

NHA's 2024

Digital Ad Campaign

Our goals:

- Raise visibility of water power
- Highlight its importance
- Reach key audiences

Past Campaigns



2022 – Beneath the Surface

Hydropower is more than just clean energy. Yes, it's essential to our clean energy future, but there's so much more below the surface. Many don't realize that hydropower also enriches our communities by protecting our ecosystems and creating community gathering places.



2023 – Clean Living

The "Clean Living" ad aims to push millennials to think beyond associating the concept of clean living with JUST what one eats and how they live; rather, to start thinking about clean energy in their everyday lives. Hydropower and pumped storage provide a 24/7 ready and reliable energy foundation allowing one to plug in EV's, TV's and more without thinking twice about whether the wind is blowing or the sun is shining.

2024 Campaign: "Right in Front of You"



Campaign At a Glance

- Seven-week campaign
- Two audiences: DC policymakers and national climate thought leaders (around 230k in total)
- Smaller but more impactful audience
- Customizable for regional campaigns