

**HITACHI ENERGY GRID AUTOMATION**

# The Power of Connection Agency RFP

June 20, 2025

**mower**



**Dear Gladys, Teresa, and the Hitachi Energy Team,**

On behalf of Mower, thank you for the opportunity to respond to your RFP. We are energized by your vision for digital leadership in the energy sector and excited by the ambition behind this initiative. Our proposal reflects a strategic, creative, and scalable approach to meeting your objectives — from building brand awareness and immersive experiences to driving demand across regions.

We have enjoyed working together with the Hitachi Energy teams for more than 5 years and look forward to the possibility of expanding our successful relationship and partnering with you to bring this work to life.

Kind regards,

**Lisa Huggins**

SVP, Group Account Director

lhuggins@mower.com

Ph: 678.443.5602



This response answers all of the questions about our agency, our suite of services, our processes and methodologies, and detail into preliminary budget and project plans. But more important, it offers a lens into our thinking: how we uncover brand truths, frame growth opportunities and translate them into bold creative platforms that move markets.

You'll see this reflected immediately in our strategy and creative sections of this proposal. **This forward-thinking, insight-led work was developed specifically for this RFP.** We did this, not yet having the benefit of your expertise, to show you how we work to discover smart insights that are both meaningful and applicable for growth.

We believe our team, our approach and our passion for your category make Mower a powerful partner for what comes next.

# Our Task

	Goal	Strategic Focus	Key Deliverables	KPIs / Outcomes	Notes / Considerations
<b>Objective 1</b> Awareness & Immersive Experience	Build internal & external awareness of Hitachi Energy as the leader in digital energy architecture, especially in software, automation and AI.	<ul style="list-style-type: none"> <li>• Establish leadership in AI-powered digital energy solutions</li> <li>• Launch campaign at Digital Days (Nov 17-20, 2025)</li> <li>• Span internal and external targets over 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness campaign strategy &amp; calendar</li> <li>• Creative platform concept + multichannel tactics (including OOH)</li> <li>• Hero video + executive PPT</li> <li>• Immersive experience concept (for events)</li> <li>• Event toolkit that is scalable and mobile</li> </ul>	<ul style="list-style-type: none"> <li>• Earned media coverage</li> <li>• Website traffic</li> <li>• Impressions</li> <li>• SOV</li> <li>• Social engagement</li> <li>• Analyst positioning</li> </ul>	<ul style="list-style-type: none"> <li>• Top regions: EU &amp; NAM</li> <li>• 2<sup>nd</sup> Tier: APAC, MEA</li> <li>• Audience: Electric Utilities, IPPs, EPCs, OEMs, internal staff</li> <li>• May include PR depending on approach</li> </ul>
<b>Objective 2</b> Storytelling Framework	Create scalable storytelling concepts for <b>Renewables</b> and <b>Distribution Automation</b> segments.	<ul style="list-style-type: none"> <li>• Build narrative foundation for key segments</li> <li>• Define scalable messaging framework and visual identity</li> <li>• Enable future campaign reuse (FY26+)</li> </ul>	<ul style="list-style-type: none"> <li>• Visual identity system with brand-consistent imagery</li> <li>• Messaging architecture (taglines, "starter kits")</li> <li>• Segment-specific assets: hero video + presentations</li> <li>• Website content planning and asset creation</li> </ul>	<ul style="list-style-type: none"> <li>• Consistency in narrative across segments</li> <li>• Readiness for future campaign activation</li> <li>• Enhanced storytelling impact</li> </ul>	<ul style="list-style-type: none"> <li>• No current visual ID or message system exists</li> <li>• No localization required</li> <li>• Audience includes T&amp;D utilities, Developers, System integrators</li> </ul>
<b>Objective 3</b> Demand Generation	Design demand generation programs for Digitalization, Renewables and Distribution Automation	<ul style="list-style-type: none"> <li>• Create targeted lead gen approach</li> <li>• Align to business priorities and account segmentation</li> <li>• Build tactical framework for pipeline impact</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign strategy, channel strategy and KPIs per segment</li> <li>• Content calendar &amp; roadmap per segment</li> <li>• Tactical implementation proposal (with budget)</li> <li>• Performance tracking framework</li> </ul>	<ul style="list-style-type: none"> <li>• MQLs / SQLs</li> <li>• Cost per lead / MQL / sale (baseline TBD)</li> <li>• Pipeline contribution</li> </ul>	<ul style="list-style-type: none"> <li>• Use Salesforce + Eloqua</li> <li>• Include both organic + paid content in recommendation</li> <li>• May integrate with ABM target list to be shared if selected</li> </ul>





# *Our Approach/Speculative Thinking*

# This Isn't Just a Grid Upgrade. It's an Intelligence Revolution.

Grid automation isn't just an upgrade. It's the brain of the modern energy system.

This proposal is our response to Hitachi Energy Grid Automation's call for a bold, three-part initiative that builds awareness, tells a stronger story and drives demand.

## **Our approach: strategic, creative and distinctly Hitachi Energy.**

Rooted in The Power of Connection and aligned with Inspire the Next, our thinking goes beyond the expected. We've built a speculative narrative and engagement plan that's emotionally intelligent, technologically grounded and scalable across key markets.

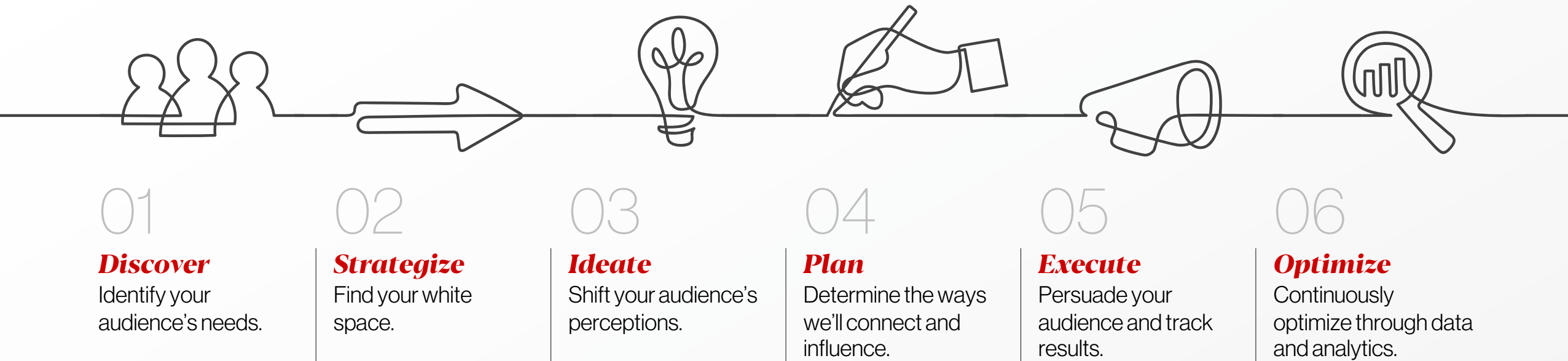
Let us show you how Hitachi Energy can own the space where data becomes foresight — where the grid doesn't just respond. It outthinks.



# Our Approach

*Strategic, Insight-Driven & Built for Business Impact*

Our approach aligns Hitachi Energy's objectives with Mower's Affinity Planning Framework, which powers campaigns that resonate emotionally, function commercially and scale globally. Here's how we align the Affinity process to the RFP's three core objectives.



# 4C Summary

## *Ground Strategy in Reality*

Before we dive into specific recommendations, here's our take on the landscape as we see it today. These insights are based on our early discovery work—brand observations, competitive scans and cultural cues. This will evolve into a deeper, data-backed opportunity.

### Category

The digital energy system space is fragmented—siloed by legacy infrastructure, dominated by technical jargon. Opportunity exists to **frame Hitachi Energy Grid Automation as the brand that connects the whole ecosystem with AI-powered simplicity and confidence.**

### Culture

The “energy super cycle” is not just about electrons—it's about emotion. This is a moment of optimism and urgency. Brands that show leadership in climate + digital + resilience can shape cultural relevance. Hitachi Energy Grid Automation is well positioned to **lead with both engineering credibility and narrative clarity.**

### Customer

Utility buyers, EPCs, OEMs and IPPs aren't just buying software—**they're buying foresight.** Our buyer segmentation will distinguish between visionary strategists, procurement-driven skeptics and cross-sellable influencers.

### Competition

Incumbents (like Siemens and Schneider) lead on legacy and technical breadth. But few own the narrative around **AI-powered orchestration** of energy systems. That's Hitachi Energy Grid Automation's white space.



# What's Changing Across the Energy Ecosystem

These shifts are reshaping what utilities expect from digital energy partners—and reinforcing the urgency to act.

## MACRO TRENDS

**The 20<sup>th</sup>-Century Grid Isn't Built for 21<sup>st</sup>-Century Loads.** Aging infrastructure, climate volatility and bi-directional energy flows are driving global demand for more flexible, resilient and intelligent grids.

**Distributed Energy Resources (DERs)** are complicating grid orchestration (solar, EVs, batteries, heat pumps, etc.) Substation automation and advanced fault detection are becoming baseline standards.

**Virtual power plants (VPPs)** gaining traction to coordinate residential and commercial assets.

## AI & DIGITAL INTELLIGENCE

**AI is Becoming the Brain of the Grid** Artificial intelligence, machine learning and edge computing are moving from pilot to production—essential for managing complexity and variability in real-time.

**AI-based demand forecasting** is critical for integrating renewables at scale.

**Digital twins** are emerging as must-haves for scenario simulation and operational decisioning.

**Cyber-physical resilience** (AI + cybersecurity) is becoming a board-level concern.

## POLICY & REGULATION INCENTIVES

**Public Policy is Accelerating Private Sector Urgency.** Energy transition mandates and funding initiatives are fast-tracking investment in digital grid solutions. In the US, the **Inflation Reduction Act** and **IIJA** have unlocked billions in grid modernization funding.

**Permitting reform** (e.g., FERC initiatives) is reducing friction in interconnection timelines.

**Utility performance standards** are increasingly tied to decarbonization and resiliency metrics.

**Global policy harmonization** is pushing multinational alignment.

# Preliminary Research Observations

Early listening surfaces both tension and opportunity — pointing to the need for simplicity, foresight and digital intelligence.

## On Grid Automation & Digitalization

*“Digital substations use sensors to monitor the health of critical equipment. This allows operators to detect problems early and perform maintenance before failures occur.”*



*Is Grid Automation the Future of Energy?*

## On AI & Intelligent Automation

*“AI offers operations engineers a more strategic, whole-grid view of supply, allowing them to analyze energy generation and usage patterns to plan supply more efficiently.”*



## On Digital Grid Transformation

*“The digitization of power networks is essential to meet the growing electricity demand, particularly in emerging and developing economies. Digital tech enables operators to improve grid flexibility, extend lifespans and monitor supply and demand dynamics.”*



*“Data & Digitalization in Grids”*

*Inputs shown here are directional and illustrative. Our work will include structured social listening and validation through qualitative and primary research.*



# Foundational Insight

*We translate insight into opportunity—distilling market complexity into a bold brand position and messaging architecture that flexes across audiences.*

The energy transition is at an inflection point: electrification is surging, the grid is aging, and **intelligence is new infrastructure.**

Hitachi Energy Grid Automation must **win the narrative** by owning the digital transformation of energy systems for both internal and external stakeholders.

# Strategy

Position Hitachi Energy Grid Automation as the definitive leader in digital energy solutions—at the nexus of automation, sustainability and AI—by activating a global campaign that bridges brand storytelling, immersive experience and demand generation.

In a world entering an electricity super cycle, connection is power. Hitachi Energy Grid Automation can become the intelligence behind the grid's transformation, powering a new era of clean, resilient, AI-enabled energy systems. This perspective aligns with Hitachi's larger vision to *Inspire the Next*—by enabling what's next in clean, connected energy systems.

*Our framework is directional—but rooted in experience. We believe Hitachi Energy Grid Automation can emerge as the intelligence layer behind the energy transition, delivering strategic clarity to an increasingly complex ecosystem.*



# Your Whitespace

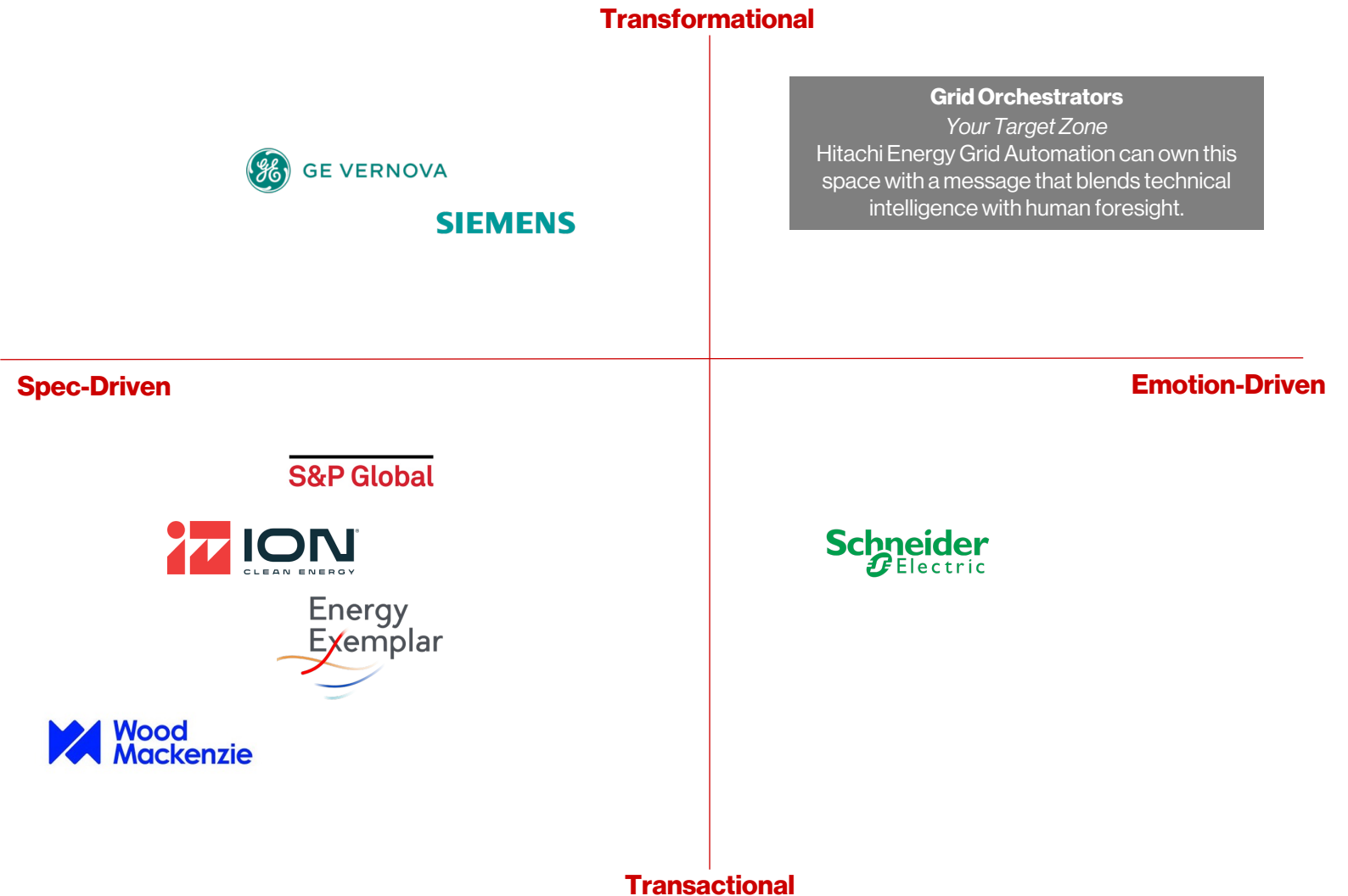
Most brands in this space sell precision. Some sell vision. But almost no one sells both.

The **top-right quadrant**—where technical mastery meets emotional resonance—is largely **unearned**.

It's white space—with a high bar.

**Hitachi Energy Grid Automation** has the credibility, capability and story to lead here. Not just as a product partner—but as the **intelligence layer for a smarter, safer, more resilient grid**.

*From our early assessment of the competitive landscape, this is how we currently see the category mapping out based on observable brand behavior—messaging, media tone and channel presence. A deeper research phase will allow us to validate or refine this mapping in partnership with your team.*



# Creative Brief

<b>Challenge</b>	People still see Hitachi as hardware—not as the intelligence layer powering modern energy.
<b>Enemy</b>	Invisible complexity. Siloed thinking. Outdated perceptions.
<b>Insight</b>	Intelligence is the new infrastructure. When everything's in flux, thinking systems win.
<b>Strategy</b>	Position Hitachi Energy as the smart glue of the grid—intuitive, orchestrated, essential.
<b>Connection Point</b>	When the grid gets smarter, resilience gets real.

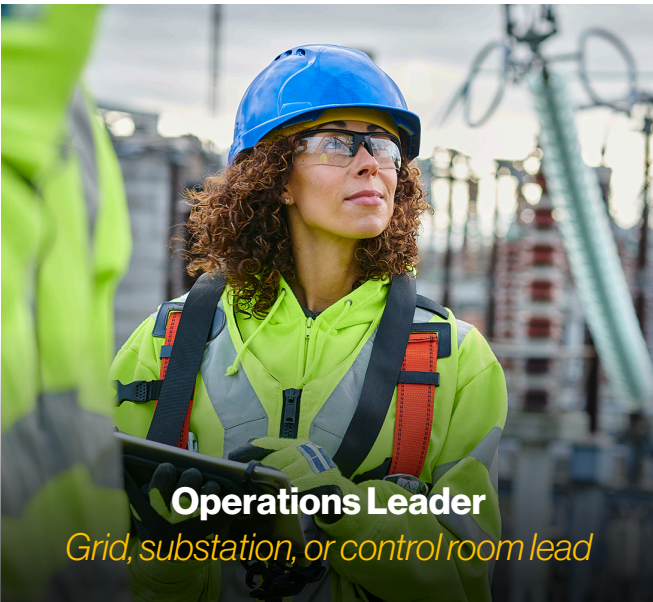
# Audience Messaging Matrix:

## Mapping Message to Mindset

These illustrative personas help us tailor messaging, proof points and visuals to what matters most in each decision-maker's world. Definitive personas will be developed via discovery and immersion research.



**Core Focus:** Scalability, platform integration  
**Pain Points:** Inherited complexity, fragmented systems  
**Messaging Opportunity:** Unify your energy ecosystem. Digitalization as architecture, not patchwork.



**Core Focus:** Reliability, efficiency, tech lifespan  
**Pain Points:** Downtime risk, aging infrastructure  
**Messaging Opportunity:** From reactive to resilient — AI-driven orchestration that anticipates and adapts.



**Core Focus:** Business case, regulatory alignment, ESG  
**Pain Points:** Meeting decarbonization targets with fiscal prudence  
**Messaging Opportunity:** A clear path to climate and capital efficiency — powered by intelligence.



# Crafting Impactful Storytelling

*This is where strategy becomes story—emotionally intelligent, visually distinctive and built to scale.*

## **At Hitachi Energy, we don't fear complexity. It energizes us.**

To find new ways to rethink some of the most pressing challenges on earth:  
expansive electricity demand driven by transportation, home efficiency and industrial automation;  
extensive fortification of grid infrastructure to withstand increasing weather events;  
and the accelerated evolution of renewable energy.


By looking at the Energy Grid's impact wholistically, we can handle more data,  
more volatility and more pressure. Creating digital energy solutions, powered by AI,  
that don't just solve problems, they anticipate them.  
Helping utilities go from reactive to predictive. From blind spots to foresight. From silos to  
orchestration. Because intelligence isn't just an advantage—it's the new infrastructure.

Hitachi Energy isn't rethinking the world's energy challenges; we're giving our partners  
the power to outsmart them.

*Organizing Creative Platform:*

**Hitachi Energy. The Power to Outsmart.**






We don't just detect  
danger. *We outsmart it.*

Weather events. Load volatility. Outdated tech. The grid faces more threats than ever. At Hitachi Energy, we build digital systems that don't just detect risk—they think ahead. AI-powered platforms that shield, shift and self-heal to keep the lights on and the future moving.

**Hitachi Energy. The Power to Outsmart.**





You can adapt to the  
growing demands of EV charging.  
*Or you can outsmart them.*

Powering the EV future means staying ahead of peak hours, grid congestion and shifting loads. Hitachi Energy helps you go beyond reactive infrastructure—with predictive, AI-driven systems built for what's next.

**Hitachi Energy. The Power to Outsmart.**

Hitachi Energy | [HitachiEnergy.com/PowerToOutsmart](https://www.hitachienergy.com/PowerToOutsmart)

**HITACHI**



# Out of Home



Hitachi Energy

Scan to watch video

QR code

We don't just keep pace with the growing demands for data. We outsmart it.

As energy demands from data centers skyrocket, stability can't lag behind. Hitachi Energy uses real-time analytics, smart grid automation, and AI to keep the digital world reliably powered. The more pressure there is, the smarter we get. **Hitachi Energy. The Power to Outsmart.**

**HITACHI**





## We're not just anticipating future strain on the grid. We're outsmarting it.

AI. Predictive maintenance. Smart sensors. We're embedding intelligence into the grid—layer by layer—so it doesn't just run. It thinks. It adapts. It outsmarts. These are just a few of the many ways Hitachi Energy is building end-to-end digital energy solutions to propel our world forward.

[Learn More](#)



10:45



## Hitachi Energy

20m • 1,234 Followers

Promoted

As energy demands from data centers skyrocket, stability can't lag behind. Hitachi Energy uses real-time analytics, smart grid automation, and AI to keep the digital world reliably powered. The more pressure there is, the smarter we get. **Hitachi Energy. The Power to Outsmart.**



# Building the Culture Behind the Campaign – Internal Launch

## “Operation Outsmart”

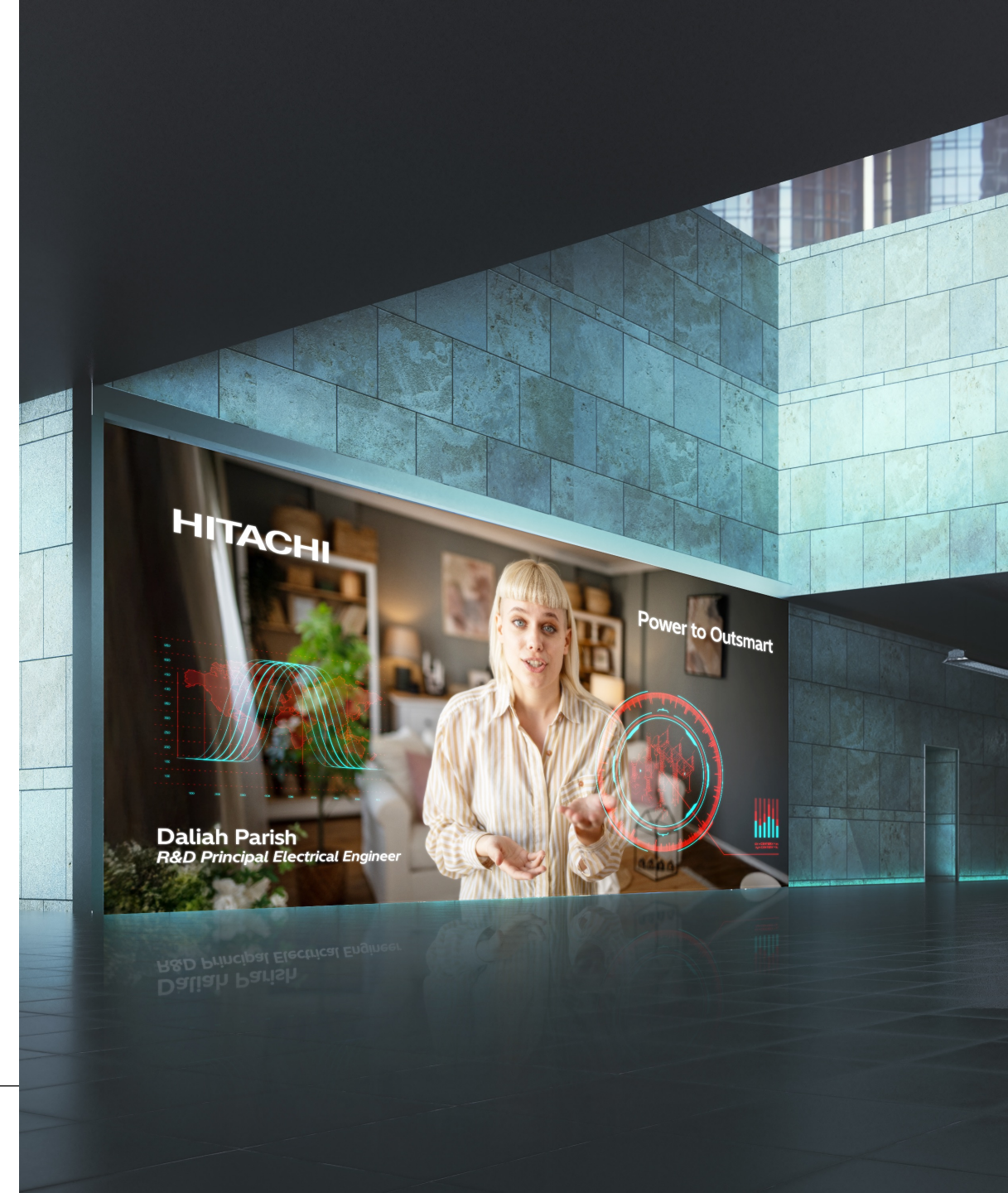
Operation Outsmart will ignite internal pride and storytelling by showcasing how Hitachi Energy employees are solving real grid challenges every day. From factory floors to control rooms, we'll spotlight the thinkers who turn complexity into clarity—and invite all employees to share how they've outsmarted the grid.

We will create 60-second employee videos that we will share on lobby TV screens. As well as posters that hang in hallways and manufacturing floors.

Each video/poster will wrap with a title card + QR code that asks employees to share their own stories through an intranet portal.

Employees can then go to the portals to share their 60-second stories for a chance to win 'outsmart awards' and swag.

We will then share these stories monthly through an e-newsletter or email.





# Digital Days Immersive Experience

## Can you Outsmart Energy Opportunities?

We will invite visitors to test their knowledge through a modular mixed-reality experience where users engage with the grid as it thinks, adapts and responds. Allowing them to journey through an interactive VR (or AR) experience where they encounter a series challenges that are solved by answering multiple choice questions.

- Storm Scenario: See how the grid re-routes power under pressure
- Renewable integration module: explore
- DER Integration: Interact with solar, storage and AI forecasting
- Control Room Simulation: Real-time insights from the operator's seat

As the journey ends, they will be given a 'smart score' that shares where they are on the 'outsmart scale.' And by typing in their email & industry, they will receive a follow-up email detailing digital/AI solutions that can be used to outsmart the questions they missed (and industries they serve).

### **Scalability:**

**Global Deployment:** at DISTRIBUTECH, EU and APAC events

**New Employees:** Can also be used as a 'training device'

**Sale Reps:** This can be used for sales enablement through a web app.





# Execution Framework

From concept to activation, we scale your story with purpose and precision.

**Hero Moment:** Digital Days launch with immersive experience

**Portability:** Modular experience deployable at DISTRIBUTECH + global events

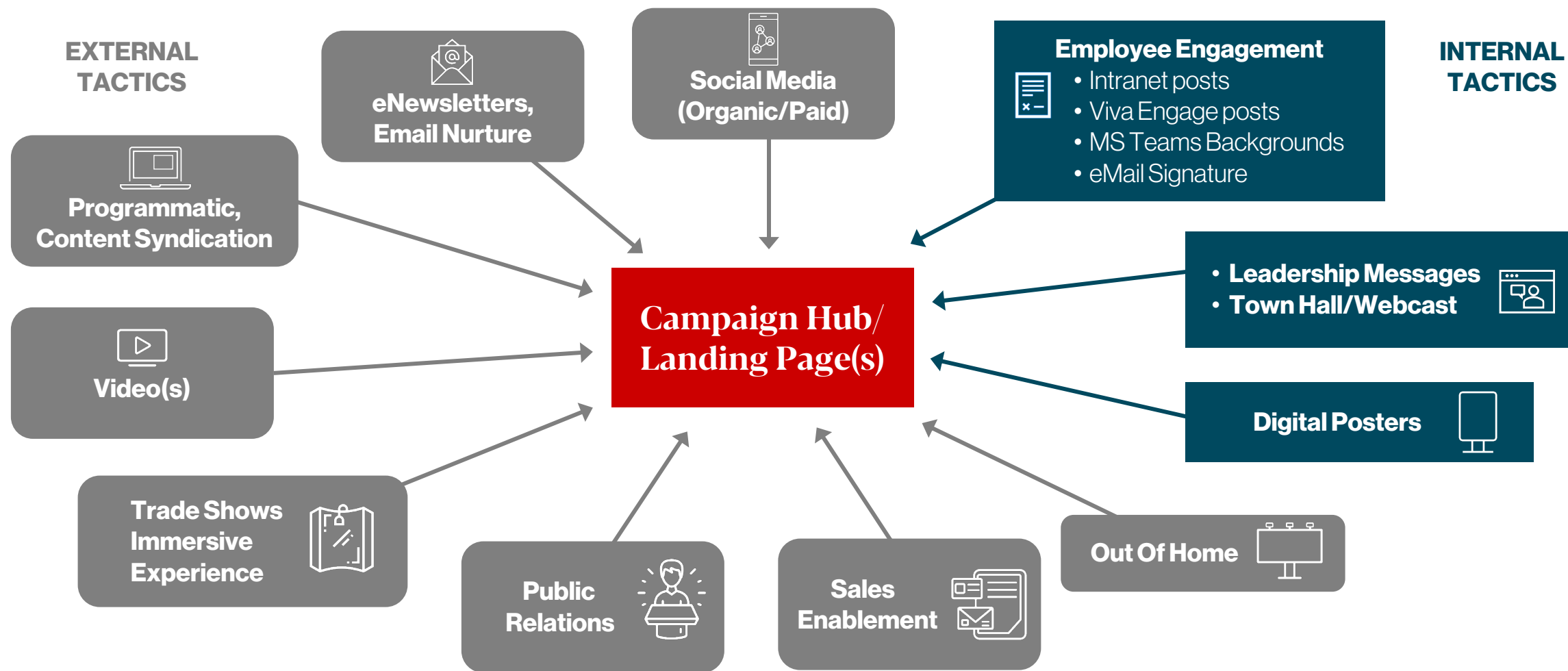
**Owned:** Campaign hub, videos, internal toolkit

**Earned:** Thought leadership, analyst media (T&D World, Utility Drive)

**Paid:** LinkedIn, programmatic, content syndication, 6Sense

**Measurement:** Every channel, every message, every region—intentionally aligned for measurable business impact.

# From Awareness to Advocacy: Activation Touchpoints



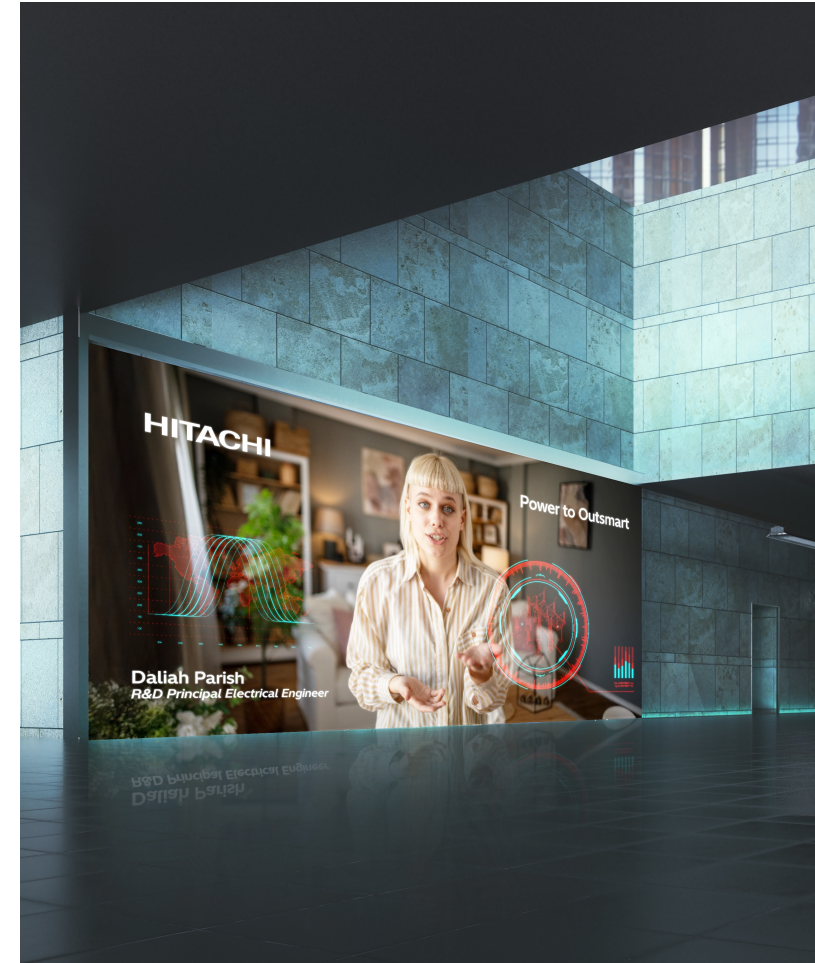
# Campaign Strategy: Turning Employees Into Advocates

Once the creative platform is refined and approved, our next step is to bring the platform to life via a two-pronged campaign strategy that focuses on Hitachi Energy's internal employees and stakeholders first, then following with a rollout to external target audiences.

**Internal Launch Strategy** – Ensure Hitachi Energy's global workforce understands, embraces and advocates for the new digital portfolio positioning ahead of the external debut. Create internal brand ambassadors who are aligned and engaged.

## Internal Campaign Launch: October 14 – November 7

- CEO/Executive Message – kick off the campaign with clear vision and authentic leadership
- All-Hands Event or Broadcast – interactive webcast with creative sneak peek and storytelling framework
- Campaign Toolkit/Guide – provides campaign materials to regional leads for extension of reach
- Internal Microsite/SharePoint – hosts campaign creative, messaging, activation calendar, shareable assets
- Internal Communications – Viva Engage, Emails, Hitachi Energy Intranet Communications, MS Teams backgrounds, Email signature, Posters



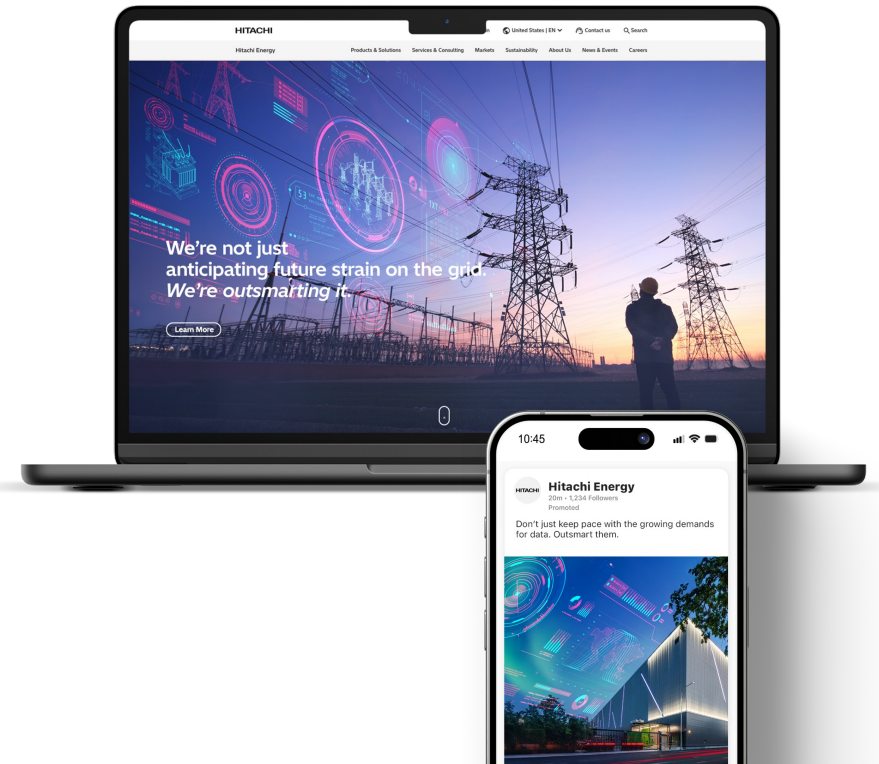


# Campaign Strategy: Global Rollout: Awareness that Leads

**External Launch Strategy** – Target external audiences with relevant and timely messages to position Hitachi Energy as the leader in digital portfolio architecture using a fully integrated awareness campaign across earned, paid, owned, and shared channels. Launch during Digital Days and extend globally.

## External Campaign Launch: Mid-November - Ongoing

- Sizzle Video - 1-minute, motion-graphic storytelling that brings Hitachi Energy narrative to life—on-site and online.
- Event Brand Strategy – Digital Days visual system aligned with campaign
- Targeted Paid Media Activation
- Microsite/Landing Page – campaign storytelling, hosts immersive experience, downloadable content
- Email Nurture Streams – by vertical
- Immersive Experience – Hybrid experience onsite in St. Petersburg, FL with companion digital version accessible globally via campaign landing page (to be executed by Hitachi approved third-party vendor)
- Media Kit – Press release, messaging, hero visuals, interviews with key stakeholders (to be delivered by Hitachi Energy's PR agency)
- Organic Social Engagement – Real time coverage during Digital Days, Employee Advocacy/Sharing (to be executed internally by Hitachi Energy employees)



# Segment Storytelling for Renewables and Distribution Automation

## **Renewables and Distribution Automation Storytelling Strategy:**

Develop a flexible, enduring storytelling asset platform that enables Hitachi Energy to communicate the impact and differentiation of its Renewables and Distribution Automation solutions – aligned with the broader brand narrative and scalable across global regions.

## **Execution:**

Build a flexible creative system from the core campaign platform, focused on benefits specific to the segments. Create a variety of assets that can be utilized by the Hitachi Energy teams and extended over time:

- Visual assets and hero visuals
- Narrative messaging map
- Content including social, short video, digital banners
- Sales intro presentation
- Landing page content for campaign activation

# Full-Funnel Media Planning

**Goal:**

Design an integrated media strategy that drives awareness and delivers pipeline impact for Digitalization, Renewables and Distribution Automation.

**Strategy Includes:**

- Account-based marketing (ABM) alignment
- Demand gen channel mix: social, programmatic, content syndication
- Retargeting and nurture campaigns by vertical

**Metrics Framework:**

- MQLs, SQLs, cost-per-lead, pipeline attribution
- SOV and brand lift in trade and analyst coverage



# Media: Awareness Strategy

Execute a targeted paid media campaign over the next 12 months to establish and amplify Hitachi Energy's leadership in end-to-end digital energy portfolio architecture, driving both internal alignment and external recognition among key stakeholders and priority geographies.

*Align campaign launch with Hitachi Energy Digital Days — November 17-20, 2025 at The Vinoy in St. Petersburg, Florida.*

## TARGET AUDIENCE

### External:

- Prospects, customers and partners: Electric utilities (T&D), Independent Power Producers, system integrators, EPCs, developers, OEMs, and other energy intensive industries (Data Centers)
- Influencers: business analysts and media

**Internal:** Grid Automation employees, Hitachi Energy employees and Hitachi leadership

## GEOGRAPHY

**Primary:** Europe and NAM (Japan-TBC)

**Secondary:** APAC and MEA (LAM-TBC)

## Media: Awareness Channel Strategy

Channels	Tactic	Strategy
Out of Home Test	<ul style="list-style-type: none"> <li>Place-based OOH</li> </ul>	<ul style="list-style-type: none"> <li>Utilize highly contextual, location-specific placements within or adjacent to corporate offices to influence, inform, and inspire internal stakeholders</li> </ul>
Programmatic Digital Ads / Account Based Marketing	<ul style="list-style-type: none"> <li>Display Banner Ads</li> <li>Native Ads</li> <li>Retargeting Ads</li> </ul>	<ul style="list-style-type: none"> <li>Efficiently increase reach and frequency with programmatic ads</li> <li>Target key accounts with Account Based Marketing</li> <li>Geo-target Digital Days November 17-20, 2025 at The Vinoy in St. Petersburg, Florida</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>Sponsored Content/ Video Ads</li> <li>Thought Leadership Ads</li> </ul>	<ul style="list-style-type: none"> <li>Build targeted brand awareness, engage high-value decision-makers, and nurture target users into qualified leads over time</li> <li>Industry target key stakeholders</li> </ul>
Industry Publications & Websites	<ul style="list-style-type: none"> <li>Sponsored Story</li> <li>Native Ads</li> </ul>	<ul style="list-style-type: none"> <li>Articles within industry pubs, including Utility Dive and T&amp;D World</li> <li>Seamlessly blend in with the look, feel, and function of the webpage appearing like natural content</li> </ul>



# Media: Demand Generation Strategy

Execute a targeted demand gen plan

## Digitalization

Position Hitachi Energy as a digital leader in the energy sector by promoting thought leadership, driving qualified leads, and accelerating pipeline growth among utilities, OEMs, and system integrators.

## Renewables

Drive awareness, engagement, and qualified leads among Independent Power Producers, developers, and EPCs; position Hitachi Energy as a trusted partner in utility-scale renewables, hybrid systems, and energy storage.

## Distribution Automation

Generate demand and drive qualified leads for distribution automation solution, position Hitachi Energy as a leader in smart grid modernization, targeting utilities, OEMs, and system integrators.

## TARGET AUDIENCE:

**Renewables:** Electric utilities (T&D) and Independent Power Producers; EPCs; developers

**Distribution Automation:** distribution electric utilities, system integrators, OEMs

## GEOGRAPHY

**Primary:** Europe and NAM (Japan-TBC)





**Secondary:** APAC and MEA (LAM-TBC)

# Media: Demand Generation Channel Strategy

Channels	Tactic	Strategy
Content Syndication w/ companion Programmatic Display Ads	<ul style="list-style-type: none"> <li>• Content Syndication / White Paper Promotion</li> <li>• Programmatic Ads</li> </ul>	<ul style="list-style-type: none"> <li>• Position Hitachi Energy as a credible authority in Digitalization, Renewables and Distribution Automation</li> <li>• Attract stakeholders and key influencers with in-depth insights</li> <li>• ABM targeted emails and programmatic display ads</li> <li>• Generate leads using downloadable content (white papers, case studies, webinars, etc.)</li> </ul>
LinkedIn	<ul style="list-style-type: none"> <li>• Document Ads—Lead Gen</li> </ul>	<ul style="list-style-type: none"> <li>• Showcase expertise with content-first strategy – share gated whitepapers, case studies, guides, or reports</li> <li>• Industry target key stakeholders</li> </ul>
Industry Publications & Websites	<ul style="list-style-type: none"> <li>• Content Syndication / White Paper Promotion</li> <li>• Webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Promote white paper and webinars to a pre-qualified and relevant audience through a trusted industry publication for higher engagement and better conversion rates</li> <li>• Capture and nurture leads for continued sales outreach</li> </ul>



## Media: Trade Media per Segment

<b>Digitalization</b>	<b>UtilityWeek</b>	
<b>Renewables</b>		<b>SMART ENERGY</b> INTERNATIONAL
<b>Distribution Automation</b>		

*This is not an all-inclusive list of recommended trade publishers; final media partners will be selected based on audience alignment, capabilities, and cost consideration.*

# Media Flowchart

Campaign	Channel	Tactic	Nov	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Net Spend (USD)
Objective 1: Awareness	OOH Test	Placed-based OOH													\$60,000
	Programmatic	ABM Display, Native Ads													\$85,000
	LinkedIn	Sponsored Content Video Ads													\$65,000
	Industry Publications	Sponsored Stories, Native													\$80,000
Objective 3: Demand Gen	Content Syndication	White Paper Promotion													\$30,000
	LinkedIn	Document Ad - Lead Gen													\$55,000
	Industry Publications	White Paper Promotion, Webinars													\$80,000
Total Net Spend (USD)															\$455,000

*All media channels in the plan are scalable and can be adjusted up or down based on budget availability and campaign priorities.*

# Key Performance Indicators

We will establish and track KPIs across the funnel, including impressions, CTR, cost per lead and others — tailored by segment and channel to align with business goals.

## **Awareness:**

- Impressions
- Clicks
- Click Through Rates (CTR)
- Site Visits
- Site Visit Rate
- Cost Per Click
- Video Views
- Website traffic (sessions, unique visitors, bounce rate)

## **Demand Gen:**

- Form Fills
- Cost Per Lead (CPL)
- Conversion Rate



# *Mower Case Study*



# Repositioning Through Story:

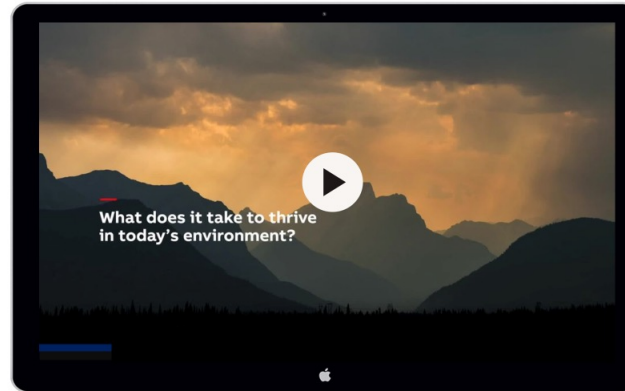
## *Lessons from ABB Adaptive*

### CASE STUDY

#### “ABB Adaptive ‘Inspired By Nature. Perfected by ABB.’ Transforming Project Collaboration by Evolving Perception of Capabilities

**Situation:** When it comes to big capital projects, very little has changed with the project execution process since the 1970s. They often have multiple partners working independently, leading to cost overruns, schedule delays and undue stress. To address these issues, ABB developed a revolutionary end-to-end solution—ABB Adaptive Execution™—and challenged Mower to launch it to the engineers and project managers responsible for knitting together all the disparate parts of the process. We knew the industry only thought of ABB for one small part of the process—automation. And we knew that many people are stuck in the way they’ve been doing things for years.

**Insight:** The name of the solution automatically lent itself to a nature tie-in, but we wanted to go deeper than just using nature as a vehicle for eliciting emotion. The real breakthrough came when we realized that the five main attributes of the solution—vision, effectiveness, collaboration, agility and efficiency—all had exact parallels in the animal kingdom.



[play]

**mower**

#### What ABB was Up Against

The ABB Adaptive Execution campaign tackled a challenge not unlike Hitachi’s: entrenched perceptions in a complex industry.

Capital project leaders only associated ABB with automation—not full lifecycle project support.

The communications challenge was to overcome legacy perceptions and reintroduce ABB as a high-value, end-to-end partner.

#### Implications for Hitachi Energy

Like ABB, Hitachi Energy must reframe from automator to orchestrator. The story must be as transformative as the technology.

Grid Automation is similarly underestimated in terms of its digital capabilities.

Hitachi’s ambition to lead in AI-enabled portfolio architecture will require a campaign that reframes existing perceptions—not just market features.

ABB’s success shows the value of redefining brand role through emotive, unexpected storytelling.

# Repositioning Through Story:

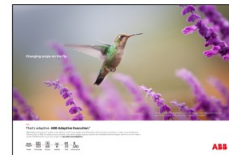
## *Lessons from ABB Adaptive*

### CASE STUDY

#### “ABB Adaptive ‘Inspired By Nature. Perfected by ABB.’” Transforming Project Collaboration by Evolving Perception of Capabilities

**Solution:** The best way to highlight this revolution was through evolution, featuring how ABB, like nature, streamlines to improve performance. We created the theme “Inspired by Nature. Perfected by ABB.” and let the majesty of nature tell our story: to survive in today’s project-management world, you must learn to adapt.

We developed nature documentary-style videos teasing the project management tool, and ABB officially launched the solution with a virtual global event for key customers—the first of its kind for ABB. The centerpiece of this event was a virtual “zooquarium”—a 3D, immersive experience featuring content about each attribute, housed in the habitat to match the animal. We supported the launch even further by developing an integrated campaign that included digital advertising, social media, and a focused landing page with content such as podcasts, whitepapers and category videos. And of course, we created some cool branded swag.



2

**mower**

### Creative Strategy & Storytelling Approach

ABB’s solution used an emotional anchor — nature — to visualize complex technical attributes like vision, effectiveness, agility, efficiency and collaboration.

Mower created a nature documentary-style visual world supported by immersive storytelling, all tied to a single big idea: survival depends on adaptation.

ABB’s metaphor wasn’t just creative—it was strategic. Hitachi’s can be, too.

### Implications for Hitachi Energy

Hitachi Energy’s handle— “Power of Connection”— can similarly be activated through a unifying metaphor that’s both relevant and flexible.

The ABB case shows how abstract tech concepts can become accessible, inspiring and memorable with a bold narrative device.

Consider nature, cities, neural networks or “grid intelligence” metaphors to make AI and automation human.



# Repositioning Through Story:

## *Lessons from ABB Adaptive*

### CASE STUDY

#### “ABB Adaptive “Inspired By Nature. Perfected by ABB.” Transforming Project Collaboration by Evolving Perception of Capabilities



#### Results

700+

BROCHURE  
DOWNLOADS

32,000

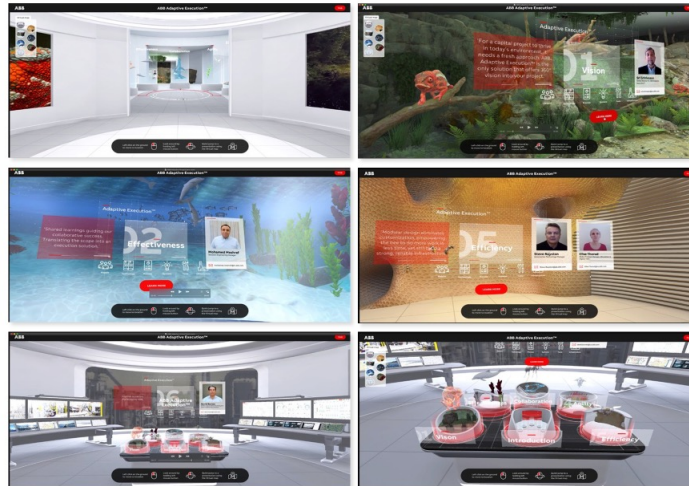
IMPRESSIONS  
ON LINKEDIN  
AND TWITTER

1200+

UNIQUE VIEWS

300+

NET NEW  
CUSTOMERS



3

**mower**

#### Immersive Experience as Centerpiece

ABB launched the campaign through a virtual “zooquarium”—a 3D immersive microsite where each animal represented one attribute.

The experience combined product education with visual wonder and supported both digital and in-person event rollouts.

#### Implications for Hitachi Energy

Digital Days offers the same opportunity to debut an immersive narrative platform. ABB’s model can inspire Hitachi’s use of 3D, AR or hybrid digital-physical experiences to walk audiences through Hitachi’s layered digital energy portfolio. A “Grid Intelligence Lab” or “Digital Control Room of the Future” could echo this strategy.

A storytelling-drive launch with immersive assets isn’t just brand-building—it can accelerate engagement, lead generation and product understanding. With clear KPIs around awareness and analyst perception, ABB’s playbook provides a credible performance benchmark.

ABB’s immersive zooquarium wasn’t about animals. It was about attention. Hitachi’s Grid Intelligence can command the same.

# *Planning Budgets & Project Plans*

# From Speculation to Strategy:

## *Smarter, Together*

What we've shared so far reflects speculative thinking — our best attempt to anticipate the future of Hitachi Energy Grid Automation from the outside in.

When we work together, that thinking sharpens.

We'll lead with research, co-create strategy and pressure-test creative with your teams and your markets — globally. Every insight, every activation and every idea will be built to move the business — not just impress, but outperform.



# Research

In order to inform **Hitachi Energy Grid Automation** strategy across all three objectives, Mower recommends research during the Discover phase. Because of the narrow timeline, Mower's in-house research team recommends utilizing Hitachi Subject Matter Experts (SMEs) to serve as sources of truth for both the perspectives of the company and of the customer/prospect. We'll begin by level-setting across key internal stakeholders in a collaborative Discovery session, followed by comparing those perceptions with those of customers and prospects via our SMEs, and overlaying competitive observations to provide a rich foundation for successful strategy, creative, and demand generation.



**4Cs Analysis—Category, Customer, Culture, and Competition** to understand not just where the market is, but where it's going. This lens captures shifting behaviors, cultural cues and emotional drivers that reveal where Hitachi Energy Grid Automation can stand apart.



**Competitive marketing materials, brand positioning, and messaging** audit to assess position of up to 6 competitive global brands and to identify whitespace and areas of opportunity. Report summarizing visual examples and opportunities.



**Discovery session with key internal stakeholders** to understand strengths, areas of opportunity, challenges, perceptions and goals. This 2-hour virtual session will be facilitated by Mower. We have also included the potential for up to 3 additional stakeholders to be individually interviewed to add additional perspective. Report summarizing key themes and recommendations.



**In-depth interviews with SMEs to serve as proxy for current customers and prospects** (up to 5 representatives across verticals and geographies) to understand the customer/prospect perspective compared with internal key stakeholders. Conversations to explore decision triggers, decision drivers, brand and competitive perceptions, motivations and barriers to inform personas and strategy. Report summarizing key themes and recommendations.

# Planning Budgets

Deliverable	Agency Costs	OOP Costs
Discovery, Strategic Planning	\$40,000	
Competitive Audit, and Qualitative Research	\$68,000	
Campaign Platform	\$50,000	
Brand Video Stock Photography/Footage (to be purchased by Hitachi Energy)	\$50,000	\$TBD
Immersive Experience Concept and Content Planning Does not include Immersive Experience build or development costs	\$40,000	\$TBD
Landing Page/Microsite Design (no development)	\$25,000	
Campaign Digital Assets Execution	\$40,000	
Employee Engagement Campaign Assets Execution	\$30,000	
Social Campaign Assets Execution	\$30,000	
Objective 2 Renewables, Distribution Automation Campaign Assets	\$50,000	
Campaign Toolkit /Guide	\$25,000	
Campaign Oversight	\$25,000	
Media Planning, Buying, Reporting & Traffic	\$115,000	
Media Placements Out-of-Pocket Costs		\$455,000
TOTAL	\$588,000	\$455,000

NOTE: Budgets are for planning purposes only. Once specific creative, tactics and parameters are determined, a SOW will be provided for formal Hitachi Energy approval.

# Planning Budget Notes

The budgets on the previous slides are for planning purposes only. Once we have strategic discussions with your team and specific planning, creative and tactical parameters are determined, we will develop a formal SOW for approval.

Mower will partner with certain third-party vendors for some of the executional elements provided in this proposal, and those costs are not included. Those include:

- Public Relations Services
- Website Development
- Immersive Experience Technology, Build and Execution
- Original or Stock Photography/Footage or Video Production



# Project Plan – Objective 1

Awareness and Immersive Experience	July-25					Aug-25				Sept-25					Oct-25				Nov-25			
	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
Kickoff and Onboarding																						
Discovery, Qualitative Research, Strategic Planning																						
Creative Platform Concepting & Approvals																						
Employee Engagement Asset Planning & Development (Launch Oct 14)																						
Awareness Asset Development (Launch Nov 17 @ Digital Days)																						
Immersive Experience Development (Launch Nov 17 @ Digital Days)																						

# Project Plan – Objective 2

Renewables and Distribution Automation Storytelling	July-25					Aug-25				Sept-25					Oct-25				Nov-25			
	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
Asset Planning																						
Asset Development																						
Launch																						

## Project Plan – Objective 3

Awareness and Demand Gen Media	July-25					Aug-25				Sept-25					Oct-25				Nov-25			
	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
Media Strategy & Planning																						
Media Buying & Asset Trafficking																						
Media Launch & Optimizations																						

Paid media campaign will run through Oct 31, 2026 with Quarterly Media Reporting scheduled in Feb, May, Aug and Nov 2026



# *Appendix*

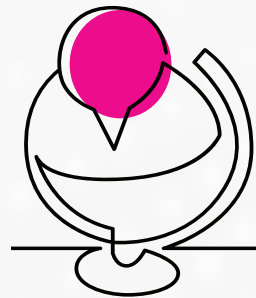
# About Mower

**Fiercely Independent**—As an independent, 100% employee-owned agency, our priorities are our clients and our employees, not shareholders.

**57**  
YEARS IN SERVICE

**140+**  
EMPLOYEES

**ESOP**  
WOMEN-LED



REMOTE FIRST  
ACROSS THE U.S.

**IPREX** THE GLOBAL  
COMMUNICATION  
PLATFORM



GLOBAL REACH



AWARD-WINNING EXPERTISE

*\*Mower is pursuing WBENC Certification, aiming for completion in 2025. Our executive leadership team, including our CEO, is 75% female, and 61% of our overall workforce is female.*

# We Know Energy and Sustainability

**50+ years**

Driving results for clients in the energy space—from national utilities to spunky start-ups and everything in between.



A strong presence among category leaders, including agency representation at industry trade shows and conferences.



An incredible breadth of experience across a team of industry professionals, including specialty leadership from our president and CEO.



Proven results gaining awareness and driving adoption of energy efficiency programs and new technologies.



# We Know Energy and Sustainability

**ABB**

**aes**

**aggreko**

**atlantic city  
electric**  
A PHIL Company

**AVANGRID**

**BayoTech**

**Domtar**

**edf**  
renewable energy

**exelon**<sup>SM</sup>

**FirstEnergy**

**GE** Imagination at work

**Hitachi Energy**

**LG**

**MITSUBISHI  
POWER**

**McNeilus**

**National Fuel**<sup>®</sup>

**nationalgrid**

**new leaf  
energy**

**NEXtera**<sup>TM</sup>  
ENERGY

**NUVERA**<sup>®</sup>

**NEW YORK  
STATE OF  
OPPORTUNITY.** | **NYSERDA**

**PINEGATE**  
RENEWABLES

**prysmian**

**Rhode Island  
Energy**<sup>TM</sup>  
a PPL company

**SENSUS**  
a xylem brand

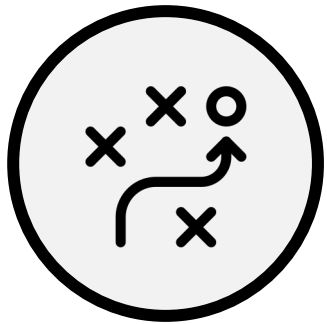
**SIEMENS**

**SunChemical**<sup>®</sup>  
a member of the DIC group **dic**

**Transmission  
Developers Inc.**

# End-to-End Services

Mower delivers seamless, end-to-end solutions across marketing, advertising, and public relations to achieve your business goals.



**Research,  
Strategy &  
Planning**



**Integrated  
Marketing &  
Design**



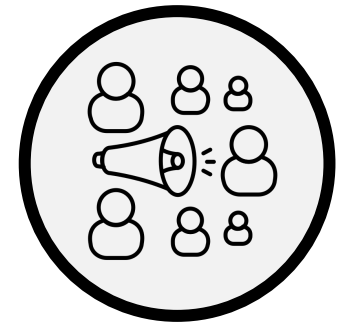
**Media Planning  
& Buying**



**Data &  
Analytics**



**Public  
Relations**



**Public  
Affairs**

# End-to-End Services

Mower delivers seamless, end-to-end solutions across marketing, advertising, and public relations to achieve your business goals.



## Research, Strategy and Planning

- Market Research & Analysis
- Target Audience & Buyer Journeys
- Brand Strategy & Development
- Positioning & Messaging Strategy



## Media Planning & Buying

- Media Planning & Buying
- Paid Social Media Marketing
- SEM and SEO
- Social Media Management



## Public Relations

- Internal Communications
- Crisis Communication
- Media Relations & Training
- Corporate Social Responsibility
- Thought Leadership Development



## Integrated Marketing & Design

- Campaign Development & Execution
- Lead Generation
- ABM Programs
- Channel & Sales Enablement
- Web Design and Development
- Brand Identity



## Data and Analytics

- Performance Measurement
- Dashboard and Data Visualization
- Tracking and Optimization



## Public Affairs

- Community Engagement
- Issues Management
- Regulatory Approval & Facility Siting
- Stakeholder Outreach





# Mower

**For more information, contact:**

**Lisa Huggins**  
**SVP, Group Account Director**  
**lhuggins@mower.com**  
**678.443.5602**