

CLIENT TXU Energy

PROJECT Interactive Promotion

OBJECTIVE

Add viral marketing component to holiday promotion.

BACKGROUND

Because of deregulation, Texans now have a choice of electricity providers, so as one of the state's legacy companies, TXU Energy now competes for customers. To provide a viral marketing opportunity for the holiday season, the company created a holiday eCard site.

PROJECT OVERVIEW

There are many different ecard sites available, so the challenge was to tie the promotion to a Texas theme. The concept, "Texas Style Holiday eCards," is linked to the state's proud heritage and values.

To promote the program, the company sent an initial email inviting customers to participate, and included a prominent ad on its home page.


Those who sent eCards had the opportunity to pick out graphics, move them around a screen, add decorations and lights, select music, and create a personal message for each recipient.

Each email contained a link to both a card "front" side with a Texas-style theme and a message side that included the personal note and invitation for that recipient to send their own card to others.



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See below for a larger view of this promotion.

Home page promotion



[Español](#) | [About TXU Energy](#)

[Home](#) | [Residential](#) | [Business](#) | [Large Business](#) | [My Account](#) | [Customer Service](#) | [Careers](#)

→ My Account

Your place to see and pay your bill, check your account balance and more. Just a click away.

[→ Sign In to E-Bill](#)


[→ View Your Bill](#)

→ Customer Service

Find answers, sign up for payment options, locate payment centers and more.

[→ Read the FAQs](#)

[→ Contact Us](#)



Put some Texas spirit into your holiday greetings!

Create a holiday eCard... Texas style!

It's Quick, Easy and FREE... [Get Started Now! >](#)

→ Residential

Easy online features for you and your home energy needs.

- [→ E-Bill Sign In](#)
- [→ Billing and Payment Options](#)
- [→ Sign Up For Service](#)
- [→ New Service Plans](#)
- [→ Energy Tips and Tools](#)

→ Business

Take advantage of a complete portfolio of customized energy-related solutions for businesses.

- [→ E-Bill Sign in](#)
- [→ Billing and Payment Options](#)
- [→ Request a Quote](#)

→ Large Business

Tailored commodity and non-commodity products for customers whose annual peak demand exceeds 1MW.

- [→ TXU Energy Gateway](#)

[Privacy Statement](#) | [Site Terms and Conditions](#) | [Refer-a-Friend](#) | [Web Feedback](#)

REP Cert. No. 10004

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Email promotion



The graphic is a promotional flyer for 'Texas Style Holiday eCards'. It features a rustic, weathered paper background with a wooden frame on the right side. Inside the frame is a photograph of a desert landscape at night, with a large saguaro cactus decorated with string lights and a starburst light in the sky. A pink ribbon is tied around the top right corner of the frame. The text 'Texas Style Holiday eCards' is written in a large, bold, orange font. Below it, in a smaller font, is 'Create and Send Your Holiday Greetings'. A large orange arrow points to the right with the text 'Get Started'. The main body of text is arranged in two columns, with a dotted line separating them. The right column includes a list of three steps: 'Just pick some decorations, lights, and music', 'Add your personal greeting', and 'Send your eCard'. Below the list is the phrase 'It's that easy!' and another orange arrow pointing to the right with the text 'Get Started Now'. The TXU Energy logo is in the bottom left corner, and the copyright information is in the bottom right corner.

Texas Style
Holiday eCards
Create and Send Your Holiday Greetings

Get Started

It's the holidays, so TXU Energy is getting into the spirit ... *in true Texas style.*

Here's your chance to do the same. Create a customized holiday eCard — and add a dash of that rough and rugged, yet gracious and friendly, style Texans are famous for.

Show your friends and family your true Texas colors now!

Fun! Easy! Free!

- ▶ Just pick some decorations, lights, and music
- ▶ Add your personal greeting
- ▶ Send your eCard

It's that easy!

Get Started Now

 TXU Energy

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Sample eCard

(Note: This was delivered to recipient inbox. Next two pages show card when “opened.”)

Date: Wednesday, December 12, 2007 10:46 AM
To: rjb@rbloch.com
Subject: Bob just sent you a holiday eCard

Texas Style
Holiday eCards

Howdy,

Round up everyone because Bob just sent you some season's greetings, Texas style.

Is it big and brash? Warm and friendly? Or something in between?

You won't know until you see it, so check it out. Just **[click here](#)**.

*All the best,
TXU Energy*

Open your eCard

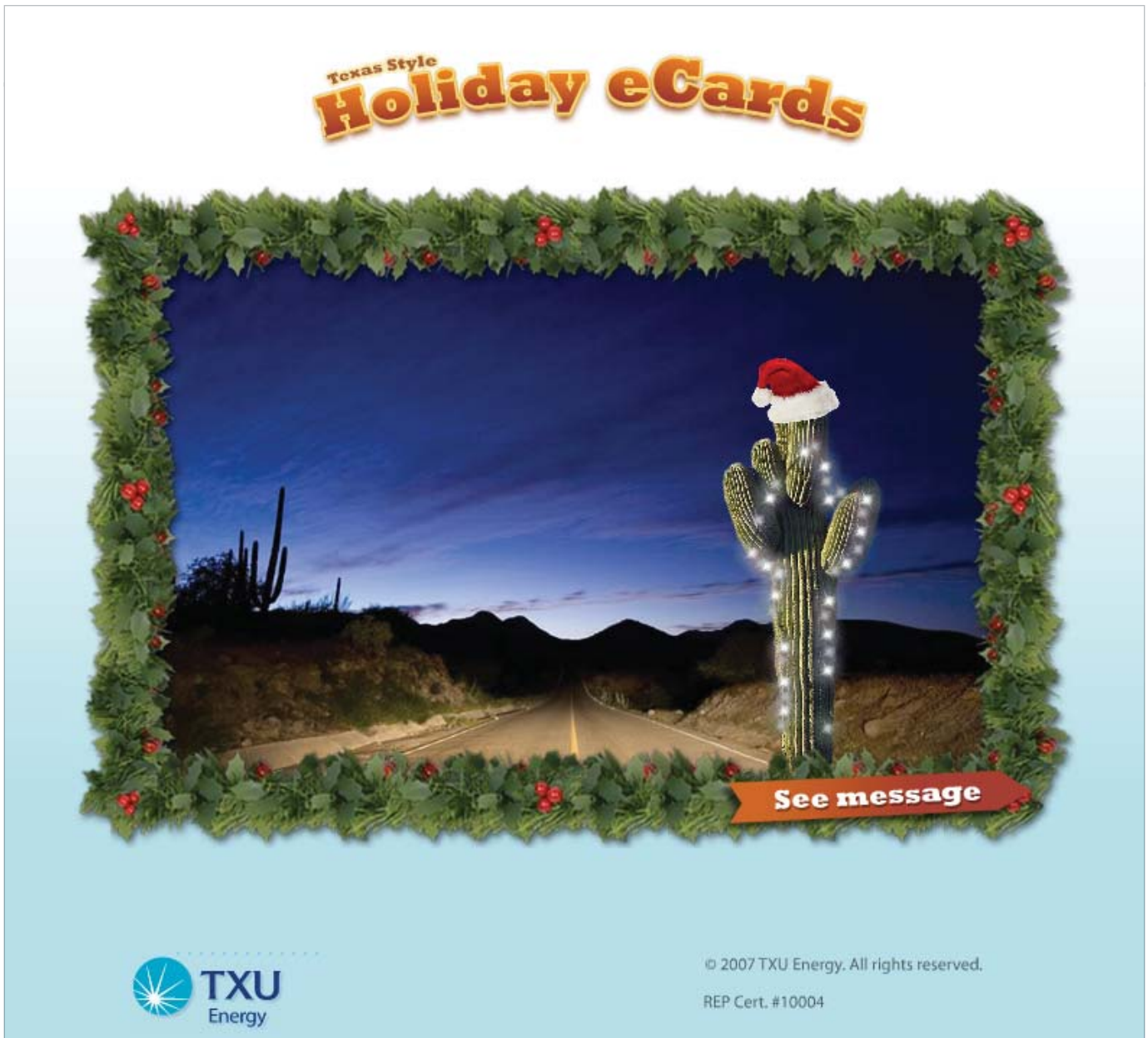


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PROJECT Interactive promotion

Sample eCard / "Front" side



CLIENT TXU Energy

PROJECT Interactive promotion

Sample eCard / Message side

