Unleashing the Power
Electric Delivery Re-imagined
KSV is an advertising and marketing agency focused on energy.

Founder of Magnet Energy, a global network of advertising and marketing agencies specializing in the energy sector.

*KSV is a WBENC-certified women-owned BCorp.*
Industry Definition

Utility of the Future
64% think it means personal solar and wind power.
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33% think it means energy being delivered without wires.
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Community Solar Subscription

$99.99/month  prime  5 stars  2,702
Get it by tomorrow, May 16
- Get the benefits of clean energy without having to install equipment on your home!
- Credits appear monthly on your utility bill

ADD TO CART

6% think it means buying from Google or Amazon.

Offshore Wind Farm Membership

$29.99/month  prime  5 stars  168
Get it by tomorrow, May 16
- More powerful and efficient than land-based wind power.
- Produce no environmental pollutants or greenhouse gasses.
Renewable energy is top of the list…

“I think of renewable energy sources.”

“Reusable resourceful affordable utilities.”

“The ‘Utility of the Future’ is solar energy.”
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“Reusuable resourceful affordable utilities.”

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*We also heard:*

‘No Idea!’, ‘Scary’, and “Something portable.”

“Eventually electricity will not be used in homes.”

“Underground cables.”
Are Customers Asking for a Revolution?
No.
No.
No.
They really aren’t thinking that much about their energy use.
30% stated that they don’t know where their electricity comes from.
Over 82% want their utilities to prioritize renewable energy sources.
80% people want more choice in deciding their energy sources
85% said they would change habits to reduce their bill.
Thank You