

# CASE STUDY: COMED



## For an essential utility that powers lives, it's about making the complex, simple.

ComEd is Illinois' largest electric utility. They work on a number of initiatives each year that ultimately impact the lives of thousands of consumers in Illinois. From legislative campaigns to storm response guidelines, ComEd needs to ensure the complex concepts are simplified into clear, powerful messages that advance policies and procedures to keep people safe and ensure clean, green power now and in the future.

### Our Solution

Grisko supported ComEd with the successful passage of state legislation allowing for the completion of the Illinois Smart Grid Modernization program. The Smart Grid is a 21st century power infrastructure being built by ComEd to provide more efficient management and usage of electricity in Illinois. To ensure funding for the Smart Grid, Grisko created the "Recharge Illinois" campaign identity and logo, along with a website where Smart Grid supporters could contact their legislators.

Our team also provided strategy, messaging and materials for ComEd's successful campaign to pass historic energy legislation in Springfield in 2017. The Future Energy Jobs Act faced strong opposition from critics, but powerful, nuanced messages clarifying the bill's many benefits helped pass legislation that pivots Illinois to a new clean energy economy.

When ComEd needed updated communications for year-round storm response, they turned to Grisko to develop a comprehensive, multi-phased communications roadmap for multiple storm scenarios. Our team crafted clear, concise messages for all communications channels along with easily recognized visuals, including icons and infographics.

### The Impact

Our efforts over the years have led to votes cast, laws passed and people moved to action.



Public Affairs Support



Branding



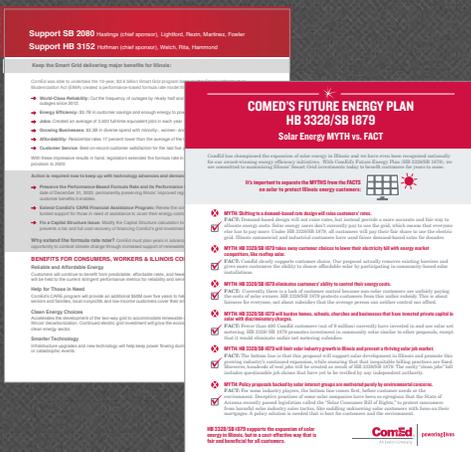
Messaging Development



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