



EnergyAustralia
LIGHT THE WAY

Digital Marketing Toolkit Information



General Instructions

If you choose to use the digital assets, here are some handy tips and guidelines we need you to follow.

- The Business Carbon Neutral Flexi year expires on 31 December 2022.
- Your digital assets will be emailed to you while you remain on the Business Carbon Neutral Flexi plan by 31 January the following year.
- If we ask you to stop using the digital assets at any time, please make sure you do so as soon as possible.
- The collateral is only to be used in relation to the premises for which the product relates, so you will need to think carefully about where you place these items:

NOTE: Digital assets may only be used if you have just the one premises or you have multiple premises and all of those premises are signed up for EnergyAustralia's Business Carbon Neutral Flexi plan.



Email Badge/Signature

- Let your customers know you chose carbon neutral electricity by incorporating the email badge/signature into your email signature.
- There are three design options to choose from.
- Add badge/signature using your email program's signature editing process.
- Ensure that the badge/signature is used in close proximity to the premises address for which you have signed up for Business Carbon Neutral Flexi plan.



Social Image Overlay

- A bespoke asset to help promote your participation through your business' social media accounts.
- Supplied PNG file features a transparent centre for you to position your business logo or an image underneath to create a partner post.
- Choose from two different coloured templates to best complement your incorporated imagery.
- Here's a suggestion of what you could post along with the image once it's completed:

We've made sustainability our business by choosing carbon neutral electricity at our premises.



Social Squares

- A ready-to-post digital asset that can be posted on social media.
- Here's a suggestion of what you could post along the social squares:

We've made sustainability our business by choosing carbon neutral electricity at our premises.