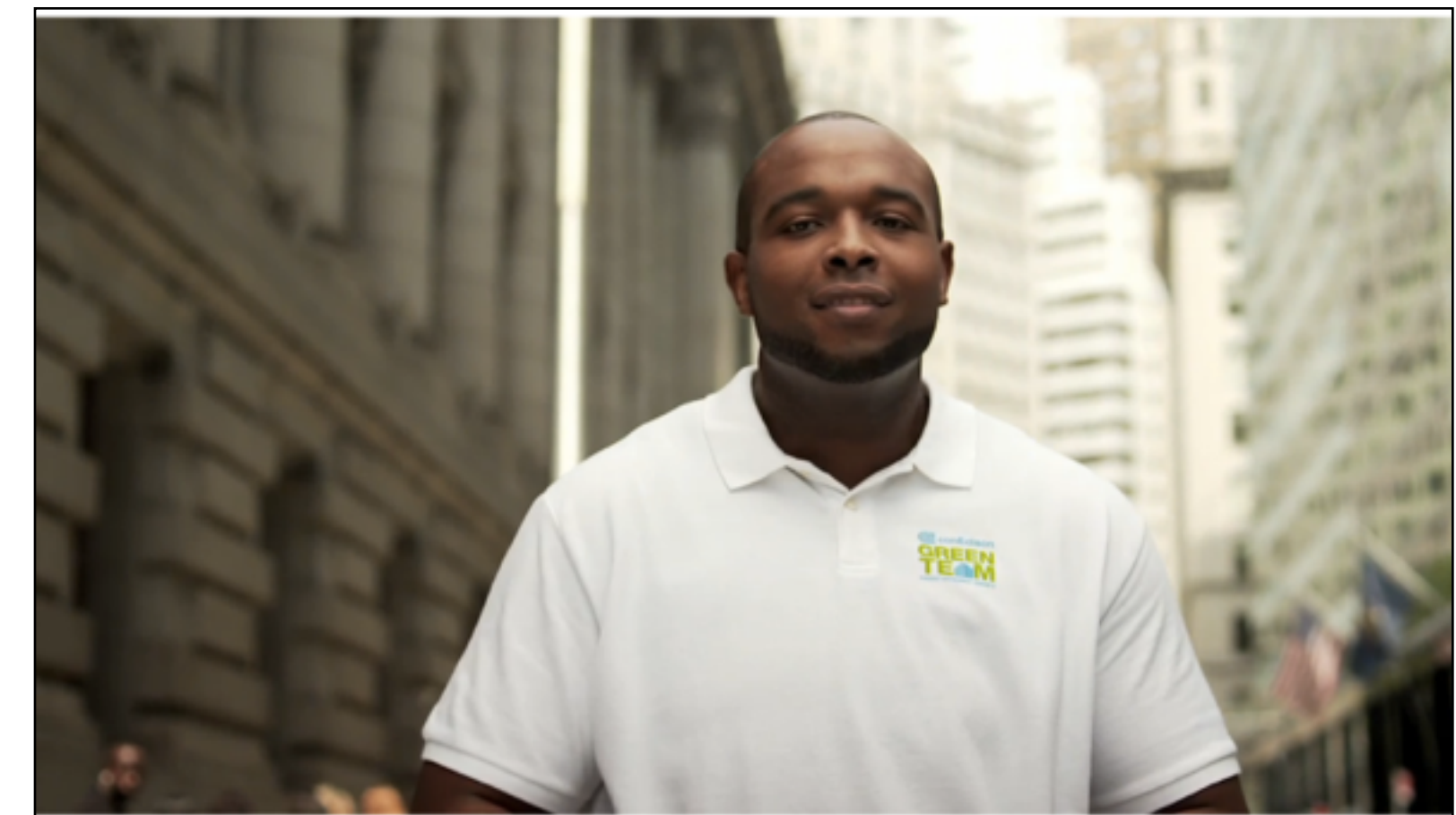
“Con Ed Weather Summit”



“Human Performance Improvement”



“Multi-family Incentives”



ORU.COM VIDEO CONTENT

23

Videos currently on ORU.com
ONLY 14 ARE UNIQUE TO O&R

Videos by Section

- 39% Brightcove “More” Carousel; now removed by Quick Wins
- 30% eSmart Kids microsite
- 13% My Energy Safety
- 9% Customer Experiences
- 4% Payment & Billing Options
- 4% Solar & Customer Generation

Videos by Type

- 43% Talking head
- 30% Demo
- 13% Animated w/voiceover
- 13% Interview/testimonial

Website Location

- 61% Unique to ORU.com
- 39.1% also on coned.com

ORU.COM VIDEO CONTENT (CONT'D)

Payment & Billing Options



Green Yards for Green Homes



O&R YOUTUBE CHANNEL

33

Videos on the ORUConnect YouTube Channel

Playlists

- Hurricane Sandy: 4 videos
- Converting to Natural Gas: 2 videos
- O&R Community Support: 2 videos
- Liked: 1 video

Posting Frequency

- Most recent video: “Call Before You Dig” (with Spanish subtitles), April 13, 2016
- Oldest video: 2012 O&R Emergency Services Forum, July 5, 2012

RECOMMENDATIONS

VIDEO CONTENT MIGRATION RECOMMENDATIONS

- Remove event-focused videos dated older than 3 years - that is, videos tied to a specific year (e.g., **2012** and **2010** Robotics videos)
- Discuss establishing owned/unique animation style for videos
- Migrate existing talking head videos, but revise to ensure brand consistency (ex., bumpers with logos in all videos)
- Improve categorization of video content (ex., “Good to Know” is one of the current video categories, but it does not clearly indicate for customers what the videos are about.)
- Embed videos in relevant parts of the site (ex., The video **“Fresh & Co. Energy Upgrades,”** would be better placed in a section of the site that addresses energy efficiency for small businesses.)
- Offer best videos on a topic rather than all videos on a topic. (ex. “The Power of Giving” consists of 31 videos)

FUTURE VIDEO CREATION RECOMMENDATIONS

- Ensure all new videos created align with our strategy and creative approach for the site
- Revise/re-shoot the most important videos to align to the new site approach
- Develop videos for gap areas and/or new content based on prioritized audience need and interest
 - E.g. Energy Savings Tips for Renters
 - E.g. Pay Your Bill (See [Chase Pay](#))

NEXT STEPS

NEXT STEPS

Outstanding questions about video content

- O&R to provide new ORU.com URLs for video content (June Quick Wins redesign launch broke audit links)
- Approval on removing event/timely videos older than 3 years and that are not required by Regulatory

APPENDIX: VIDEO EXAMPLES

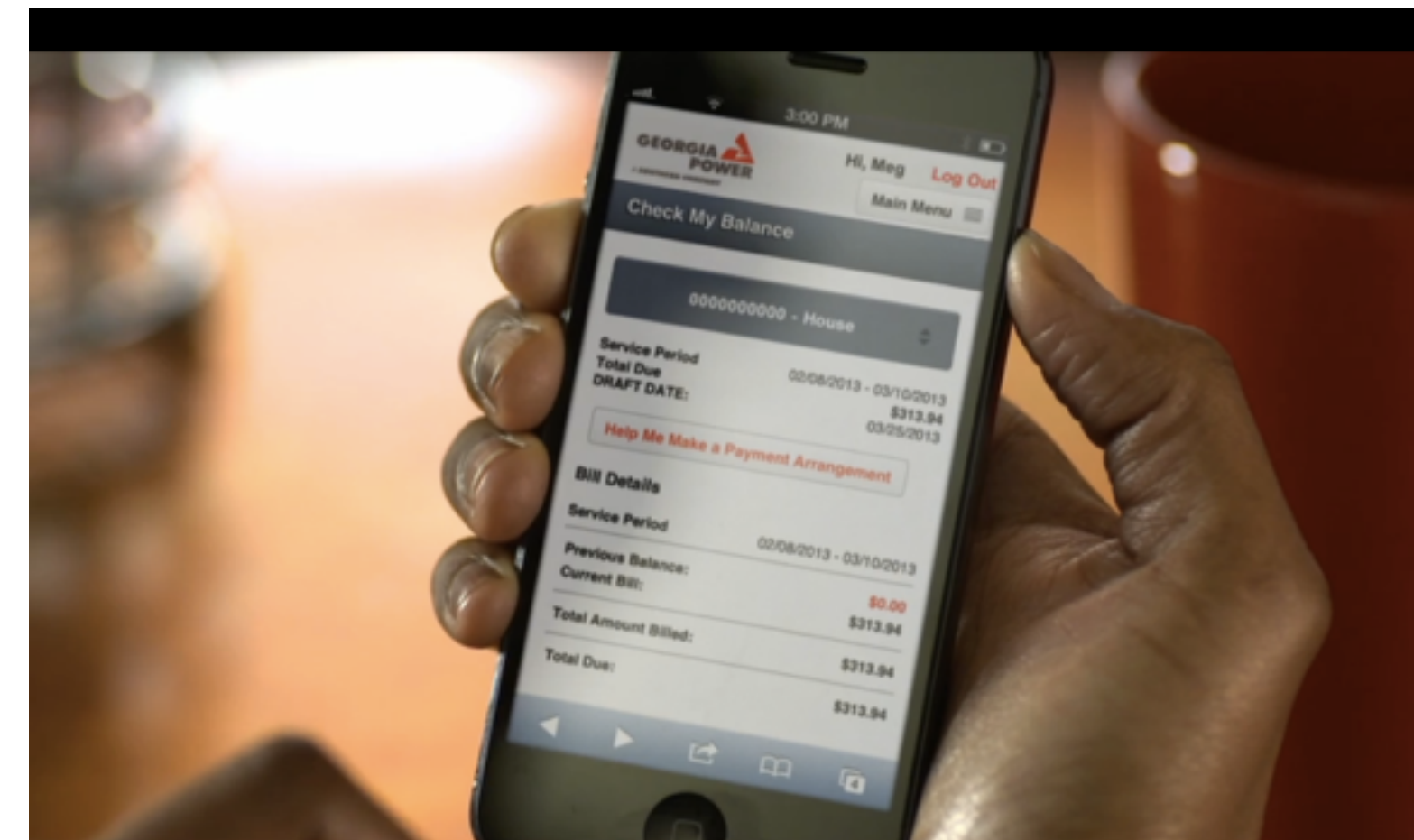
VIDEO EXAMPLES

We have chosen the following examples from competitors because they feature key elements of effective video content:

- Short, simple explanations
- An engaging and consistent style
- Clear calls to action

VIDEO EXAMPLES (CONT'D)

Georgia Power: Mobile

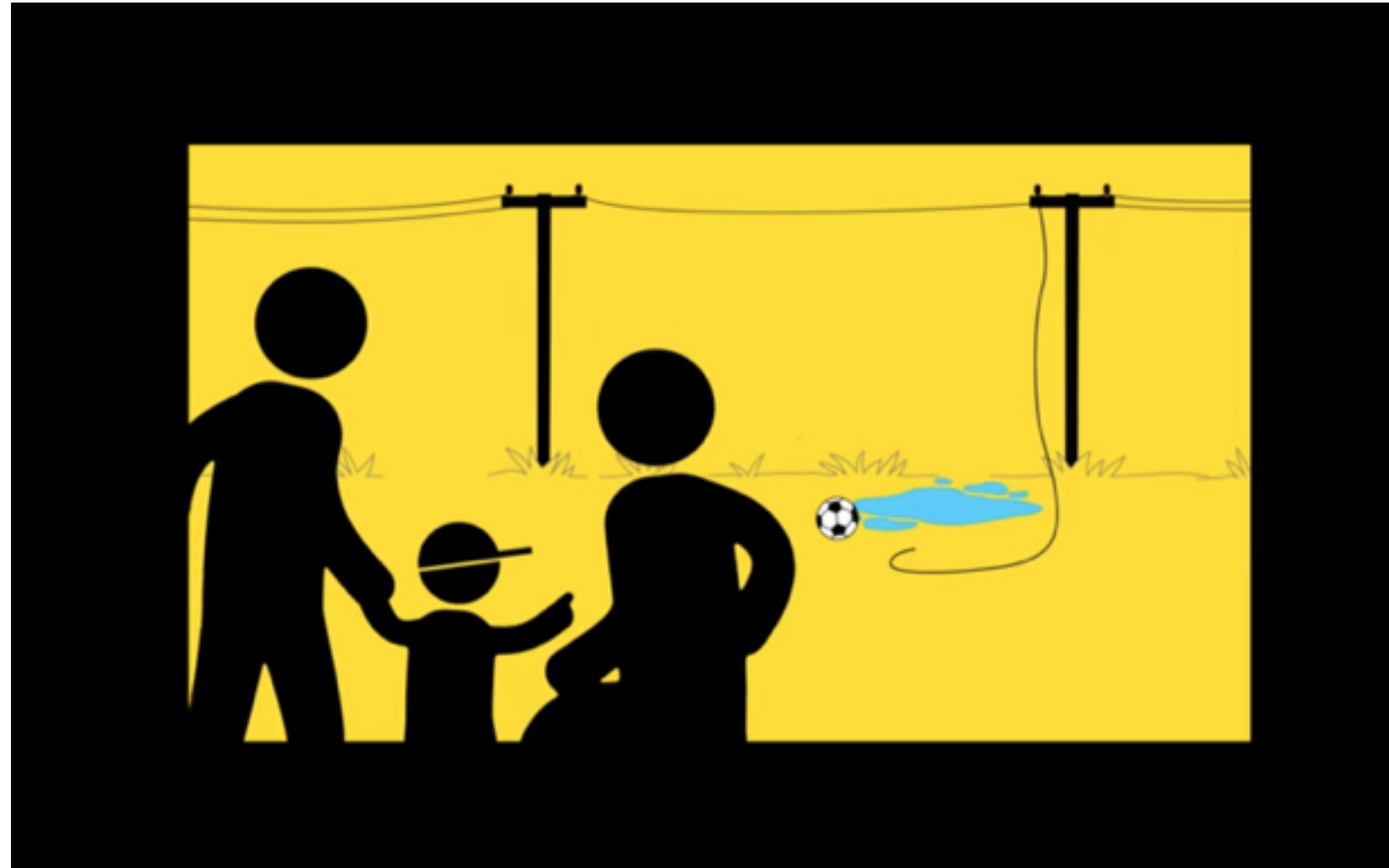


Why it works

- Features a regular customer
- Short, clear explanation of benefit
- Clear call to action

VIDEO EXAMPLES (CONT'D)

Southern California Edison: Power Lines & You

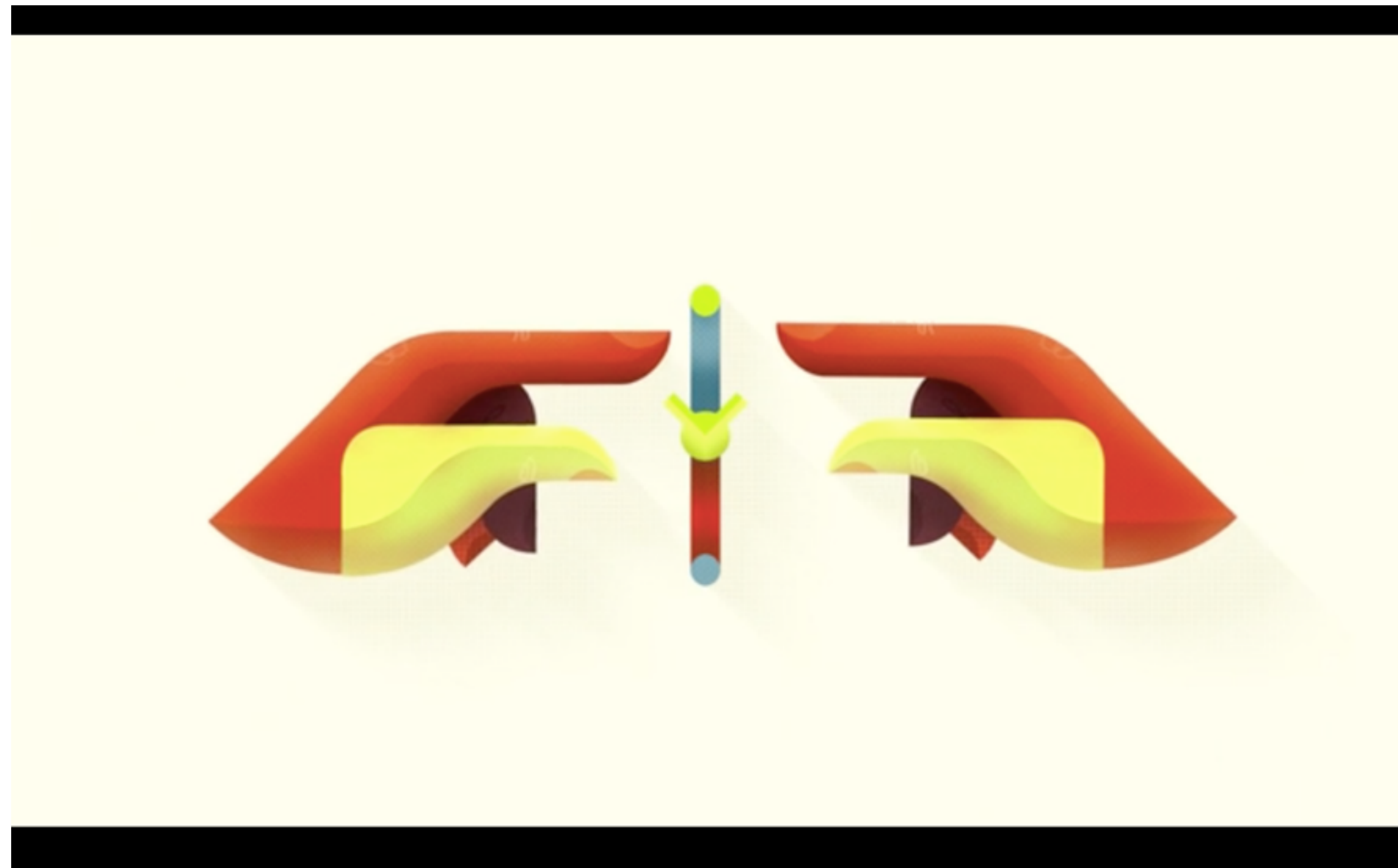


Why it works

- Simple animation - more ownable and clearer focus
- Clear call to action

VIDEO EXAMPLES (CONT'D)

Southern California Edison: Flex Alert

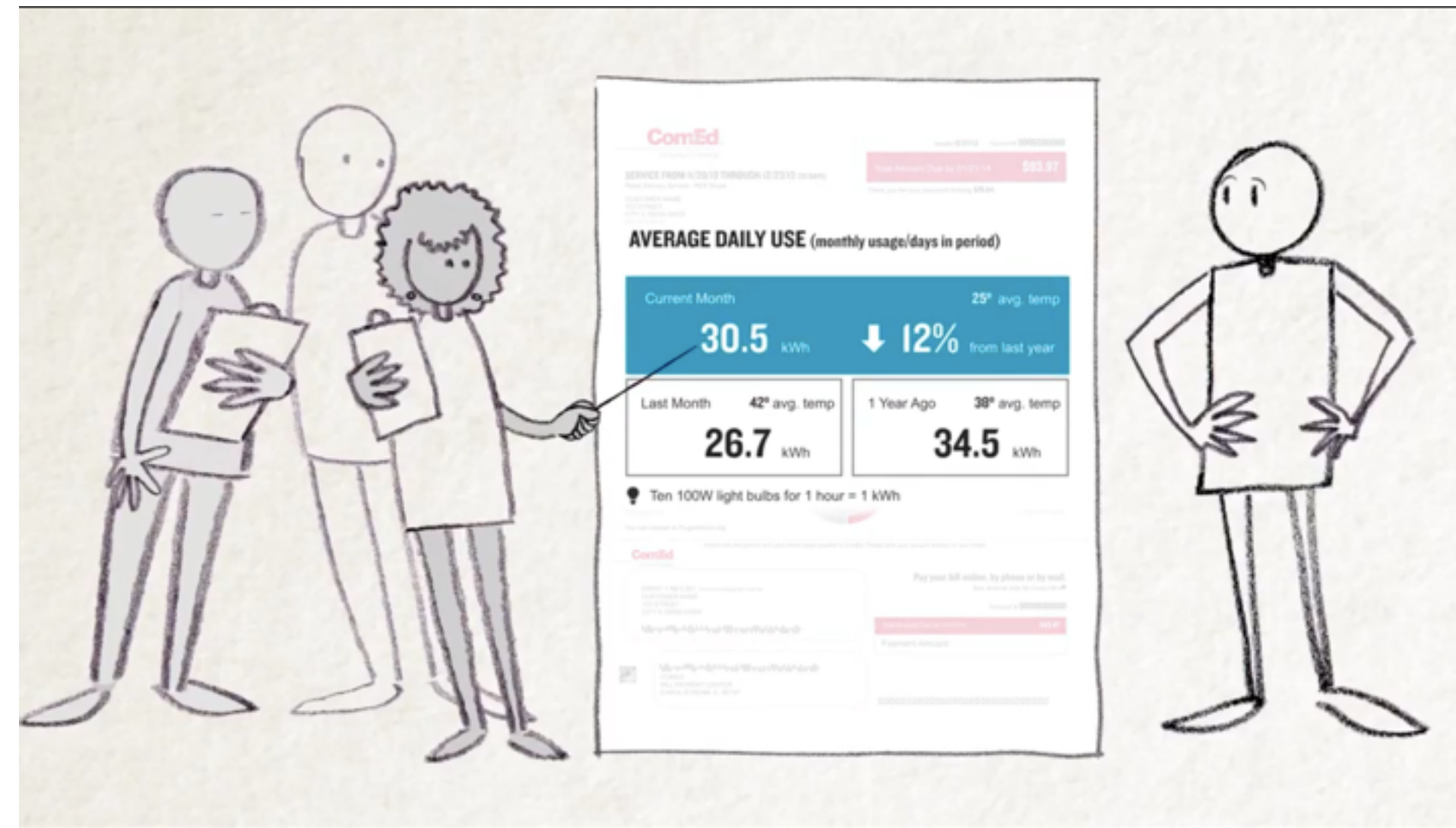


Why it works

- “Sticky” creative
- Relevant to get the message across

VIDEO EXAMPLES (CONT'D)

Com Ed: Customer Bill Video

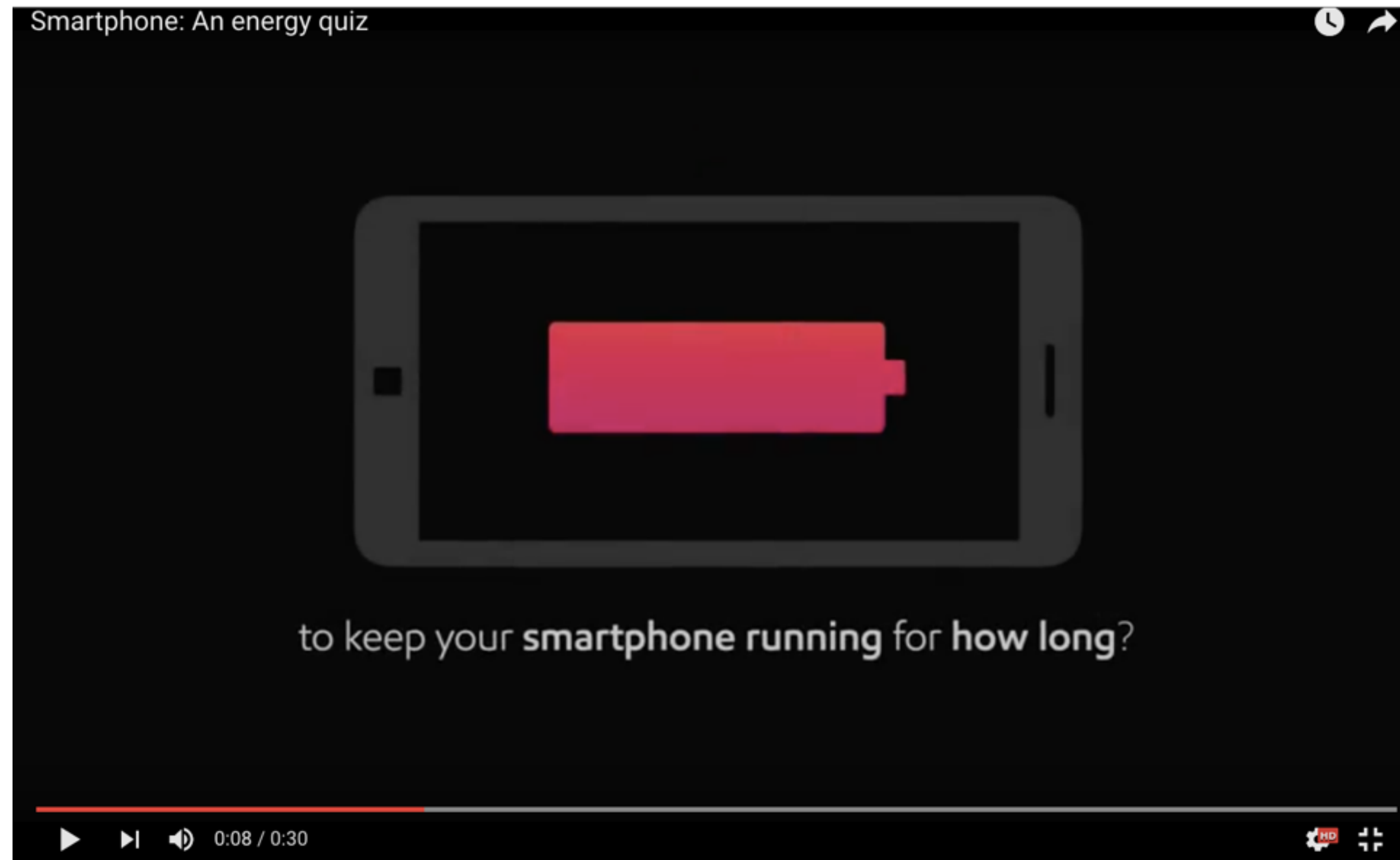


Why it works

- Short video that clearly explains the structure of the new bill format for customers.

VIDEO EXAMPLES (CONT'D)

Exxon Mobile: Energy Quiz



Why it works

- “Sticky” creative
- Relevant to get the message across