

2021 Advertising Samples

The enclosed are advertising samples consistent with the reports filed pursuant to § 20:10:23:02

Institutional Advertising

TV / Digital Video

"Energy is Everything" :30s (All States)



Video: Solar image, line waves, ocean waves, electric blue cables, eye of storm.

VO: AT XCEL ENERGY, WE'RE GOING CARBON-FREE BY TWENTY FIFTY.



Video: Sun on blue background. Sunflower opening. White outline of a battery animates to fully charged on a background of a sunny blue sky with clouds.

VO: WE'LL USE THE ENERGY OF THE WIND... AND THE SUN, BUT OTHER THINGS, TOO.



Video: A person roller skates in a circle on a neighborhood street. Animated outline graphic of lower legs on roller skates on gray background.

VO: ALL KINDS OF ENERGY. ALL THE ENERGY. BELIEF, POSSIBILITY AND YOU.



Video: Child spinning on tree swing. Dog spinning in a circle. Hairs on skin raising. Zooming yellow, orange and purple vortex. Runner's feet running on dirt path.

VO: YOUR ENERGY SUPERCHARGED BY A BAJILLION, MILLION, ZILLION VOLTS OF OPTIMISM.



Video: Culturally diverse women and men animated graphic. Blue waves. White frost on tree. Green grass moving in wind. Wind turbines turning.

VO: YOU, US, TOGETHER FOR A CARBON-FREE FUTURE.



Super: "ENERGY" turns yellow on a muted multi-color background, the word "IS" appears underneath and "EVERYTHING" appears under that then aligns left. Enlarged light blue X appears on purple vortex background. Xcel Energy logo appears centered at the end.

Logo: Xcel Energy

Jan - Feb 2021

TV / DIGITAL VIDEO

“Majestic Golden Eagles” :30s (All States)



Video: Sunburst to solar image to rolling clouds to swirling eye of storm to electric blue data lines to grass moving in wind.

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.



Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face. Illustrated image of home on land showing pipes underground.

VO: IT'S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.



Video: Close-up of eagle's face. Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole. Illuminating circle of lights on the ground.

VO: UH, SIR? DO NOT DIG THERE. AND IT'S WHY WE STUDY THE FLIGHT PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE BUILD A WIND FARM.



Video: Yellow sun and white cloud animate upward to represent the first zero in “2050.” Solar panels open upward and change colors below the 2050.

VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

TV / Digital Video

“Energy is Everything” :15s (All States)



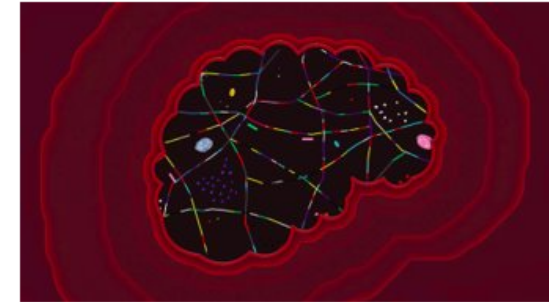
Video: Solar image, line waves, ocean waves, electric blue cables, eye of storm.

VO: AT XCEL ENERGY, WE'RE GOING CARBON-FREE BY TWENTY FIFTY.



Video: Sun on blue background. Sunflower opening. White outline of a battery animates to fully charged on a background of a sunny blue sky with clouds.

VO: WE'LL USE THE ENERGY OF THE WIND... AND THE SUN, BUT OTHER THINGS, TOO.



Video: Close-up of girl blowing bubble gum and then popping. Red background with colorful light stokes animate upwards.

VO: BELIEF, POSSIBILITY AND YOU.



Video: A person roller skates in a circle on a neighborhood street. Animated outline graphic of lower legs on roller skates on gray background.



Video: Culturally diverse women and men animated graphic.

Super: “ENERGY” turns yellow on a muted multi-color background, the word “IS” appears underneath and “EVERYTHING” appears under that then aligns left. Enlarged light blue X appears on purple vortex background.



Logo: Xcel Energy

Jan - Feb 2021

SOCIAL VIDEO

Energy is Everything (15s)

ALL STATES

FACEBOOK & INSTAGRAM

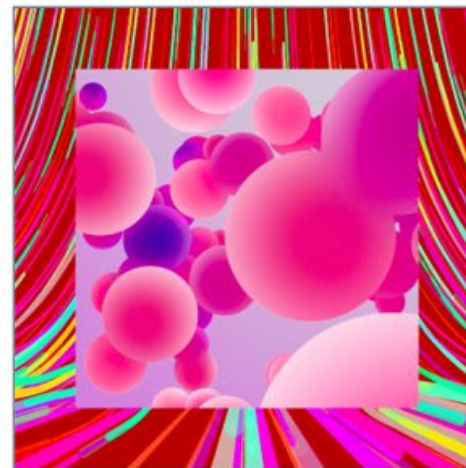
HEADLINE: Energy is Everything

BODY COPY: Energy. It's the sun, the wind
and you. It's a unifying force that will get us
to a carbon-free future. You. Us. Together.

LINK DESCRIPTION: It's all for a carbon-
free future.

CTA: Learn More

URL: xcelenergy.com



Jan - Feb 2021

Social Media Posts



Xcel Energy SD @XcelEnergySD · Jan 18



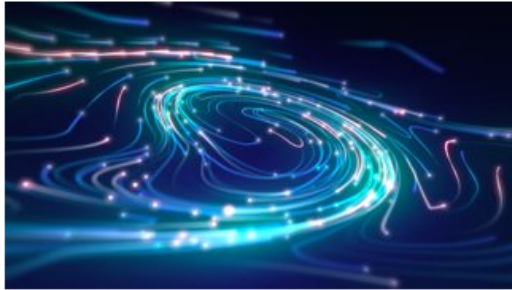
On this [#MLKDay](#), let us remember these words and do our part to make Dr. King's dream a reality. "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."



Jan - Feb 2021

TV / DIGITAL VIDEO

“Majestic Golden Eagles” :30s (All States)



Video: Sunburst to solar image to rolling clouds to swirling eye of storm to electric blue data lines to grass moving in wind.

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.



Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face. Illustrated image of home on land showing pipes underground.

VO: IT'S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.



Video: Close-up of eagle's face. Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole. Illuminating circle of lights on the ground.

VO: UH, SIR? DO NOT DIG THERE. AND IT'S WHY WE STUDY THE FLIGHT PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE BUILD A WIND FARM.



Video: Yellow sun and white cloud animate upward to represent the first zero in “2050.” Solar panels open upward and change colors below the 2050.

VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

Radio

“Majestic Golden Eagles” - 30s (All States)

MUSIC: Up and under throughout.

AVO: ENERGY IS A GLOWING SPHERE OF HOT GAS.

IT’S AN OCEAN OF AIR.

AND AT XCEL ENERGY, WE MAKE IT SAFE.

IT’S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.

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SAFER ENERGY, PEOPLE.

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YOU. US. TOGETHER.

XCEL ENERGY.

SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES

FACEBOOK & INSTAGRAM

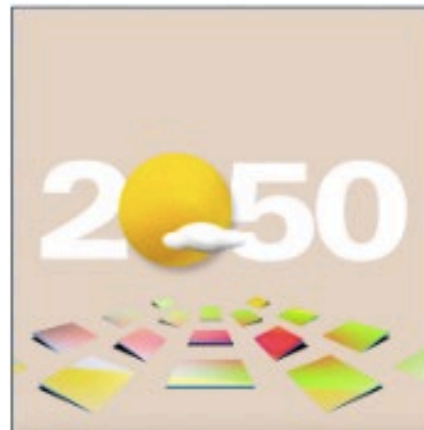
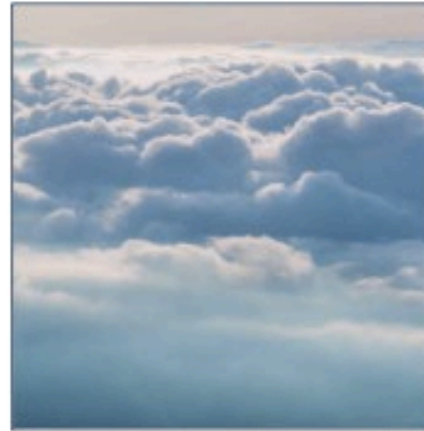
HEADLINE: Keeping Energy Safe

BODY COPY: First responders, homeowners, even the birds. We're dedicated to keeping energy safe for everyone.

LINK DESCRIPTION: All for a carbon-free 2050

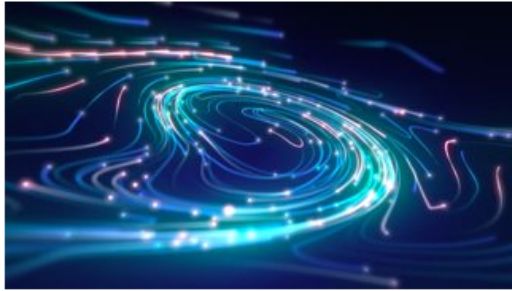
CTA: Learn More

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TV / DIGITAL VIDEO

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Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face. Illustrated image of home on land showing pipes underground.

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Video: Close-up of eagle's face. Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole. Illuminating circle of lights on the ground.

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VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

Radio

“Majestic Golden Eagles” - 30s (All States)

MUSIC: Up and under throughout.

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YOU. US. TOGETHER.

XCEL ENERGY.

SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES

FACEBOOK & INSTAGRAM

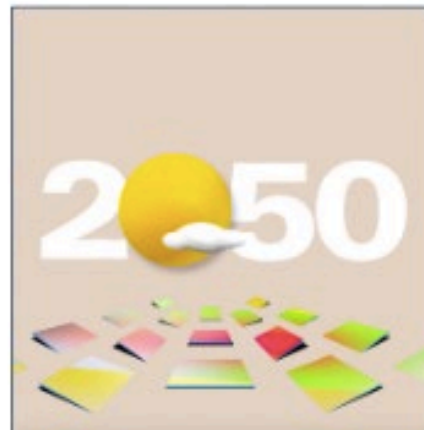
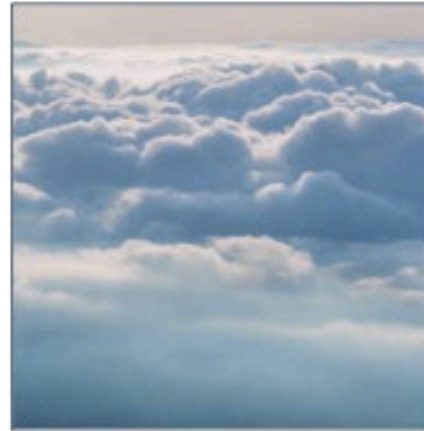
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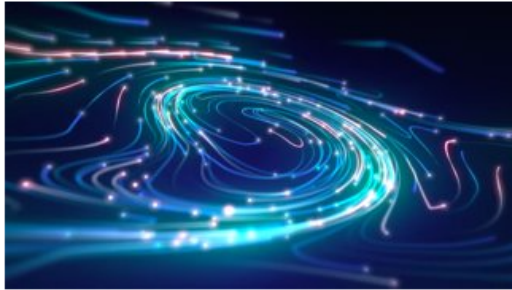
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Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

Radio

“Majestic Golden Eagles” - 30s (All States)

MUSIC: Up and under throughout.

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SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES
FACEBOOK & INSTAGRAM

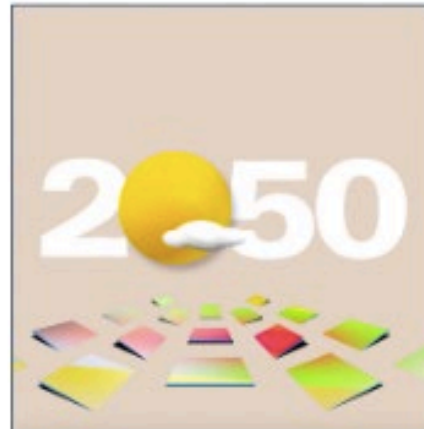
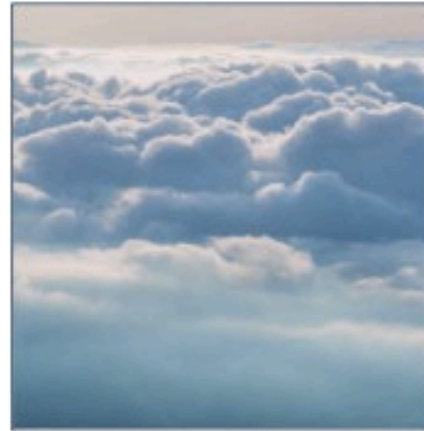
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SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES

FACEBOOK & INSTAGRAM

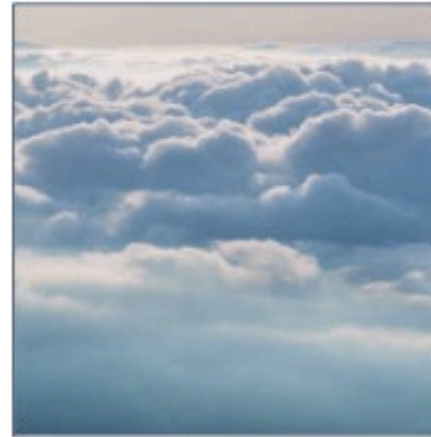
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Social Posts

**Xcel Energy: South Dakota**
September 9 · 🌐

We're off to a great start this year in our annual Day of Service! Volunteers were already out today putting good energy into action by packing boxes of food for families in need at [Feeding South Dakota](#) in Sioux Falls - There's still time for you to get involved this week! [#XEDOS](#)



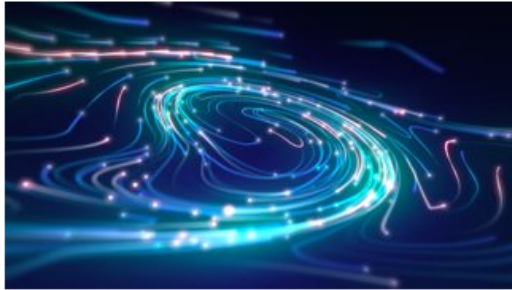
[MY.XCELENERGY.COM](#)
Day of Service | Xcel Energy
Day of Service is Xcel Energy's largest corporate ...

[Learn More](#)

Sept - Oct 2021

TV / DIGITAL VIDEO

“Majestic Golden Eagles” :30s (All States)



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VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

Radio

“Majestic Golden Eagles” - 30s (All States)

MUSIC: Up and under throughout.

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YOU. US. TOGETHER.

XCEL ENERGY.

SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES

FACEBOOK & INSTAGRAM

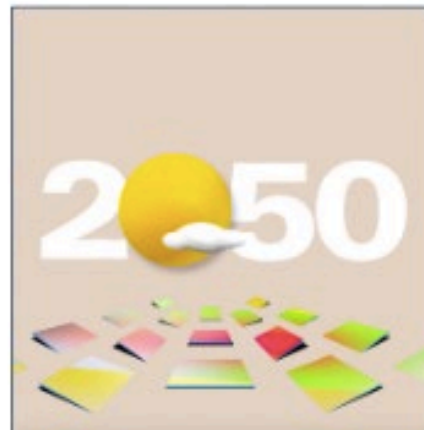
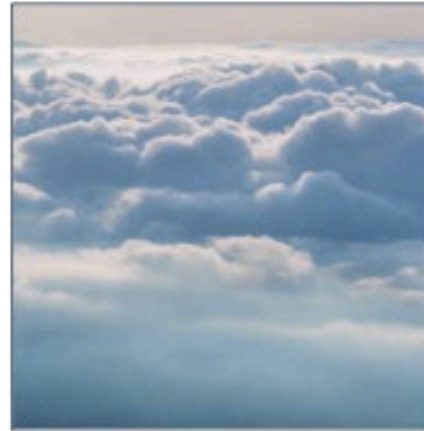
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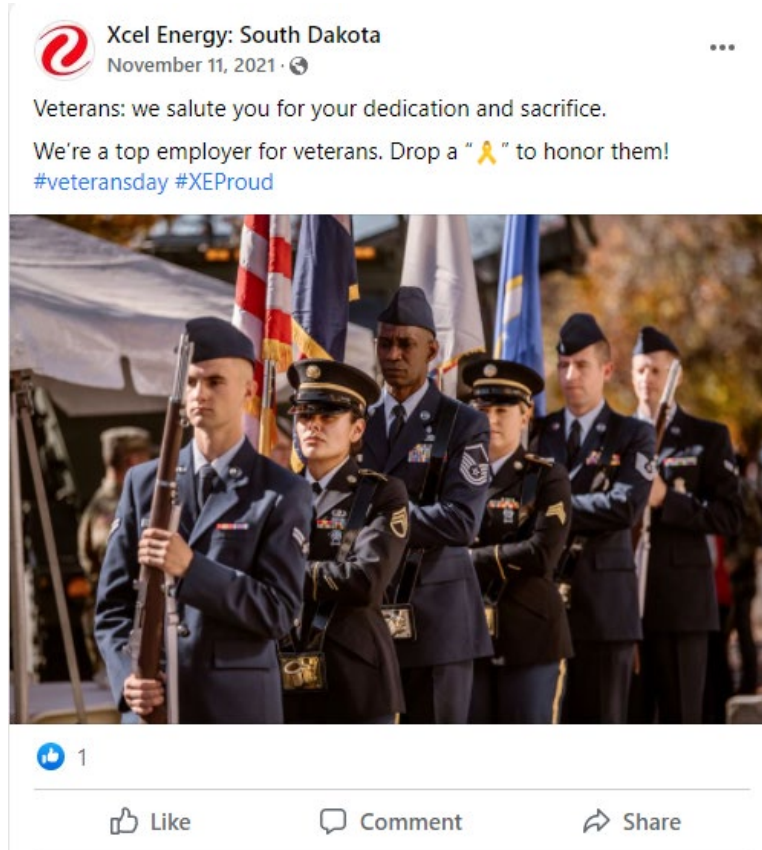
LINK DESCRIPTION: All for a carbon-free 2050

CTA: Learn More

URL: xcelenergy.com/Safety



Social Posts



Xcel Energy: South Dakota
December 1, 2021 · 🌐

Volunteers packed hundreds of boxes of food for children in Sioux Falls at Feeding South Dakota and donated \$1,000 as part of our Volunteer Energy program, which donates nearly \$100,000 annually to nonprofits across our service footprint.



Xcel Energy ✓

December 1, 2021 · 🌐

It's the season of giving and we're feeling thankful! So, let's share some of the biggest impacts our [#XEProud](#) team made this year to the communities we serve!... [See more](#)

2

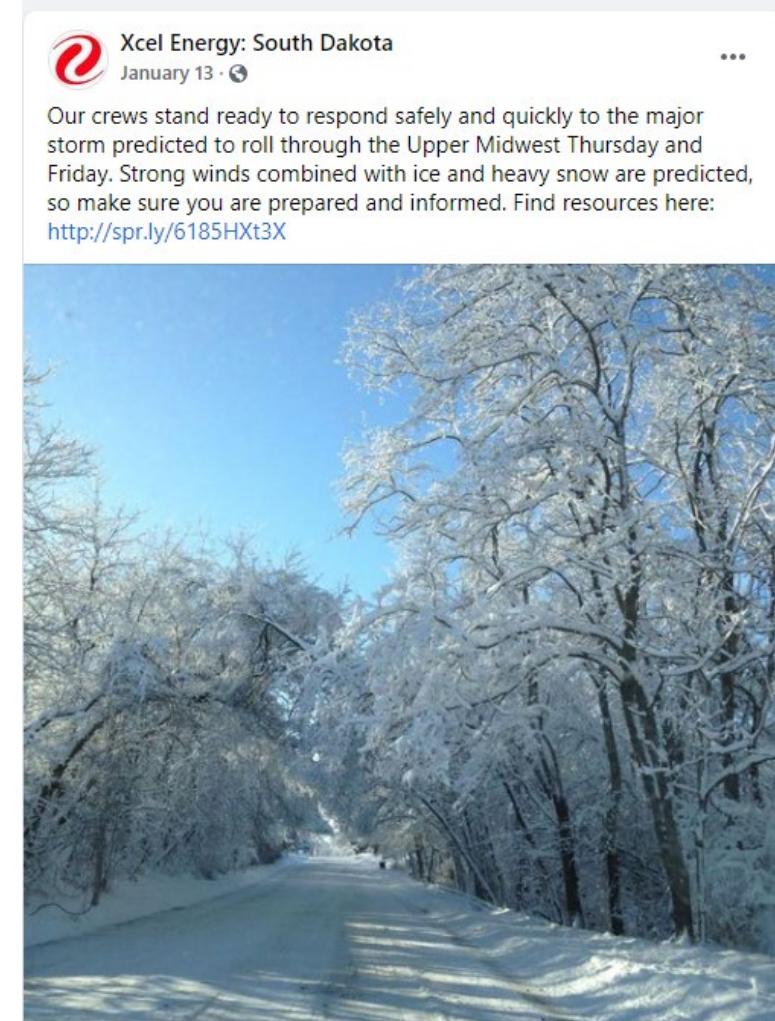
Like

Comment

Share

Safety Advertising

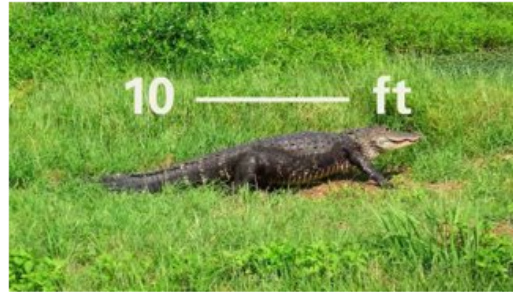
Social Media Post



Jan - Feb 2021

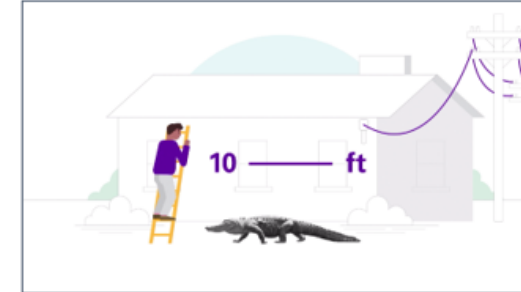
TV / DIGITAL VIDEO

“Overhead Lines - Alligator” :15s (All States)



Video: An alligator trekking through marshland.

VO: AN ALLIGATOR IS ABOUT TEN FEET LONG ... DEPENDING ON DIET AND CLIMATE.



Video: Montage of animated and still graphics of alligators, power lines, video of alligators

VO: YOU SHOULD STAY AT LEAST ONE ALLIGATOR AWAY FROM POWER LINES.



Super: STAY AT LEAST 10 FEET AWAY FROM POWER LINES

CTA: xcelenergy.com/Safety

VO: YOU SHOULD PROBABLY STAY AT LEAST ONE ALLIGATOR AWAY FROM ALLIGATORS, TOO.



Logo: Xcel Energy

Jan - Feb 2021

SOCIAL VIDEO

OVERHEAD LINES - ALLIGATOR (15s)

ALL STATES

FACEBOOK & INSTAGRAM

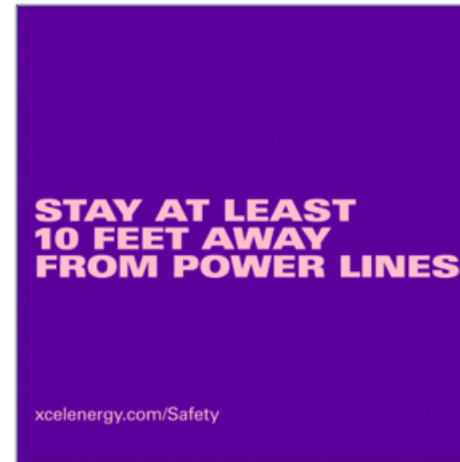
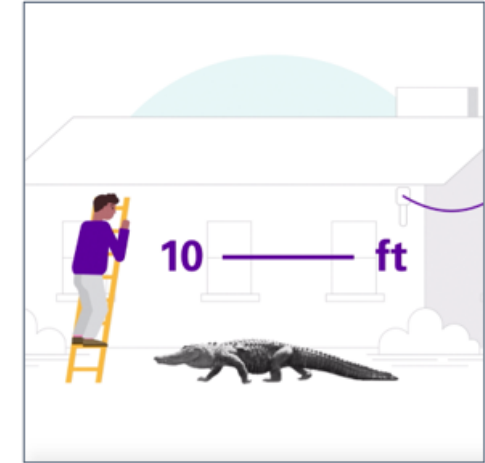
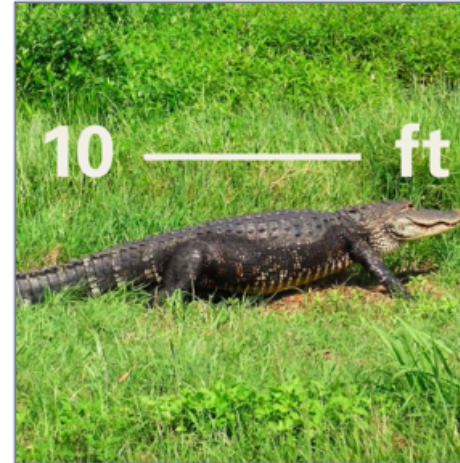
HEADLINE: Stay Away From Power Lines

BODY COPY: If you're cleaning gutters or doing any other roof stuff, remember to stay at least 10 feet (one alligator) away from power lines

LINK DESCRIPTION: At least 10 feet away

CTA: Learn More

URL: xcelenergy.com/Safety



TV / DIGITAL VIDEO

“CBYD - Two Too Many Slides (2 day)” :15s (MN, ND, SD, NM, TX)



Video: Man digging in a yard.

VO: BEFORE YOU DIG, CALL EIGHT ONE ONE
TO AVOID HITTING AN UNDERGROUND
UTILITY LINE



Video: Illustrative animations, man working in yard
and looking at blueprints.

VO: WHETHER YOU'RE PLANTING BEGONIAS
OR BUILDING A FENCE, OR PUTTING UP A
PLAYSET WITH TWO TOO MANY SLIDES.



Super: CONTACT 811 AT LEAST TWO
BUSINESS DAYS BEFORE YOU DIG

CTA: xcelenergy.com/811

VO: CONTACT EIGHT ONE ONE AT LEAST
TWO BUSINESS DAYS BEFORE YOU DIG.



Logo: Xcel Energy

Mar - Apr 2021

Radio

“Reasons”- 30s (All States)

MUSIC: Up and under throughout.

AVO: IF YOU’RE GOING TO DIG A HOLE AND YOU DON’T WANT TO HIT AN UNDERGROUND UTILITY LINE, CALL 8-1-1 FIRST.

MAYBE YOU’RE INSTALLING AN INVISIBLE FENCE.

OR PUTTING UP A SWING SET.

OR ESTABLISHING A BEGONIA PATCH.

OR PLANTING WAY TOO MUCH KALE.

WHATEVER YOU’RE DOING, CONTACT 8-1-1 TWO BUSINESS DAYS BEFORE YOU DIG.

OR GO TO CALL811.COM.

XCEL ENERGY.

SOCIAL VIDEO

CBYD (2-day) - Two Too Many Slides (15s)

MN, ND, SD, NM, TX
FACEBOOK & INSTAGRAM

HEADLINE: Call 811 Before You Dig

BODY COPY: Call before you dig to avoid hitting an underground utility line and stay safe.

LINK DESCRIPTION: Or visit call811.com

CTA: Learn More

URL: xcelenergy.com/Safety



TV / DIGITAL VIDEO

"CBYD - Two Too Many Slides (2 day)" :15s (MN, ND, SD, NM, TX)



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Super: CONTACT 811 AT LEAST TWO
BUSINESS DAYS BEFORE YOU DIG

CTA: xcelenergy.com/811

VO: CONTACT EIGHT ONE ONE AT LEAST
TWO BUSINESS DAYS BEFORE YOU DIG.



Logo: Xcel Energy

Jul - Aug 2021

Radio

“Reasons”- 30s (All States)

MUSIC: Up and under throughout.

AVO: IF YOU’RE GOING TO DIG A HOLE AND YOU DON’T WANT TO HIT AN UNDERGROUND UTILITY LINE, CALL 8-1-1 FIRST.

MAYBE YOU’RE INSTALLING AN INVISIBLE FENCE.

OR PUTTING UP A SWING SET.

OR ESTABLISHING A BEGONIA PATCH.

OR PLANTING WAY TOO MUCH KALE.

WHATEVER YOU’RE DOING, CONTACT 8-1-1 TWO BUSINESS DAYS BEFORE YOU DIG.

OR GO TO CALL811.COM.

XCEL ENERGY.

SOCIAL VIDEO

CBYD (2-day) - Two Too Many Slides (15s)

MN, ND, SD, NM, TX
FACEBOOK & INSTAGRAM

HEADLINE: Call 811 Before You Dig

BODY COPY: Call before you dig to avoid hitting an underground utility line and stay safe.

LINK DESCRIPTION: Or visit call811.com

CTA: Learn More

URL: xcelenergy.com/Safety



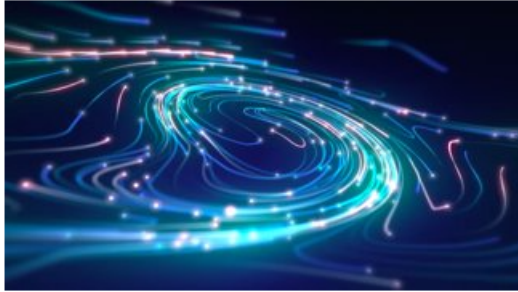
Social Posts



Jul - Aug 2021

TV / DIGITAL VIDEO

“Majestic Golden Eagles” :30s (All States)



Video: Sunburst to solar image to rolling clouds to swirling eye of storm to electric blue data lines to grass moving in wind.

VO: ENERGY IS A GLOWING SPHERE OF HOT GAS. IT'S AN OCEAN OF AIR.



Video: Overhead shot of firetruck and firefighters walking. Close up on firefighter's face. Illustrated image of home on land showing pipes underground.

VO: IT'S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.



Video: Close-up of eagle's face. Xcel Energy workers on top of windmill. Xcel Energy worker on utility pole. Illuminating circle of lights on the ground.

VO: UH, SIR? DO NOT DIG THERE. AND IT'S WHY WE STUDY THE FLIGHT PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE BUILD A WIND FARM.



Video: Yellow sun and white cloud animate upward to represent the first zero in “2050.” Solar panels open upward and change colors below the 2050.

VO: SAFER ENERGY, PEOPLE. IT'S ALL PART OF A CARBON-FREE TWENTY FIFTY.



Video: Culturally diverse women and men animated graphic. Blue waves.

VO: YOU, US, TOGETHER.



Logo: Xcel Energy

Radio

“Majestic Golden Eagles”- 30s (All States)

MUSIC: Up and under throughout.

AVO: ENERGY IS A GLOWING SPHERE OF HOT GAS.

IT’S AN OCEAN OF AIR.

AND AT XCEL ENERGY, WE MAKE IT SAFE.

IT’S WHY WE TRAIN FIRST RESPONDERS. HELP YOU IDENTIFY WHERE UTILITY LINES ARE BURIED.

UH, SIR, DO NOT DIG THERE.

AND IT’S WHY WE STUDY THE FLIGHT PATHS OF MAJESTIC GOLDEN EAGLES BEFORE WE BUILD A WIND FARM.

SAFER ENERGY, PEOPLE.

IT’S ALL PART OF A CARBON-FREE 2050.

YOU. US. TOGETHER.

XCEL ENERGY.

SOCIAL VIDEO

Majestic Golden Eagles (15s)

ALL STATES

FACEBOOK & INSTAGRAM

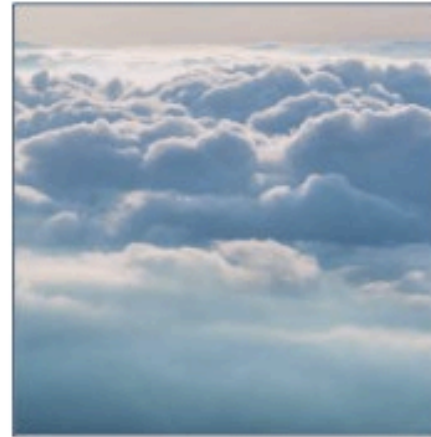
HEADLINE: Keeping Energy Safe

BODY COPY: First responders, homeowners, even the birds. We're dedicated to keeping energy safe for everyone.

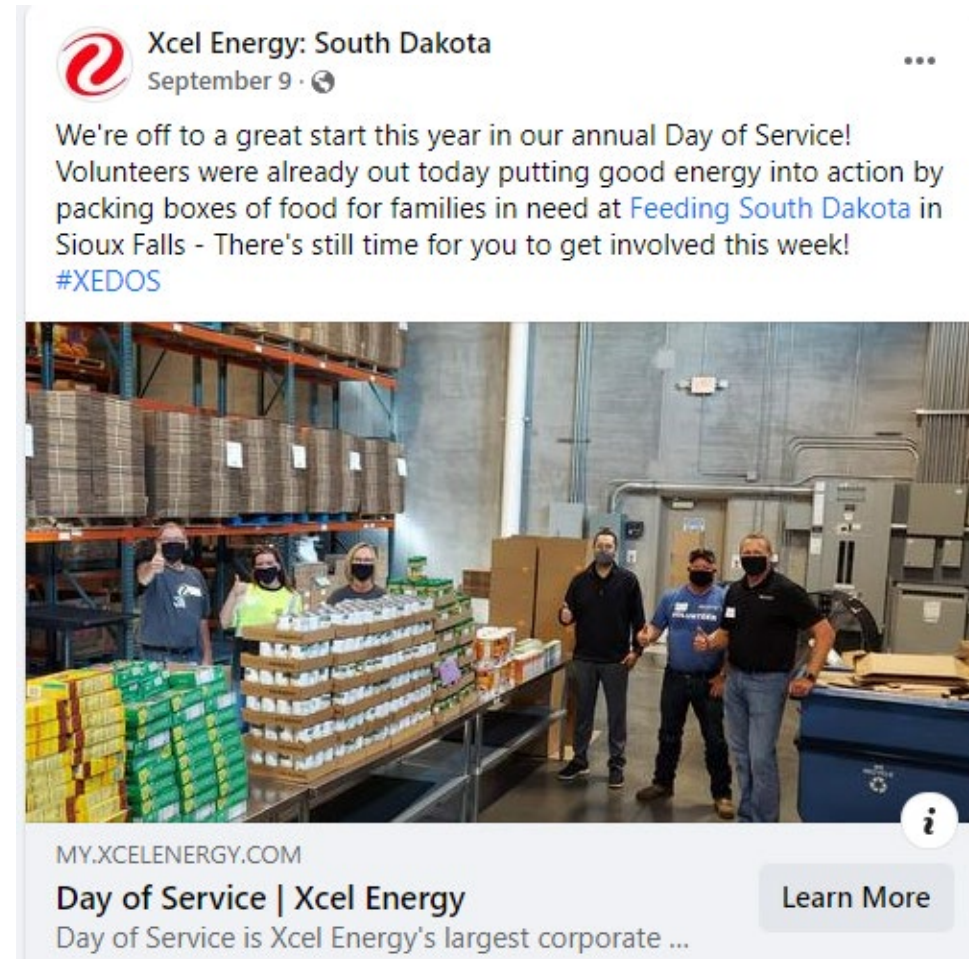
LINK DESCRIPTION: All for a carbon-free 2050

CTA: Learn More

URL: xcelenergy.com/Safety



Social Posts



Sept - Oct 2021

TV / DIGITAL VIDEO

“CBYD - Two Too Many Slides (2 day)” :15s (MN, ND, SD, NM, TX)



Video: Man digging in a yard.

VO: BEFORE YOU DIG, CALL EIGHT ONE ONE TO AVOID HITTING AN UNDERGROUND UTILITY LINE



Video: Illustrative animations, man working in yard and looking at blueprints.

VO: WHETHER YOU'RE PLANTING BEGONIAS OR BUILDING A FENCE, OR PUTTING UP A PLAYSET WITH TWO TOO MANY SLIDES.



Super: CONTACT 811 AT LEAST TWO BUSINESS DAYS BEFORE YOU DIG

CTA: xcelenergy.com/811

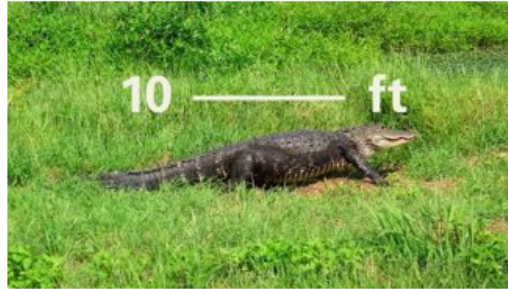
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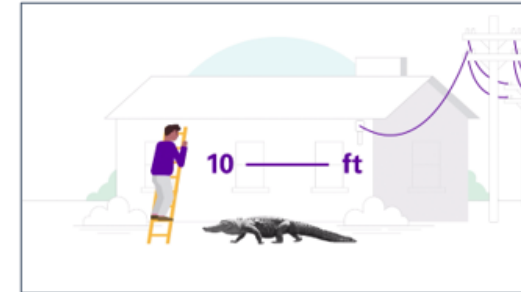
TV / DIGITAL VIDEO

“Overhead Lines - Alligator” :15s (All States)



Video: An alligator trekking through marshland.

VO: AN ALLIGATOR IS ABOUT TEN FEET LONG ... DEPENDING ON DIET AND CLIMATE.



Video: Montage of animated and still graphics of alligators, power lines, video of alligators

VO: YOU SHOULD STAY AT LEAST ONE ALLIGATOR AWAY FROM POWER LINES.



Super: STAY AT LEAST 10 FEET AWAY FROM POWER LINES

CTA: xcelenergy.com/Safety

VO: YOU SHOULD PROBABLY STAY AT LEAST ONE ALLIGATOR AWAY FROM ALLIGATORS, TOO.



Logo: Xcel Energy

Sept - Oct 2021

Radio

“Reasons”- 30s (All States)

MUSIC: Up and under throughout.

AVO: IF YOU’RE GOING TO DIG A HOLE AND YOU DON’T WANT TO HIT AN UNDERGROUND UTILITY LINE, CALL 8-1-1 FIRST.

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SOCIAL VIDEO

OVERHEAD LINES - ALLIGATOR (15s)

ALL STATES

FACEBOOK & INSTAGRAM

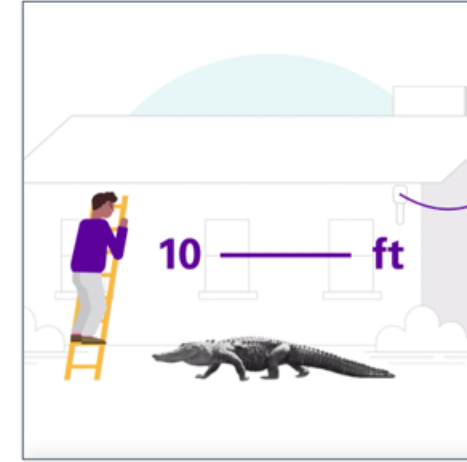
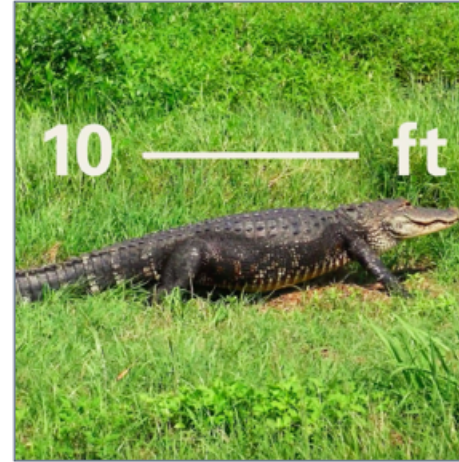
HEADLINE: Stay Away From Power Lines

BODY COPY: If you're cleaning gutters or doing any other roof stuff, remember to stay at least 10 feet (one alligator) away from power lines

LINK DESCRIPTION: At least 10 feet away

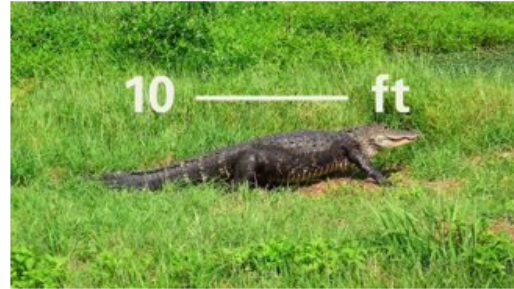
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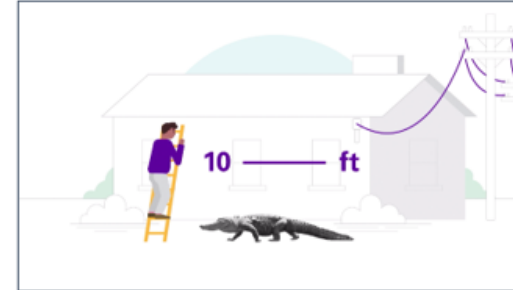
TV / DIGITAL VIDEO

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Logo: Xcel Energy

Nov - Dec 2021

Radio

“Reasons”- 30s (All States)

MUSIC: Up and under throughout.

AVO: IF YOU’RE GOING TO DIG A HOLE AND YOU DON’T WANT TO HIT AN UNDERGROUND UTILITY LINE, CALL 8-1-1 FIRST.

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SOCIAL VIDEO

OVERHEAD LINES - ALLIGATOR (15s)

ALL STATES
FACEBOOK & INSTAGRAM

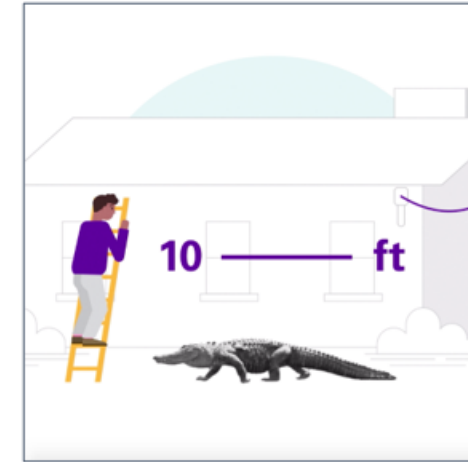
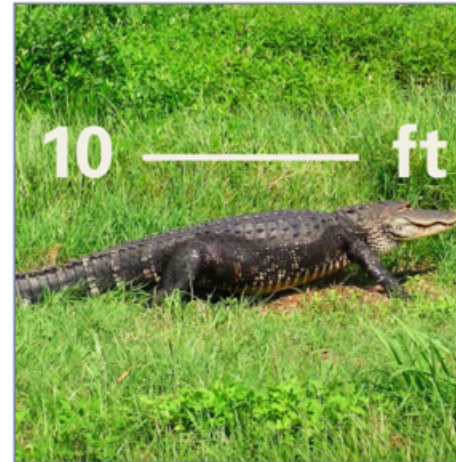
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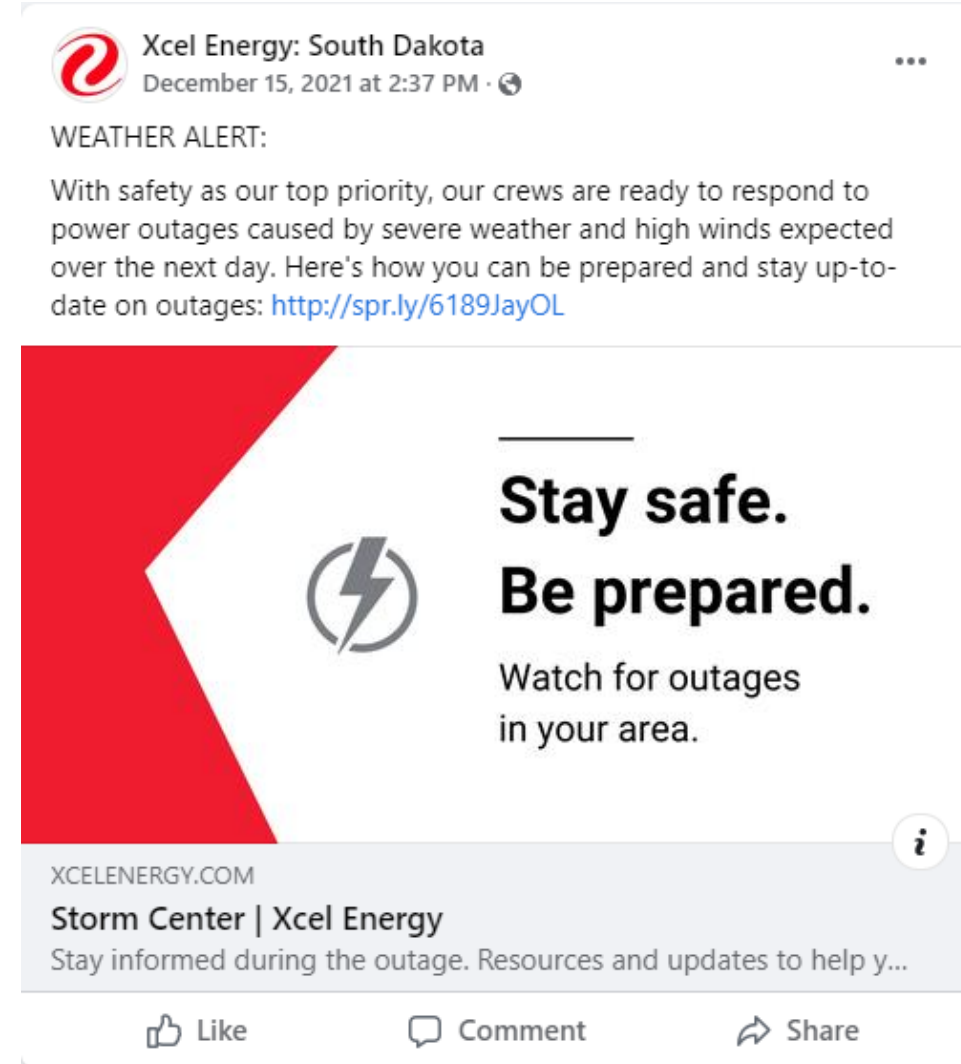
LINK DESCRIPTION: At least 10 feet away

CTA: Learn More

URL: xcelenergy.com/Safety



Social Posts



Conservation Advertising

Social Media Posts



Jan - Feb 2021