



BY ENTERGY LOUISIANA

COMMERCIAL & INDUSTRIAL

Live June – December 2022



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Earn 10% more cash on
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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



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Entergy Louisiana Sponsored

Complete an energy-saving project before the year ends, and Entergy Solutions will tack on an additional 10% cash bonus.

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ENTERGY-LOUISIANA.COM
Get paid to upgrade.
Entergy Solutions offers programs for Entergy Lou... [Contact us](#)

PAID MEDIA – COMMERCIAL & INDUSTRIAL

7 MONTHS
IN MARKET

2 TACTICS

1.1 M TOTAL
IMPRESSIONS

186K 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.

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



6PARK.NEWS/LOUISIANA



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.



Entergy Solutions launches limited-time financial incentive bonus for Louisiana small businesses

INVESTORS | OCTOBER 12, 2022

LOUISIANA – Entergy Solutions is offering a new bonus incentive that offers small businesses more money when they apply this fall to complete energy-saving facility upgrades in 2022.

The limited-time financial incentive is available to help small businesses make energy efficiency upgrades to their buildings or facilities and is intended for new projects submitted and approved now through the end of the year. This bonus incentive is in addition to the standard cash incentives offered by the program for approved energy efficiency projects and is applied to the overall total project incentive.

PARTNERSHIPS – COMMERCIAL & INDUSTRIAL

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

