



Vladimir × Jones

***Trust your brand — it's
the only thing you've got.***

2021 E Source Forum

Intros



Amy Trinidad
Public Affairs Lead



Meredith Vaughan
Chief Executive Officer

It's a wild, wild world out there.



**Get to know your audiences.
Understand the culture.
Know your why.**

(Hint: Look beyond the data you have.)

We live in a Post-Truth Society

80% of consumers believe “the System” is working against them.
And consumers don’t know who or what to believe.

**And we're also looking
at you, algorithms.**

“We need to get rid of the blind faith that math is always impartial, which is statistically not true. [Implementing AI is] going to take human interpretation.”

— Mutale Nkonde, Fellow at Harvard University

Empathy as a Trust Builder

59% of younger consumers believe brands should convey messages of moral support and show that they understand their struggles.

**Beyond age.
Brands are seen
as an institution.**

US/UK Consumers

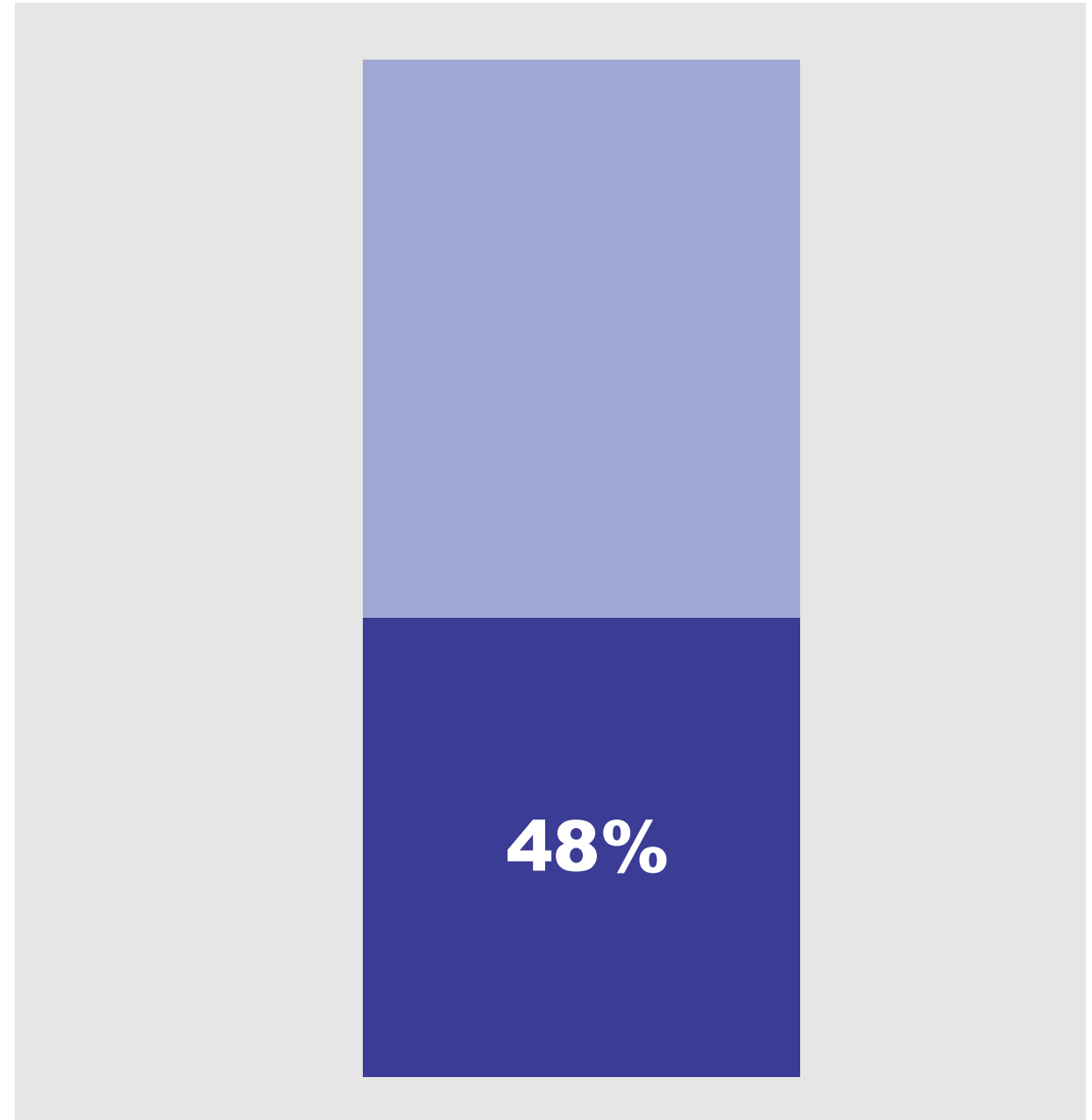
Nearly every consumer thinks brands are responsible for creating positive change.



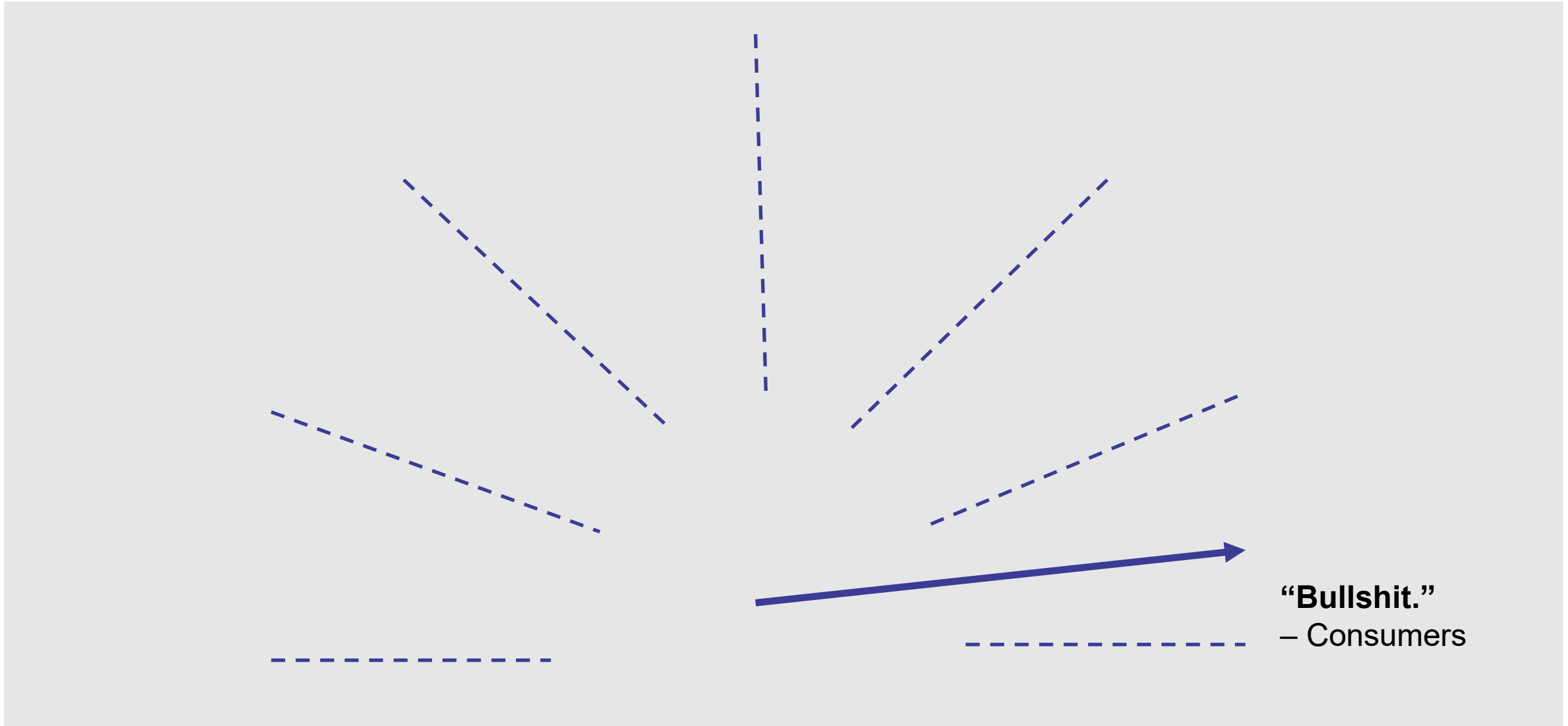
98%

US/UK Consumers

Believe it's easier to get brands to address social problems than to get the government to take action.



Our BS meter is at an all-time high.



What this means for brands.

What are we, really?

To our customers, there is no difference between us, Amazon, Nike or any other brand/company with which they interact.

A Study in Reflection

Colorado Springs Utilities



Colorado Springs Utilities

It's how we're all connected

- Four service municipal Utility
- Growing residential and commercial needs
- Changing community perception
- Infrastructure overhaul

Our Opportunities

Constant Evolution

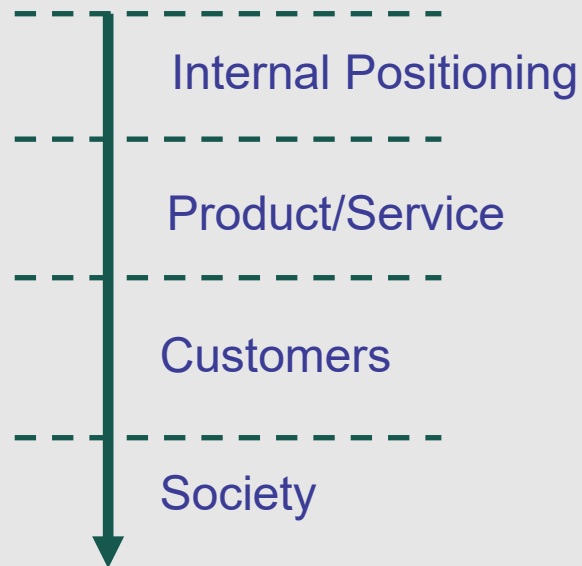
- Aram Benyamin - New Visionary Leader
- Dedicated and evolving workforce
- Positioning for the future:
 - Carbon Reduction
 - Sustainable Energy and Water Plans
 - Innovation Incubator

**Investing in our brand makes
us responsive not reactive.**

And it focuses us on the information that is most important.

It must be in our ethos.

Talk must align with consistent follow-through on every level.



It starts inside of us.

Employee Videos

Jennifer

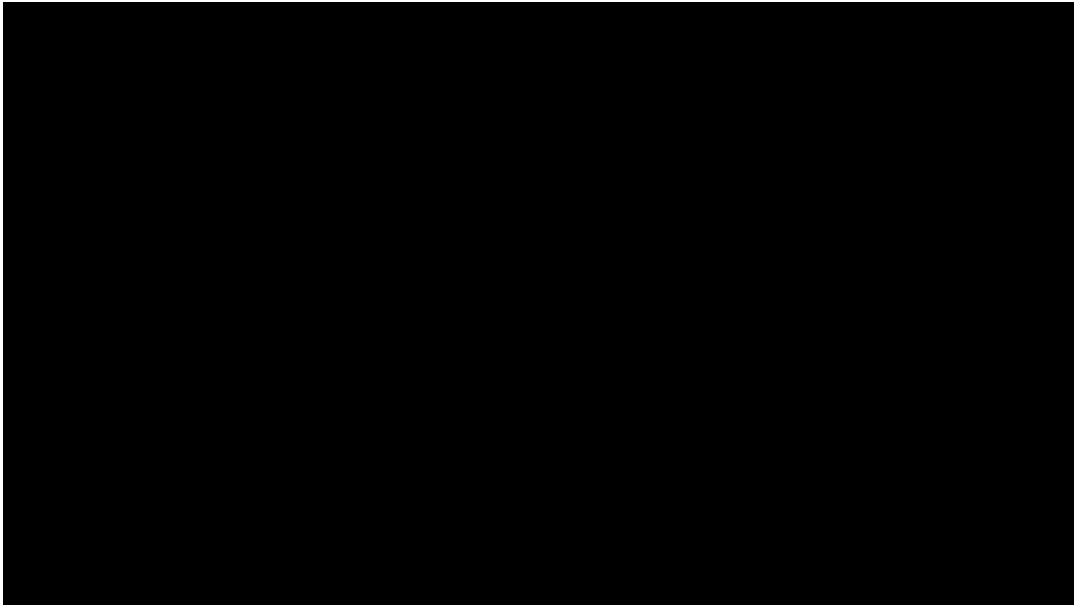


Ethan



And sometimes it's about "the thing."

Water Taste Test



But it's always about the brand.

Today We Work for Tomorrow

TV



Green Power



Safety



Results

- Cogent’s “Most Trusted Brand” status in the recent 2021 Cogent Syndicated Utility Trusted Brand & Customer Engagement™
- A 171% increase in post engagement and a 69% increase in click-through rate
- A 366% increase in video plays and a 66% higher average video view rate

Key Learnings

Ethos comes from inside out.

Always know your why.

**Reflect your customers,
not the organization.**

Create a conversation.



Colorado Springs Utilities[®]

It's how we're all connected