

An Internal Marketing Campaign Pitch

We are suggesting an internal marketing campaign in three segments:

Message 1: Calling All Leaders to Align & Connect the Dots.

The message would cover the message of getting ready for our new strategies, which includes refreshing your knowledge on topics like: BPD, Goals, EDIIP, IRP, etc. We would offer these topics in short videos, housed in a central location. The accompanying item should be something that allow for telling stories. Shown is a “Playable Art Ball,” a stress reliever gizmo that’s fun to mold and shape. Its individual spheres are connected to each other, but twist and turn, allowing you to reshape the entire structure. It works well for the connect-the-dots theme, as does the flexibility. Having a physical element as a leave behind after reading or watching a video offers a reminder to the key messages. *Themes: People, connect the dots for your them, our future in your hands, spheres are like electrons or gas molecules, color, diverse workforce more interdependent than ever before.*



Message 2: Changing Energy Landscape.

This message would cover another overarching message about the future to help set the stage for new strategies. For example, we might address the importance of strategy and signposts. We could present how customers are making choices (buying electric cars and smart appliances), which are changing how utilities need to react—we need to be more flexible, shave peak use, and offer new products and services. Here, we show this mailer with another desk art product from the same company – these are spinning tops in a shape of trees. *Themes: Planet, upend your thinking to meet the future of energy, and “flip the triangle” whenever possible.*



Message 3: The Future Requires Flexibility, Agility, Resiliency.

This message would cover the third message to complete this initial “story.” Perhaps we focus on being a profitable company. We could cover a variety of topics in video, including why it’s necessary to *bend the cost curve*, practice Lean principles, and invest in new areas. We show this mailer with another desk art product from the same company – a bendable puzzle. *Themes: Profit, the importance of being lean and weeding out waste, flipping the triangle whenever possible, etc.*

