



William L. Chapman
George W. Roussos
Howard M. Moffett
James E. Morris
John A. Malmberg
Martha Van Oot
Douglas L. Patch
James P. Bassett
Emily Gray Rice
Steven L. Winer
Peter F. Burger
Lisa Snow Wade
Susan S. Geiger
Jennifer A. Eber
Jeffrey C. Spear
Connie Boyles Lane
Judith A. Fairclough
Maureen D. Smith
Todd C. Fahey
Vera B. Buck
James F. Laboe
Robert S. Carey
John M. Zarembo
Courtney Curran Vore
Justin M. Boothby
Heidi S. Cole
Jeremy D. Eggleton
Rachel A. Goldwasser
Michael T. Cretella

July 5, 2012

Amanda O. Noonan
Director, Consumer Affairs
New Hampshire Public Utilities Commission
21 Fruit Street, Suite 10
Concord, NH 03301-2429

Re: *Media Outreach and Marketing Action Plan*
DM 12-075

Dear Ms. Noonan:

Please accept this letter as a response to your June 20, 2012 letter to Kevin Dean requesting that Electricity N.H., LLC d/b/a/ E.N.H. Power (“ENH Power” or the “Company”) provide an action plan for revising its media plan in New Hampshire.

As you know, the Company initially applied for registration as a competitive electric power supplier in New Hampshire in March of this year. In anticipation of its registration and to enable prompt establishment of an additional competitive supply option for New Hampshire residential customers, the Company began developing marketing and media outreach using the name Electricity New Hampshire and the domain name www.electricitynh.com.

While the name Electricity NH was not being used in New Hampshire, the Company was advised that the New Hampshire Secretary of State would not permit it to operate in New Hampshire under the name Electricity New Hampshire because the name was deemed too similar to the New Hampshire Electric Cooperative. After several attempts to find a name acceptable to the Secretary of State, the Company registered under the trade name E.N.H. Power.

When Commission staff contacted the Company to notify it that its marketing materials and media needed to be revised, it took prompt action. As a first step, it sought to rebrand itself exclusively as ENH Power. However, the Company since learned that the domain name www.ENHPower.com has recently been purchased by another entity and was unavailable. Because the vast majority of the Company’s business takes place via its website, the domain name is very important. Therefore, it is hesitant to simply shift its brand to ENH Power without ownership of the www.ENHPower.com domain name.

Lawrence A. Kelly
(Of Counsel)

ENH Power now faces a dilemma in that it has invested substantial funds in pre-paid marketing materials and media, but because the domain name www.ENHPower.com has been purchased by another entity, it cannot simply rebrand itself ENH Power. While it determines the best next step, including seeking an alternative trade name from the New Hampshire Secretary of State, it must continue to use its www.electricitynh.com web domain. In the meantime, the Company is committed to providing residential customers in New Hampshire with an additional competitive supply option. To that end, ENH Power is implementing the following action plan to revise its marketing and media outreach in New Hampshire:

1. As an interim step, the Company is in the process of inserting the name “ENH Power” into its New Hampshire media while also, where possible, eliminating references to Electricity NH. This includes the following actions:
 - A. Electronic Media
 - Limit references to Electricity NH on the www.ElectricityNH.com website and other electronic media, and instead reference ENH Power. [IN PROGRESS]
 - B. Television and Radio
 - Include visual references to ENH Power and the www.ElectricityNH.com domain name in already completed and purchased television advertisements. [COMPLETE]
 - Provide updated messaging points to all Radio Stations/groups so that they reference ENH Power and the www.ElectricityNH.com domain name and follow up with radio stations to assure compliance.¹ [COMPLETE]
 - C. Other Media
 - Changes to print media to reflect the ENH Power name and the www.ElectricityNH.com domain name. [COMPLETE]
 - Changes to marketing merchandise to reflect the ENH Power name and the www.ElectricityNH.com domain name. [COMPLETE]

The attached spreadsheet identifies individual actions taken and the date they were taken. ENH Power intends to continue running the television advertisements which have already been produced and pre-paid for the month of July. As noted above, these advertisements have been edited to include visual references to ENH Power and the www.electricitynh.com domain name.

¹ Radio advertisements for ENH Power consist of a radio DJ referencing the Company and its product via a personal testimonial. There is no “script,” instead, the DJ educates him or herself about the Company and then references it on the air. The Company has twice contacted radio stations regarding the ENH Power name. However, this week it has come to ENH Power’s attention that at least one DJ continues to reference “Electricity NH.” ENH Power will again communicate to the radio stations the need to refer to ENH Power, and not Electricity NH.

July 5, 2012

Page 2

2. Going forward, ENH Power intends to employ an acceptable trade name. Implementation of any rebranding will take several months, may include a different trade name (pending approval from the New Hampshire Secretary of State), and will include new revised print materials, advertisements and television advertisements. In the meantime, the Company intends to continue to reference ENH Power and the www.electricitynh.com domain name. ENH Power has also discontinued the development of media which was in progress this spring and summer and will not develop additional media or purchase new television advertising spots before resolving these issues.

ENH Power is working to resolve these issues so that it can continue to provide a competitive electric supply choice for New Hampshire residential customers and avoid customer confusion. The Company appreciates the willingness of Commission Staff to work with ENH Power to allow for a timely transition in its media and marketing plan, without unduly inhibiting competition in the residential electricity market. Going forward, ENH Power welcomes further communications regarding the above-referenced issues so that it can be as responsive as possible to any concerns.

ENH Power looks forward to continuing to work with Staff and will provide updates on its marketing and media action plan as the plan is implemented. Please contact me if you have any questions or concerns.

Sincerely,



Rachel Goldwasser

RAG/bmc
Enclosure
898683_1

ENH Power (www.electricitynh.com)

Marketing Initiative Updates

(updated 07/03/12 mg)

INITIATIVE	PROCESS	DATE	Responsible Staff
Collateral Materials	Updated LOGO on ENH WEBSITE	06/29/12	KJ
	Discarded Brochures	06/14/12	MG
	Discarded 3 x 6 Banners	06/14/12	MG
	Discarded Posters	06/14/12	MG
	Discarded Pens	06/14/12	MG
	Discarded Bags	06/14/12	MG
	Discarded Jar Openers	06/14/12	MG
	Discarded Apparel	06/14/12	MG
	Discarded Stationary	06/14/12	MG
	Discarded Enrollment Pads	06/14/12	MG
	Discarded Brochure Stands	06/14/12	MG
	Discarded Water Bottles	06/14/12	MG
	Discarded misc promotional materials	06/18/12	MG
	Updated Office Signage in NH	06/18/12	MG
Radio Campaigns	Provided updated messaging points to ALL Radio Stations/groups	06/13/12	MG
	Follow-up with Radio Stations regarding messaging points	7/2/12	MG
TV Commercials	Provided updated Commercials for spots with WMUR and WBIN	06/14/12	MG
Print Advertising	Cancelled ALL Print Advertising Campaigns (sticker ads)	06/12/12	MG

Social Media	In process---updating LOGO for Facebook	06/15/12	JC
	Need to inform Facebook followers	In process	JC
Staff	On HOLD to hire Electricity New Hampshire Staff		
SALES TEAM	In process of calling together a new Sales Team Training Meeting		MG
	Discard all sales manuals and materials	06/13/12	MG
Events	In process of updating Event materials with Greater Portsmouth Chamber of Commerce	06/25/12	MG