

**2020 Home Energy Assistance Program Marketing Strategy  
Kentucky Utilities Company**

Marketing Objective

- Increase awareness of Home Energy Assistance (HEA) program to eligible customers through website resources, public and social media, direct marketing, and employee education
- Utilize residential rate class and donated shareholder funds to provide utility bill assistance to make their home energy cost more affordable

Timeframe

- October-December each program year

Kentucky Utilities (KU)

- Promote HEA program and other assistance programs through corporate website: <https://lge-ku.com/assistance-programs>
- Promote HEA program and other assistance programs through social media
- HEA program article in Power Source newsletter which is included with all bills
- Promote HEA program during media (television, radio, and print) interviews (when applicable)
- On company disconnect notices, the billing statement provides the contact information and location of nearest CAA to the customer's address
- Customer representatives will refer customers to CAA when HEA program signups are being taken
- KU will develop electronic HEA promotional materials (rack cards, flyers, and/or posters) that can be printed and placed at local Business Offices, ministries, and CAAs or emailed directly to customer

Community Action Kentucky (CAK)

- Promote HEA program through website
- Conduct training for CAAs to review program guidelines, eligibility requirements and communication plan

Operating Agencies (CAAs)

- CAAs staff will refer eligible customers to HEA program when they are applying for utility bill assistance programs such as LIHEAP
- Promote HEA during media (television, radio, and print) interviews (when applicable)
- Promote HEA program and other assistance programs through social media
- Display or email flyers and/or posters promoting HEA program