



Energy is  
confusing.  
Let's talk  
about  
ice cream.



***BIG UTILITY—WE'LL CALL HIM BILL—AND  
NRG ARE BOTH TRYING TO SELL YOU ICE  
CREAM. THE SAME ICE CREAM.***

But NRG's comes with sprinkles, and whipped cream, and hot fudge, and a banana sliced just so, and a fancy Bordeaux cherry on top. Oh, and a ticket to Paris.

So you're like, "No offense, Bill, but NRG's sundaes are magnifique. Why should I buy your plain ol' ice cream?"

"I dunno. I was here first. And I own the spoons."



We're

N



People trust us to **make the best darn ice cream sundaes** power their homes, because we think energy is the bare minimum of what an energy company should give you. We're also nice people. So that helps.

G

R

*When you choose us, you have the power. And you get to pick your cherry on top.*

You can turn electricity bills into dollar bills in your pocket. Or visits to your freezer into meals for hungry Philadelphians. And remember Paris? Yeah, we can help you earn the miles to get there.

Once you're with us, all you have to do is keep powering on as usual. Before you can say, "BRAINFREEZE!!!" you'll have racked up rewards for things you care about.

You might even learn something about how the sundae gets made.

*THAT'S THE WAY IT SHOULD BE.*



# What power should be:

*A SPONTANEOUS VACATION THAT'S ALREADY PAID FOR.*

*Earn Southwest Rapid Rewards® bonus points for your energy usage with a plan from NRG.*





# Nothing like a brightly lit Linc

*TO KEEP THOSE RINGS SPARKLING.*

The official energy partner of the Philadelphia Eagles.  
▶ [pickNRG.com](http://pickNRG.com)



# Expect your cheesesteak with the works

and your energy with perks. Visit [pickNRG.com](http://pickNRG.com)



Let  
there  
be light.

*ALONG WITH OTHER  
THINGS THAT MAKE LIFE  
A LITTLE BRIGHTER.*



[Airline Miles](#) ✦ [Cash Back](#) ✦ [Charitable Donations](#) ✦ [Eagles Swag](#)

[pickNRG.com](#)



A simple  
change

*on your energy bill can change a kid's life.*

Pick a energy plan that donates to CHOP.    
The power that should be.

The advertisement is a rectangular sign with a black border. It features a white background with a blue and yellow horizontal bar at the top. The text is centered and uses a clean, sans-serif font. The bottom section has a pink background with white text and a white arrow pointing right.

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er that should be.

This is a partial view of an advertisement on the left side of the wall. It shows the bottom portion of the sign, including the NRG logo and a line of text.

A

C

on y

Pick a

This is a partial view of an advertisement on the right side of the wall. It shows the top portion of the sign, including the letters 'A' and 'C', and the beginning of a line of text.



Nothing like a  
brightly lit Linc 

to keep a Superbowl ring sparkling.  
*Official energy partner of the Philadelphia Eagles.*

**nrg**   
The power that should be.

Broad Street Trains To  
Center City Philadelphia  
& Fern Rock  
↓

Broad Street Trains To  
Center City Philadelphia  
& Fern Rock  
↙ ↘

No Smoking  
Smoking Prohibited by  
Philadelphia Ordinance No. 11-0001  
19-0001, 19-0002, 19-0003

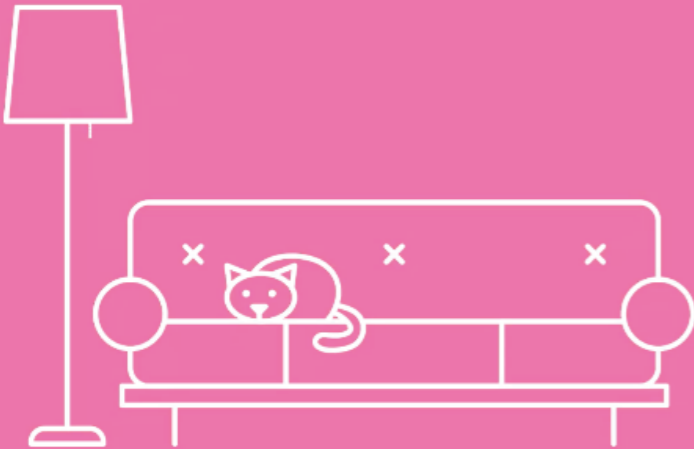
FREE  
PHILADELPHIA  
EAGLES  
SUPERBOWL  
LUNCHEON





**nrgr** Pick NRG  
November 21, 2018 · 🌐


It's cold out there. Fortunately, it's warm inside—and you get to choose who keeps it that way. #KnowYourPower by comparing energy suppliers, and find the one you want to curl up on the couch with.



▶ -0:05 ⚙️ 📺 🔊


**nrgr** Pick NRG  
November 16, 2018 · 🌐

We think hot chocolate is better with more, don't you? Just like your favorite hot chocolate, know that you have energy options, too. Tell us, what's your go-to topping: Marshmallows, Sprinkles, Whipped Cream, or a combo? #KnowYourPower



**nrgr** Pick NRG is in Media, Pennsylvania.  
November 25, 2018 · 🌐

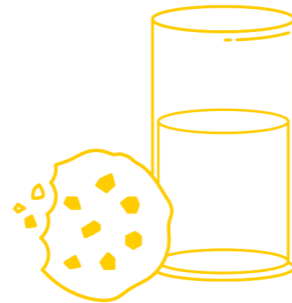
You know what makes hot chocolate great? All the fixings. We're in Media for Santa's Fun Run, Walk, and Block Party until 4PM. Stop by for an extra jolt of energy. #KnowYourPower





# A cookie with milk

*beats out a plain ol' cookie any day*



Luckily, that's what you get when you're an NRG customer. A cookie (energy) with any milk you like (points, rewards, etc).

But you already know that, you NRG customer, you.  
(Which we're really happy about, by the way.)



## ▶ TODAY'S ENERGY SHOULD & SHOULD-NOT

Did you know that opening the oven while you're baking can lower the temperature by a whole 25 degrees? That'll cost you in energy usage and, of



Ice cream  
is better  
with  
sprinkles.

*Just like energy is better with rewards.*



We only serve ice cream (energy with sprinkles (extras) at NRG. Switch to us, and see how much more you could be getting out of your energy at [nrghomepower.com](http://nrghomepower.com).

**VEGAN**  
Renewable Energy | Good for you, and for the environment.

Enjoy your ice cream, and your energy,  
*the way it should be—with all the fixin's.*

**nrg**  
The ice cream shop  
power that should be.

**GELATO** »  
Airline Miles | It's like ice cream, only Italian. The kind you might eat on your trip to Italy, powered by airline miles from NRG.

« **SMART ICE CREAM**  
Learn and Conserve with Nest | You know, like, from a high-tech ice cream maker that uses algorithms to determine your favorite flavor. It's a metaphor. Just go with it.

**TWO SCOOPS**  
Choose to Give | One for you, and one for someone who needs it.



