
CASE STUDY

AMEREN

Challenge

Overview

Every day, Ameren is working hard to provide more reliable energy, reduce outages and restore power faster than ever before. It's all part of their ongoing commitment to keep pace with future energy needs, as they proudly continue to serve, support and invest in their surrounding communities.

Ameren Illinois enlisted DCC to help them educate their customer base about a variety of topics in an engaging and accessible way.

Goals

- **Educate customers** about technical subjects in an easily digestible format.
- **Provide value-added content** to supplement organic social media strategy.
- **Reinforce the Ameren brand** through a new series of animated explainer videos.

The Work

Strategy

Audience

- Ameren Illinois customers.

Messaging

- Consumer-friendly language to engage and educate about key topics.
 - Restoring Power During Ice Storms
 - Solar Energy and Manual Disconnects
 - Electricity Cost Awareness & Mitigation
 - Natural Gas Pipeline & Delivery
 - Weatherhead Maintenance Education

what we did

- ✓ Research and script copywriting
- ✓ Animated video production
- ✓ Voiceover & music
- ✓ Editing & post-production
- ✓ Project & account management

Impact

- Shared across Ameren Illinois' social media channels with over **100k subscribers**.
- Helped **educate customers** on energy-saving practices to mitigate cost increases.

Examples of Our Work

