

COMMERCIAL & INDUSTRIAL

Live June – December 2022



ENTERGY SOLUTIONS

Be in the business of saving

Earn 10% more cash on energy-efficient upgrades for your small business.

Learn more







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PAID MEDIA – COMMERCIAL & INDUSTRIAL

LARGE & SMALL 10% BONUS INCENTIVE

DIGITAL DISPLAY							
FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS	CLICKS	CTR	REACH	
Audacy	6/21/22	6/30/22	111,507	329	0.30%	N/A	
PFD	7/28/22	8/31/22	178,043	276	0.24%	41,469	



Additional 10% incentive bonus

Entergy Solutions is offering a **10% bonus** on top of prescriptive incentive rates on all Prescriptive and Custom Lighting and Non-Lighting projects.





PAID MEDIA – COMMERCIAL & INDUSTRIAL

SMALL 10% BONUS INCENTIVE

DIGITAL DISPLAY								
FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS	CLICKS	CTR	REACH		
PFD	9/20/22	12/18/22	559,116	1,052	0.18%	97,263		

PAID SOCIAL MEDIA							
FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS	CLICKS	CTR	REACH	
Spears Group	11/21/22	12/18/22	268,225	1,186	0.59%	47,311	







PAID MEDIA – COMMERCIAL & INDUSTRIAL

MONTHS IN MARKET

TACTICS

TOTAL
IMPRESSIONS

186 PEOPLE REACHED

2,843 TOTAL CLICKS

0.33% AVERAGE CTR





EARNED MEDIA – COMMERCIAL & INDUSTRIAL

LARGE & SMALL 10% BONUS INCENTIVE

Spears Group developed and distributed market-specific **press releases** to highlight the C&I 10% summer bonus incentive. We targeted media in Acadiana, Central LA, North LA, Northeast LA, Northwest LA and Southwest LA.







6PARK.NEWS/LOUISIANA



The story was picked up by 5 outlets and received newsletter inclusions, on top of online print placements.







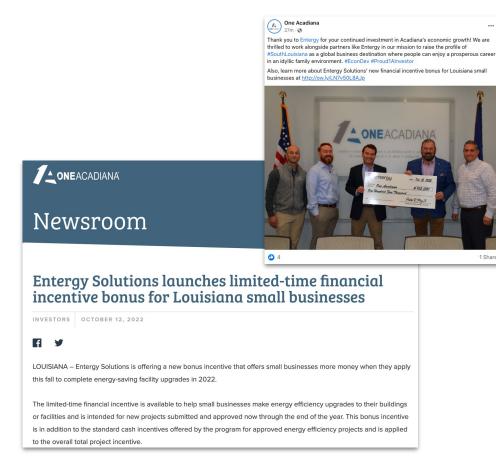
EARNED MEDIA – COMMERCIAL & INDUSTRIAL

SMALL 10% BONUS INCENTIVE

Spears Group developed and distributed a **press release** to highlight the extension of the Small C&I 10% bonus incentive. We targeted partner organizations who work and communicate directly with small businesses across the state.

The story was picked up by OneAcadiana and shared on the organization's website and social media.





PARTNERSHIPS – COMMERCIAL & INDUSTRIAL

Spears Group helped form relationships, find relevant events and purchase sponsorships with the following organizations to reach potential C&I customers.















