



Inspire to Save Campaign



January 29, 2025

PEOPLES GAS®
ENERGY EFFICIENCY PROGRAM

NORTH SHORE GAS®
ENERGY EFFICIENCY PROGRAM

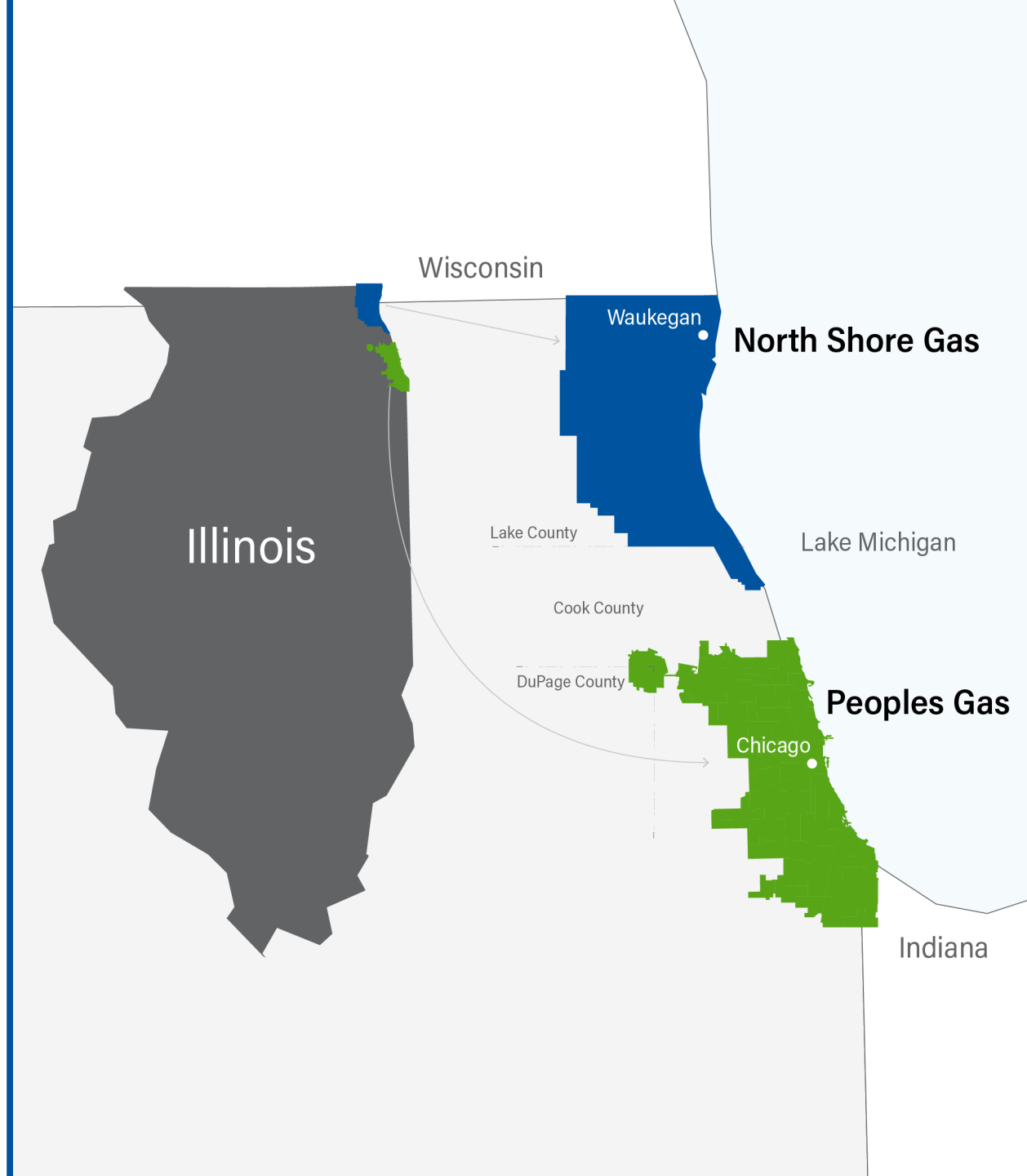
Who We Serve

NORTH SHORE GAS®
125 Years
1900-2025

Delivers natural gas to approximately 165,000 customers in the northern suburbs of Chicago.

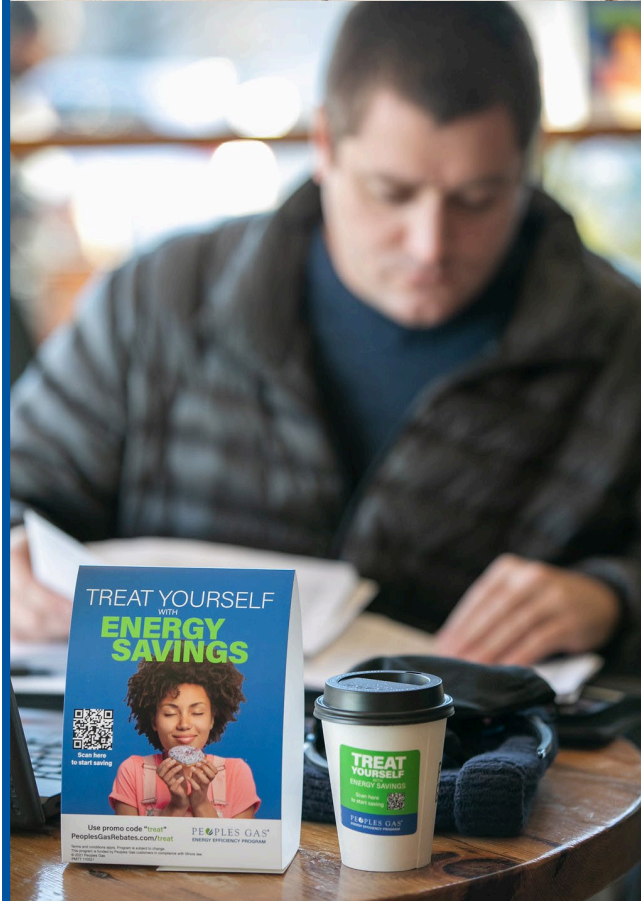
PEOPLES GAS®
175 Years
1850-2025

Delivers natural gas to approximately 891,000 customers in the city of Chicago.



Campaign Inspiration

- Meet customers in their communities, where they live and work
- With a variety of touch-points
 - ✓ Digital ads
 - ✓ Print ads at transit stops and on billboards
 - ✓ Community and aldermanic events, neighborhood fests, expos, farmers markets
 - ✓ Radio and streaming ads
- Emphasizing underserved communities





Inspiring Partners



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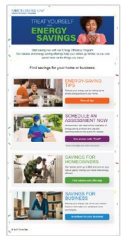


Emphasize Savings – Build Trust

Treat Yourself With Energy Savings



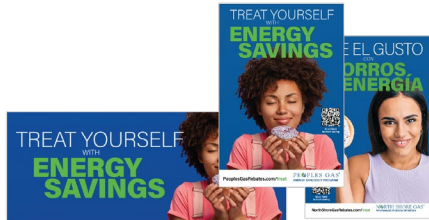
Animated Banner Ads



Splash Page



Social Media Posts



Billboard and Posters

Warm Up to Energy Savings



Find Comfort in Savings





Community Engagement



120
Events



2,600
Assessment Sign-Ups

Environmental and Community Impact

ENVIRONMENTAL IMPACT (since 2012)

153,000,000

Net energy savings (therms)

800,000

Carbon reduction (tons)

929,000

Acres of trees planted

193,000

Cars removed from the road

103,000

Homes' energy use offset

COMMUNITY IMPACT (since 2017)

772,000

Residential homes served

180,000

Income-qualified customers served

6,500

Businesses/public sector customers served

470

Direct portfolio jobs

28%

Diverse spend (2022-2023)





Thank You

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