

Xcel Energy
Public Service Company
Advertising
June 2020 through June 2021

TV / DIGITAL VIDEO

TV / DIGITAL VIDEO

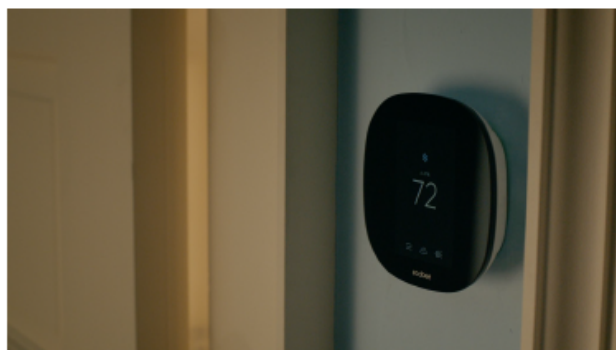
“Together” – :30s (All States)



Video: Wind turbines in an open field, blades turning.

Music: Up and under throughout.

SFX: Ambient sounds like lights clicking on when appropriate.



VO: OR GETTING A SMART THERMOSTAT TO GO WITH YOUR SMART PHONE AND SMART WATCH AND SMART LIGHTS AND SMART EVERYTHING ELSE.

Video: Close-up of a smart thermostat. Cut between shots of multiple smart devices in a household setting.



VO: AT XCEL ENERGY, WE'RE DEDICATED TO PROVIDING ONE HUNDRED PERCENT CARBON-FREE ENERGY BY TWENTY FIFTY. BUT WE CAN'T DO IT ALONE. WE NEED YOUR HELP.

Video: We seamlessly intercut between shots of Xcel employees and Xcel customers



VO: SO LET'S DO THIS. LET'S BUILD A CARBON-FREE FUTURE.

Video: Cut to shots of smoke being sucked back into a smokestack. Cut to hand turning on a light switch, energy pulsing through a cable, a girl hatching chicks, a father adjusting his smart thermostat while holding his infant.



VO: THAT COULD MEAN CHANGING FROM THIS OLD LIGHT BULB TO THIS L-E-D LIGHT BULB.

Video: Zoom in on a lamp with an old-style lightbulb that explodes, pan out to reveal that it has been replaced by a modern L-E-D bulb.



VO: YOU. US. TOGETHER.

Super: Learn how to save energy and lower your bill. xcelenergy.com/EnergySolutions

Video: End on shot of wind turbines at dusk.

Logo: Xcel Energy

TV / DIGITAL VIDEO

Hearing Exhibit 120 Attachment APF-13

Proceeding No. 22AL-___G

Page 4 of 13

"Majestic Golden Eagles" :30s (All States)



Video: Sunburst to solar image to rolling clouds to swirling eye of storm to electric blue data lines to grass moving in wind.

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.



Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face. Illustrated image of home on land showing pipes underground.

VO: IT'S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.



Video: Close-up of eagle's face. Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole. Illuminating circle of lights on the ground.

VO: UH, SIR? DO NOT DIG THERE. AND IT'S WHY WE STUDY THE FLIGHT PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE



Video: Yellow sun and white cloud animate upward to represent the first zero in "2050." Solar panels open upward and change colors below the 2050.

VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

TV / DIGITAL VIDEO

“Majestic Golden Eagles” :15s (All States)



Video: Sunburst to solar image to rolling clouds to swirling eye of storm to grass moving in wind.

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.



Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face.

VO: AT XCEL ENERGY, WE MAKE IT SAFE.



Video: Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole.

VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Yellow sun and white cloud animate upward to represent the first zero in “2050.” Solar panels open upward and change colors below the 2050.

VO: YOU, US, TOGETHER.



Video: Culturally diverse women and men animated graphic.



Logo: Xcel Energy

TV / DIGITAL VIDEO

“CBYD - Two Too Many Slides (3 day)” :15s (CO, MI, WI)



Video: Man digging in a yard.

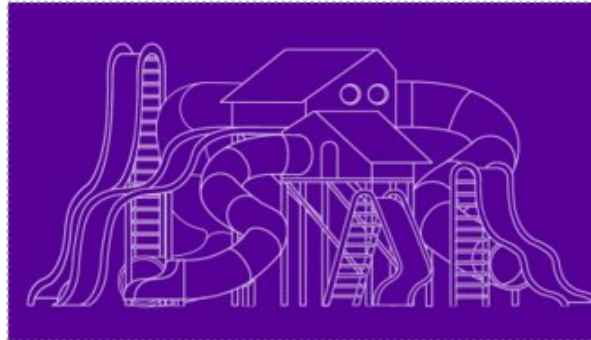
VO: BEFORE YOU DIG, CALL EIGHT ONE
ONE TO AVOID HITTING AN UNDERGROUND
UTILITY LINE



Super: CONTACT 811 AT LEAST THREE
BUSINESS DAYS BEFORE YOU DIG

CTA: xcelenergy.com/811

VO: CONTACT EIGHT ONE ONE AT LEAST
THREE BUSINESS DAYS BEFORE YOU DIG.



Video: Illustrative animations, man working in
yard and looking at blueprints.

VO: WHETHER YOU'RE PLANTING
BEGONIAS OR BUILDING A FENCE, OR
PUTTING UP A PLAYSET WITH TWO TOO
MANY SLIDES.



Logo: Xcel Energy

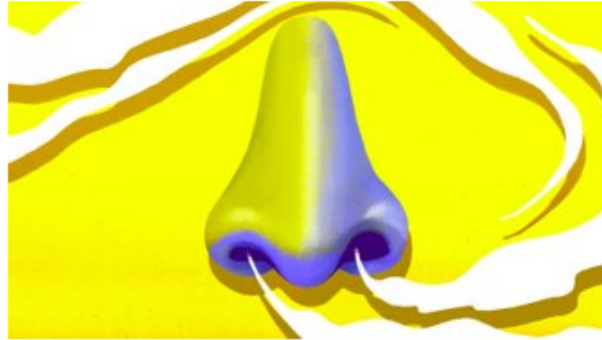
TV / DIGITAL VIDEO

Hearing Exhibit 120 Attachment APF-13

Proceeding No. 22AL-___G

Page 7 of 13

“Natural Gas - Bad Smell” :15s (CO, MN, ND, WI, MI)



Video: Close-up of woman. Her expression gradually indicates she's smelling something unpleasant.

VO: YOU KNOW A BAD SMELL WHEN YOU SMELL IT.

**IF YOU SMELL
NATURAL GAS
GET FAR AWAY
THEN CALL 911**

xcelenergy.com/Safety

Super: IF YOU SMELL NATURAL GAS GET FAR AWAY THEN CALL 911

CTA: xcelenergy.com/Safety

VO: IF YOU SMELL THAT SMELL, GET FAR AWAY, THEN CALL NINE ONE ONE.



Video: Montage of animated and still graphics of nostrils, rotten eggs, woman gagging at bad smell

VO: IF YOU SMELL A BAD SMELL THAT SMELLS LIKE ROTTEN EGGS, IT COULD BE NATURAL GAS.



Logo: Xcel Energy

RADIO

RADIO

“Majestic Golden Eagles” :30s (All States)

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.
AND AT XCEL ENERGY, WE MAKE IT SAFE. IT'S WHY WE TRAIN FIRST
RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.
UH, SIR. DO NOT DIG THERE. AND IT'S WHY WE STUDY THE FLIGHT
PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE BUILD A WIND FARM.
SAFER ENERGY PEOPLE. IT'S ALL PART OF A CARBON-FREE 2050.
YOU. US. TOGETHER.
XCEL ENERGY.

RADIO

“Natural Gas - Fun Fact” :30s (CO, MN, ND, WI, MI)

VO: FUN FACT ABOUT SMELLS: YOU CAN'T IMAGINE THEM. THEY REALLY HAVE TO BE THERE.

SO IF YOU SMELL A BAD SMELL THAT SMELLS LIKE ROTTEN EGGS, YOU COULD ACTUALLY BE SMELLING NATURAL GAS.

AND THAT MEANS YOU ACTUALLY NEED TO GET OUT OF THERE. FAR AWAY.

FARTHER THAN THAT. THEN CALL 9-1-1.

GET MORE SAFETY TIPS AT [XCELENERGY.COM/SAFETY](https://www.xcelenergy.com/safety).

XCEL ENERGY.

RADIO

“CBYD - Reasons (3-Day)” :30s (CO, MI, WI)

VO: IF YOU'RE GOING TO DIG A HOLE AND YOU DON'T WANT TO HIT AN UNDERGROUND UTILITY LINE, CALL 8-1-1 FIRST.

IF YOU'RE INSTALLING AN INVISIBLE FENCE, PUTTING UP A SWING SET, ESTABLISHING A BEGONIA PATCH OR PLANTING WAY TOO MUCH KALE, CONTACT 8-1-1 THREE BUSINESS DAYS BEFORE YOU DIG.

OR GO TO CALL 8-1-1 DOT COM.

XCEL ENERGY.

DIGITAL BANNERS

Ice on Meter - Build Up CO, MN, ND, WI, MI

Animated

- 160x600
- 300x250
- 300x600
- 728x90

Static

- 160x600
- 300x50
- 300x250
- 300x600
- 320x50
- 320x100
- 640x640
- 728x90

Frame 1



Frame 2



Frame 3



Frame 4



End Frame/Static

