QUESTLINE

We Make Energy Engaging

Let Us Entertain You

QUESTLINE CREATIVE SHOWCASE

Please enjoy a sampling of the various types of creative work being produced by Questline.

If you have any questions or would like more information, please contact your account manager.

Thank you!

QUESTLINE

We Make Energy Engaging

Email

People check their mobile phones up to **150x** a day.

Source: kpcb.com

72% of consumers say that email is their preferred way of communicating with companies.

Source: marketingsherpa.com

For easy and convenient billing, sign up for online payments.

Entergy
THE POWER OF PEOPLE

Shrink the stack.
Protect the planet.

Go PaperFREE

Americans use tons of paper each year. Reduce your impact on the environment by choosing paperless billing. PaperFREE makes paying your monthly bill online convenient and secure.

- Receive an email when your bill is posted.
- View previous bills from the past 24 months.
- Stay on top of due dates with text alerts.
- Know your payment is processed immediately.

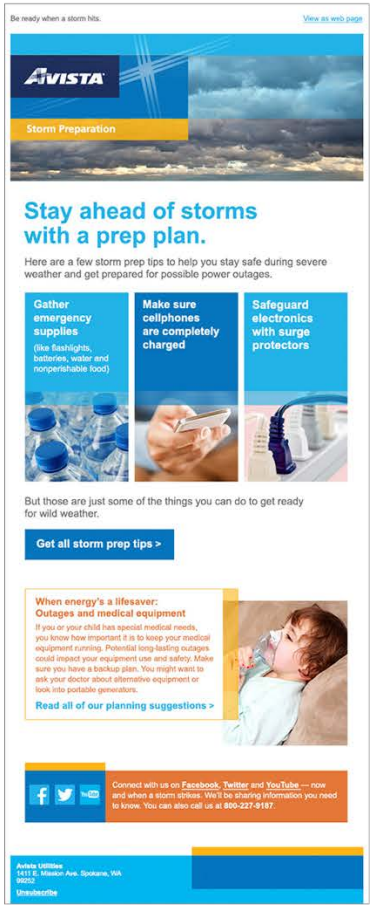
Reduce your yearly paper usage.

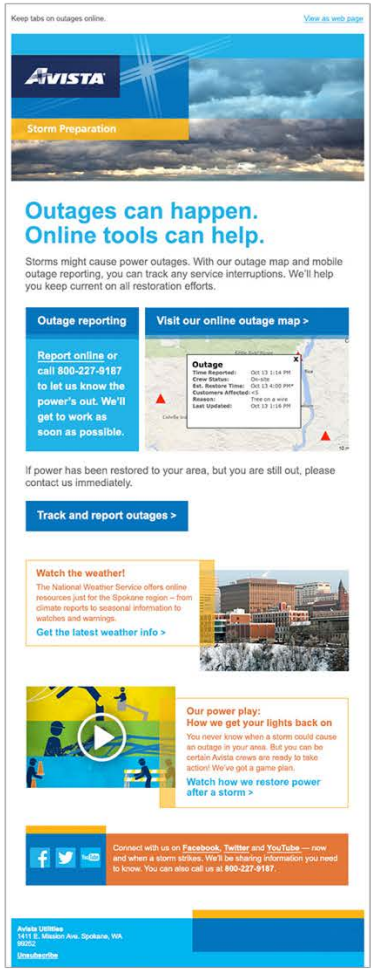
Go PaperFREE

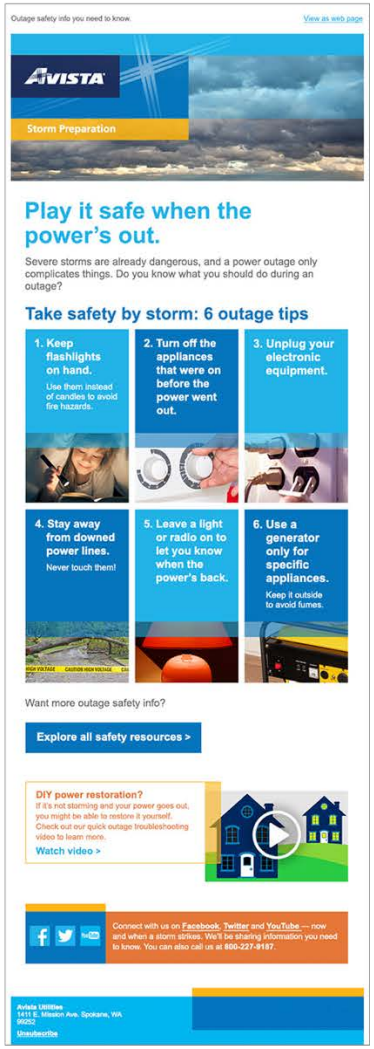
Just how much paper do we use?

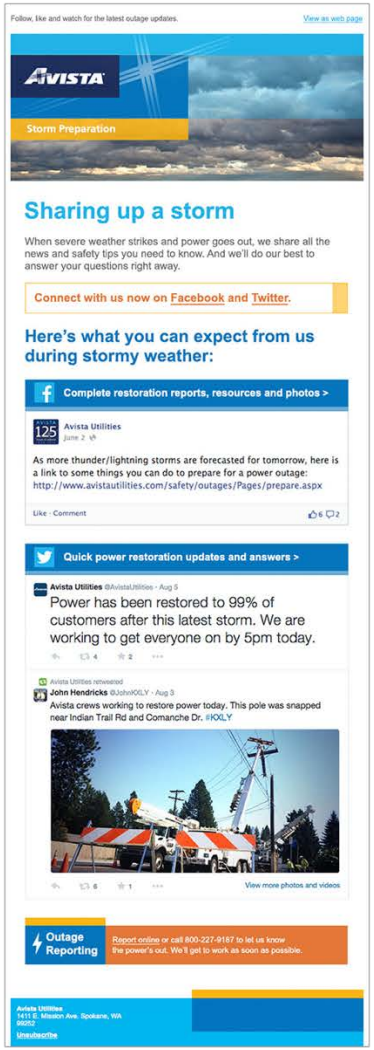
Keep scrolling to find out.

Entergy - PaperFREE

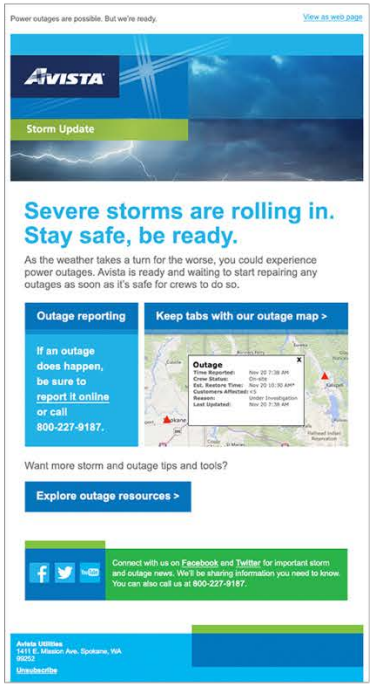


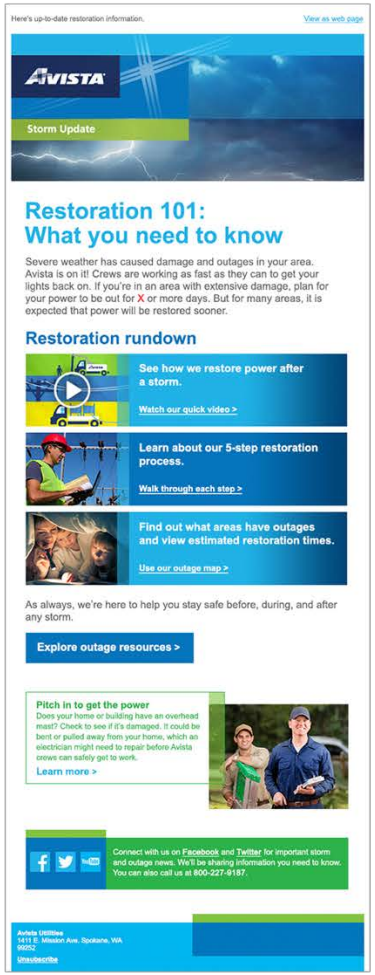


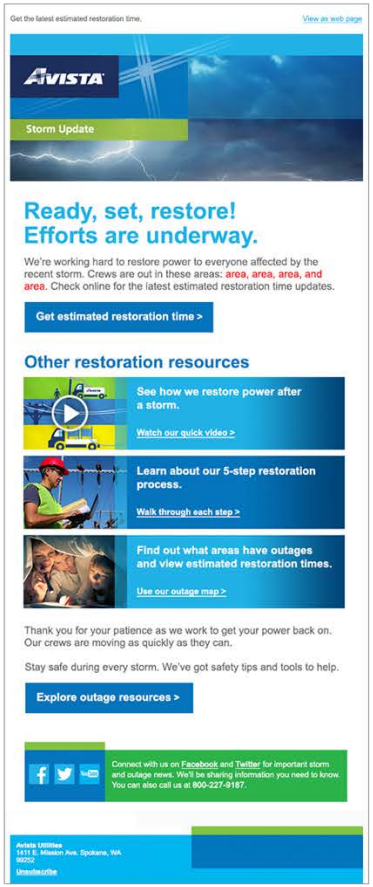


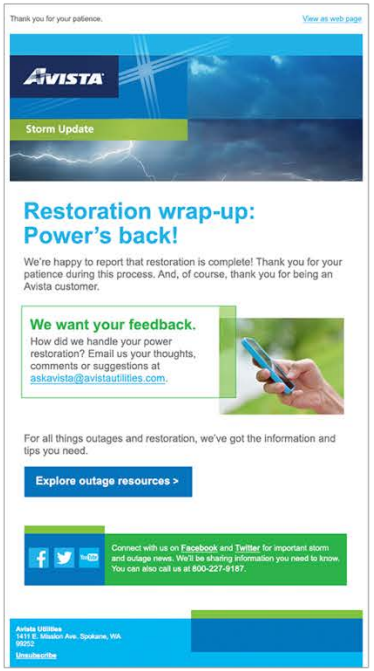


Avista - Storm Prep Series





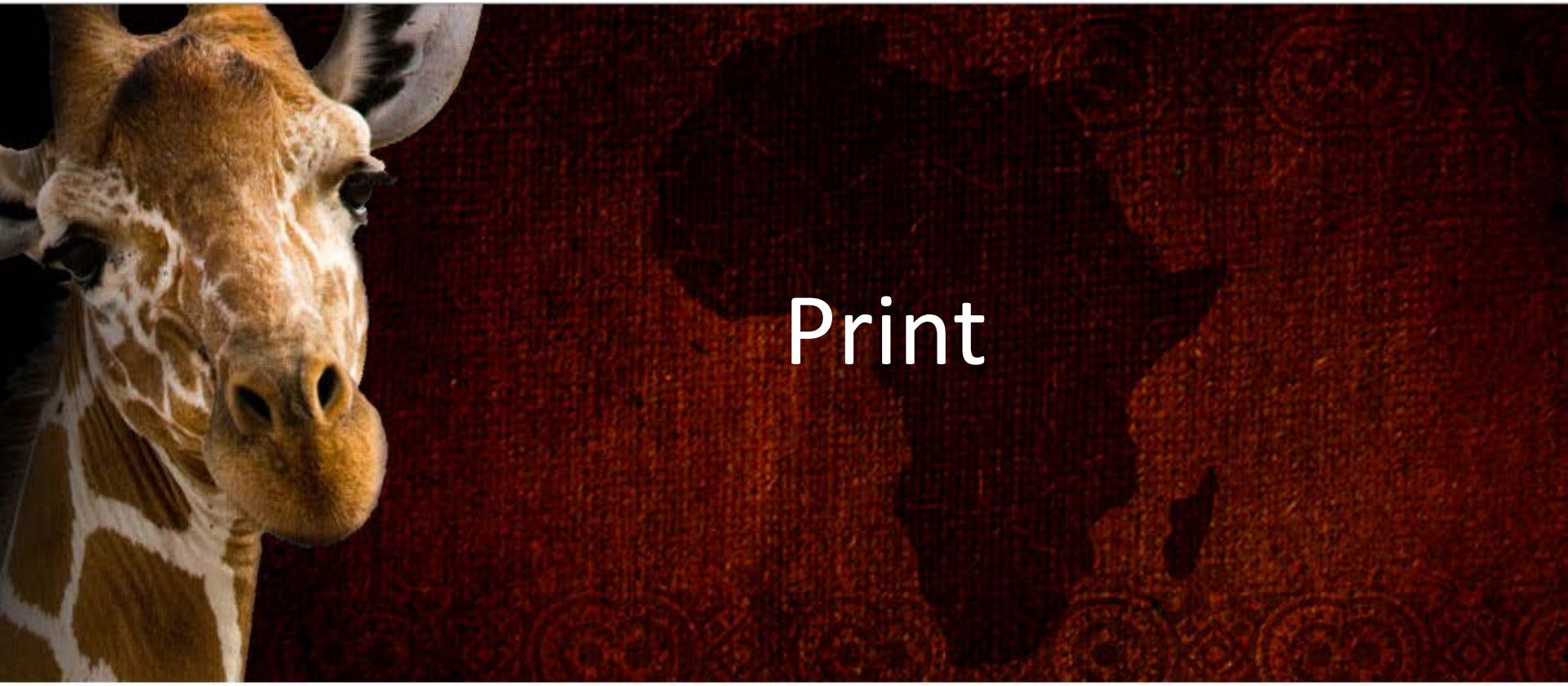




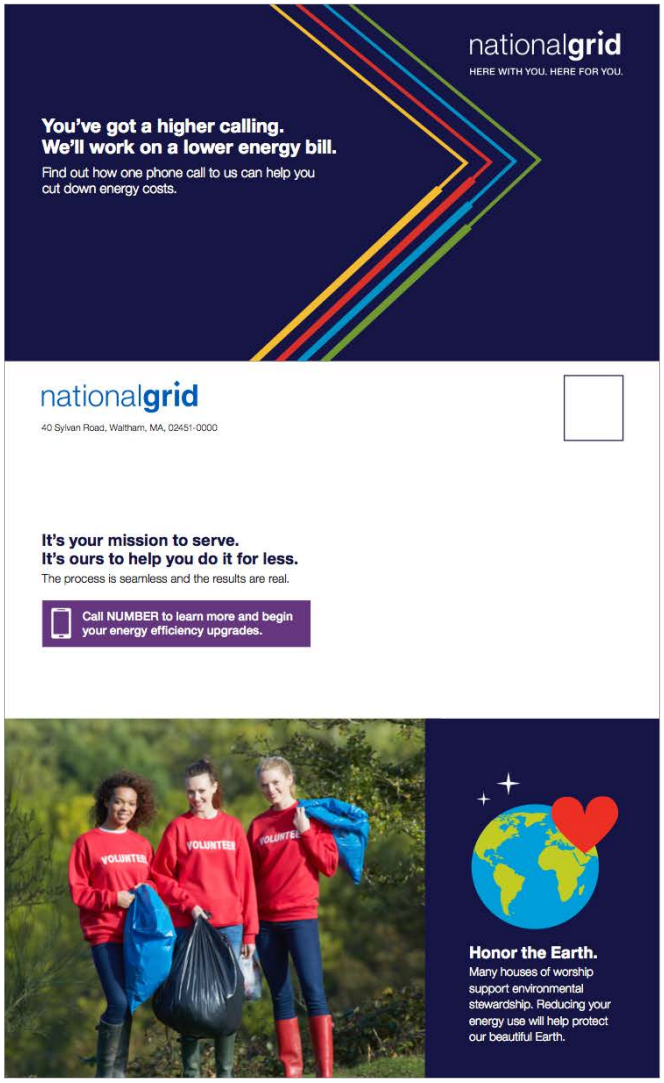
Avista - Storm Update Series

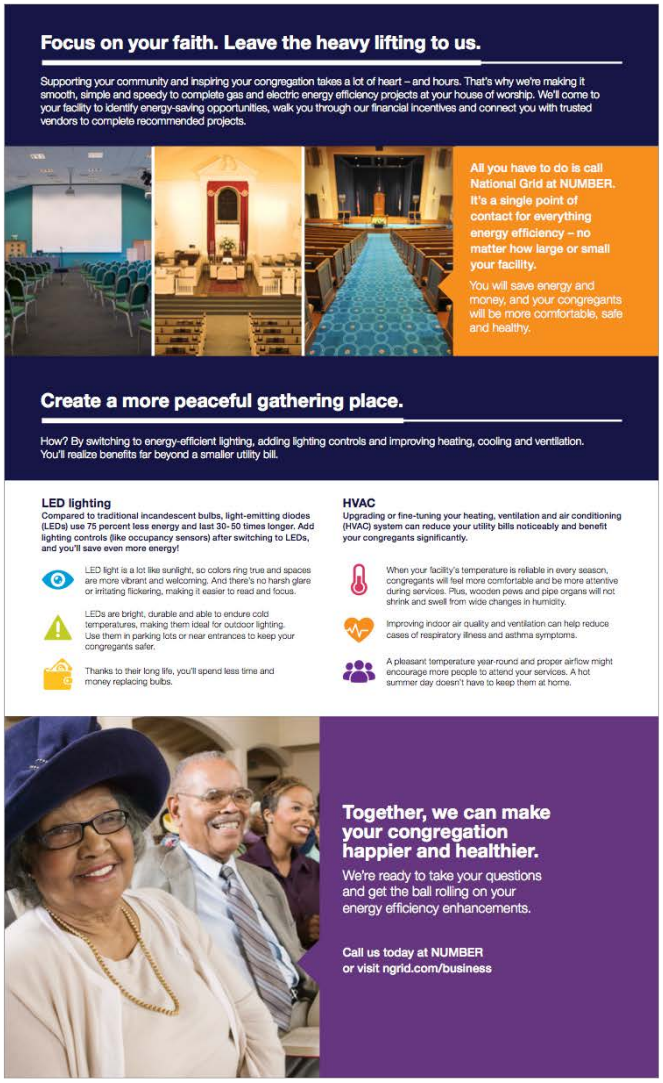
QUESTLINE

We Make Energy Engaging

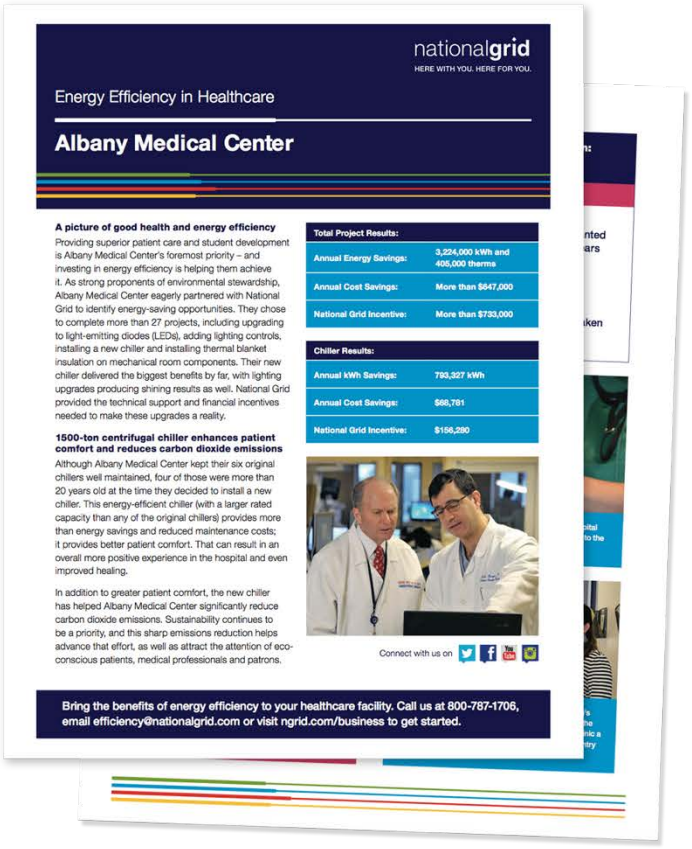


Print





National Grid - Houses of Worship Tri-Fold Mailer



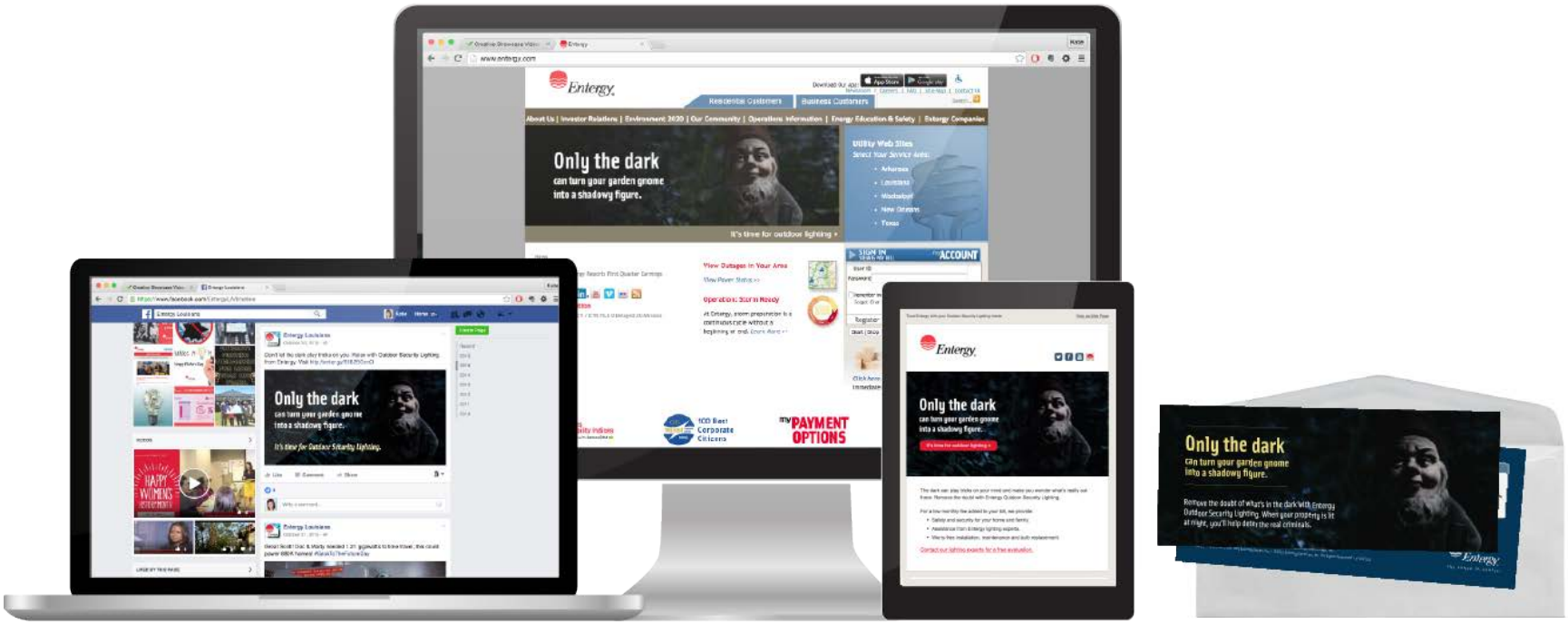
National Grid - Energy Efficiency Case Studies

PSE&G WorryFree - Direct Mail

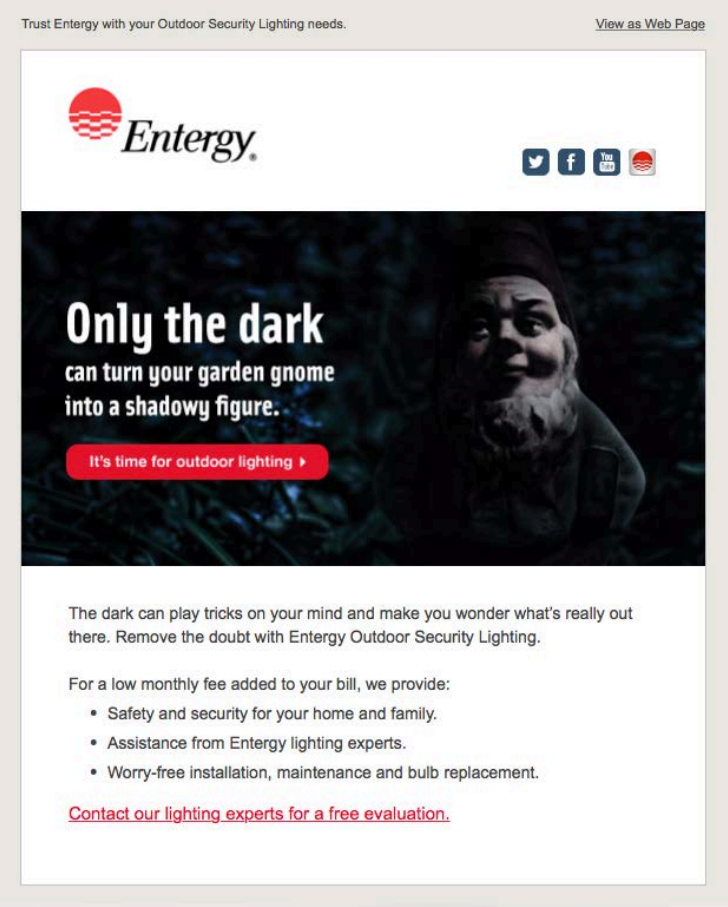
QUESTLINE

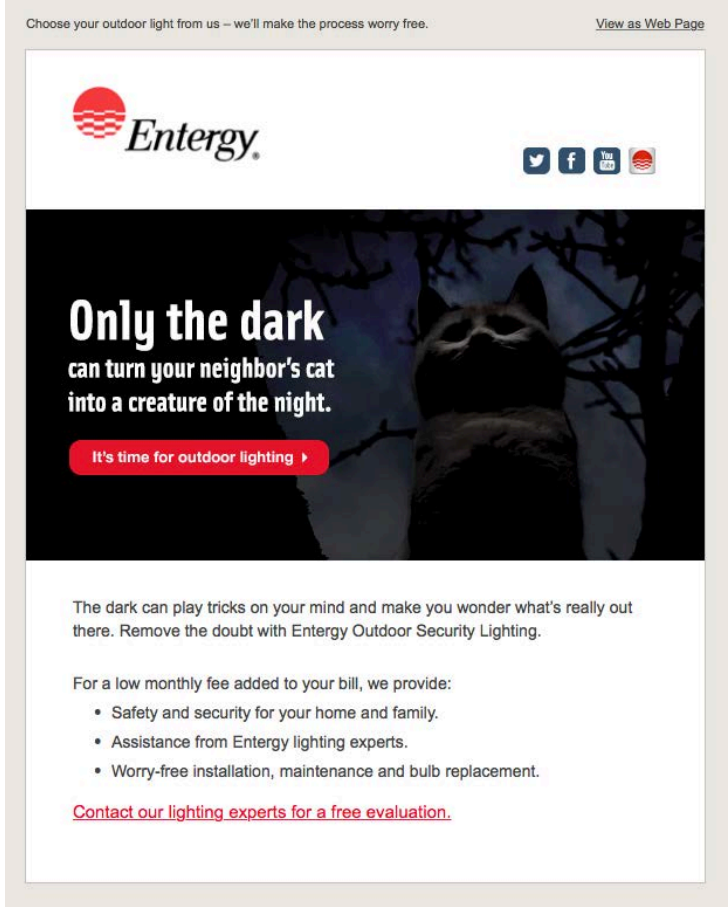
We Make Energy Engaging

Campaigns



Entergy - Outdoor Lighting Campaign





Entergy - Outdoor Lighting Campaign

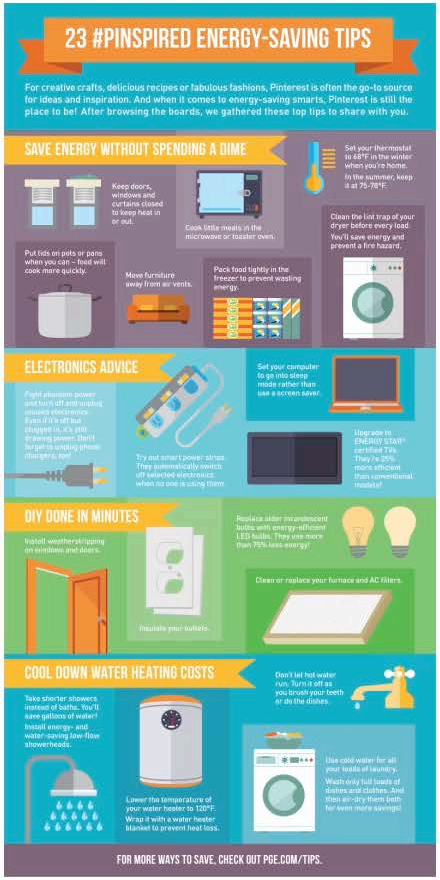
QUESTLINE

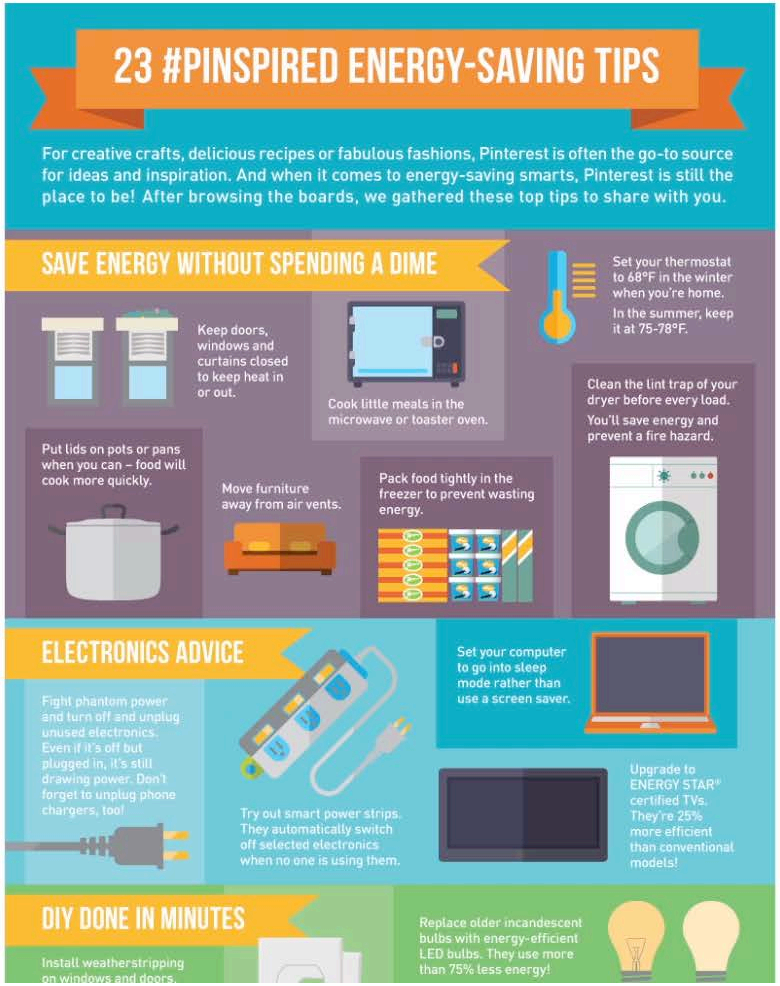
We Make Energy Engaging

Infographics

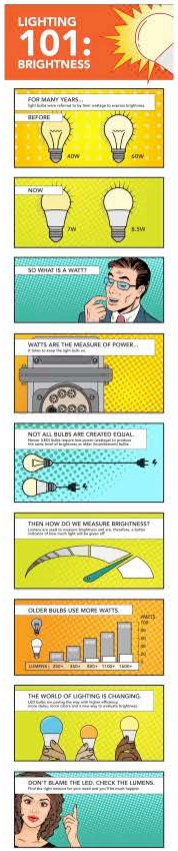
Infographics are liked and shared on social media **3x** more than any other content.

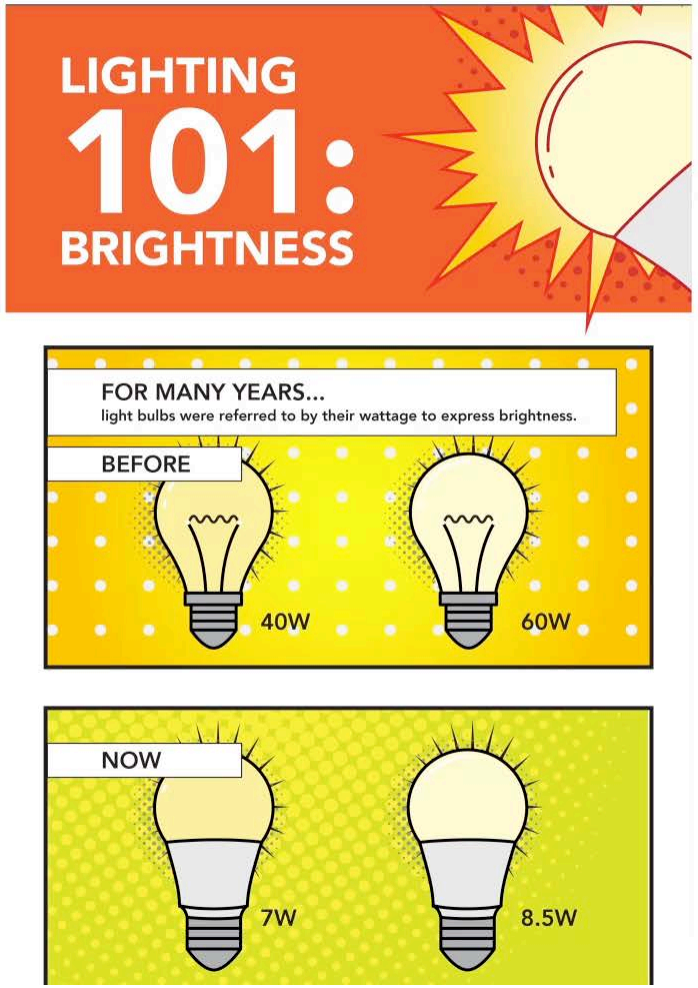
Source: massplanner.com/10-types-of-visual-content-to-use-in-your-content-marketing/





PG&E - 23 #Pinspired Energy-Saving Tips





Lighting 101

Saving Energy in the Office

National Grid - Clearing the Air / Outdoor LEDs

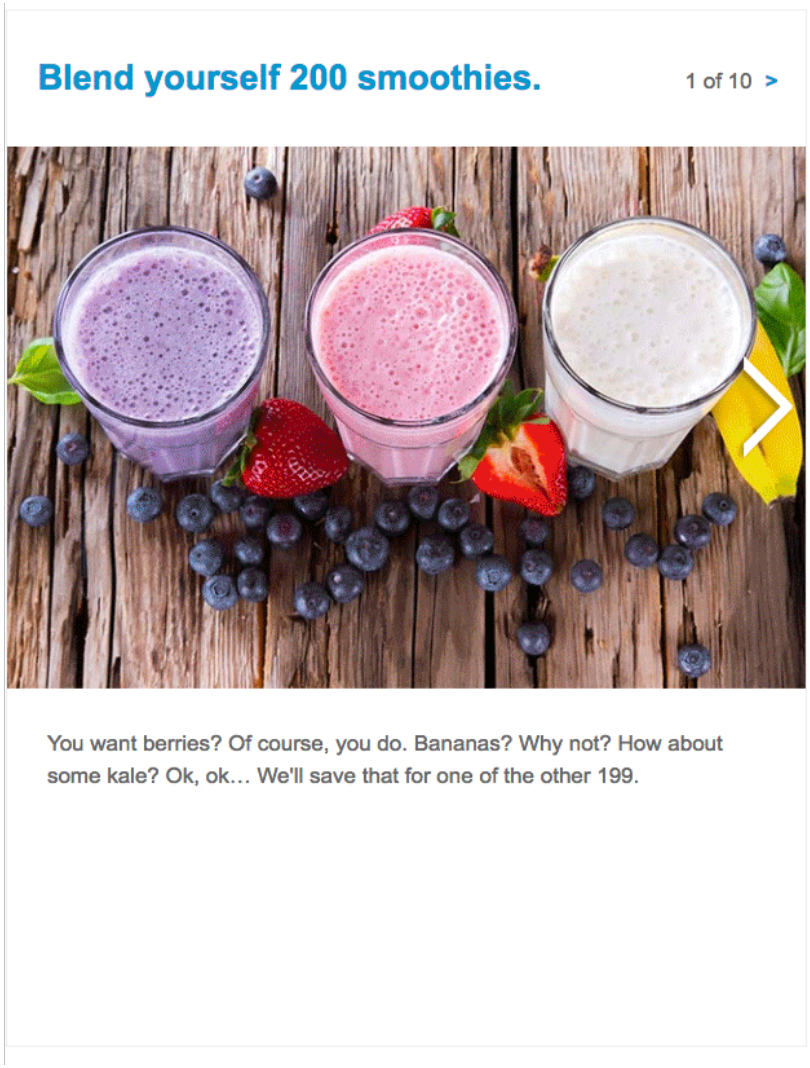
Electrical Safety for the Workplace / for the Home

Residential Landscaping / Business Landscaping

QUESTLINE

We Make Energy Engaging

Slideshows



What Can You Do With a kWh?

Microwave Oven

1 of 5 >

One more reason to love chocolate. It helped create the microwave oven! In 1945 Percy Spencer, an engineer at Raytheon Corporation was working on a magnetron, a microwave tube that creates radiation. One day, while standing near the device he realized that a candy bar in his pocket had melted. Guessing that microwaves from the magnetron had "cooked" the candy, he held popcorn near the device and sure enough, it began to pop. Raytheon developed the technology, producing the first "Radarange" in 1947. It was nearly 6 feet tall and weighed 750 pounds!

Accidental Inventions

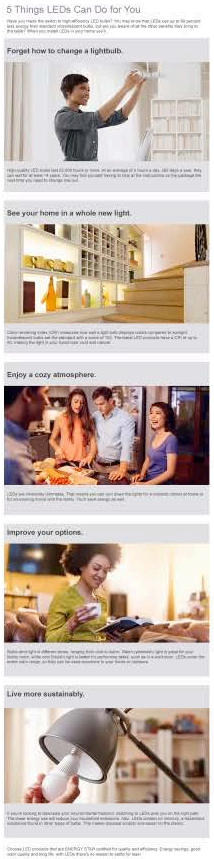
QUESTLINE

We Make Energy Engaging

Photo Essays

Articles with images get
94% more total views.

Source: jeffbullas.com/2012/05/28/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/


5 Things LEDs Can Do for You

Have you made the switch to high-efficiency LED bulbs? You may know that LEDs use up to 80 percent less energy than standard incandescent bulbs, but are you aware of all the other benefits they bring to the table? When you install LEDs in your home you'll...

Forget how to change a lightbulb.

See your home in a whole new light.

Enjoy a cozy atmosphere.

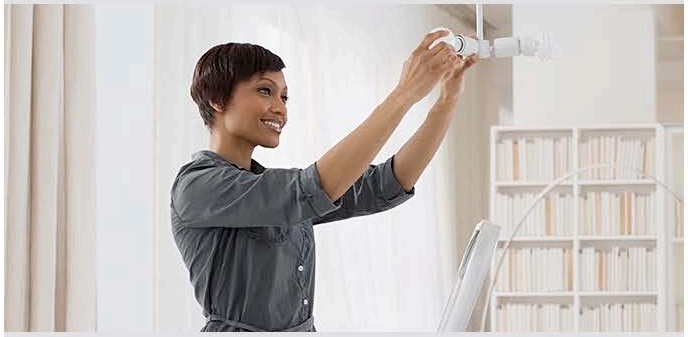
Improve your options.

Live more sustainably.

5 Things LEDs Can Do for You

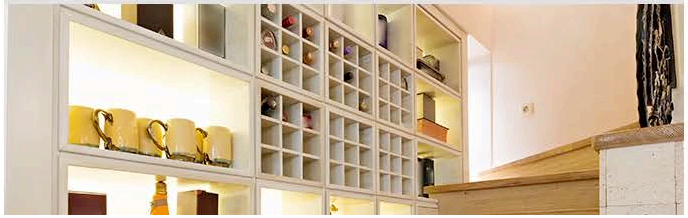
Have you made the switch to high-efficiency LED bulbs? You may know that LEDs use up to 80 percent less energy than standard incandescent bulbs, but are you aware of all the other benefits they bring to the table? When you install LEDs in your home you'll...

Forget how to change a lightbulb.

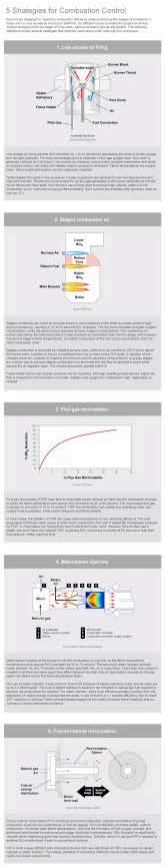


High-quality LED bulbs last 25,000 hours or more. At an average of 5 hours a day, 365 days a year, they can last for at least 14 years. You may find yourself having to look at the instructions on the package the next time you need to change one out.

See your home in a whole new light.



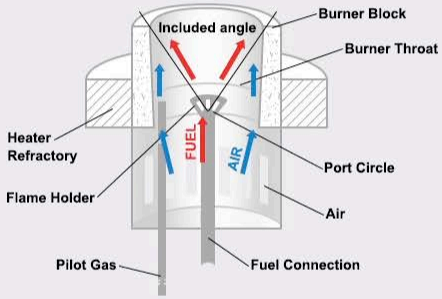
5 Things LEDs Can Do for You



5 Strategies for Combustion Control

Burners are designed to maximize combustion efficiency while minimizing the release of emissions. A boiler will run only as well as the burner performs. An efficient burner provides the proper air-to-fuel mixture throughout the full range of firing rates, without constant manual adjustment. The following slideshow shows several strategies that optimize combustion while reducing NOx emissions:

1. Low excess air firing



Nozzle-Mix Gas Burner

Source: GBH Enterprises

Low excess air firing reduces NOx formation by 1 to 15 percent by decreasing the amount of free oxygen and nitrogen available. For every percentage point of reduction in flue gas oxygen level, NOx level is generally reduced by 2 to 8 ppm. Low excess air, however, may prevent complete combustion and tends to increase carbon monoxide and volatile organic compound emissions. Flame temperatures are usually lower; flame length and stability can be negatively impacted.

Technologies that result in low excess air include nozzle-mix (as opposed to pre-mix) type burners and high-swirl burners. Nozzle-mix burners pipe the air and gas separately to the burner assembly to mix the two at the burner head itself. Swirl burners use a firing head to produce high-velocity rotation of the combustion air for improved mixing and flame stability. Swirl burners are available with turndown rates as high as 12:1.

2. Staged combustion air

Strategies for Combustion Control

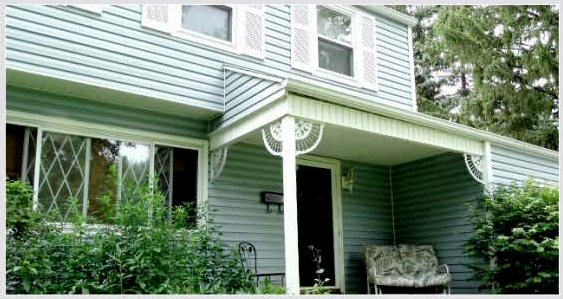
My Home Energy Audit:

Or how I stopped wasting money AND made my home far more comfortable.

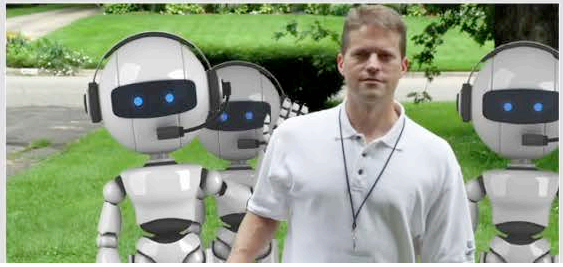
For about 5 years, I've heard about home energy audits. They always sounded great. You can find out if your home has enough insulation, if you have air leaks and even make sure you're appliances are operating safely and efficiently.

But up until two years ago, I was a renter. So...no audit.

Still, for the last two years I've owned a home. A home built in the 1960s none-the-less and not had a home energy audit. Shame on me. But no more. This year was the year.



I was really excited for the audit. I couldn't wait to see all of the crazy tech in action. Honestly, I was probably expecting more robots than I should have.



Home Energy Audit

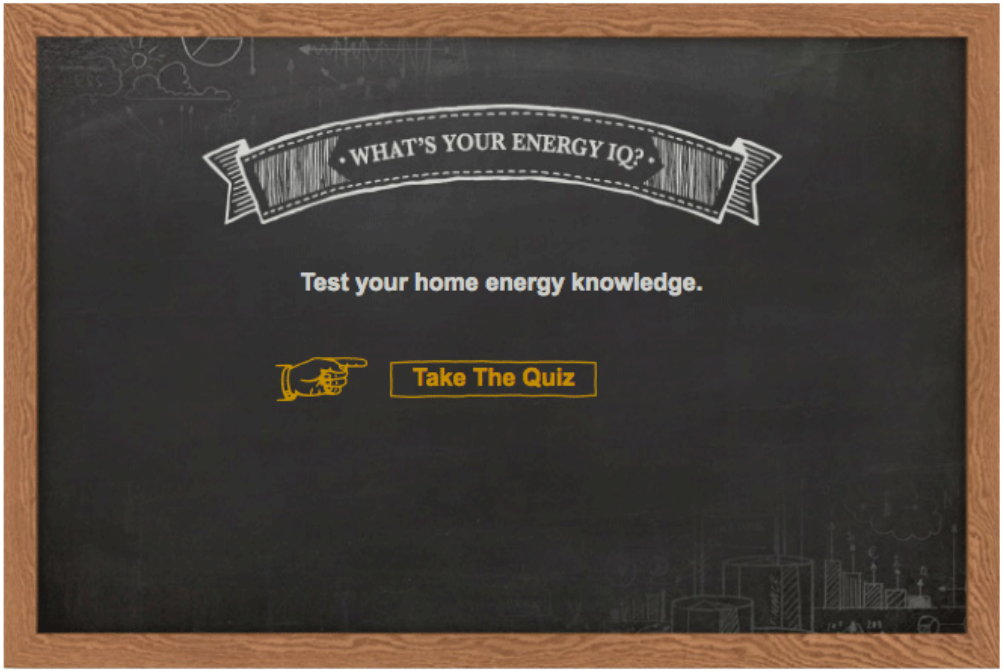
QUESTLINE

We Make Energy Engaging

Quizzes

Interactive content—such as apps and quizzes—generates **2x more** conversions than passive content.

Source: meet.ioninteractive.com/best-practices



What's Your Energy IQ?

QUESTLINE

We Make Energy Engaging

Videos

Videos on landing pages increase average page conversion rates by **86%**.

Source: balcomagency.com

For more information or to request examples of our video work, please contact your account manager.

Thank you!

QUESTLINE

We Make Energy Engaging

Series

How Do They Do That? Fall Colors

The splash of colors on autumn leaves is one of the most beautiful images in nature. It can also leave parents fumbling for a response when children ask, "why do leaves change color?" You think it has something to do with shorter days and cooler weather, but maybe you're not exactly sure.

So, why do leaves change their hue? Scientists have been studying this issue for a long time and it seems that three factors affect autumn colors: leaf pigments, length of night and weather.

Three little pigments

A pigment is a natural substance that produces color in plants and animals. There are three pigments present in leaves that play a part in autumn color changes.

1. *Chlorophyll* gives leaves their basic green color. It's necessary for photosynthesis, the chemical reaction that allows plants to use sunlight to make food.
2. *Carotenoids*, which produce yellow, orange and brown colors in such things as corn, carrots and daffodils.
3. *Anthocyanins*, which give vivid color to fruits such as strawberries, cherries and blueberries.

Like night and day

The color change is primarily driven by the calendar—that is the increasing length of night in late summer and early autumn. As daytime grows shorter, chlorophyll production slows down and eventually stops. The carotenoids and anthocyanins that are present in the leaves are then unmasked and show their colors.

Under the weather

Temperature and moisture can affect which colors appear and the brilliance of the display. For example, lots of warm, sunny days and cool nights in early autumn can bring about the most spectacular array. These conditions lead to the production of a nthocyanin pigments, which create more red and purple leaves.

Moisture in the soil plays a part as well. Drought conditions in summer can delay the onset of the leaf changes as well as the mix of colors. Typically, it's a combination of weather conditions that has the biggest impact, making each autumn display different.

Branching out

Individual tree species tend to display certain colors, according to the U.S. Forest Service. Here are some well-known examples:

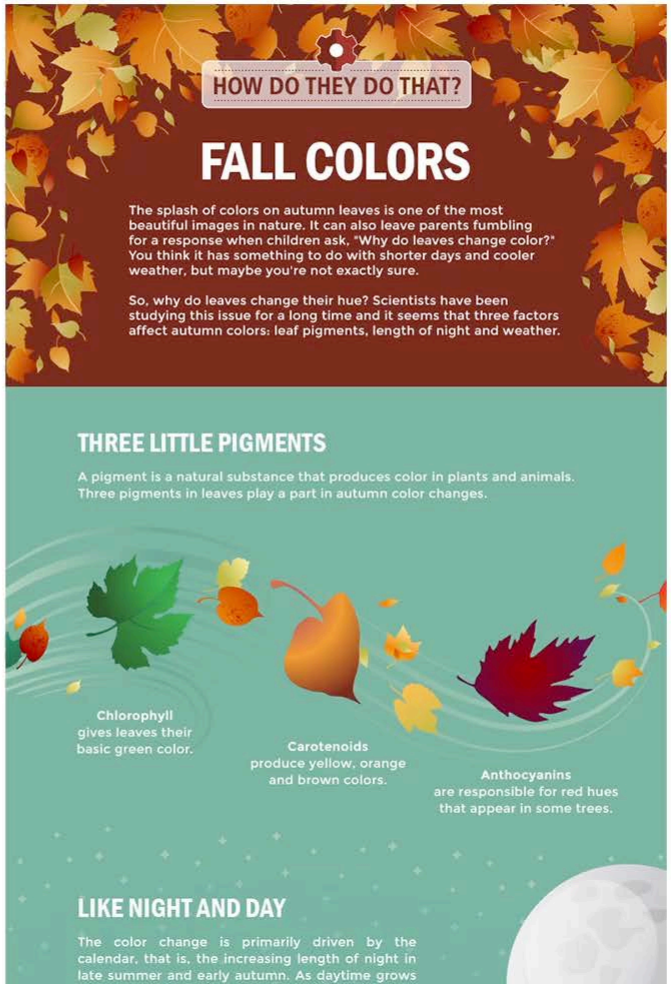
- Oak—red or brown
- Maple—scarlet, orange-red and yellow
- Hickory—golden bronze
- Dogwood—purplish red

Sadly, leaves from some species, such as elms, simply shrivel up and fall to the ground. They show little color other than a drab brown.

Like people, tree species often run on their own schedule. Sourwoods in southern forests become very colorful in late summer when other trees are still sporting green. Oaks on the other hand, are still showing off their colors long after other species have shed their leaves.

So there you go. The next time a child asks you why leaves change color, just come back to this article and you'll have the answer!

Image source: iStock



How Do They Do That?

How Do They Do That? Snowflakes

Winter weather may not be for everyone, but a pristine snowy landscape sure can seem magical. A snowflake is much more than just a frozen drop of water. It's a complex structure that forms slowly in the clouds before making its way to the ground. Learn a little of the science behind snow. It'll help you appreciate that powdery panorama even more.

A tiny crystal in the clouds

A snowflake begins its journey high in the Earth's atmosphere when a cold drop of water comes into contact with a particle of dust or pollen. The water vapor surrounds the particle and forms an ice crystal—a process known as crystallization. This tiny ice crystal is the building block from which the snowflake will form.

Six-sides to every snowflake

Every snowflake has a hexagonal (six-sided) structure. Why? Because the shape of the snowflake reflects the shape of the ice crystal that forms it. The molecules of water that form each tiny ice crystal naturally arrange themselves in a hexagonal pattern, so that is the form the snowflake takes.

Falling into place

The newly formed ice crystal is heavier than the surrounding air, so it begins to fall. As it makes its descent through humid air, more water vapor freezes onto the crystal structure. This freezing process is far from random. The water molecules in the vapor keep forming in the same hexagonal pattern, and the six-sided crystal continues to grow.

One of a kind

While every snowflake is six-sided, that doesn't mean they're all the same. In fact, each snowflake is unique. This is because individual snowflakes follow a different path to the ground and thus experience different weather conditions along the way.

Snowflake shapes range from simple, flat structures to intricate patterns with branches or arms. The temperature and humidity level in which the snowflake forms determines its shape. A snowflake's structure is not set in stone, however; slight changes in weather conditions can give it a make over. As a snowflake swirls around in the cloud, its pattern (and that of its branches) can vary many times.

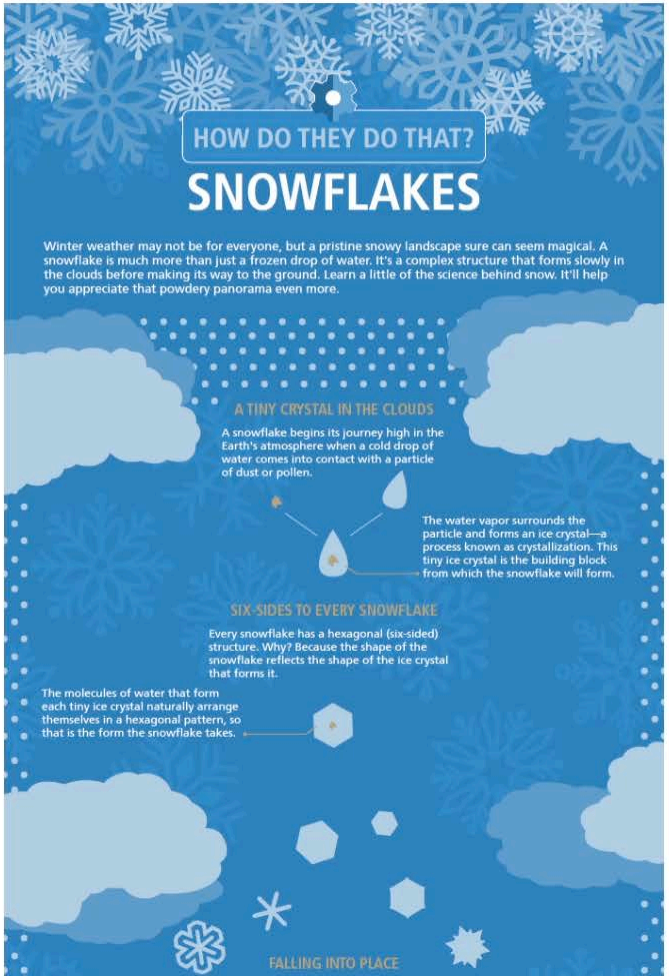
Reaching the ground

As it exits the clouds, that snowflake is really stylin'. What are the chances of it actually hitting the ground? It all depends on whether the temperature stays below freezing all the way down.

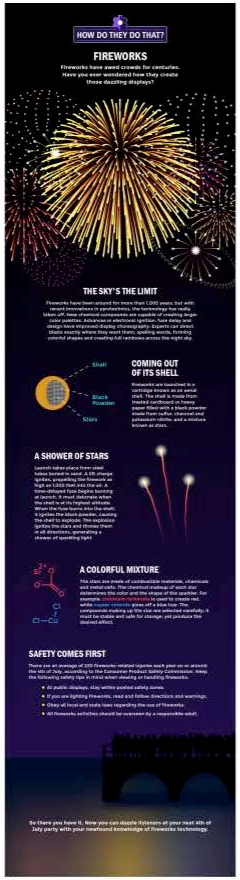
If the snowflake passes through a thin warmer layer as falls, it could partially melt. Back in the cold air again it will refreeze and and form a tiny ice pellet. This is known as sleet. If there is a thicker layer of warm air, it could melt completely and land on the cold ground as freezing rain.

By now it should be crystal clear. That white stuff falling out of the sky on cold winter days is really cool.

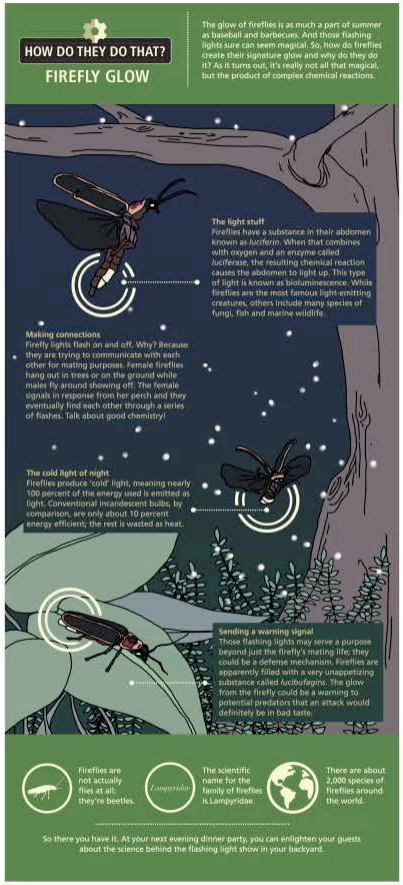
Image source: U.S. National Oceanic and Atmospheric Administration

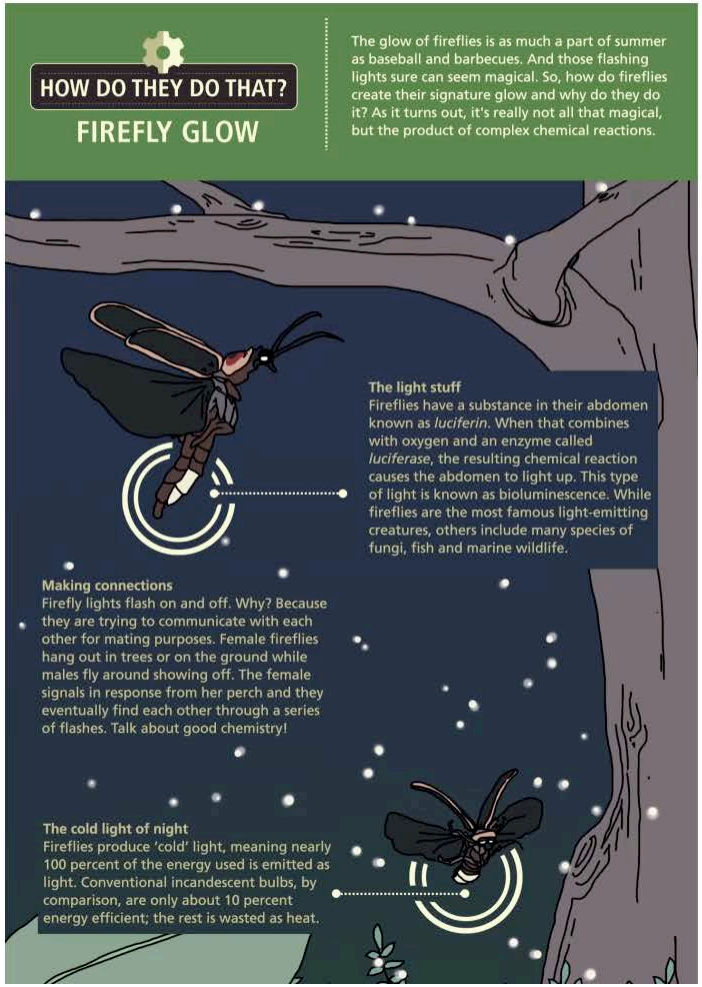


How Do They Do That?



How Do They Do That?





How Do They Do That?