



Safety & Human Performance

FirstEnergy Drone Safety Campaign

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Why Drone Safety

- Unmanned aerial vehicles (UAVs) – more commonly referred to as Drones – have become increasingly popular over the years.
 - *They are given as gifts, used for aerial photography, inspections and have even found their way into sports through the Drone Racing League.*
- Flying Unmanned Aircraft (Drones) near powerlines and other utility infrastructure can be extremely dangerous and potentially unlawful.
- In addition to presenting a collision hazard with other inspection aircraft, some potential risks include:
 - *Electrocution*
 - *Fire*
 - *Power outage*
 - *And interruption to the drone's flight control system due to possibility of electromagnetic interference.*
- Lastly, members of the public have attempted to retrieve their drones from utility infrastructure.

FirstEnergy Drone Safety Campaign Objectives

- With the growing number of UAVs now hovering in the skies above our service territory, FirstEnergy's Public Safety group has launched an educational campaign to alert drone pilots about the dangers of flying their devices near energized electrical equipment.
- Campaign Goal:
 - ***Educate young drone flyers (tweens/teens) and their parents on how to fly safely and feel confident in calling FirstEnergy for assistance if a drone does become caught in powerlines.***
 - ***Get tweens/teens to play FirstEnergy Drone Safety Zone game.***
 - ***Game integrates Max Safety and educational learning around Drone Safety.***
 - ***Heighten FirstEnergy as engaged community citizen and first in Drone Safety.***

Drone Safety Target Audiences

- For Drone Safety, we focused on these two targets:
 - **PARENTS:** *“Intend to buy drone in 6 months”+ “Live in NJ, OH, MD, PA or WV”+ “Have Children Aged 10-17”*
 - **TWEENS/TEENS/YOUNGER SKEW:** *“Intend to buy drone in 6 months”+ “Live in NJ, OH, MD, Pa or WV”+ “Age 16-30”*
- Limitations:
 - *GWl (research vendor) does not survey people under 16.*
 - *Some preferred media partners are not able to target the teen/tween audience.*
 - *Children’s Online Privacy Protection Rule (COPPA) regulations for children under 13; most vendors will not attempt data collection for 13-15.*

Targeting Intended Audience

■ Gaming

- *Is the top interest of boys aged 8-15 out of a list of 30+ interests, beating movies, music, and TV.*
- *The average male video game player is 34.*
- *The most active group is boys under 18, representing 17% of all gamers.*
- *67% of parents play video games top interest with their children at least once a week.*
- *70% of parents say video games have a positive influence on their child's life.*

■ Paid Social Media

- *Social media has evolved past a tool for keeping up with family and friends*
- *It is now a way for users to find their community through similar interest, build a virtual network, or find engaging/relevant content that improves their lives.*

Targeting Intended Audience

- Each Social media platform will be leveraged to capitalize on its strengths
- Creative will be custom built for the platform/audience.
- Video, particularly short-form, can have the highest impact and drive the most significant behavior change.



PARENTS/YOUNG ADULTS

- Channels: Facebook/Instagram
- Ad types: Instant experience and video in-feed ads
- Multiple versions of creative to maintain performance year-round.
- Facebook can only target 18+

TEENS/TWEENS

- Channels: Snapchat and Twitch
- Ad Types: Video (story format) and TBD
- Snapchat can target all ages

Targeting Intended Audience

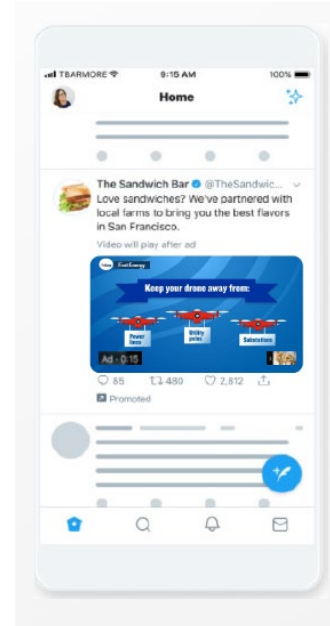
■ Sample Social Assets - Snapchat

- *Snapchat is the only social platform that we can actively target teens and tweens.*
- *Ads will show while a user is clicking through stories that users post.*
- *Ads are shown in full screen to provide a high-impact ad serving experience.*



■ Sample Social Assets - Twitter

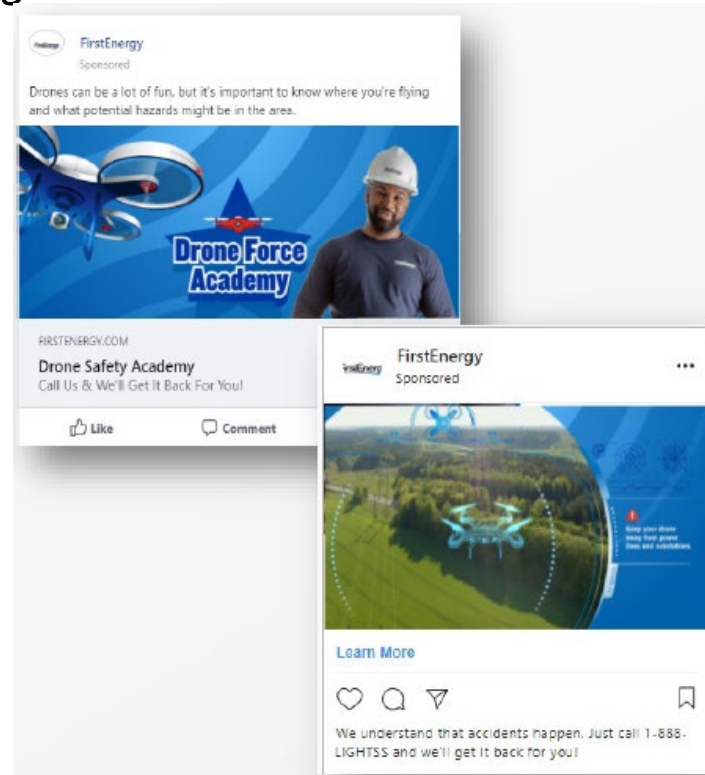
- *Creative is served as a skippable ad unit before a user sees the main video included in the Tweet.*
- *On Twitter, we can target based on keywords, hashtags, and actual followers of the top 'Drone' influencers.*
- *This targeting is unique to the platform.*



Targeting Intended Audience

■ Sample Social Assets – Facebook & Instagram

- *Facebook is the primary social platform used by parents and grandparents and offers the largest audience reach of all social platforms.*
- *Ad units will be served as users are scrolling through their Facebook and Instagram feed.*
- *Additional Ad Units include the following:*
 - *Reels*
 - *Instream Video*
 - *FB/IG Stories*



Targeting Intended Audience

■ Search Engine Optimization

- *Organic search works to drive website traffic when users are researching for information relevant to our website*

■ Paid Search

- *Will be leveraged to capture hand raisers who are actively searching for information about drone safety or have recently run their drone into a power line and need to know what to do next.*
- *Key words will be selected to capture all relevant variations of a user search – example drone+safety*

■ Digital Media

- *Programmatic Display & Video*
 - *Programmatic Display and video will allow us to reach our audience through content they view, interact, shop, or engage/post on social media.*
- *Digital Audio – allows us to deliver Drone Safety Messaging while our audience consumes their favorite audio/podcast.*

Targeting Intended Audience

■ CTV/OTT

- *Allows us to deliver ads with a very targeted approach.*
- *Reach parents of drone owners/intenders in a similar environment to TV through digital CTV/OTT streaming.*

Targeting: Parents with children 16-18

- Target Households with children (under 18, 16-18, etc.)
- Serve ads on gaming devices targeted to under 18
 - General Drone Interest/Affinity Segments
 - Look-a-Like Audiences



Targeting Intended Audience

■ Programmatic DOOH (Digital Out-Of-Home)

- *Allows targeting by specific audience, demo, behavior, geography and screen type for maximum flexibility and impact in real time*
- *Reach parents of drone owners/intenders in a similar environment to TV through digital CTV/OTT streaming.*

TEENS/TWEENS

Geofence tween-centric locations (schools, identified in FirstEnergy zip codes with dayparting for before/after school times)

- Ramp up impressions on weekends in non-school locations
- Leverage video-capable screens in locations such as malls, food courts/casual dining and movie theatres. Would include digital posters/bulletins externally as well.
- Legally unable to overtly targeted tween/teen age group

PARENTS

- Target “Parents with Children 10-17 + interested in technology/aviation”



Media Types Include:

- | | |
|------------------------|--------------------|
| ✓ Airports | ✓ Office Spaces |
| ✓ ATMs | ✓ Pharmacy |
| ✓ Billboards | ✓ Physical Therapy |
| ✓ Casinos | ✓ Restaurants |
| ✓ Clinics | ✓ Retail |
| ✓ Condos | ✓ Rideshare |
| ✓ Convenience Store | ✓ Salons |
| ✓ Doctor's Office | ✓ Schools |
| ✓ Family Entertainment | ✓ Shopping Malls |
| ✓ Gas Stations | ✓ Sports |
| ✓ Grocery Stores | ✓ Entertainment |
| ✓ Gyms | ✓ Stadiums |
| ✓ Liquor Stores | ✓ Street Furniture |
| ✓ Lounges | ✓ Taxis |
| ✓ Malls | ✓ Transit |
| ✓ Movie Theaters | ✓ Universities |

The following slides show video storyboards that are currently being refined.
Updated storyboards will be presented May 20th.



FirstEnergy
Drone Safety

” :30 CTV/OTT

Audience: Parents of Tweens



Drones can be a lot of fun.



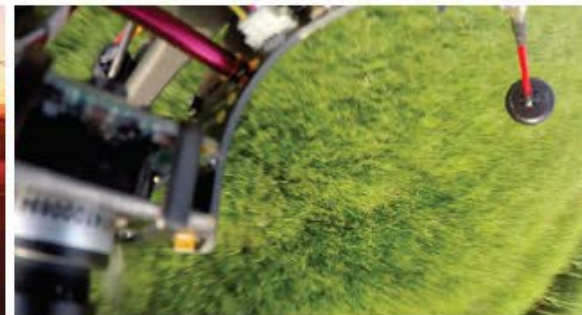
Before your child hits the skies, remind them that they are the pilot of a real aircraft.



Be sure to suggest safe places to fly—wide open spaces far away from dangerous electrical equipment.



And let your child know that if their drone gets caught in power lines, or crashes into a utility pole or substation, never attempt to retrieve it themselves.



For more tips, go to firstenergycorp.com/dronesafety.

":15 Social Video

Audience: Tweens



Before you fly your drone,



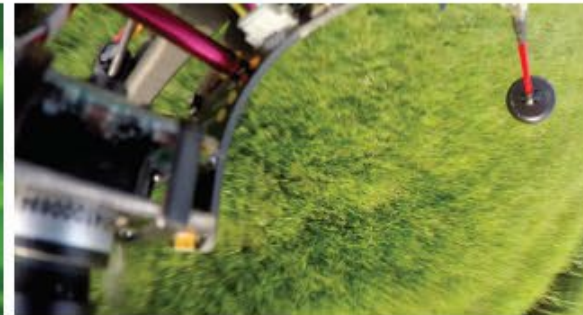
STOP. Know where you're flying.



LOOK around and make sure there are no power lines or substations in the area.



LIVE. We understand that accidents happen.



Just call 1-888-LIGHTSS and we'll get it back for you.

” :15 Social Video

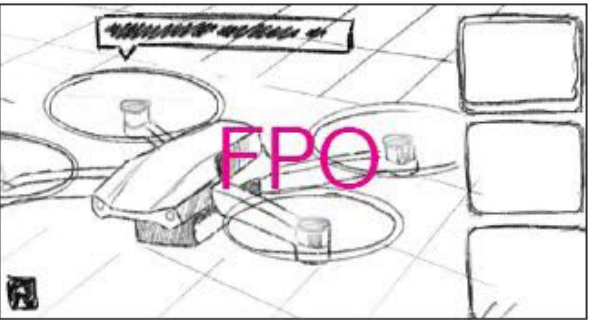
Audience: Tweens



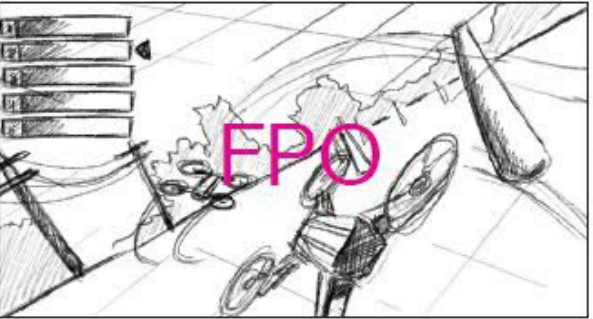
Fly into the Drone Danger Zone.



Test your skills.



Compete against friends.



Build your own course.



Play Drone Danger Zone now.

Drone Safety YouTube Videos

- Videos removed for sending

Drone Safety YouTube Videos



*Safety & Human
Performance*

Thank You

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