

“From Stadium to Home”

How innovations in energy are recharging the arena experience—
and enhancing fans’ lives with reliable, cleaner power

Overview

America's love of football is an invisible energy current that extends from epic home-field matches to living rooms and packed pubs where viewers are united by their passion for the game. A crucial message is likewise transmitted beyond the end zones as pro sports leagues see how NRG's smart solutions can inspire fans to take action toward sustainability in their homes and communities.

Through compelling custom content, WP BrandStudio will bring NRG's message to life for *The Washington Post's* influential and energy-conscious consumer and business readers. Leveraging both NRG's partnerships and the Post's state-of-the-art editorial technologies, we'll generate awareness and affinity for the NRG brand—highlighting their groundbreaking innovations while showing their relevance to consumers seeking affordable, reliable and cleaner energy solutions.

Execution

A **two-part multimedia program** engages readers in different yet complementary ways.

Part 1: “*The Stadium of the Future*”

Readers explore an interactive futuristic stadium that showcases present-day NRG innovations and touches on future technologies (360° experience or infographic*)

Part 2: “*From Stadium to Home*”

Readers journey into communities around stadiums to see how fans bring NRG's solutions back to their homes in new and exciting ways (journalistic article)

* Depending on spend level, the 360° experience could be executed as an interactive infographic

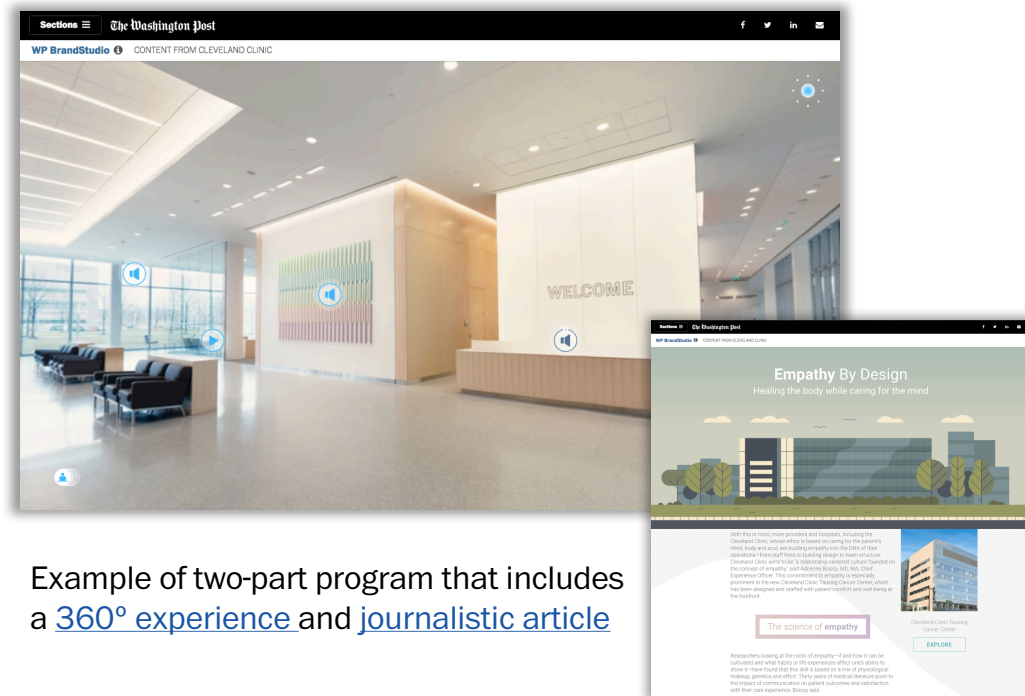
Program Details

The content executions in each of the two program parts will be individually published and promoted for a determined period of time.

- Content executions are released on separate URLs and interconnected for easy exploration

An on-site game-day installation could extend the branded experience.

- NRG could set up laptops and tablets at stadiums where visitors can interact with the custom content



Example of two-part program that includes a [360° experience](#) and [journalistic article](#)

Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

Part 1: *“The Stadium of the Future”*



Mocks are for proposal purposes only



From a visually compelling entry point, readers click to explore a 360° rendering of a stadium.

“The Stadium of the Future” cont’d



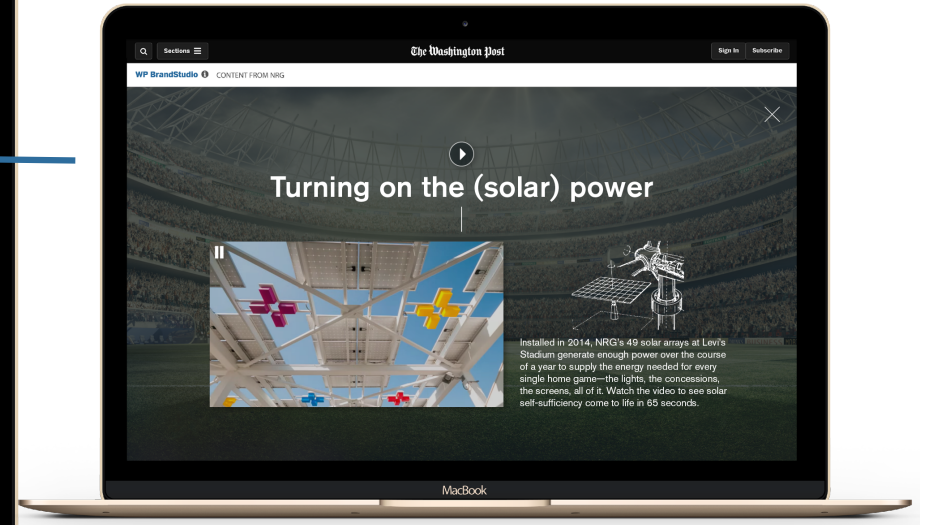
Readers click on interactive hotspots to explore text, photo and audio information about current and future stadium innovations. Examples include:

- Field: Grass watered by repurposed wastewater
- Lighting banks: NRG LED lights
- Roof: NRG wind turbines

Readers can navigate to other areas of the stadium to explore hotspots there. Ideas include:

- Food kiosk: Sustainably produced options
- Parking lot: NRG electric vehicle charging, access to public transit
- Control room: Workings of lights, wind turbines, scoreboard, etc.

“The Stadium of the Future” cont’d



Sample hotspot: Readers click on the solar panels to learn about NRG’s innovations and watch a sourced time-lapse video of the installation at Levi’s Stadium

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Part 2: “*From Stadium to Home*”

Leveraging the Post’s award-winning journalistic lens, we’ll look at how NRG’s innovations extend beyond the stadium to help shape urban transportation, boost local economies and enhance life in surrounding communities.

- For each of NRG’s key markets, we’ll create a deeply researched narrative that explores sustainability in the community—incorporating sourced photography and insights from residents and NRG experts
- We’ll publish all the articles simultaneously, using geo-targeting technology to distribute each piece to only its relevant readers
- Key markets could include: Philadelphia, Houston, New York, Boston, Washington, D.C., San Francisco, Minnesota
- At lower spend levels, these markets will be covered in a single article for national distribution

Sample article: “Philadelphia”

Starting with Lincoln Financial Stadium as a point of entry, we’ll look at how the arena obtains 100% of its energy needs from wind energy credits. We’ll connect this to local businesses that have adopted sustainable practices (such as a solar-powered Shake Shack in King of Prussia); stadium employees who have received incentives to switch to wind energy at home; and fans who are making more energy-conscious transportation choices (for example, taking Protera electric buses).

What Makes the Program Unique

Advanced engineering technologies

WP BrandStudio leverages the Post's editorial tools to create, publish and promote NRG's story.

- **Brand Insights Dashboard:** We use WaPo's advanced editorial analysis tool to determine related topics, headlines and formats that have resonated best with our readers on specific topics in the past 12 months.
- **CLAVIS:** We use our advanced 1st party data to promote NRG's story to readers who will most deeply engage in it
- **Impact Score:** We use our exclusive impact score to measure NRG's custom content results vs. other WP BrandStudio custom content and WP editorial articles

Brand Insights Dashboard

Article Title	Impact Score	Date
How Turkey became the world's most powerful nation	21,088	Feb 28, 2017
Why the GOP health plan really means for you	9,340	Mar 1, 2017

Social media amplification

A WP BrandStudio social media specialist is dedicated to boosting content through organic and paid measures.

- Content is promoted through WP BrandStudio Facebook, Twitter, LinkedIn, Instagram and YouTube accounts
- To drive conversation, additional social-only content could be created such as short videos, GIFs, polls, and “snackable” fact cards

