



The 2016 Questline Illumination Awards



Marketing Efficiency



Marketing Effectiveness



Illumination Award for Marketing Efficiency

 The Marketing Efficiency award recognizes a utility who has found new ways to do more with less. The award identifies a utility advancing their goals by doing more with automation and technology.



Email Campaign







And the winner is...



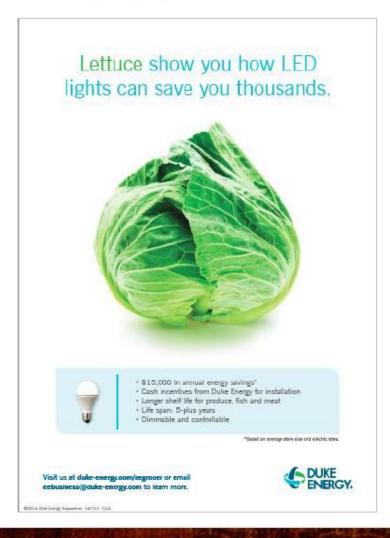
Illumination Award for Marketing Effectiveness

 The Marketing **Effectiveness Award** recognizes a utility who has demonstrated innovative strategies and results-based tactics to effectively achieve key business goals.



Marketing Effectiveness

Creative (Print)



LED lights.

Other lights.





Save thousands in energy costs. And more in reduced spoilage.



- 815,000 in annual energy savings"
- · Cash incentives from Duke Energy for installation
- Longer shelf life for produce, fish and meat
- Life span: 0-plus years
- . Dimmable and controllable

"Basel on average store also and electric rates.

Visit us at duke-energy.com/eegrooer or email ccbusiness@duke-energy.com to learn more.



Bijosa Dan Farig Communica 14/715 7/14

Creative (Digital)

Orange you ready to start saving?

Switch to LED lighting today.

- \$15,000 in annual energy savings*
- · Lengthen meat and produce shelf life
- · Skip replacing your light bulbs for 5-plus years at a time

Plus, get cash incentives from Duke Energy.



*Based on average store size and electric rates.



Orange you ready to start saving?



And the winner is...



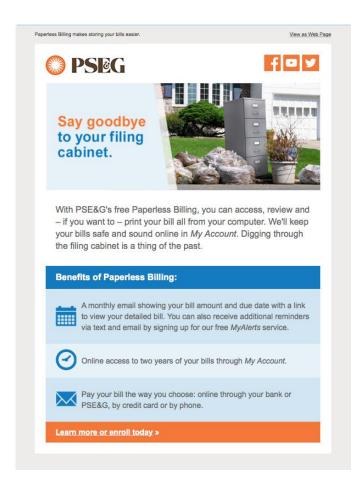
Illumination Award for Customer Responsiveness

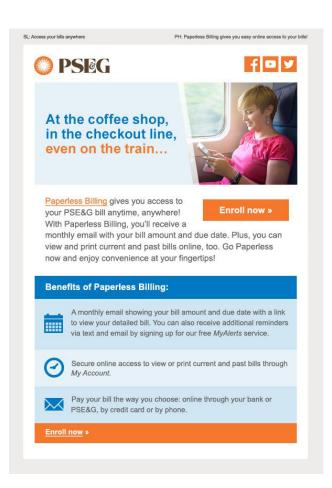
The Customer
Responsiveness award
recognizes a utility that
has made it a priority to
identify and respond to
changing customer
needs.



Customer Responsiveness

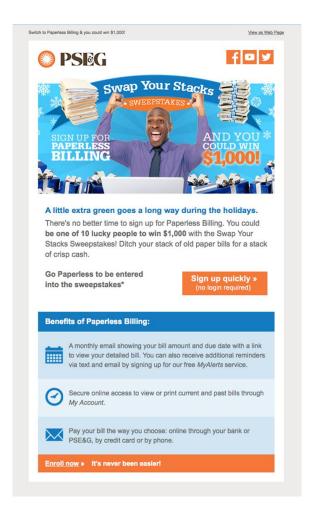
Email Campaign





Email Campaign





And the winner is...





