



Public Safety

FirstEnergy's Drone Safety Campaign

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Campaign Strategy

- Drone demand and ownership is growing rapidly in the U.S., **67% year over year**. Most powerlines aren't marked on navigation maps, increasing the chance of collisions with catastrophic repercussions.
- We developed a dynamic digital gaming experience, called **Drone Safety Zone Racing**. The racing experience gives players the ability to design their aircraft and race against other pilots—all while learning about how to fly safely and avoid contact with electrical equipment.
- We launched the FirstEnergy Drone Safety Zone Racing game with a fully integrated media mix geared toward the “droner” lifestyle. We targeted users streaming on gaming consoles, tapped into Amazon audience data to identify those in the market for a drone, and targeted mobile devices that had popular drone-flying apps installed.
- The message was amplified across a range of channels like mobile, OOH, social, audio, video, search and digital.



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Results

The Drone Safety campaign far exceeded KPI goals in just 7 months:

140 Million
IMPRESSIONS

238K+
GAME SESSIONS

228K+
FE LANDING PAGE VISITS

55K+
GAME COMPLETIONS

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Thank You

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