



**For Immediate Release**

## **CURRENT ENERGY PARTNERS WITH SMU'S TEMERLIN ADVERTISING INSTITUTE**

**Dallas – December 9, 2008** – Current Energy, a Dallas-based company providing energy efficiency solutions for commercial and residential customers, has partnered with Southern Methodist University's (SMU) Temerlin Advertising Institute to develop comprehensive advertising and marketing campaigns for its residential and commercial business units in 2009.

Thirty-two senior undergraduate students in lecturers Bill Ford's and David Hadel's fall 2008 Campaigns classes participated in a semester-long project in which students in groups of five to seven competed to create a comprehensive marketing and advertising plan for the company. Ford's class of 15 students created a campaign for Current Energy's residential business unit while Hadel's class of 17 created a campaign for the commercial business unit.

The students worked with Current Energy's marketing team, in the role of an advertising agency, to complete a situation analysis, including market research and target audience interviews. Each group reviewed company case studies to recommend an advertising campaign for the company. These included creative pieces for print, television and online ads.

"Current Energy is honored to partner with the Temerlin Advertising Institute to give future advertising professionals the opportunity to apply their creative skills in real-world business scenarios," said Joe Harberg, a principal partner of Current Energy. "Our partnership has allowed the students a unique opportunity to promote a company dedicated to offering energy efficient and earth-friendly solutions."

"We are delighted to include Current Energy among the great companies that serve as clients for our students," said Dr. Patricia Alvey, distinguished chair and director of the Temerlin Advertising Institute. "They presented our students with intensive, national and international scale problems which allowed them to stretch critical strategic and creative skills. When Liener Temerlin called to introduce Current Energy to us, I knew right away they would be a client with a robust marketing communication assignment for the Institute."

"Current Energy is the first green-focused company that has participated in our advertising campaigns course and we are very excited to expose our students to a socially responsible, Dallas-based client. We are proud of our students' hard work and creativity, and look forward to seeing their ideas come to life in front of Current Energy employees," said lecturer Bill Ford.

## **Current Energy Partners with SMU's Temerlin Advertising Institute/ Page 2**

All of the student groups will present their recommendations to Current Energy executives and marketing team on December 10 and 12. Current Energy will then select the winning group from each class and will have the option to use the material provided in 2009.

### **About Current Energy**

Current Energy, headquartered in Dallas, is a one-stop comprehensive resource for energy efficiency solutions. Current Energy helps residential and commercial customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company was founded in 2001, anticipating the impact that energy deregulation would have on companies. Since then, the company has grown to include two divisions – Current Energy Commercial and Current Energy Residential, which operates the world's first energy efficiency store™. Current Energy was recognized by the U.S. Department of Energy in the fall of 2007 with the Energy Innovator Award. For more information, visit [currentenergy.com](http://currentenergy.com).

### **About SMU Temerlin Advertising Institute**

The SMU Temerlin Advertising Institute for Education and Research gives a select number of undergraduate students a unique learning environment. A team of professors with real-world experience and advertising expertise leads it. Students develop a solid understanding of persuasive communication theory, cutting-edge advertising technique and industry practice. The curriculum also balances theoretical and ethical issues with advertising realities. The program, complete in content and current with a rapidly advancing industry, prepares students for careers in advertising agencies, media firms, corporate marketing departments or other professions related to marketing communications and branding.

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