

ARE LANDMARKS ANY MORE IMPORTANT THAN NIGHTLIGHTS?



At Con Edison, we know everything that depends on power matters to someone. So everything matters to us. That's why we're spending more than \$1 billion on safer protection improvements: from higher floor barriers to submersible electrical equipment. Or, if you've ever experienced a problem with your power, please report it at conEd.com or by calling 1-800-4-CON-ED. And follow us on Facebook or Twitter. Plan or sleep, we want everything to work. Or there are going to be a lot of wacky people on the morning.




ConEdison print ads

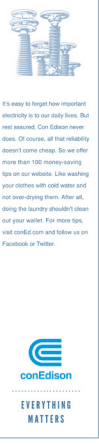
Print Ads, Consumer

This educational campaign points out that virtually everything depends on power, so everything matters to Con Edison. In order to highlight this, Con Edison's ad agency, The Gate/New York, reminded New Yorkers how much they depend on their power company for simple, but vital things, and educates them on how to report an outage, get money-saving energy tips or download a free bill-paying app.

QUARTERS DON'T MAKE YOUR WASHING MACHINE WORK. ELECTRICITY DOES.




It's easy to forget how important electricity is to our daily lives. But rest assured, Con Edison never does. Of course, all that reliability doesn't come cheap. So we offer more than 100 money-saving tips on our website. Use washing your clothes with cold water and not over-drying them. After all, doing the laundry shouldn't clean out your wallet. For more tips, visit conEd.com and follow us on Facebook or Twitter.

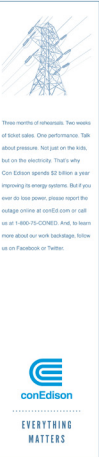


Harry Garcia/Alex Olmsted/Patrick Sutherland, art directors; David Bernstein, writer/chief creative officer; Alex Olmsted, designer; Mark Luinburg, photographer; The Gate/New York (New York, NY), ad agency; Con Edison, client.

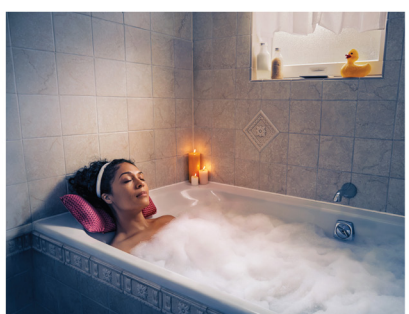
THE SHOW CAN'T GO ON IF THE LIGHTS DON'T.



Three months of rehearsal. Two weeks of ticket sales. One performance. Talk about pressure. Not just on the kids, but on the electricity. That's why Con Edison spends \$2 billion a year improving its energy systems. But if you ever do live shows, please report the service outages at conEd.com or call us at 1-800-4-CON-ED. And, to learn more about our work backstage, follow us on Facebook or Twitter.



THREE CHILDREN. TWELVE HOURS. NEED. HOT. BATH. NOW.



It's not just a bath. It's a decompression chamber. So when you're all get some rest, the water heater is hot. That's why Con Edison replaced 54 miles of gas pipe last year. We do whatever it takes to make sure our systems are reliable. To learn more about how to keep your family safe and warm, go to conEd.com/GasSafety. And follow us on Facebook or Twitter. After you keep your bath, of course.

