



NATIONAL GRID

Puffy Coat

Weatherization Campaign

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National Grid Weatherization Campaign

National Grid completes over 23,000 weatherization projects annually for customers across Rhode Island and Massachusetts. Continuing to increase awareness of weatherization—and the benefits of insulation—is important because it helps National Grid meet its goal of reducing annual energy consumption, which in turn benefits the environment.

We needed a fresh, new way to educate customers and talk to them about the benefits of insulation and air sealing. To do that, we needed to let customers know that insulation and air sealing can greatly enhance the comfort, health and savings in their homes.



Insulation is like a sweater.



Air sealing is like a warm jacket.



OOH—Train Wrap Signage



Coat Donations

Puffy Coat

National Grid Weatherization Campaign



CTV/OTT

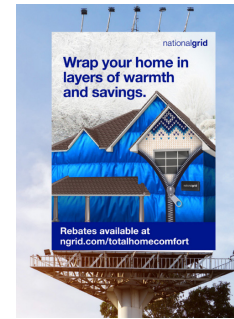


SOCIAL STORY

SOCIAL POSTS



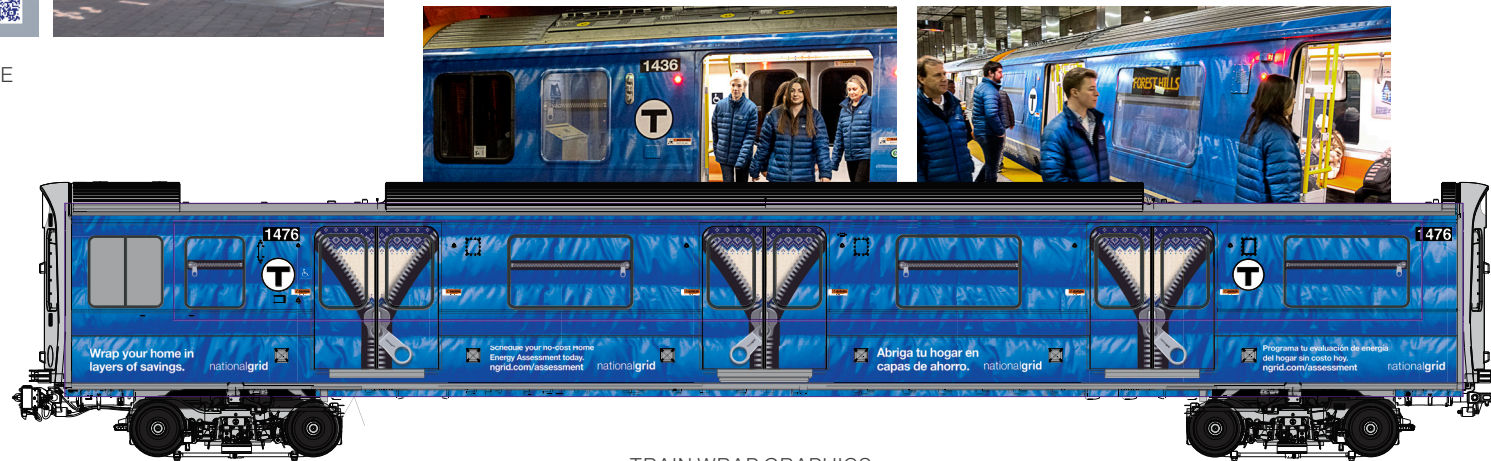
PUBLIC TRANSPORT SIGNAGE



OUTDOOR BILLBOARDS



COAT DONATION EVENT



TRAIN WRAP GRAPHICS



RICH MEDIA