

WE SHAPE THE FUTURE WITH YOUTHFUL PASSION
AND A TREMENDOUS SENSE OF RESPONSIBILITY.

AVANGRID wears the mantle of responsibility for our energy future, leading with a drive fueled by a desire to make the world better for the next generation.



Music: Serious. Dramatic. Uplifting.

Spot is a stunning, video collage of kids being kids. We capture a small group of children outside at play in nature, representing different ages and races. The shots are warm, positive and smile-inducing.

SFX: kids laughing, playing and natural sounds of the forest.

Open on a dynamic shot of a young boy jumping from a log and running fearlessly into the woods. Cut to a group of friends running into the woods.

VO *(like a dramatic reading of a classic novel):*

Cut to kids climbing, jumping and being fearless.

BE BOLD.

Cut to a boy "claiming" a hilltop or piece of land.

BE FIRST.

Cut to kids exploring the world around them, getting their hands dirty and discovering new things.

BE CURIOUS.

Cut to a child building a fort or bridge some other innovation out of sticks.

BE CREATIVE.

Cut to kids gently holding an insect or small wildlife.

Then, kids holding hands, or hugging.

BE KIND.



[CONT'D]

CONT'D

Cut to a boy looking out at the horizon.
SET OUT TO MAKE THE WORLD BETTER.

Cut to a young girl looking up and all around in wide wonder, arms out.
AND BE EVER FOCUSED ON WHAT ALREADY MAKES IT GREAT.

Cut to small group of kids showing diversity, holding hands or walking in a line, showing connection.
**WE ARE A NEW KIND OF ENERGY COMPANY...
WITH DIVERSE PERSPECTIVES...**

Transition from line of kids to powerlines/transmission lines.

Super: energy distribution

Cut to a closeup of natural gas stove firing up, pulling out to a dad at the stove cooking with his child looking on.

Super: natural gas

Cut to solar panels and hydropower.

Super: renewable energy

BUT A SINGLE VISION.

Cut to a closeup of a girl looking out at the horizon, hair blowing in the wind. Camera spins around her, and pulls back to reveal she's not in the forest anymore, but in a field, by a wind turbine.

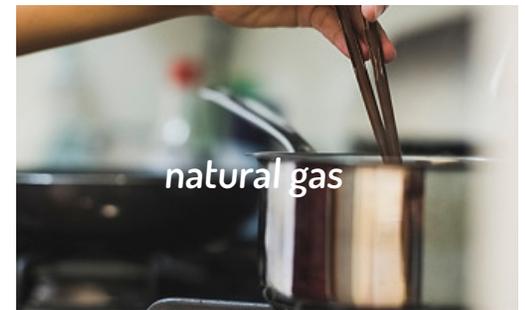
TO LEAD THIS GENERATION INTO A SMARTER, MORE RESPONSIBLE ENERGY FUTURE.

Super: Love Tomorrow

Back to the young girl's face, hair blowing in the wind.

CHILD'S VOICE: WE ARE AVANGRID.

Logo animation and URL.



#lovetomorrow #AVANKids

Where does energy come from?

What do you want to be when you grow up?

What will the world be like in 20 years?

How does electricity get to your house?

How will we get energy in the future?

What is solar/wind energy?

What is natural gas?

What will houses look like when you're all grown up?

What will cars be like when you're grown up?

What is clean energy?

What is renewable energy?

