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# The power of your purchase

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Marketing tools to elevate your  
renewable energy commitment

 **bullfrogpower**<sup>®</sup>



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# What this kit covers

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1. We're celebrating 2 million tonnes of CO<sub>2</sub>e averted
2. Consumers care about your purchase
3. Talking about your purchase
  - A. Website
  - B. Packaging
  - C. Signage
  - D. Other resources



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# We're celebrating 2 million tonnes!

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Congratulations! Together, the bullfrogpowered community has prevented more than **2 million tonnes** of CO<sub>2</sub> equivalent from entering the atmosphere. By bullfrogpowering your business, you've shrunk your carbon footprint and helped bring new renewable energy projects to Canada's grid.



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# Share this milestone with your community

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You and your business have played an essential role in reaching our 2 million tonnes milestone! We've created a set of assets to help you share this exciting news with your customers via social.

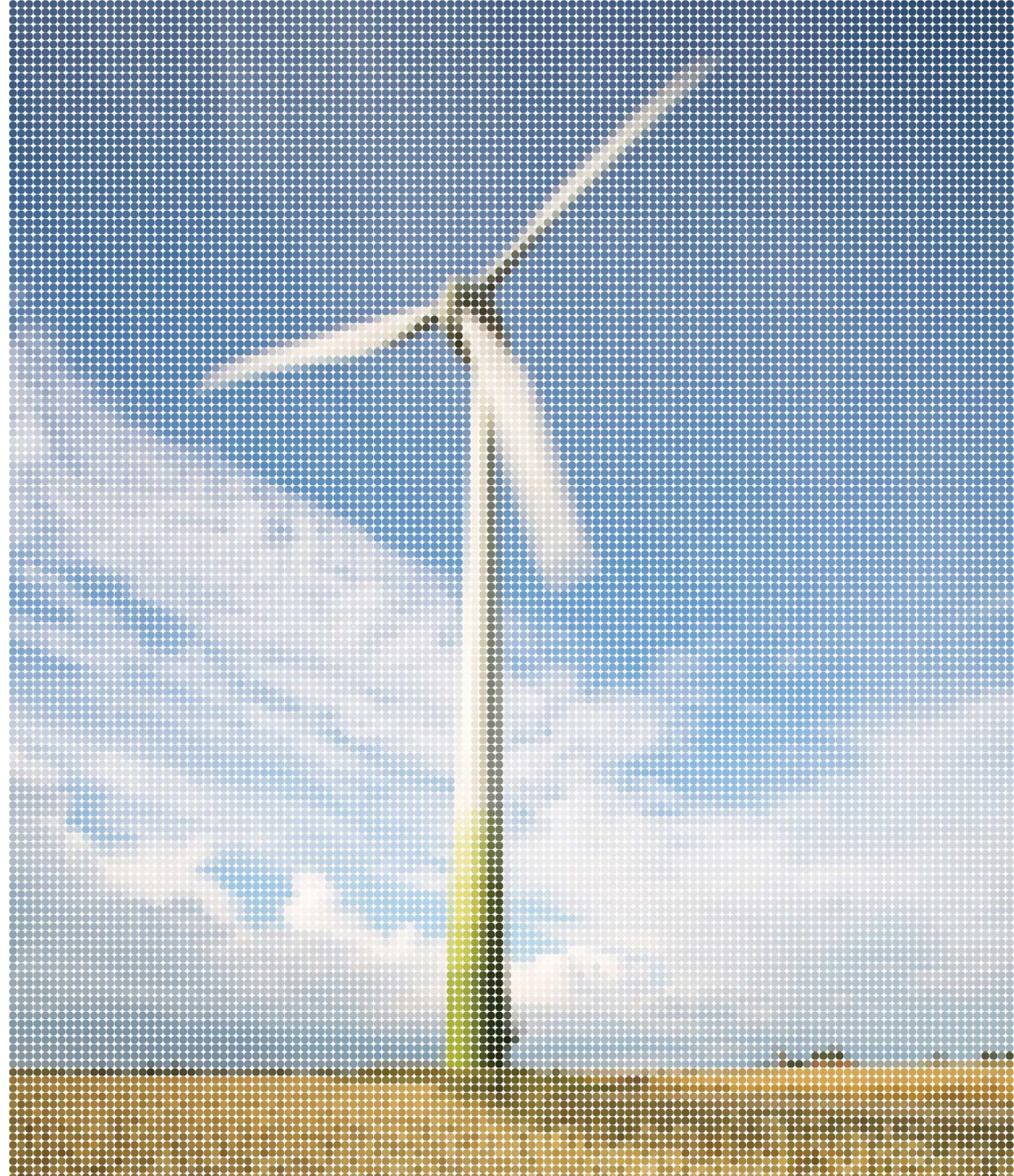


[Download and share our 2 million tonnes video](#)



[Download impact graphics](#)

If you'd like to know how your company contributed this milestone, email [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) for a personalized impact graphic and/or assessment.





## 1 in 8 Canadians have heard of Bullfrog Power

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Sharing your green energy choice with your community can help position your brand as an environmental leader.

\*Responses from 1,879 adult Canadians in the 2022 leger study.

# 71% of Canadians

who recall seeing the Bullfrog Power logo have a more favourable impression of a product or business associated with it\*



# 60% of Canadians

feel it's important that businesses play a role in combatting climate change\*

\*Responses from 1,879 adult Canadians in the 2022 leger study.

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# Add us to your website

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Create transparency with your community and celebrate your green energy purchase by adding a blurb to your website.

We've created effective and impactful copy for your website.



[Website copy](#)



[Bullfrog logo options](#)



*At Alternatives Funeral & Cremation Services, we recognize the importance of addressing our environmental impact. We are proud to reduce the carbon emissions footprint of our business by choosing green energy with Bullfrog Power for our operations.*



## How does Bullfrog Power work

Bullfrog Power's producers put green electricity and green natural gas onto the grid and pipeline to match the amount of conventional electricity and natural gas our office uses. Bullfrog ensures the energy going onto the energy grid on our behalf is from clean sources—displacing energy from polluting sources.

## Why is being bullfrogpowered important?



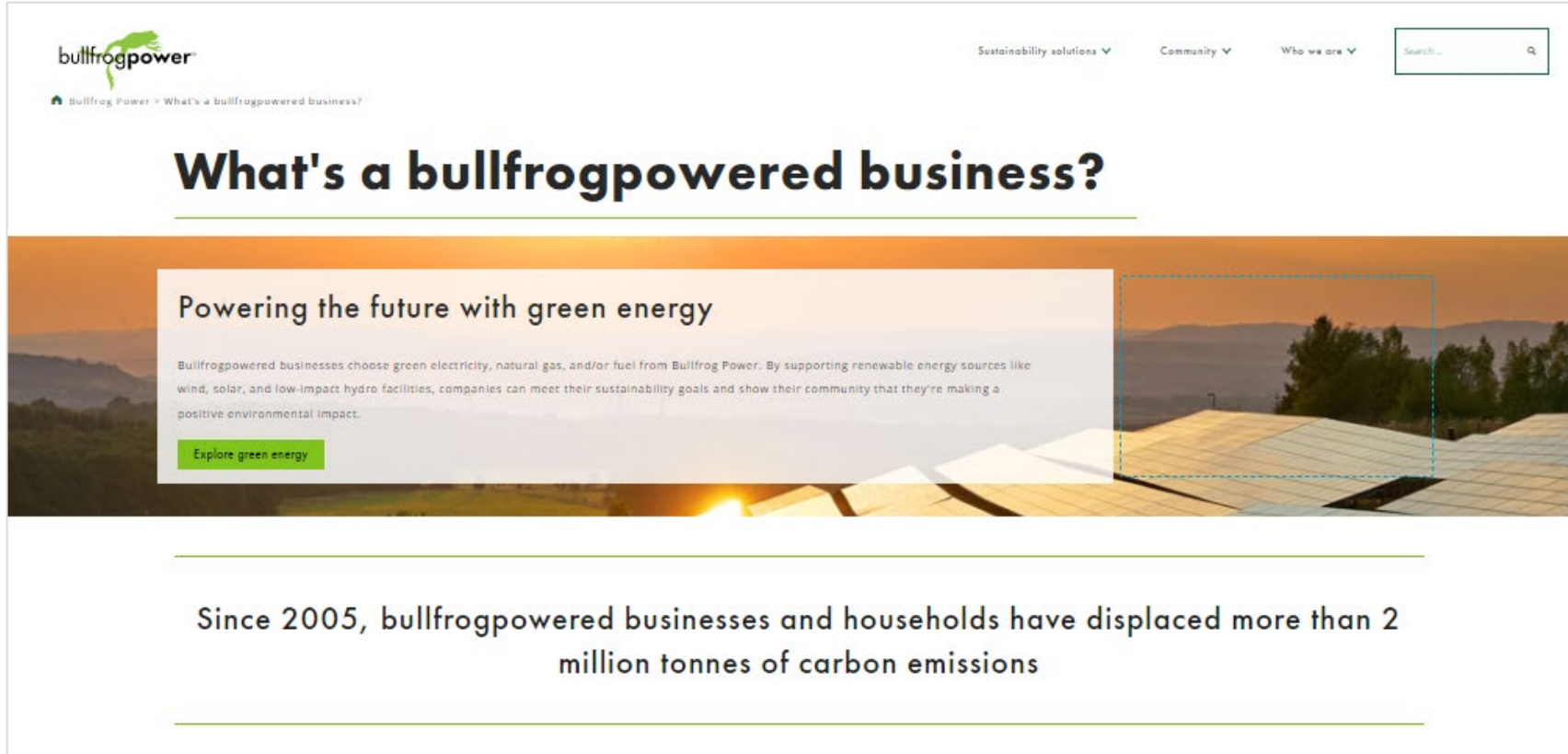
By choosing Bullfrog Power, we are reducing our energy pollution, supporting development of community-based renewable energy projects across Canada, and creating a cleaner, healthier world for Canadians.

Shown above: Alternatives Funeral & Cremation Services and Hippie Snacks communicating their Bullfrog Power purchase.



# How it works landing page

We've created a landing page explaining what it means to be a bullfrogpowered business. Share this page on your social channels, link to it on your website, or reference it to answer customer questions.



The screenshot shows the Bullfrog Power website's landing page. At the top left is the Bullfrog Power logo. To the right are navigation links for 'Sustainability solutions', 'Community', and 'Who we are', along with a search bar. Below the navigation is a breadcrumb trail: 'Bullfrog Power > What's a bullfrogpowered business?'. The main heading is 'What's a bullfrogpowered business?'. Below this is a large image of a solar panel array on a roof at sunset. A white box on the left of the image contains the text 'Powering the future with green energy' and a paragraph explaining that Bullfrogpowered businesses choose green electricity, natural gas, and/or fuel from Bullfrog Power. A green button labeled 'Explore green energy' is at the bottom of this box. Below the image is a white box with the text: 'Since 2005, bullfrogpowered businesses and households have displaced more than 2 million tonnes of carbon emissions'.

<https://bullfrogpower.com/bullfrogpowered-business>





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# Add us to your packaging

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Customers, employees, and other stakeholders are paying more attention to companies' sustainability initiatives. Sharing your renewable energy commitment can boost your brand's appeal and increase employee engagement.

We can design custom branding that showcases your sustainability achievement. Use the logos linked below or contact us to find out more about our tailored offerings.



[Bullfrog's logo options](#)



[Brand usage guidelines](#)

To use Bullfrog Power's logo on external packaging, please send a mockup to [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) for approval.



# Add us to your packaging!

We can find suitable logo placements and statements based on your unique needs. Here are some examples:



**Glass & metal  
containers**



**Plastic  
packaging**



**Paper & cardboard  
boxes**

To use Bullfrog Power's logo on external packaging, please send a mockup to [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) for approval.



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# Add some signage

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Putting up signage is one of the best ways to tell your community that your location is bullfrogpowered!

You can add digital signage to your lobby or elevator screen, or add a decal to your storefront window or door.

Email [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) to request a physical decal in the mail, or to discuss custom digital signage.



[Download digital signage](#)



# Signage examples



**Decal**  
on location

**Digital**  
Signage

**Poster**  
or banner

For all use of the Bullfrog Power logos on external signage, please send to [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) for approval.



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# Other resources

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In addition to the materials in this kit, our team has a variety of resources that you can use to promote your Bullfrog Power partnership. Below are some resources available:

- Press release template
- Blog post template
- Social media assets
- Sustainability reporting
- Sales material/brochure content
- Content for RFP responses
- Employee engagement tools
  - Internal email, newsletter, or intranet post

Feel free to contact [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com) for additional marketing collateral.



# Our logos explained



**Bullfrog Power logo:** use this one when you're referring to Bullfrog as a partner or company your business works with. e.g. "We choose green electricity with Bullfrog Power."



**Bullfrogpowered mark:** this mark is used to indicate that a specific product, space, event, or organization is choosing green electricity, green natural gas, or green fuel from Bullfrog Power. When using this logo, be specific about the nature of your purchase. E.g. "Our Ontario operations are proudly bullfrogpowered with 100% renewable electricity and natural gas."



**Brand guidelines**

No sure which logo to use on your packaging, website, or other external materials? Email [biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com).



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# Questions?

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We'd love to help you communicate your green energy commitment.

You can reach out to your Bullfrog marketing contact any time with questions or requests. If you're not sure who to contact, just send a note to the email address below and our team will get back to you in 1-2 business days.

**Bullfrog Marketing Team**

[biz.marketing@bullfrogpower.com](mailto:biz.marketing@bullfrogpower.com)

Follow and tag us @bullfrogpower

