



# KCP&L and Westar Rebranding to Evergy

## Commission Briefing

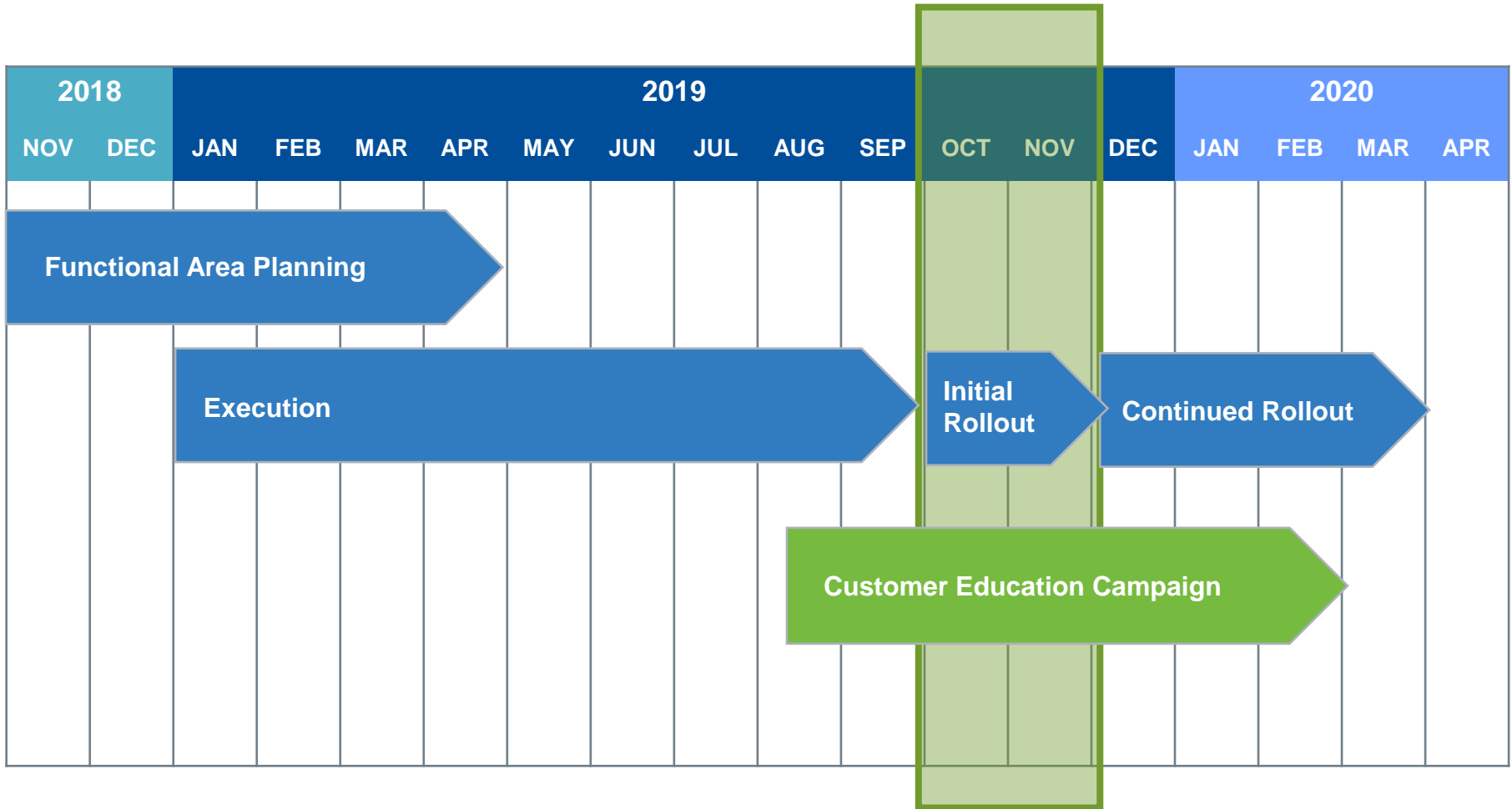
*September 2019*





# Evergy Rebranding Project Timeline

Oct-Nov 2019: Launch & Initial Rollout Window



**\*In accordance with our merger agreement, rebranding costs are paid by shareholders**



## ***WHAT IT MEANS***

**OUR NAME** is the combination of ever + energy, conveying our proud history as a reliable, enduring source of energy for our community, and our vision to continue being so far into the future. When it comes to energy, we are ever evolving, ever innovating, and ever looking ahead.

**OUR LOGO** is led by a dynamic arrow-like shape that visualizes our forward momentum. The soft edges and lowercase letters reflect our genuine, friendly and open nature.

**OUR ICON** consists of four shapes coming together to form an arrow, each representing one of our four core values: safety, integrity, ownership and adaptability. The shapes also represent the coming together of many pieces, both those that made our two companies into Evergy today, and those that could become part of Evergy in the future. Together, we are moving energy and our communities forward.

**Evergy. Moving Energy Forward.**



# The Evergy brand was created with customer input and so is our education campaign strategy

*Education campaign strategy is guided by three key learnings from customer research*

## *Customer Learning*

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- *Utility not always top of mind*
- *Customers want to continue to have a local and engaged energy provider*
- *Customers need time to understand the transition*



## *Campaign Strategy*

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- *Straightforward creative executions hyper-focused on message that KCP&L and Westar will be/are now Evergy*
- *Campaign features our employees and shows them in our communities*
- *Three-phased campaign approach over seven months; paid media to deliver high reach and frequency so it gets seen*



# Customer Education Campaign Timeline

CAMPAIGN LAUNCH

CAMPAIGN END



<p><b>Length of Phase</b></p>	<p>5 weeks August 20 – September</p>	<p>8 weeks October – November <i>*timeframe when rebranded assets go live*</i></p>	<p>16 weeks December – February 2020</p>
<p><b>Message</b></p>	<p>KCP&amp;L and Westar <i>will soon be</i> Evergy</p>	<p>KCP&amp;L and Westar <i>are now</i> Evergy</p>	<p>KCP&amp;L and Westar are now Evergy, plus a glimpse into how we're their modern energy provider</p>



We are using every option we have to communicate to customers about the change to Evergy

*The campaign's goal is to ensure customers are not confused – that they know KCP&L and Westar are transitioning to Evergy and they know how to reach us.*

**Fully-integrated marketing and advertising campaign will include owned, earned and paid tactics:**

- Bill messages and inserts
- Website content
- Email and direct mail
- Social media – advertising and organic
- News media outreach
- Paid advertising: billboards, TV, radio, print, digital



# Phase 1 TV Spots

**Employees:** <https://f.io/rSfPpH6F>

**Renewed Commitment v1:** <https://f.io/wq6AAHQ5>

# Billing Envelopes & Inserts



P.O. BOX 418679  
KANSAS CITY, MO 64141-9679

FIRST-CLASS MAIL  
U.S. POSTAGE  
**PAID**  
DIST. MAILING  
SERVICES

Window Size: W 4 1/4" x H 1 7/16"  
From the Left 1/2" Bottom 1 5/16"

**KCP&L WILL SOON BE**



## Phase 1 – Pre-Launch



**KCP&L WILL SOON BE**



LAST YEAR WE PARTNERED WITH OUR NEIGHBOR,  
WESTAR ENERGY, TO BECOME EVERGY.

See [evergy.com/kcpl](http://evergy.com/kcpl) to learn more. We look forward to better serving you by continuing our commitment to clean energy, innovative solutions and community relationships.

WATCH FOR THE EVERGY NAME  
ON YOUR NEXT BILL

BR 00233933



P.O. BOX 418679  
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FIRST-CLASS MAIL  
U.S. POSTAGE  
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DIST. MAILING  
SERVICES

Window Size: W 4 1/4" x H 1 7/16"  
From the Left 1/2" Bottom 1 5/16"

**KCP&L IS NOW EVERGY**

## Phase 2 - Launch





**KCP&L IS NOW**

WE PARTNERED WITH OUR NEIGHBOR,  
WESTAR ENERGY, TO FORM EVERGY.

As a combined company, we'll be able to serve you even better. Our employees are proud to be part of the communities they serve and are more committed than ever to provide you with safe, reliable electricity and innovative solutions. Any communication you'd typically receive from KCP&L will come from Evergy.

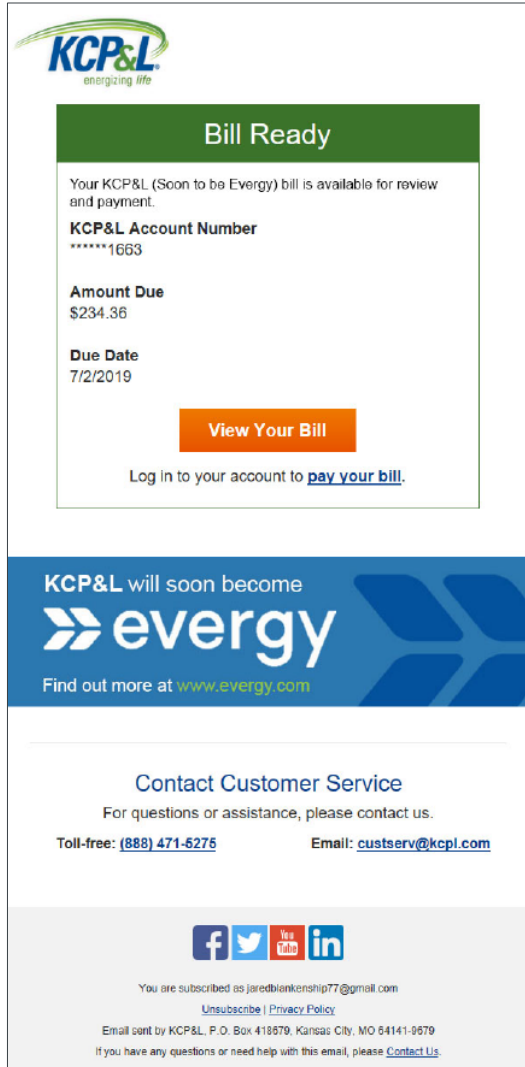
SEE [EVERGY.COM/KCPL](http://EVERGY.COM/KCPL) FOR MORE INFO ON HOW  
EVERGY IS MOVING ENERGY FORWARD FOR YOU.

BR XXXXXXX



# Transactional Email Notifications

## Phase 1 – Pre-Launch



**KCP&L**  
energizing life

### Bill Ready

Your KCP&L (Soon to be Evergy) bill is available for review and payment.

**KCP&L Account Number**  
\*\*\*\*\*1663

**Amount Due**  
\$234.36

**Due Date**  
7/2/2019

[View Your Bill](#)

Log in to your account to [pay your bill](#).

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KCP&L will soon become  
**evergy**  
Find out more at [www.evergy.com](http://www.evergy.com)

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**Contact Customer Service**  
For questions or assistance, please contact us.

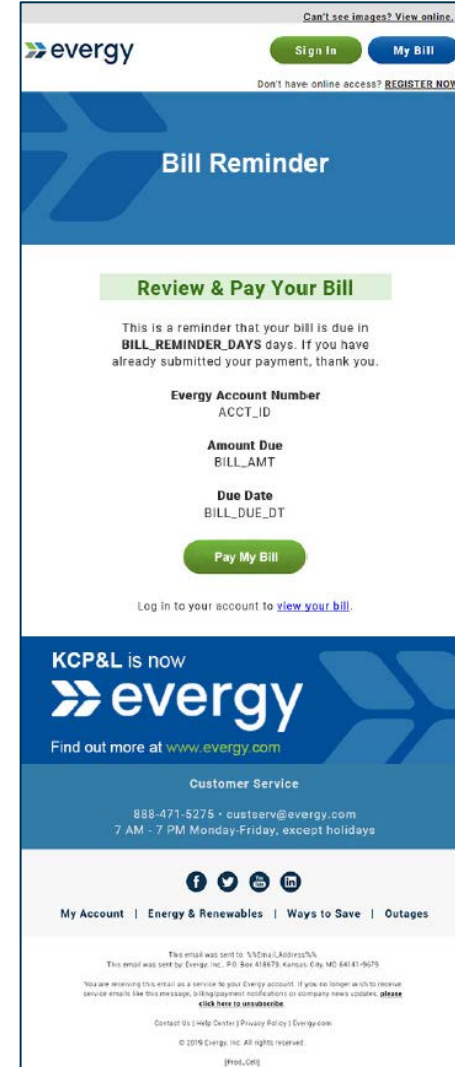
Toll-free: [\(888\) 471-5275](tel:888-471-5275)      Email: [custserv@kcp.com](mailto:custserv@kcp.com)

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You are subscribed as [jared@kcp.com](mailto:jared@kcp.com)  
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Email sent by KCP&L, P.O. Box 418879, Kansas City, MO 64141-9879  
If you have any questions or need help with this email, please [Contact Us](#).

## Phase 2 - Launch



Can't see images? [View online.](#)

**evergy**      [Sign In](#)      [My Bill](#)  
Don't have online access? [REGISTER NOW](#)

### Bill Reminder

#### Review & Pay Your Bill

This is a reminder that your bill is due in **BILL\_REMINDER\_DAYS** days. If you have already submitted your payment, thank you.

**Evergy Account Number**  
ACCT\_ID

**Amount Due**  
BILL\_AMT

**Due Date**  
BILL\_DUE\_DT

[Pay My Bill](#)

Log in to your account to [view your bill](#).

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KCP&L is now  
**evergy**  
Find out more at [www.evergy.com](http://www.evergy.com)

**Customer Service**  
888-471-5275 • [custserv@evergy.com](mailto:custserv@evergy.com)  
7 AM - 7 PM Monday-Friday, except holidays

[f](#) [t](#) [v](#) [i](#)

[My Account](#) | [Energy & Renewables](#) | [Ways to Save](#) | [Outages](#)

This email was sent to: %Name%, Address%  
This email was sent by Evergy, Inc., P.O. Box 418879, Kansas City, MO 64141-9879  
You are receiving this email as a service to your Evergy account. If you no longer wish to receive service emails like this message, billing/payment notifications or company news updates, please [click here to unsubscribe](#).  
Contact Us | [Help Center](#) | [Privacy Policy](#) | [Evergy.com](#)  
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(Prod-06)

# Website Home Page

## Phase 1 – Pre-Launch

The screenshot shows the KCP&L website home page. At the top, there is a search bar and a 'Log In' link. Below the navigation bar, a green banner reads 'We will soon become Evergy. Click to find out more...'. The main content area features a large image of a worker in a hard hat and safety vest in front of solar panels. To the right of this image is a 'My Account' section with fields for Username and Password, a 'Remember Me' checkbox, and a 'Log In' button. Below the 'My Account' section is a 'View Power Outages' section with a 'View Map' button and a link to 'Report your outage'. At the bottom, there are three columns of content: 'Evergy FAQs', 'Moving?', and 'We want your opinion...'. A 'Subscribe to KCP&L Emails' section is located at the bottom left. The footer contains a grid of links for 'About KCP&L', 'Careers', 'Involvement', 'Doing Business with KCP&L', and 'Help Lines', along with contact information for 'Automated Outage Reporting' and 'Customer Service'.

## Phase 2 - Launch

The screenshot shows the Evergy website home page. The top navigation bar includes 'Select Your Location', 'Residential', and 'Business' tabs, along with search, contact, and sign-in options. The main header features the Evergy logo and links for 'Manage Account', 'Outages', 'Ways to Save', and 'Smart Energy'. The central hero section has a background image of a wind turbine and a worker, with the text 'EMPOWERING A BETTER FUTURE.' and a 'Learn About Evergy' button. To the right is a 'My Account' login form with fields for Username and Password, a 'Remember Me' checkbox, and a 'Sign In' button. Below the login form are buttons for 'Pay Bill', 'Report Outage', and 'Moving'. A 'Sign Up for Email Updates' button is also present. The middle section features three columns of content: 'Your experience means everything to us', 'You have choices when it comes to energy', and 'We want interacting with Evergy to be simple...'. The footer contains a grid of links for 'About Evergy', 'Careers', 'Involvement', 'Doing Business with Evergy', and 'Help Lines', along with contact information for 'Automated Outage Reporting' and 'Customer Service'.

# Direct Mail

## Phase 1 – Pre-Launch



**KCP&L WILL SOON BE**



**LAST YEAR WE PARTNERED WITH OUR NEIGHBOR, WESTAR ENERGY, TO BECOME EVERGY.**

We still live and work where you do, and we're more committed than ever to moving energy forward for you. In fact, we've already implemented benefits from this partnership, like **stabilizing rates** and **providing bill credits**.

See [evergy.com/kcpl](http://evergy.com/kcpl) to learn more about these benefits. We look forward to better serving you by continuing our commitment to clean energy, innovative solutions and community relationships.

**WATCH FOR THE EVERGY NAME ON YOUR NEXT BILL**



## Phase 2 - Launch



**KCP&L IS NOW**



**WE PARTNERED WITH OUR NEIGHBOR, WESTAR ENERGY, TO FORM EVERGY.**

As a combined company, we'll be able to serve you even better. Our employees are proud to be part of the communities they serve and are more committed than ever to provide you with safe, reliable electricity and innovative solutions. Any communication you'd typically receive from KCP&L will come from Evergy. Also, please note that if you:

- » **Automatically pay** your electric bills through your bank, simply keep doing what you're doing. Your electric account will be paid as usual, but debits will soon appear as Evergy on your bank statement.
- » **Pay by mail** make checks payable to Evergy, and update your check-writing software and/or accounts payable system with the Evergy name.
- » **Use a bill payment consolidator** please instruct them to change KCP&L to Evergy in their system.

**SEE [EVERGY.COM/KCPL](http://EVERGY.COM/KCPL) FOR MORE INFO ON HOW EVERGY IS MOVING ENERGY FORWARD FOR YOU.**

# Informational Email

## Phase 1 – Pre-Launch

The screenshot shows the top portion of an email. At the top left is the KCP&L logo with the tagline 'energizing life'. To the right is a 'Log In' button. Below the logo is a link: 'Don't have online access? REGISTER NOW'. The main image shows two utility workers in safety gear. Below the image is the headline 'We're becoming Evergy' and a sub-headline: 'We're excited to announce that this October, KCP&L will become Evergy.' An orange 'Learn More' button is centered below. A section titled 'Here's what you need to know:' contains four bullet points with icons: 1. 'We're still here for you. You can contact us the same way you do today.' 2. 'You'll stay connected. We'll continue to provide you with safe, reliable electrical service.' 3. 'Your account isn't going anywhere. You don't need to transfer your account.' 4. 'You'll see more benefits from us as a combined company than if we had remained separate.' Below this is a 'LOOK FOR US' section with the text: 'You will soon see an email from Evergy. It's from us. We're just preparing our email system for the change.' At the bottom are two small images: one of a woman in a blue polo shirt and one of a woman in a safety vest driving a car. Below the first image is the text: 'Need more info? Check in for answers to common customer questions.' Below the second image is: 'KCP&L merged with Westar to become Evergy. Learn how we can now provide you with more benefits than before.' The footer features the text 'KCP&L will soon become' above the 'evergy' logo.

## Phase 2 - Launch

The screenshot shows the middle and bottom portions of an email. At the top right is a link: 'Can't see images? View online.' To the left is the 'evergy' logo. To the right is a 'Log In' button. Below the logo is a link: 'Don't have online access? REGISTER NOW'. The main image shows a woman in a safety vest driving a car. Below the image is the headline 'WE ARE NOW evergy' with the logo. The text reads: 'Over the weekend, KCP&L and Westar Energy became Evergy. And we're excited to introduce ourselves to you.' This is followed by a paragraph: 'We're Evergy. We have a new name. A new look. A new website. And the ability to provide greater savings while delivering safe, reliable and sustainable energy.' Another paragraph: 'Even better: All the good things you've come to know and expect from us are still available to you.' A bulleted list follows: '• You can do what you need to do—when and how you want to do it.' '• You can manage your account the same way you have.' '• You can still find us working in your neighborhoods, because we're still your neighbors.' Below this is: 'We're Evergy. And we're looking forward to providing an experience that fits your lifestyle.' An orange 'Learn More' button is centered. A video player section follows with the text: 'We're now Evergy. Over the coming months, though, you may still see KCP&L and Westar referenced as we transition to Evergy in your community. Here's how you know you're talking to the right people...' Below the video player is a 'Watch Video' button. The footer contains three icons: a smartphone with a Facebook icon, a speech bubble with three dots, and a building with a power plug.

# Billboards

