

Powering sustainability and the importance of purpose-driven marketing

Presented by
Alexis Schnell



About Me



ALEXIS SCHNELL

Social Media Specialist, LG&E and KU

In my role, I manage all digital and social media channels, including Facebook, Twitter, Instagram, LinkedIn, TikTok, Nextdoor, and Youtube.

Our total account followers among all channels are over 550,000, and our monthly reach exceeds 1 million.

I have 10 years' experience in social media, digital advertising and content management. My experience also includes editorial writing and healthcare digital marketing.

EWE ARE GONNA LOVE THIS!

1)

Why sheep?

- How the partnership was established + making an impact
- Capitalizing on a project using purpose-driven communications/marketing

02

Launching Ewetube

- You herd it here first!

03

Maintaining momentum

- How we continue to promote
- Pun, anyone?

What is purpose driven marketing?

It is defined as a strategy used by an organization to center its external communications efforts around a social cause that aligns with its core values





Why sheep?
Grazing for the good of Kentucky

baaaaaaa



The E.W. Brown solar facility, located in Harrodsburg, Ky., stretches across 50 acres and needs plenty of sun to be as efficient as possible, so vegetation can't grow too high and needs to be maintained.

In partnership with Shaker Village, a local historic farm and non-profit in the community, LG&E and KU are using sheep – instead of lawn mowers – to keep vegetation under control. The sheep are the Shetland variety that are originally from Scotland.

The move is environmentally friendly, offsets costs for customers, and is a safer option than traditional equipment. This choice aligned with our mission to provide safe, affordable, reliable and sustainable energy to our customers, and allowed us the opportunity to support a local business.



The Shetland is an old breed of sheep originally from the highlands of Scotland. They are considered an “unimproved” breed which means they are greatly unchanged from their ancestry.

This heritage breed of sheep is listed on the Livestock Conservancy list as a recovering breed due to lower populations in the United States, but due to its versatility among grazers it is seeing a resurgence in its numbers.

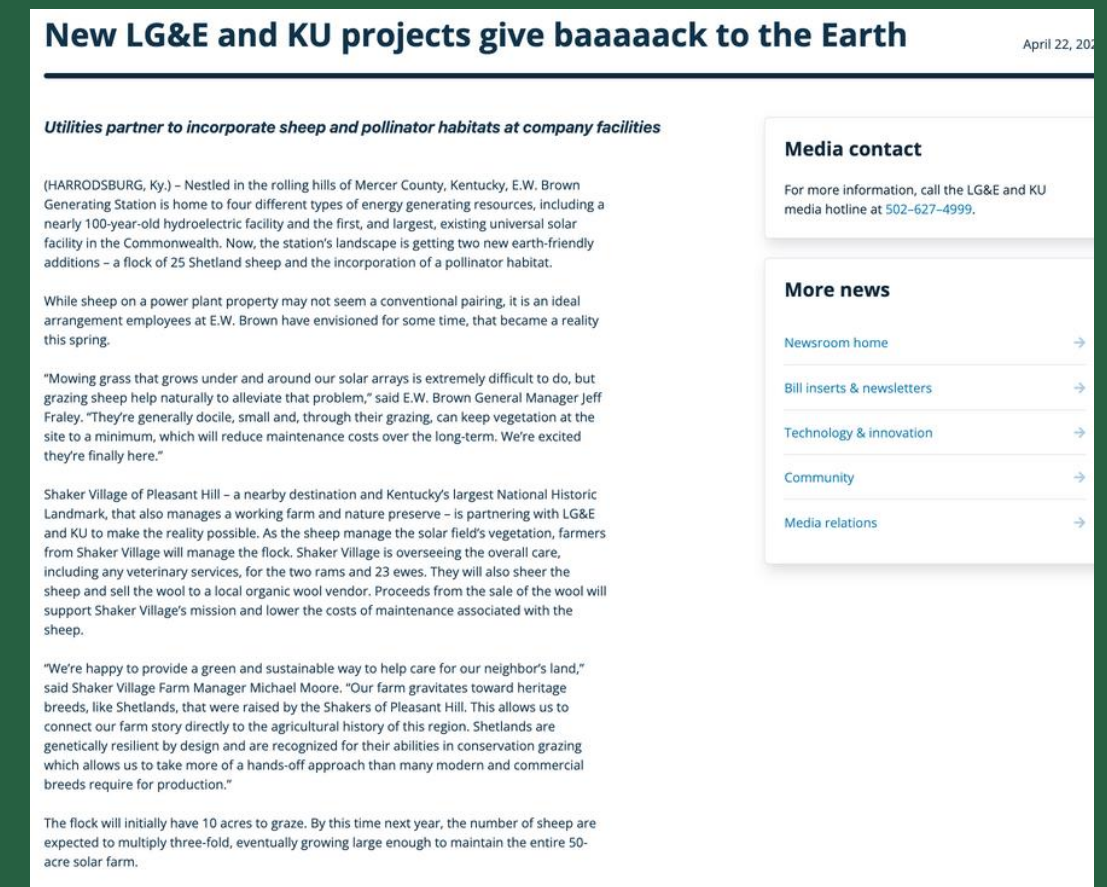
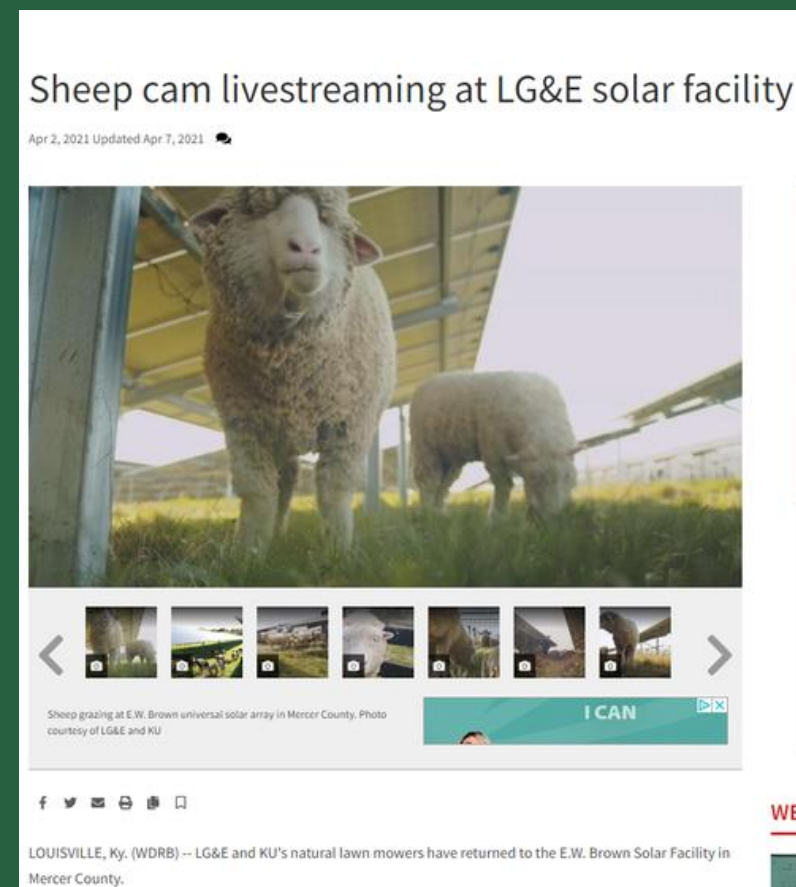
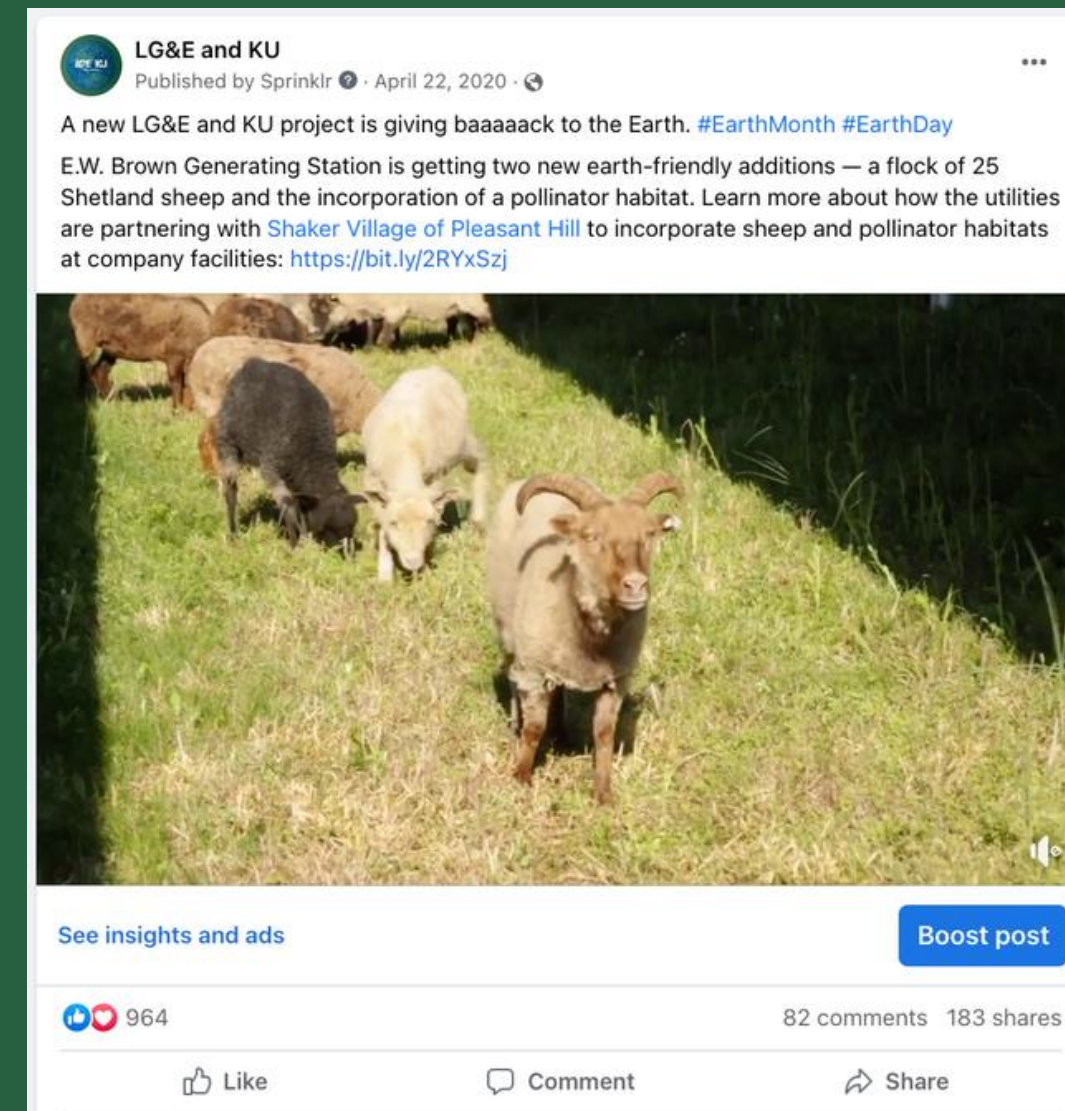
What began as a research project with just 25 sheep, has now been in action for 4 years with over 200 sheep!

You herd it hear first!

To announce the sheep, our team paired traditional media with social media and promoted the exciting announcement on Facebook, Twitter, and Instagram. We paired this announcement with Earth Day on April 22, 2020, to amplify the reach and connection to sustainability efforts associated with the sheep and the planting of a pollinator habitat.

The posts (4 total) garnered 1.1k likes, 67 comments, 198 shares, and 333.5 engagements per post. The video asset included with the social posts resulted in a post reach of 380,100. There were also over 100 clicks to the digital press release included in the post copy.

The social posts were also shared by news outlets across our service area, resulting in even more of an audience reach. And in working alongside Shaker Village, we were able to amplify the content with their audiences by ensuring we tagged them in each post.



Following the announcement in April, we promoted 1-2x a month until their return to Shaker Village in November, for a total of 24 posts in 2020. These posts garnered 2.2k engagements, with 1.8k likes, 11 comments and 312 shares.

In our first year, the sheep promotion resulted in over 1 million in reach, and 94.3% positive sentiment on social media.



LG&E and KU
December 22, 2020 · 🌐

🎵 Home for the Holidays 🎵 The 35 sheep that have spent the last year with us at the E.W. Brown Solar Farm were moved today to finish the winter at [Shaker Village of Pleasant Hill](#). The sheep are rocking their brand new, thick winter coats and will spend the next few months staying warm as the seasons have changed.

The sheep and their newborn lambs will be back at E.W. Brown when the grass is green and flowers begin to bloom. We are so excited to share with you the beauty of the springtime at E.W. Brown. A special thank you to [Shaker Village of Pleasant Hill](#) for these beautiful photos. Granny is front and center of the shot and closest to the treat bucket 😊



Boost this post to reach up to 23 more people if you spend \$14. [Boost post](#)

You, Virginia Jones, Aron Patrick and 58 others · 3 comments · 15 shares

Love · Comment · Share

Most relevant ▾



Ige_ku · Follow
E. W. Brown Generating Station

Ige_ku Meet our newest sheep! Recently, our partners at [@shakervillageky](#) added 10 more sheep to graze the grass at our E.W. Brown Solar Facility, bringing our total number of sheep on site to 35. These 10 new ewes are of the Katahdin variety and will grow much larger than the Shetland sheep we've had there. Katahdin sheep are known to be gentle, good-tempered, and good foragers. We are 'wooly' excited to introduce them! 🐏💛

And, in case you missed our first announcement of the sheep and the cool pollinator habitat, get the details at: <https://lge-ku.com/newsroom/press-releases/2020/04/22/new-ige-and-ku-projects-qive-baaaaack-earth>

35 likes
JULY 22, 2020

Log in to like or comment.



LG&E and KU
[@lgeku](#)

Are ewe ready for this? 🐏 Bee excited! 🐝

ICYMI: Nestled in the rolling hills of Mercer County, KY, E.W. Brown Generating Station is getting two new earth-friendly additions — a flock of 25 Shetland sheep and a pollinator habitat: bit.ly/2WaxWwS. [@shakervillageky](#)



9:30 AM · Apr 28, 2020

3 Retweets · 18 Likes · 1 Bookmark

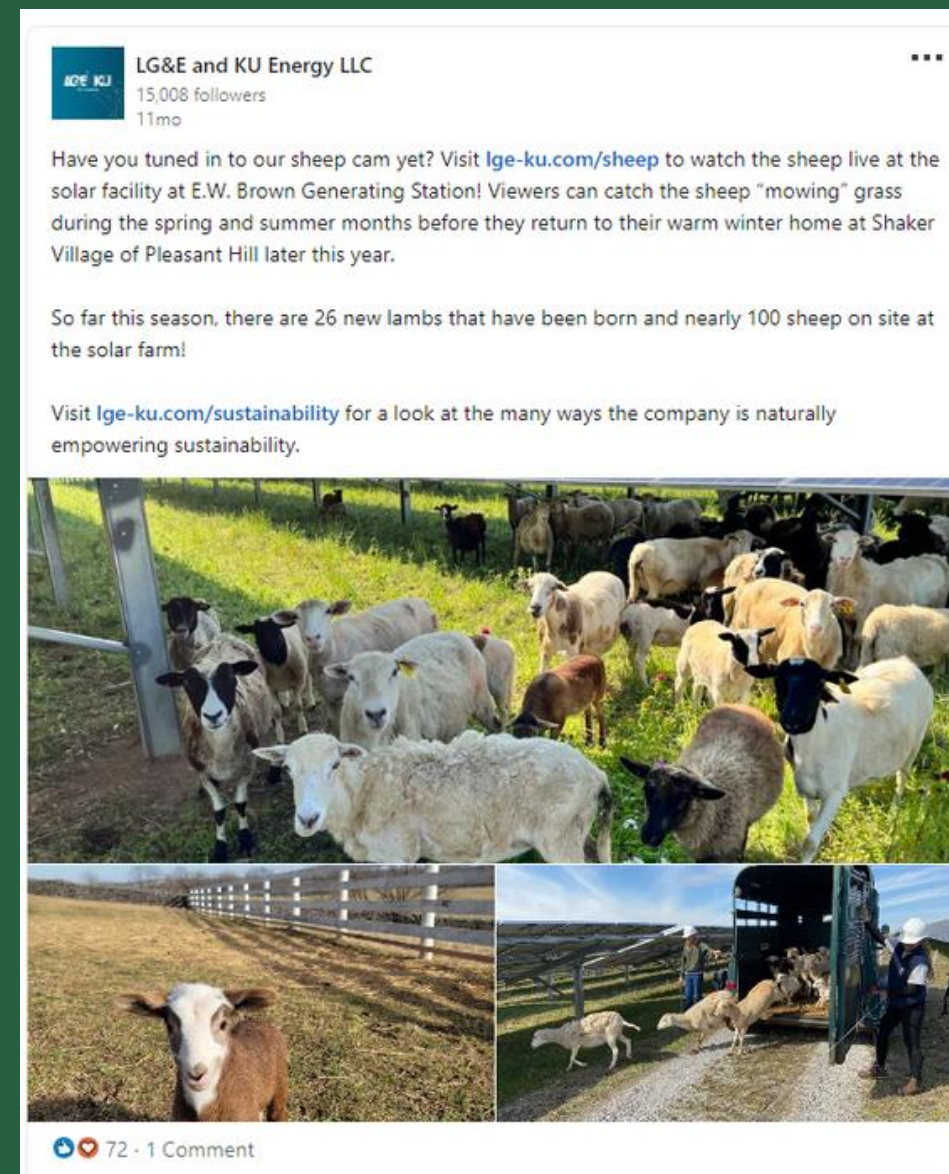
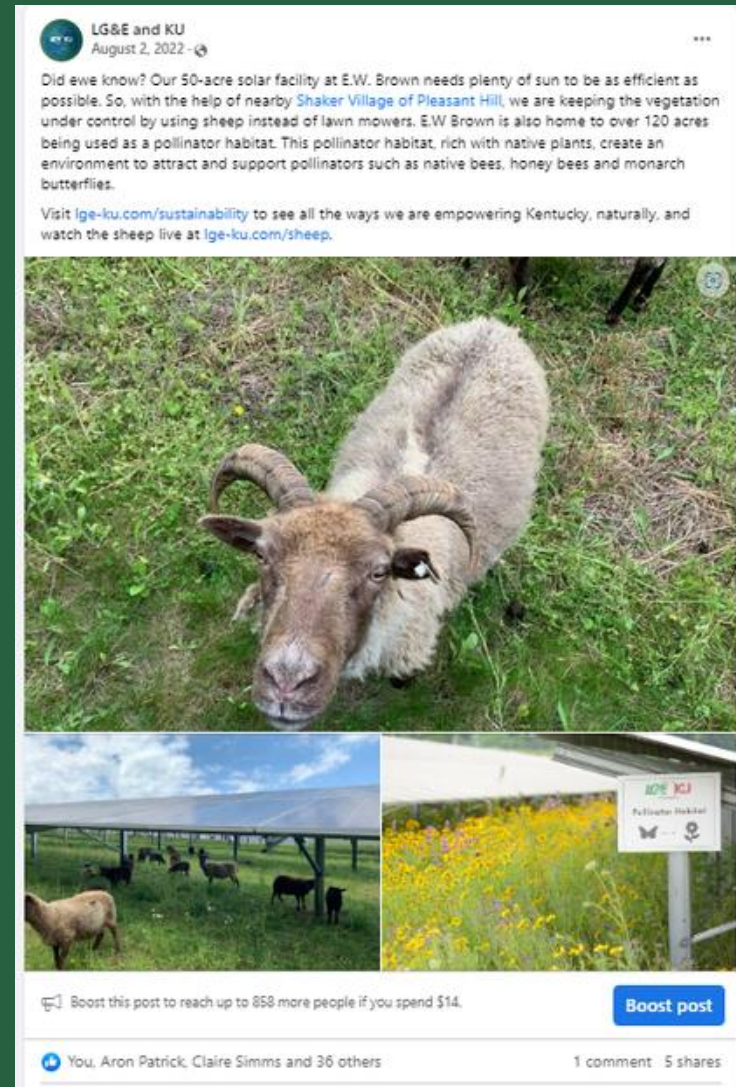
[Shaker Village KY](#) [@shakervillageky](#) · Apr 28, 2020
Oh, we're ready!

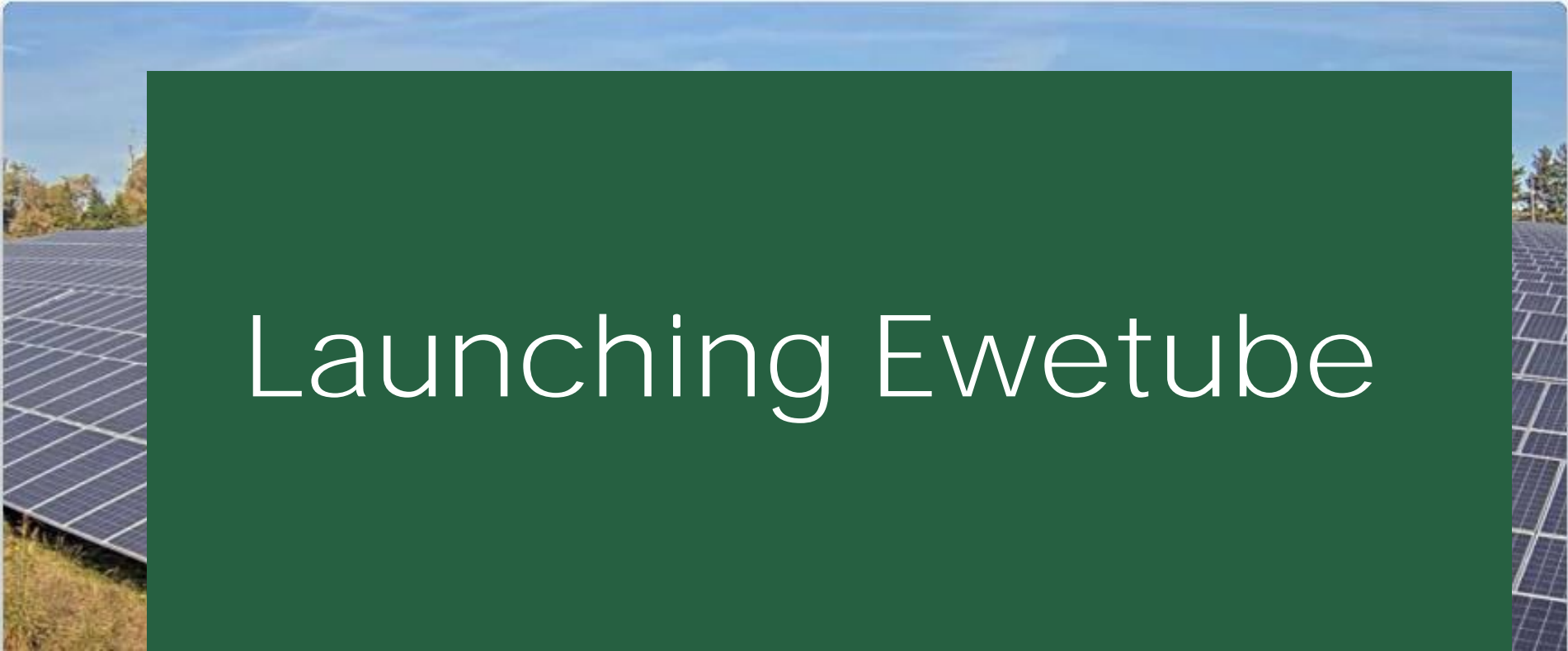
The sheep return each year in March/April, and we continue to promote consistently. We continue to lead awareness and promotion through social media.

2021: 43 total posts, 2k engagements

2022: 50 total posts, 1.2k engagements

2023 current: 18 total posts, 677 engagements







In March 2021, we announced our sheep cam, or "Ewetube" channel, which features three live cameras set up on-site at the solar farm to watch the sheep in real-time. Now, we were able to promote the sheep for the new year, and encourage viewers to watch live!

Viewers can catch the sheep "mowing" grass during the spring and summer months before they return to Shaker Village of Pleasant Hill for the winter.

The execution of the live cameras involved team members from Corporate Communications, IT, and the generating station property managers.

Welcome to our "EweTube" channel

Meet our roommates

Say hello to our new roommates at our E.W. Brown solar facility! A flock of Shetland and Katahdin sheep from nearby [Shaker Village of Pleasant Hill](#) are hard at work keeping the vegetation in check at Kentucky's largest universal solar facility, located in Mercer County.

The posts (9 total) made on April 2, 2021 garnered 1.1k likes, 67 comments, 198 shares, and 333.5 engagements per post. The video asset included with the social posts resulted in a post reach of 380,100. There were also over 100 clicks to the digital press release included in the post copy.

To date, the live camera has over 5,300 hours of streaming across the United States.



LG&E and KU
April 2, 2021 · 🌐

Our new friends have arrived! Tune in to watch the flock help out the environment by grazing Kentucky's largest solar field.

Tune in to our sheep cam to watch us work toward a more

LGE-KU.COM
We're giving baaack to the environment.
The LG&E and KU Sheep Cam [Learn more](#)

📣 Boost this post to reach up to 1047 more people if you spend \$14. [Boost post](#)

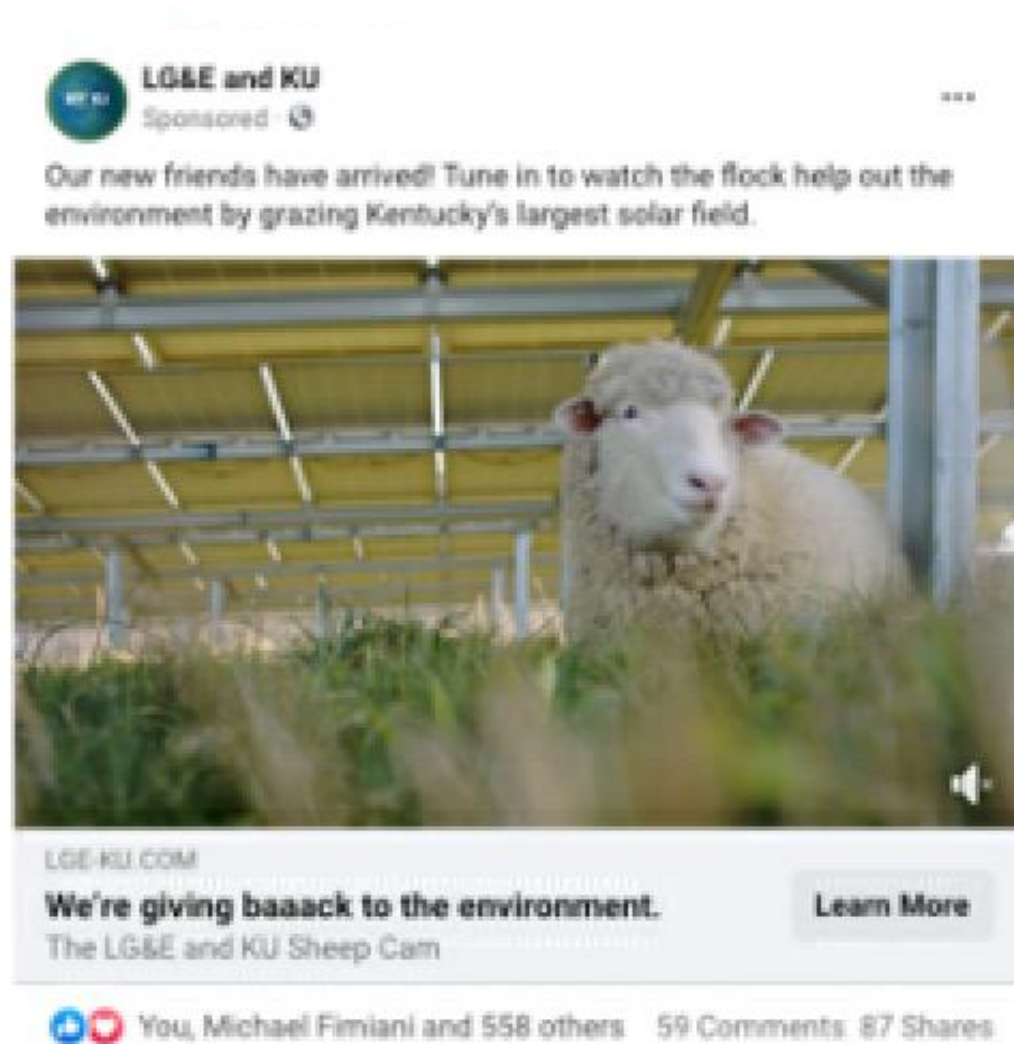
👍❤️ 545 74 comments 104 shares

👍 Like 💬 Comment ➦ Share

In addition to the organic social media and media release, we ran short-form videos on Facebook/Instagram and Youtube to introduce the community to the sheep cams.

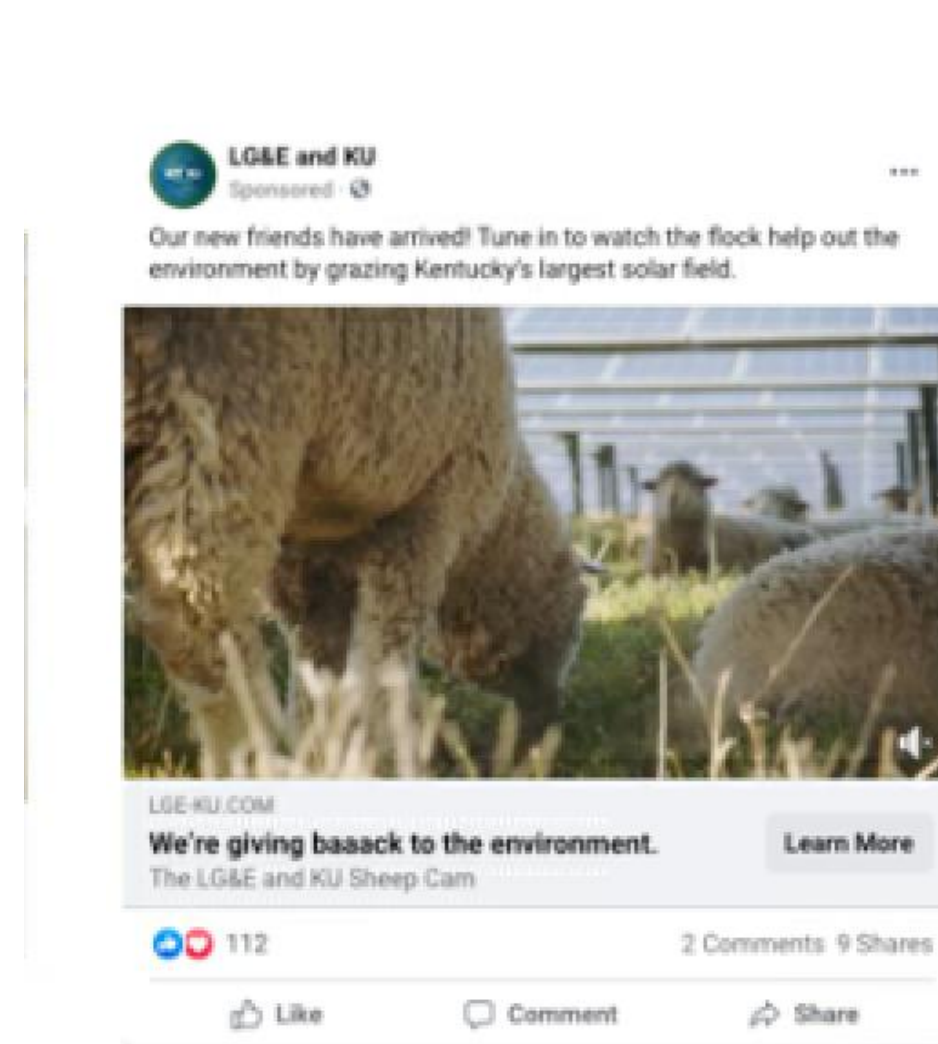
Facebook/Instagram: :15 Video

Reach: 180,153
Impressions: 526,577
Engagements: 39,563
Engagement Rate: 7.51%
Video Completions: 28,678
Video Completion Rate: 17%
Clicks: 9,237
CTR: 1.75%



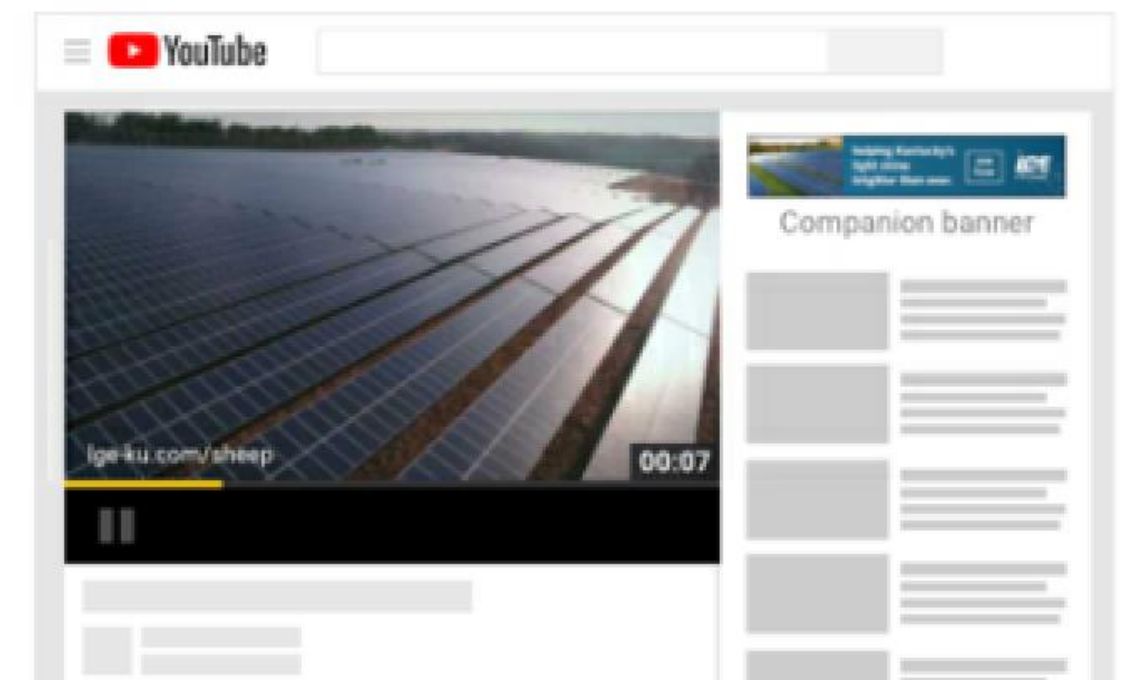
Facebook/Instagram: :6 Video

Reach: 52,004
Impressions: 89,986
Engagements: 10,474
Engagement Rate: 11.64%
Video Completions: 8,543
Video Completion Rate: 58%
Clicks: 1,657
CTR: 1.84%



YouTube: 6 Video

Reach: 217,759
Impressions: 560,410
100% Video Views: 493,093
Video Completion Rate: 88%
Clicks: 497
CTR: 0.09%



The campaign dates ran April 2-April 11, 2021



Maintaining Momentum



Our communication methods continue to include:

- Social media (FB, TW, IG, LinkedIn, YouTube, Nextdoor and TikTok)
- Media/Press releases/Local stations
- IntraNet for employees

Meet Levi the Lamb

The book launched in June 2022 and tells a story of Levi the Lamb, a little lamb on a big mission. In “Levi the Lamb’s Big Day,” he visits his barnyard pals to figure out how he’ll be making a difference for the planet, beginning in Kentucky.

Purchases directly benefit Shaker Village of Pleasant Hill, the nonprofit organization in Mercer County, Ky. that supply our sheep.



LEVI THE LAMB'S BIG DAY

\$ 10⁰⁰

Quantity

1

 Add to Cart

Written by Aaron Carter

Illustrations by Anni Betts

Levi the Lamb loves planet earth and gets to help in a big way! Meet Levi's farm pals and watch the live sheep graze in the solar field by going to lge-ku.com/sheep.

Shaker Village of Pleasant Hill is proud to partner with LG&E and KU by providing a flock of sheep to graze the solar field at the E.W. Brown Generating Station in Harrodsburg, KY. These lawn mowing sheep provide a sustainable way to take care of the land. They are the inspiration for this book.

 Share

 Tweet

 Pin it



Media Impact

A lamb, hydro power and solar panels, oh my!

June 30, 2022

LG&E and KU's new children's book partnership takes kids on energy-filled adventure; and benefits historic landmark

(LOUISVILLE, Ky.) — From zip lining across the Amazon to plant more trees to diving to the ocean floor to save the coral reefs and more, a new children's book follows the story of a little lamb on a big mission. In "Levi the Lamb's Big Day," he visits his barnyard pals to figure out how he'll be making a difference for the planet, right here in Kentucky.

Published by Louisville Gas and Electric Company and Kentucky Utilities Company, scenic locations like the utilities' Ohio Falls Hydroelectric station in Louisville, solar field in Harrodsburg, and pollinator habitats are among the places they visit as they imagine what Levi will be doing.

Illustrated by artist Annie Betts and authored by Aaron Carter, LG&E and KU say the book is a great way to get kids interested in the world around them. All proceeds from the book, which retails for \$10, benefit Shaker Village, a non-profit organization in Mercer County and Kentucky's largest historic landmark.

"Every day, children across our service area connect and learn about the world through reading, and Levi the Lamb's Big Day makes the topic of sustainability more approachable and friendly, with a nod to how utilities like ours are advancing a cleaner energy future," said LG&E and KU Vice President-Communications and Corporate Responsibility Chris Whelan.

Among LG&E and KU's sustainable efforts are a real-life flock of more than 100 Shetland and Katadhin sheep that manage the vegetation at the utilities' 50-acre, 10-megawatt solar field at

Media contact

For more information, call the LG&E and KU media hotline at 502-627-4999.

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New children's book partnership takes kids on energy-filled adventure

By NEWS RELEASE Jul 9, 2022

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LG&E and KU Energy LLC
 15,006 followers
 10mo · 🌐

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Learn more about the book and how to purchase here: <https://bit.ly/3QZqOzi>.

#LGEKU #ChildrensBook #Lambs #Sheep #SolarSheep #SolarField #Lawnmowers #ShakerVillageKY



A lamb, hydro power and solar panels, oh my!
 lge-ku.com · 2 min read

You and 24 others · 5 reposts

LG&E and KU
 @lgeku

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Read the release here: lge-ku.com/newsroom/press...



10:30 AM · Jun 30, 2022

View Tweet analytics · Promote


LG&E and KU
 Published by Sprinklr · June 30, 2022 · 🌐

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#LGEKU #ChildrensBook #Lambs #Sheep #SolarSheep #SolarField #Lawnmowers #ShakerVillageKY




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A lamb, hydro power and solar panels, oh my!
 From zip lining across the Amazon to plant more trees to diving to the ocean floor to save the coral reefs and more, a new children's book follows the story of a little lamb on a big mission. In "Levi the Lamb's Big Day," he visits his barnyard pals to figure out how he'll be making a difference for...

See insights and ads · Boost a post

27 likes · 10 shares

Like · Comment · Share

Write a comment...



Ige_ku · Following

Ige_ku Needing an idea for holiday gift giving? We have one for ewe! Check out the "Levi the Lamb's Big Day"! The book encourages readers to watch Levi and his friends graze the solar field on our live sheep cam and teaches them things they can do at home to help Levi the Lamb and the environment.

"Levi the Lamb's Big Day" can be purchased in the Shaker Village gift

5 likes · DECEMBER 15, 2022

Add a comment... · Post

How it's going

Today, the sheep have returned for the fourth consecutive year. The live camera is on its third year of streaming, and book sales are still contributing donations to Shaker Village.

Over time, promotion of the sheep and partnership has provided over 7.62k owned engagements, and a reach of over 4 million.

The sheep continue to win the hearts of our local community and the project has maintained relevancy over time.

Our social media + communications efforts have resulted in honorable mentions from Ragan PR Daily Awards for the ESG (Environmental, Social & Governance) Communications and the 2022 UCI (Utility Communicators International) Gold Award for Social Media.

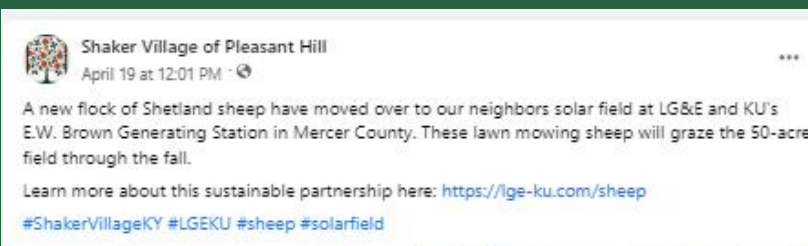
LG&E bringing in sheep to 'mow' grass at utility's solar facility



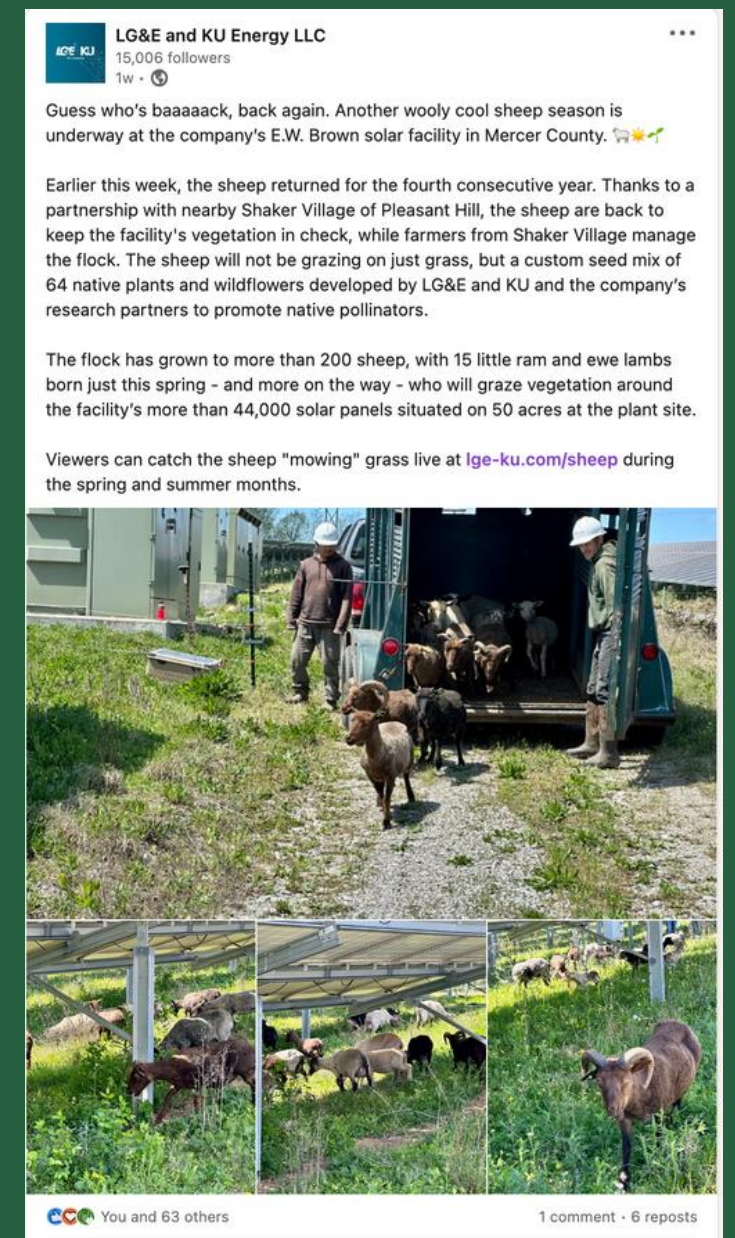
The sheep are being brought in to help manage the grass around LG&E's 50-acre solar facility in Mercer County. (LG&E/KU)



TikTok @lgeku



Aron Patrick and 173 others 12 comments 12 shares



You and 63 others 1 comment 6 reposts

HAVE "PUN"!

Find your niche, use your voice, and have fun!

You 'herd' it hear first
Ewe are gonna love this!
Guess who's baaaack, back again
Go shorty, it's your Earth Day





**THANK
EWE!**