



# 5 Minute Meeting

## Upcoming Safety and Reliability Campaign

### Quick Facts

- Launches June 29
- Features PG&E employees telling our story
- Will be seen on television, outdoor billboards, online banners and social media
- Email [ourwork@pge.com](mailto:ourwork@pge.com) to ask questions or provide feedback

### Safety and Reliability Campaign Launches June 29

Right now our customers don't have a good understanding of the work that we're doing to provide them with safe and reliable energy, and they want to know more.

Over the past several years, we've allowed others to define what PG&E stands for— in other words, our brand. We haven't done a good job of telling our story for our customers. But as of June 29, that's all about to change.

We're launching a safety and reliability customer education campaign that will *show* our customers the difference we're making by highlighting real employees performing the work you're doing every day.

While it starts with a television commercial, you'll soon see a barrage of billboards, bus wraps, bus shelter posters and online web and social media ads featuring your team members doing their best for our customers.

We're giving employees a sneak preview because this campaign is all about the work you're doing to serve our customers.

### How you can help

Our front-line employees play a critical role in delivering an excellent customer experience, and this will allow us to tell our story to customers in our own way. If your customers express interest in our advertising campaign, more information on the progress we're making can be found on [pge.com](http://pge.com).

If you have feedback or ideas for work that we can feature in this ongoing campaign in the future, contact [ourwork@pge.com](mailto:ourwork@pge.com).

Let's take a look at the video! <http://pgeweb/topics/ourwork/>