



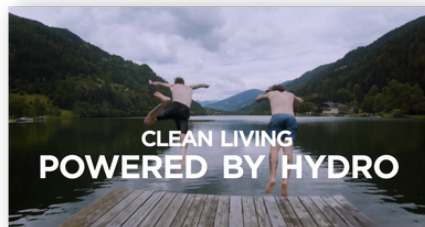
RESULTS FROM NHA'S 2022 DIGITAL AD CAMPAIGN

While hydropower and pumped storage enjoy strong support from those 55+, younger people are more excited about wind and solar. To proactively build public support, NHA launched in new digital advertising campaign in 2022 designed to increase support among millennials (ages 25-40).

IDENTIFYING HYDROPOWER'S MESSAGE

To identify which message would resonate with a millennial audience, NHA created three ads with three distinct messages:

- “Below the Surface”: What hydropower means to local communities – hydro creates community gathering spaces & projects parks
- “Deep Breath”: What hydropower means for a clean energy future – hydro is a climate solution
- “Clean Living”: What hydropower means to our everyday lives – hydro allows you to live your life with a clean energy conscience



NHA then tested the ads in four regional test markets (Boston, MA / Atlanta, GA / Des Moines, Iowa / Minnesota, and Bakersfield/Fresno/Monterey/Salinas, California), surveying nearly 2,400 individuals. In each market, NHA also held small focus groups to gain a deeper insight into how hydro is viewed and how the ads performed.

WHAT WE LEARNED

The results of surveys and focus groups were eye-opening; here are just a few key takeaways:

- 11% of survey participants had never heard of hydropower. By way of comparison, 1% had never heard of solar or wind. What this means is that hydropower has a significant opportunity to close the education gap.

11%

of individuals surveyed said they had never heard of hydropower

90%

Test ads successfully raised hydropower's favorability above 90 percent

- All three of our test ads were successful and raised hydropower's favorability above 90 percent. Simply put, the ads demonstrated that if we tell hydropower's story we can increase support for the industry.

THE WINNING AD

However, the survey revealed a significant intensity behind our test ad titled "Beneath the Surface". The ad describes how hydropower enriches local communities by protecting ecosystems and creating public gathering spaces.

Survey results showed that we positively lifted public sentiment by 26% on gathering spaces and 18% on protecting ecosystems.

When asked about the ad, 71% of survey participants said the ad provided new information that they did not know.

71%

of survey participants if said ad provided new information that they did not know

26%

"Beneath the Surface" ad positively lifted public sentiment by 26% on gathering space

"I wasn't aware that you could make new sources to harness hydropower and build parks around them. I also wasn't sure if wildlife would be negatively affected by it, but this ad made me think different."

- Survey Respondent

DEPLOYING THE AD: "BENEATH THE SURFACE"

With the ad "Beneath the Surface" selected, based off the positive survey results, we deployed it in the Northeast (Maine, Massachusetts, and New York) and Southeast (Georgia, Alabama, and Tennessee).

We used three platforms to reach our audience: social media (Facebook/Instagram), connected tv (Hulu, Roku, ad-supported tv) and programmatic video (this means you would see the ad on websites like CNN or NY Times).



THE AD DEPLOYMENT RESULTS

All told, each person saw the ad 13 times per week over the course of the campaign deployment. To do so, we leveraged 33 million impressions, across 3.8 million devices (phone, table, laptop) to reach nearly 2 million people – exceeding our reach goal of 700k.

Our primary goals for the campaign were shifting perceptions of hydropower's impact in local communities and message retention.

To that end, the ad was successful in increasing favorability – with statistically significant +6pts lift in strong positive perceptions of community impact. We saw this positive lift in both regions tested.

And for message retention, our ad saw a statistically significant increase of +8pts. For the audience that viewed our ad on connected tv (Hulu, Roku), message retention was as high as +14pts.

3.8M

All told, the ad campaign reached 3.8 million devices (phone, table, laptop)

2M

The campaign reached nearly 2 million individuals exceeding goal

33M

To reach our targeted audience, the campaign totaled 33 million impression across social & connected tv

WHAT THE RESULTS MEAN

- Our ad was memorable and sticky. And if you saw it on platform like Hulu you really remembered it. Our ad firm said they rarely see +14 pts message retention.
- Our ad delivered new information for viewers. The core message of the ad is: hydro enriches our communities. The +6pts lift in favorability demonstrates that the message broke through and increased favorability.
- In addition to reaching the public, this ad campaign also helped to educate the industry on how to talk about hydro. Conveying what we do for the community (building trails and parks, improving water quality, protecting wetlands and wildlife to name a few) can positively impact the way people view hydropower as a resource.

WHAT COMES NEXT

NHA is preparing to launch a new ad campaign for 2023. For this cycle we will be highlighting that hydropower complements other renewables for a clean energy future. We are planning to deploy the ad in the Northeast, Midwest and Southeast.

HOW YOU CAN GET INVOLVED

Our first ad campaign was a success thanks to Alabama Power Company, Brookfield Renewable Energy Group, FirstLight Power, GE Renewable Energy, Georgia Power Company, Gomez and Sullivan Engineers, Kleinschmidt Associates, Mavel Americas, Inc., Nelson Energy, New York Power Authority, and Tennessee Valley Authority.

Our goal is to build upon our success by launching a bigger campaign that will reach more people. NHA's Board has authorized \$300K for this effort in 2023. But we need at least \$700K to be successful in all three regions. Contributing enables you to join the Steering Group that shapes the ad and the campaign, and ensures that the ad is seen in your priority areas.

If you are interested in participating, please contact LeRoy Coleman at leroy@hydro.org.