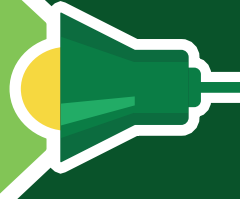




EnergyAustralia

Marketing Toolkit Information



General Instructions

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

- The Business Carbon Neutral year expires on 31 December 2021.
- Your new collateral will be sent to you while you remain on the Business Carbon Neutral plan by 31 January the following year.
- If collateral is damaged, becomes worn, or you require additional items, please call us on 1800 102 558. (Replacement material is supplied free of charge.)
- If we ask you to stop using the collateral/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:
 - For window stickers and shelf wobblers, make sure you only display these at the premises for which you signed up for EnergyAustralia's Business Carbon Neutral plan (that means no other premises or other places such as cars).
 - 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 plan.

Point of Sale Collateral

NOTE: This collateral may only be used at the premises for which you have signed up for EnergyAustralia's Business Carbon Neutral plan.



Window Sticker

- Place in a customer-facing window to show that you use carbon neutral electricity to all customers as they enter your business.
- Make sure you thoroughly clean the window surface before use.



Shelf Wobbler

- Place on a prominent, eye-level display shelf for maximum impact. Or attach to a cash register.
- Attach the small adhesive section of the wobblers to the front of your display shelf or cash register, with the large message piece facing out towards customers.

Digital Assets

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 plan.



Email Badge/Signature

- Let your online customers know you chose carbon neutral electricity by incorporating the email badge/signature into your email signature.
- There are two 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.



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.

