

AGRICULTURE SOLUTIONS

Live May – December 2022

PAID MEDIA – AGRICULTURE SOLUTIONS

DIGITAL DISPLAY						
FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS	CLICKS	CTR	REACH
PFD	8/11/22	12/31/22	832,924	2,257	0.28%	53,779

PAID SOCIAL MEDIA							
FULFILLMENT	CAMPAIGN	LAUNCHED	ENDED	IMPRESSIONS	CLICKS	CTR	REACH
Spears Group	Cash In	8/11/22	12/31/22	114,906	1,953	3.47%	49,697
Spears Group	OYY	8/11/22	12/31/22	100,382	1,485	2.30%	38,936

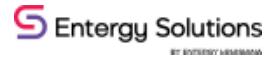
PAID MEDIA – AGRICULTURE SOLUTIONS

DIGITAL AUDIO

FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS	REACH
Audacy	5/20/22	7/31/22	347,168	37,470
PFD	8/11/22	12/31/22	81,189	13,207



:30 SPOT



LOUISIANA FARM & RANCH PRINT ADS

FULFILLMENT	LAUNCHED	ENDED	IMPRESSIONS
Spears Group	4/1/22	12/1/22	20,000



PAID MEDIA – AGRICULTURE SOLUTIONS

LOUISIANA FARM & RANCH ARTWORK



SAVE ON EXPENSES WITH ENTERGY SOLUTIONS
Receive cash incentives for upgrading systems that optimize your facility's energy output and save you money.

Agriculture energy expenditures can be costly for farmers, ranchers and agricultural businesses. With Entergy Solutions, you can earn cash incentives for various system upgrades.

- Ventilation Systems
- Refrigeration Systems
- Lighting Systems
- Variable Frequency Drives (VFDs)
- Irrigation Systems

Additional incentives may be available for custom Agriculture projects.

Ready to save energy and money for your farm today? Call **844-829-1300** or email entergysolutionsla@entergy.com.

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STEPS TO PARTICIPATE

- 1. Initiation**
Schedule an Agriculture Energy Audit with an energy advisor to determine your facility's energy savings potential.
- 2. Application**
The customer or contractor identifies the project and submits required documents to program.
- 3. Pre-Approval**
Program performs pre-approval review. A site visit may be required.
- 4. Execution**
Complete the project within the 2022 calendar year.
- 5. Post-Installation**
Program schedules site visit and distributes incentives.

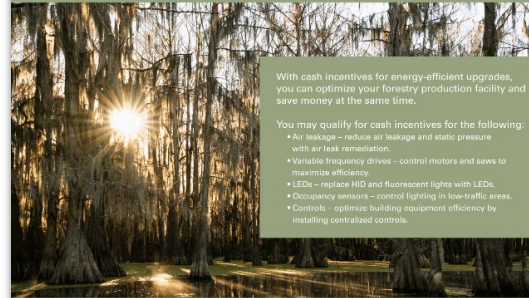
ENERGY SOLUTIONS
AN ENTERGY COMPANY



WE POWER LIFE™

If a tree falls in the forest, over 25,000 people in Louisiana's forestry industry hear it.

And Entergy Solutions hears you.




With cash incentives for energy-efficient upgrades, you can optimize your forestry production facility and save money at the same time.

You may qualify for cash incentives for the following:

- Air leakage – reduce air leakage and static pressure with air leak remediation.
- Variable frequency drives – control motors and save to maximize efficiency.
- LEDs – replace HID and fluorescent lights with LEDs.
- Occupancy sensors – control lighting in low-traffic areas.
- Controls – optimize building equipment efficiency by installing centralized controls.


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Did you know that irrigation pumping accounts for up to 26% of major production costs for Louisiana rice farmers?



The details matter, so let's get granular about how Entergy Solutions can help you save


Entergy Solutions can upgrade your irrigation systems by:

- Reducing well pump motor horsepower to save up to 40% in energy costs
- Ensuring proper spacing of low-pressure nozzles
- Reducing system pressure and achieving a 35% reduction in energy costs

You may also qualify for cash incentives for the following:

- Variable frequency drives for pumps
- Shop lighting
- Grain bin controls
- Grain bin fans upgrades

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PAID MEDIA – AGRICULTURE SOLUTIONS

LOUISIANA FARM & RANCH ARTWORK



Optimize your yield

Ready to save money and energy for your farm today?

Entergy Solutions can provide short- and long-term savings by offering cash incentives for making energy efficiency upgrades to your equipment and systems. These upgrades help reduce your utility costs and optimize your energy output, saving you money in the long run.

Eligible upgrades for cash include:

- Lighting for warehouses and production areas
- Process pump upgrades
- Grinders/pump upgrades
- Irrigation pump upgrades
- Variable frequency drives for existing pumps
- Shop lighting

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Cash in on energy savings

Ready to save energy and money for your farm today?

Entergy Solutions gives cash incentives for energy efficiency upgrades to your farm or agribusiness. It almost sounds too good to be true, but it's not.

Call **844-829-1300**, email entergysolutionsla@entergy.com or visit entergysolutionsla.com.



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Here to help farmers

On National Farmer's Day—and every other day, too.

Entergy Solutions can provide short- and long-term savings by offering cash incentives for making energy efficiency upgrades to your equipment and systems. These upgrades help reduce your utility costs and optimize your energy output, saving you money in the long run.

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PAID MEDIA – AGRICULTURE SOLUTIONS

8 MONTHS
IN MARKET

4 TACTICS

1.47 M TOTAL
IMPRESSIONS

193K PEOPLE
REACHED

5,769 TOTAL
CLICKS

2.02% AVERAGE
CTR

EARNED MEDIA – AGRICULTURE SOLUTIONS

Spears Group developed and distributed market-specific **press releases** to highlight the Agriculture Solutions program. We targeted media in Acadiana, Central LA, North LA, Northeast LA, Northwest LA and Southwest LA.

The story was picked up by **3 outlets** and resulted in an **interview** that made the **homepage feature** story on KNOE'S website.

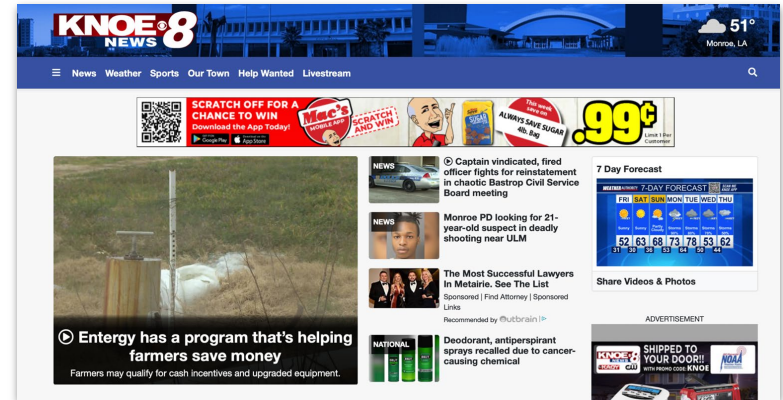


[LINK TO STORY](#)

Online Unique Visitors/Month: **4,000**



[LINK TO STORY](#)



[LINK TO STORY](#)

Online Unique Visitors/Month: **62,000**

PARTNERSHIPS – AGRICULTURE SOLUTIONS

Through ongoing research, Spears Group helped form relationships, find relevant events and purchase sponsorships with the following organizations to reach potential Agriculture Solutions customers.




OWNED MEDIA – AGRICULTURE SOLUTIONS

APTIM WEB STORY

Spears Group developed a **website feature for APTIM** to highlight Entergy Solutions' mission, explain its Agriculture Solutions offerings and uplift completed projects.

The feature lives permanently on **APTIM's website** under the “media” tab.



APTIM-administered Entergy Solutions Program Incentivizes Farmers to Save Energy and Reduce Operating Costs

MEDIA / APTIM ADMINISTERED ENERGY SOLUTIONS PROGRAM...

Delivering solutions to create more energy-efficient communities is vital to decreasing energy usage and increasing renewable energy generation. APTIM plays a key role in helping utilities, residents, various industries, and government entities achieve these goals.

In Louisiana, APTIM serves as the administrator of Entergy Louisiana's energy efficiency program, **Entergy Solutions**. As program administrator, APTIM supports its utility partner Entergy Louisiana, by creating and delivering award-winning energy efficiency solutions through program design, implementation, innovative marketing initiatives, and managing a team of consultants.

How it Delivers

Entergy Solutions offers programs for Entergy Louisiana customers to save energy and money by reducing the up-front cost of a variety of energy efficiency upgrades. A small portion of money received from Entergy Louisiana's business and residential customer utility bills is allocated to fund Entergy Solutions. The program partners with participating trade allies, contractors, and retailers to help customers select and install equipment and complete energy efficiency upgrades. These partners help identify where upgrades can be made and how to maximize dollar and energy savings. For businesses, Entergy Solutions provides cash incentives for completing energy efficiency improvements to existing and new buildings.

In January 2022, Entergy Solutions announced that it will expand offerings to better serve the state's agriculture and agribusiness industries. Farmers in Acadiana and throughout the state know how costly agriculture-energy expenditures can be. Entergy Solutions' newly launched Agriculture Solutions program can help with these costs by providing a variety of ways to decrease unnecessary energy usage and save on expenses while maintaining a modern, safe, and most importantly, profitable operation. The program provides cash incentives to local farm owners for upgrades to ventilation, lighting, refrigeration and irrigation systems, variable frequency drives and more. Additionally, customized incentives for farm equipment based on the specific goals and needs of certain agriculture projects are available.

"Between price inflation and deflation, COVID-19 restrictions, and natural disasters, Louisiana's farmers and their families have faced unprecedented obstacles over the past couple years," said Heather LeBlanc, Entergy Louisiana, Regulatory Affairs. "This program not only helps customers decrease their usage, but also sets them up for long-term financial security."