

The Power of Positive Branding

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What Is Branding?



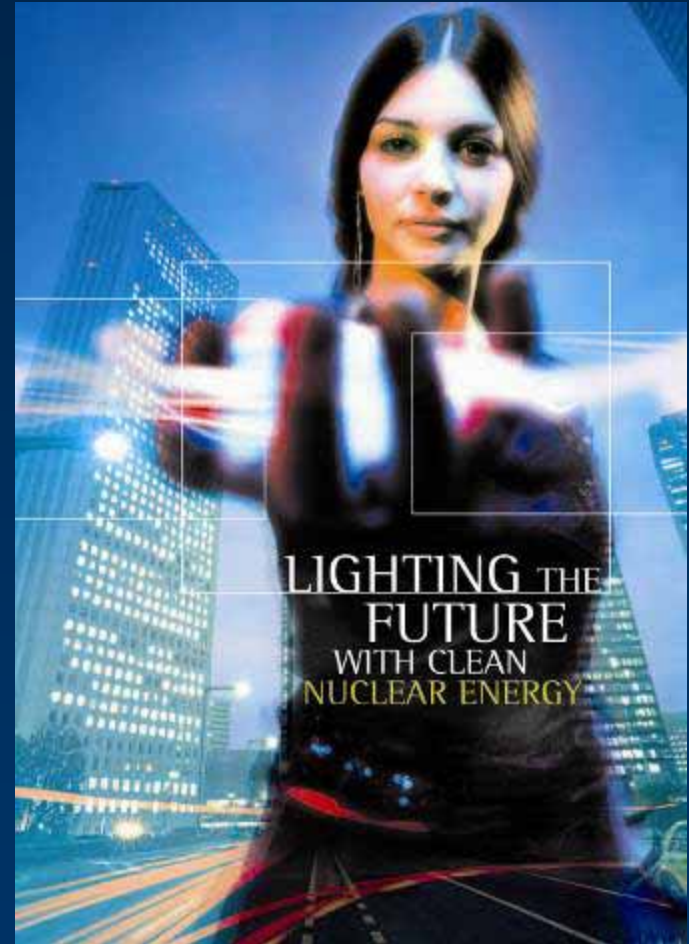
“The intangible sum of a product’s attributes: its name, packaging and price, its history, its reputation, and the way it is advertised.”

– David Ogilvy

This Is Our Brand

Nuclear is ...

- **clean-air** energy
- **reliable** and plays a vital role in diverse energy portfolio
- **affordable**



Attributes of Electricity Sources In Order of Importance to Public



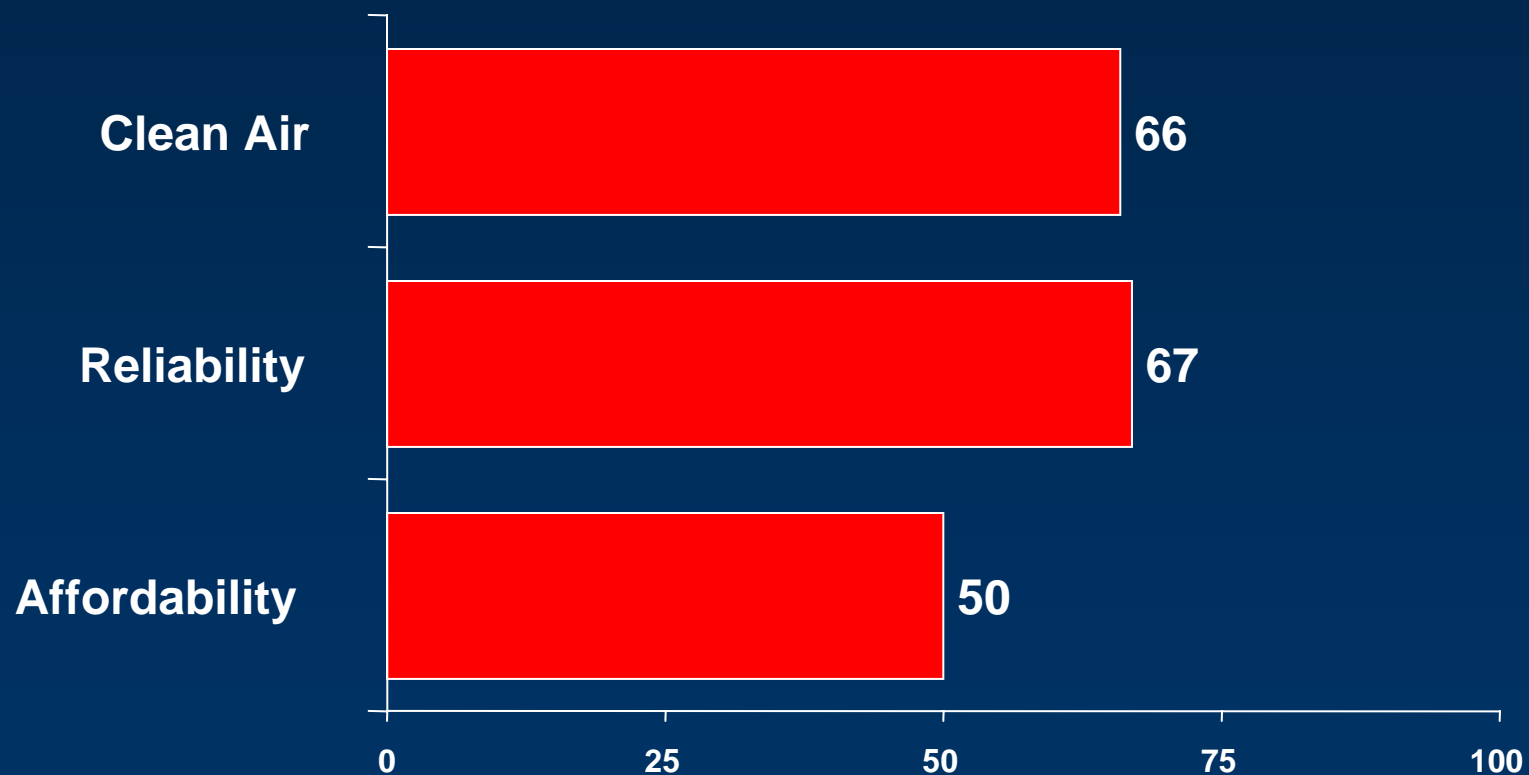
1. Clean air
2. Affordability
3. Reliability
4. Efficiency
5. Sustainability
6. Energy security

Source: Bisconti Research Inc.

May 2005 survey of 1,000 U.S. adults

Plant Community Responses to Branding Messages

(Percent Associate With Nuclear Energy)



Source: Bisconti Research Inc.

August 2005 survey of 1,150 adults living near nuclear plants



This Is Our Audience



- Members of Congress
- Executive branch
- State and local government leaders
- Media
- Financial community
- Public

Nuclear Energy Branding Communications Program

- Media Outreach
- Advertising
- Policymaker outreach
- Web log



Branding Toolkit




Establish/reinforce beneficial attributes of nuclear energy

- to enhance value of nuclear energy assets
- to stimulate action in support of the industry, NEI members

Print Advertisements

NUCLEAR.
Electricity & Clean Air
Today & Tomorrow.




Kids today are part of the most energy-intensive generation in history. They demand lots of electricity. And they deserve clean air.


That's why nuclear energy is so important to America's energy future. Nuclear energy already produces electricity for 1 of every 5 homes and businesses. And our 103 nuclear power plants are emission free so they help keep the air clean.

We need secure, reliable sources of electricity for the 21st Century—and we also need clean air. With nuclear energy, we can have both.

NUCLEAR.
CLEAN AIR ENERGY.



Nuclear energy is the most reliable source of electricity.



WWW.NEI.ORG

Sampling the Brand

Cameco Corporation --- Uranium - Gold - Fuel - Electricity - Mining - Milling - Refining - Mozilla Firefox

http://www.cameco.com/

NUCLEAR.
The Clean Air Energy.

PROFILE INQUIRIES CAREERS SITE MAP LINKS STOCK PRICE GLOSSARY

INVESTOR RELATIONS MEDIA GATEWAY BUSINESSES GOVERNANCE URANIUM 101 SUSTAINABLE DEVELOPMENT REGULATORY

STOCK PRICE
TSX: \$69.28 CDN -2.05
NYSE: \$60.28 US -1.98

URANIUM SPOT PRICE
NUCLEAR NEWS

CAMECO NEWS
Cameco To Redeem Debentures
Cameco Announces Fourth Quarter Dividend
Cameco Sells Shares in Australian Company
Cameco To Acquire Canadian Nuclear Fuel Fabricator

CAMECO UPDATES
Senior Vice-President speaks to MRAG
Vice-President speaks at Bear Stearns
Senior Vice-President speaks at Desjardins
CEO speaks to CFA in Toronto
CEO speaks to NY investors

MEDIA GATEWAY
Cameco to acquire fuel fabricator

SUSTAINABLE DEVELOPMENT
Sustainable Development Report

INVESTOR RELATIONS
Executive Presentation

Page updated Dec 12 2005

Transferring data from www.cameco.com...

NUCLEAR ENERGY —
safe, clean, reliable.

Nebraska Public Power District salutes our employees at Cooper Nuclear Station on a new generation record, a successful refueling outage and improved regulatory standing.

We appreciate the dedication of our employees and the support of their families. We also thank our friends and neighbors for your outstanding community support.

Nebraska Public Power District
Always there when you need us.

The Blog-Branding Nexus

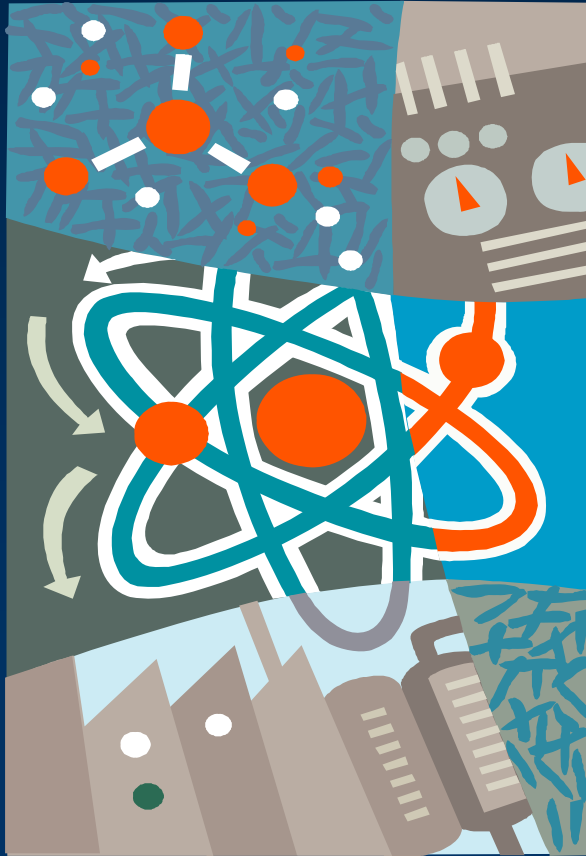


NEI Nuclear Notes

www.neinuclearnotes.blogspot.com



Gauging Our Success



Industry Commitment



- 60% of NEI members have heard about the branding program
- 42% include branding messages in media interviews
- 1 in 5 companies list branding in communications plans

Wall Street Takes Notice



“The momentum for new nuclear construction has been building quietly over several years, sustained not only by the industry but also by federal officials who believe strongly in the future of nuclear power as an emission-free and secure source of electricity.”

—Prudential Equity Group

Media Voice Their Support

“More and more respected voices have been making the case that nuclear energy is essential if the rate of [climate] change is to be slowed.



... With President Bush and the tree-huggers both on its side, the nuclear industry is back in the game.”

—The Economist

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Nuclear Energy A Natural for Branding

