

BROUGHT TO YOU BY
FOX FUEL



A Brand Playbook *for Electric Utilities*

Tips on how to better educate,
inform, and empower your members
through a strong brand and message.

The truth.

Nobody thinks about their utility until they get a bill or an outage. And when that happens, it is rarely admiration. It is confusion, frustration, or both.



Most utilities are doing fine operationally.

The problem is not performance. It is comprehension.

When members are unsure of what you mean, what's happening, or what they should do next, they don't just become uninformed. They become uncertain.

*Over time, uncertainty
will erode trust.*

When trust drops, everything gets harder. Member satisfaction falls, complaints rise, and even simple communication becomes a support burden.

The opportunity.

When communication is unclear or inconsistent across touchpoints, the symptoms show up immediately:

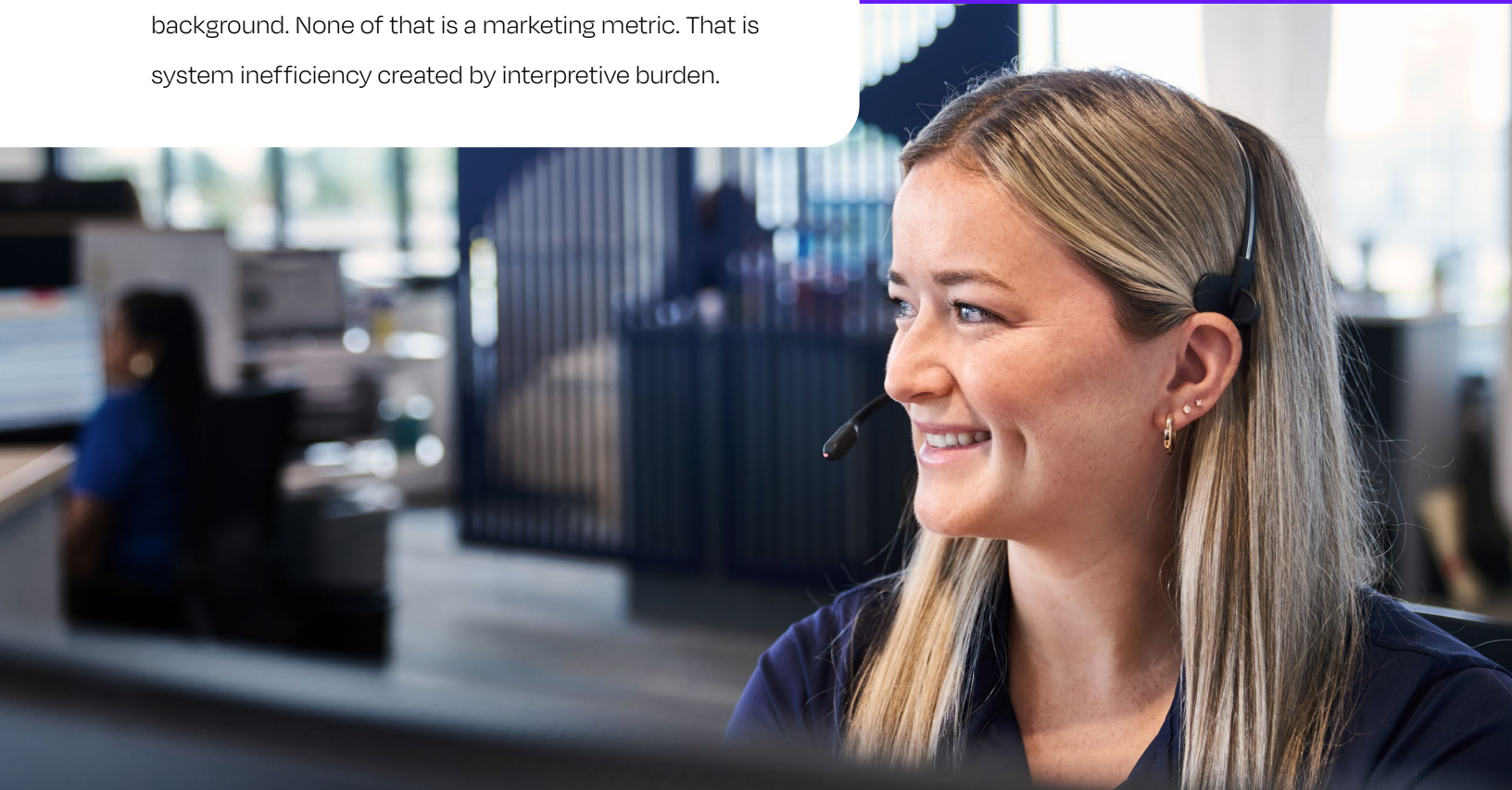
01 Call volume climbs

02 Service teams repeat the same explanations

03 Social channels become support desks

04 Simple updates trigger confusion loops

Over time, the damage runs deeper. Member satisfaction drops. Survey scores flatten. Trust erodes quietly in the background. None of that is a marketing metric. That is system inefficiency created by interpretive burden.



The audience.

Your members are comparing you to every other modern experience they have — banks, apps, streaming services, Amazon.

The expectation is no longer just better communication. It is instant comprehension with no effort required.

Most utilities still communicate as if every message is a standalone document. Members experience it as one continuous system. When that system is inconsistent, they assume something is wrong.

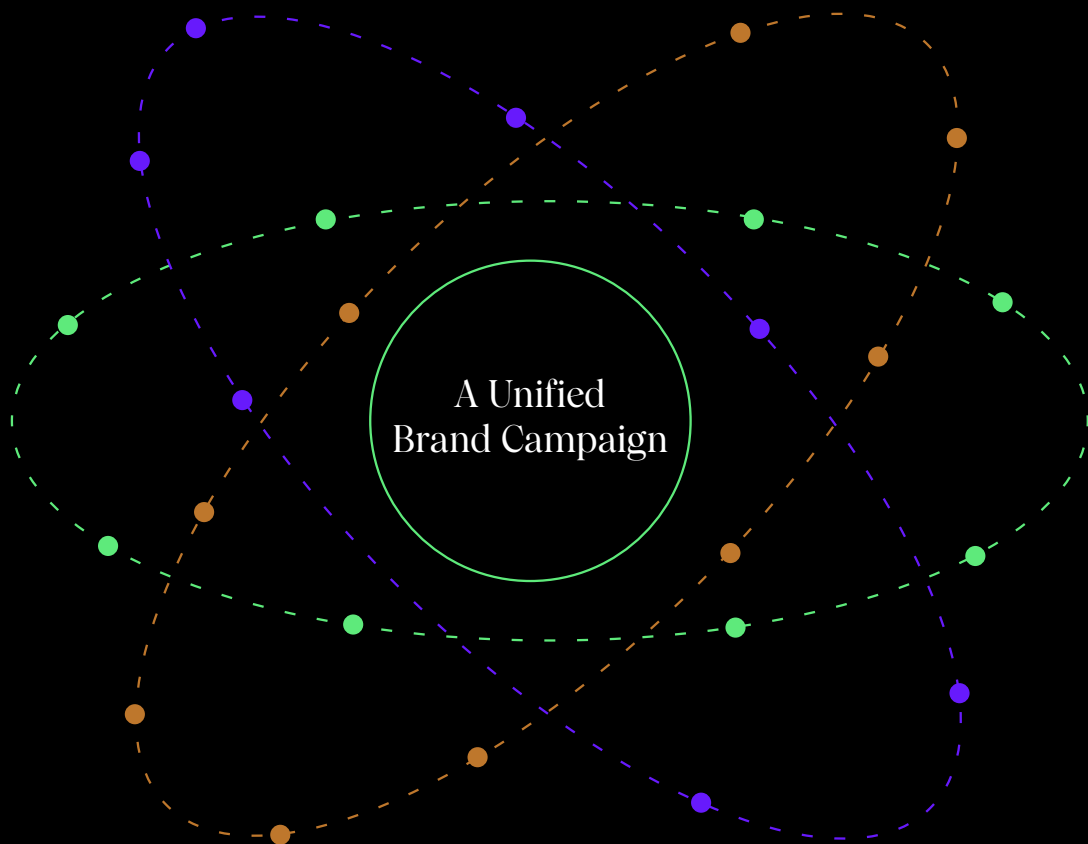
WHAT THEY EXPECT

- 01 Clear answers without decoding
- 02 Fast, direct updates
- 03 Consistent language across channels
- 04 No corporate translation layer



You are not short on information.
You are short on *coherent meaning*
across everything you say.

One campaign. Three focuses.



EARNED MEDIA

- Press Releases
- Interviews
- Podcasts
- Awards
- Reviews
- Events
- Word of Mouth
- Mentions / Shares / Reposts

OWNED MEDIA

- Social Media
- Membership Email
- Blogs
- Newsletters
- Website
- Articles
- SEO

PAID MEDIA

- TV
- Display Ads / Digital
- AdWords
- OTT / Streaming
- Billboard / OOH
- Influencers
- Social Ads (Paid)
- Long Form Videos
- Print Ads

When those channels carry the same meaning,
members stop decoding *and start trusting*.

Five principles that actually work.

01 Sound like *a human*.

If it sounds like it was approved by a committee, it will be ignored in real life. “We are committed to reliable service.” That is not clarity. That is generic compliance language.

Clarity is not just simplicity. It is recognizability. If it sounds different every time you say it, it breaks trust in the system regardless of how accurate it is. Clarity reduces interpretation. Interpretation drives calls. Fewer calls means lower operational load.

02 Pick a voice. *Keep it*.

Most utilities do not have a messaging problem. They have a familiarity problem. When messaging shifts constantly, members cannot build familiarity. They do not learn your patterns, recognize your updates, or trust their own interpretation. They call instead.

One clear message expressed consistently everywhere becomes a system members learn, not a series of announcements they must decode.

03 Communicate *before* there is a problem.

Most utilities only communicate when something goes wrong. That trains members to interpret every communication as a warning signal. Even neutral updates begin to feel like bad news.

Instead, explain how systems work before they fail. Show what normal looks like. Make the invisible visible early. Clarity is proactive orientation. Orientation reduces panic when disruption happens.

04 Show the *system*, not just the message.

People do not trust abstraction. They trust evidence. Show the crews. Show the infrastructure. Show the actual work behind the service — not as storytelling decoration, but as system transparency.

When members can see how something works, they stop filling in the gaps with assumptions. Fewer assumptions means fewer complaints, fewer misinterpretations, and more patience during outages. This is clarity through visibility, not language.

05 Stop measuring *the wrong signals*.

Likes are not understanding. Views are not trust. You can have high reach and still have low comprehension.

Better questions: Do members understand what is happening without assistance? Do they know what to do next? Do they trust what they are being told during disruption?

Those answers show up in call volume, repeat contacts, complaint rates, and satisfaction scores. If those are weak, more content will not fix it. More coherence will.



“FoxFuel has helped bring everything together for us – making our messaging more consistent and our connection with members even stronger.”

Larry Rose, Middle Tennessee Electric

The co-op that listens, shows up, and communicates clearly, earns the *right to be trusted.*

The utilities that win will not be louder. They will be structurally clearer with the same idea expressed consistently in every application. That is what shows up in the metrics that matter. Fewer calls, higher satisfaction, better survey results, and members who finally feel oriented, not confused, by the system that powers their lives.

Ready to tell us about your co-op?

REACH OUT TO US AT INFO@FOXFUELCREATIVE.COM