

Act wattsmart Video Contest results



Overview of the video contest

- On March 6, 2013, launched the statewide **Act wattsmart video contest. Take two!**
- Customers could submit videos between March 6 and May 31, 2013
- People's Choice voting ran from when the first video was submitted on April 25, 2013 through June 30, 2013
- Winners announced on August 1, 2013



Getting the word out

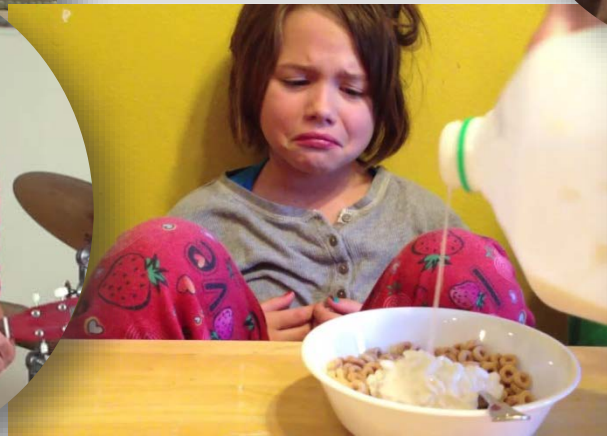


Enter the **act wattsmart** at wattsmart.com



About the entries

- We received 67 amazingly creative and informative video entries!



Viewing and voting

Contest Overview

ENTRIES



67

REGISTRATIONS



102

VOTES



2662

NEW FANS



321

ENGAGEMENT



2831

Contest Engagement

Engagement



From:

03/08/2013

To:

06/30/2013

Go

Daily

Cumulative

300

150

0

Apr 1

May 1

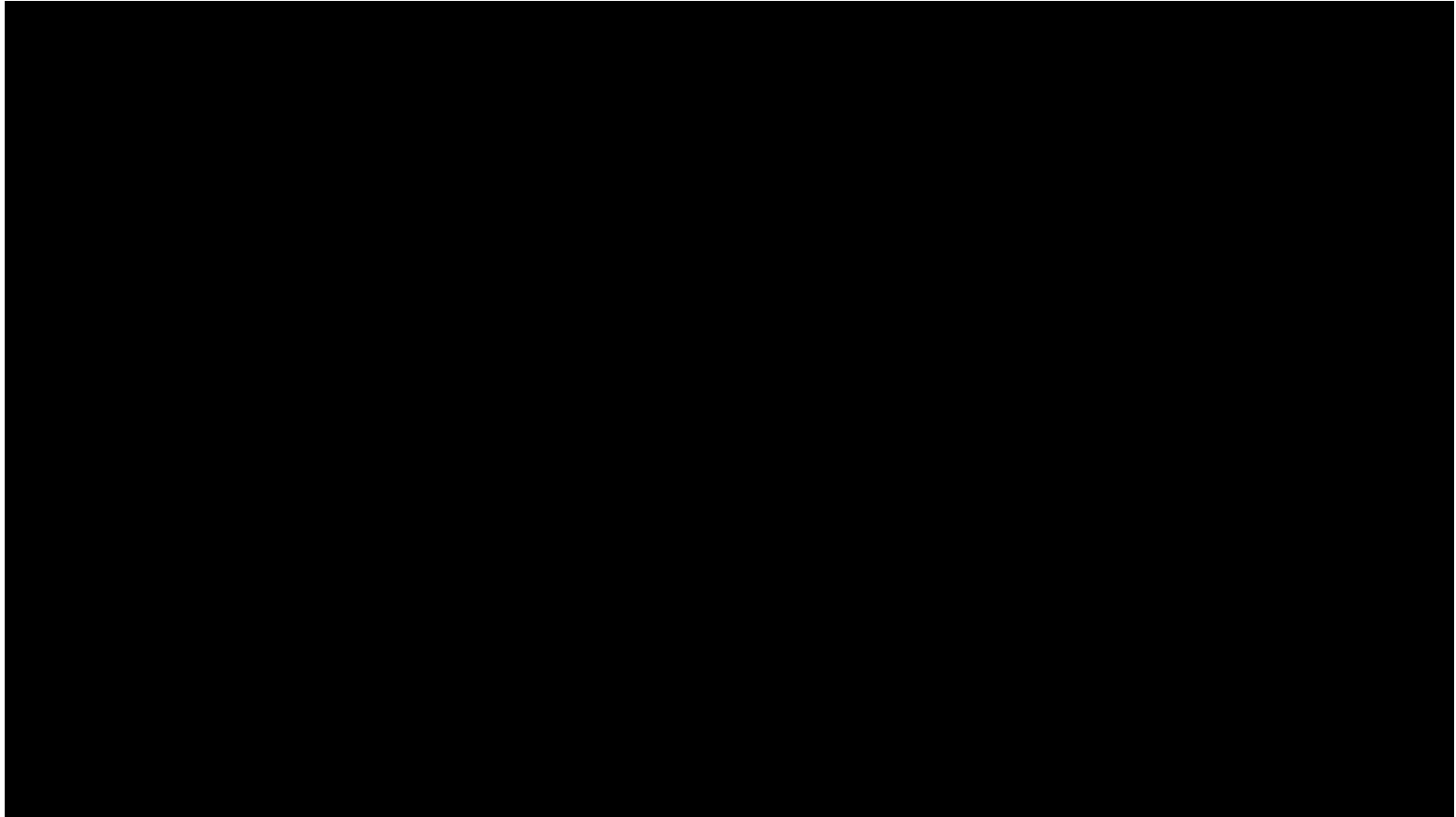
Jun 1

Act *watt*smart logistics

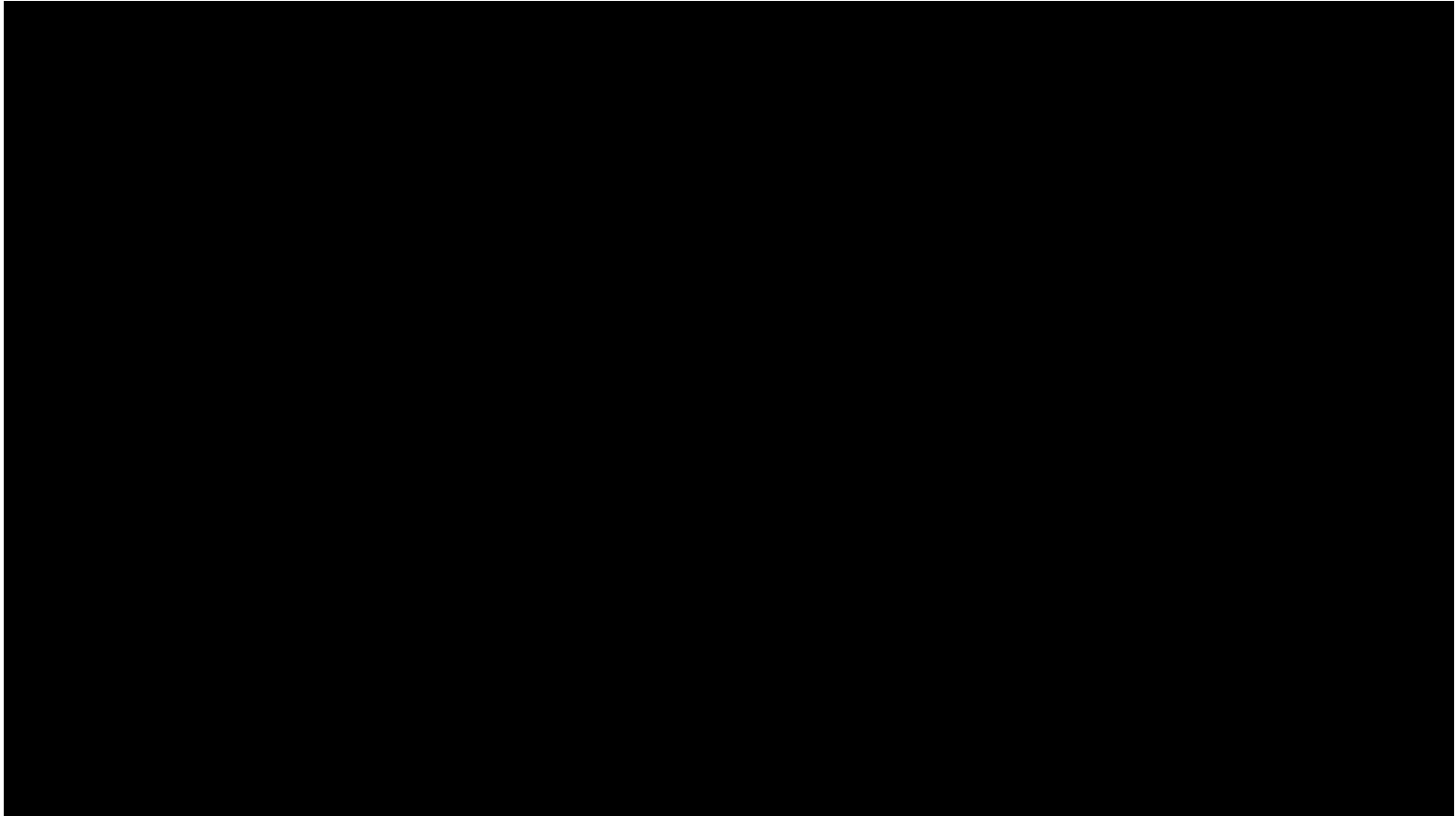
- A panel of judges awarded the following:
 - “Best Video” grand prize (\$10,000 merchandise award to Lowes)
 - Two “best video” runner ups (\$2,500 merchandise award to Lowes)
- Customers voted and awarded:
 - “People’s Choice” award (\$2,000 merchandise award to Lowes) – for the video that receives the highest number of votes from the public



Best Video - Grand Prize Winner



Best Video - Runner Up



Best Video – Runner Up

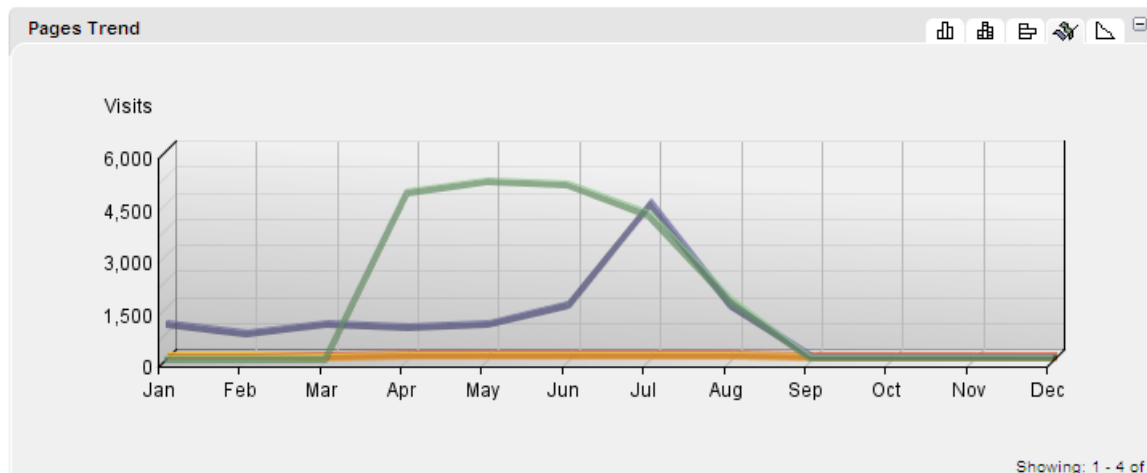


People's Choice Winner



Recap

- 67 customers entered videos into the contest
- The videos received 2,662 votes!
- The videos received 19,446 views!
- We added 321 Facebook fans during the contest
- Our web traffic on wattsmart.com increased by 525% during the contest period.
- The media coverage we generated with the video contest has an advertising value equivalency of more than \$140,000. This takes into account the advertising cost of the space we received. We were able to talk about the contest and also wattsmart tips and programs.



Media coverage

KUTV.com Light, Camera, Act wattsmart

Enter your wattsmart video by May 31!
You could win up to \$10,000 in prizes.

Click here to learn more.

KSL 5 News TODAY

Making Energy efficiency fun with Rocky Mountain Power

May 28th, 2013 @ 6:54am

Share Embed

59° 5:49

facebook Search for people, places and things

May 17, 2013 1:48pm
Back to Album Previous Next

THE BROWSERS ARE WATT SMART

The Browsers
Watch our submission to Rocky Mountain Power's Act Watt Smart video contest. There are over \$17,000 in prizes. Make your own film on your smartphones and enter to win!

http://www.rockymountainpower.net/enews/awsc.html - at KSL NewsRadio.
Unlike · Comment · Share · 2 hours ago

You and 6 others like this.
1 share

Write a comment

Tammy Booker You're killin' the earth, man! Lol
Unlike · Reply · 2 · about an hour ago via mobile

Helen Adams Love you guys, very funny!

KUTV 2 News

UTAH'S #1 NEWS CHANNEL

NEWS PRESENTS KUTV 2 NEWS - Utah's source for breaking news, weather and sports!

OUR TEAM

CLICK TO WIN

Will rain put a damper on your weekend plans?
Download the 2News Weather App to find out how long the storm will last. Search for "2News" in the Google Play or App Store.

DOWN-LOAD THE NEW 02 NEWS APP

Are you wattsmart? Share your ideas with Rocky Mountain Power in a video. They are giving away up to \$17,000 in energy efficient upgrades! Deadline May 31.
http://www.rockymountainpower.net/enews/awsc.html

News from Council Member Simonsen

Council District 7 May 3, 2013

Salt Lake City Open Streets

Saturday, May 4
10:00 a.m. - 2:30 p.m.

The City's first ever Open Streets event will close off 300 South between 200 East and 600 West to vehicular traffic allowing access to walkers, bikers and activities. Participants will have the opportunity to engage in numerous activities such as a bicycle rodeo for kids, Zumba, and face painting. For more information, click [here](#).

Upcoming Sugar House Streetcar Briefing and Possible Vote

The City Council's Work Session and Formal meeting on May 7 includes a Sugar House Streetcar briefing and possible vote.

Both meetings are held in City & County Building at 451 South State Street. Among the other items of City business, the Council will discuss the Streetcar during its 2:00 p.m. Work Session on May 7.

NATIONAL NEWS
TORNADOES STRIKE SEVERAL MIDWEST STATES, KILLING 1 MAN IN OKLAHOMA

ST. GEORGE
83° 56°

Fresh Living

Television/Radio appearances

Station	Date	Newscast	Viewers Listeners
KTVX/ABC4	3/6/2013	News at 4pm	17,000
KTVX/ABC4	3/8/2013	Good Morning Utah	11,000
KUTV	3/8/2013	2 News This Morning	17,000
100.3 FM	3/8/2013	3pm hour	3,500
101.9 The End FM	3/8/2013	3pm hour	3,500
KTVX/ABC4	5/1/2013	Evening news	20,000
KTVX/ABC4	5/9/2013	Good Morning Utah	11,000
KPCW	5/14/2013	This Green Earth	2,500
KUTV	5/16/2013	2 News at Noon	29,000
KSTU/Fox13	5/20/2013	Good Day Utah 7am hour	19,000
KUTV	5/21/2013	Fresh Living - 1pm hour	29,000
PCTV	5/21/2013	7 AM hour	2,500
X96	5/21/2013	Radio From Hell 9am hour	65,000
KSTU/Fox13	5/25/2013	Good Day Utah Weekend	22,000
KSL	5/28/2013	KSL 5 News Today	19,000
KTVX/ABC4	6/13/2013	Good Morning Utah	11,000
KSTU/Fox13	8/1/2013	5:30 PM News	16,000
KSTU/Fox13	8/3/2013	Good Day Utah Weekend	22,000
KTVX/ABC4	8/1/2013	Good Morning Utah	11,000

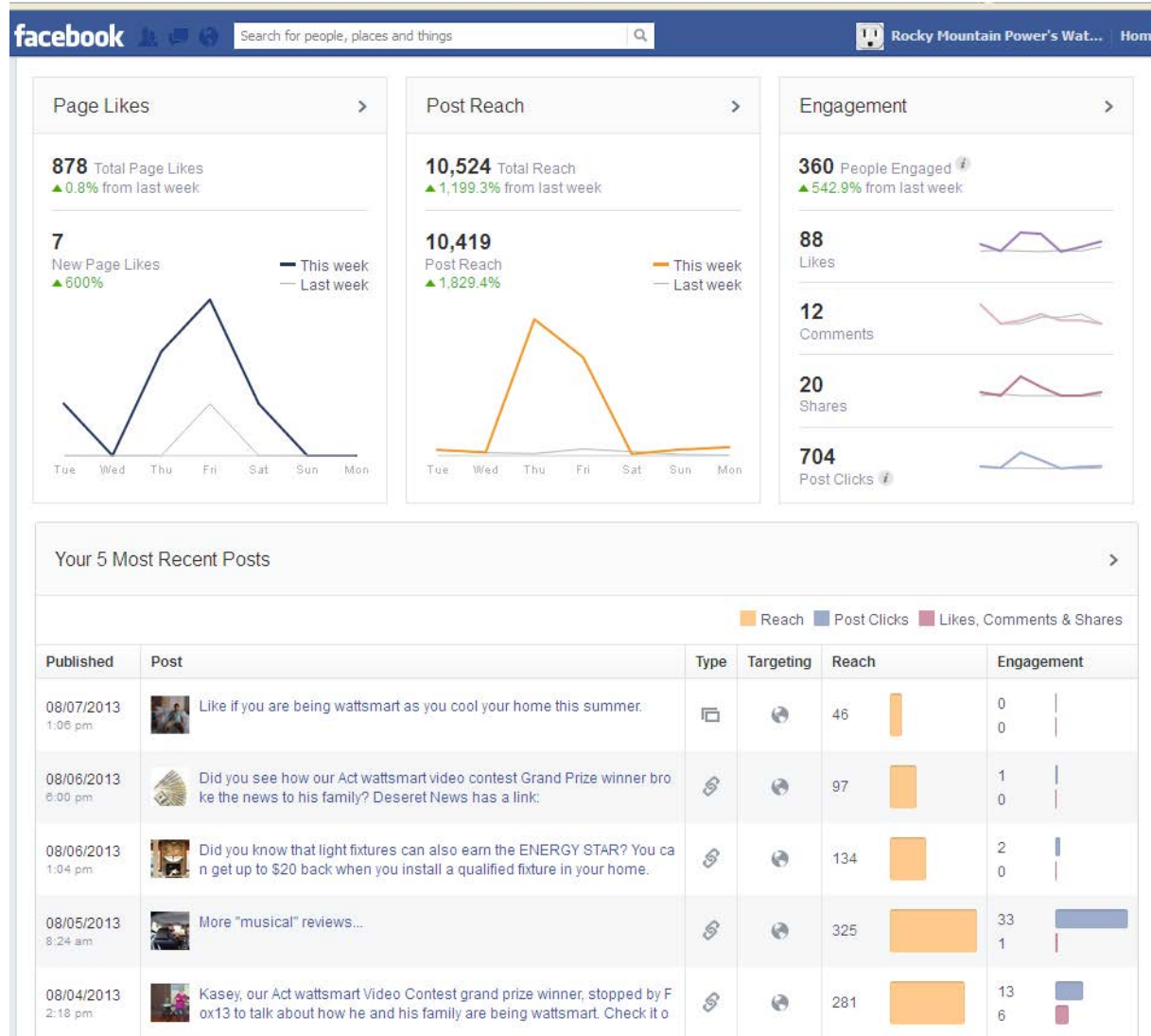
Print coverage

Publication	Date	Headline	Circulation
Deseret News	3/7/2013	Rocky Mountain Power to hold video contest	112,000
Salt Lake Tribune	3/6/2013	Produce a video about saving electricity, win \$10,000	112,000
Standard Examiner	3/6/2013	Rocky Mountain Power launches video contest	62,534
Park Record	5/15/2013	Jeff Hymas interview	2,980
Salt Lake Tribune	6/18/2013	Rocky Mountain Power asks Utahns to help pick top Wattsmart video	112,000
Standard Examiner	8/4/2013	S. Ogden couple's video wins them \$10,000 in energy-efficiency upgrades	62,534
Salt Lake Tribune	8/7/2013	Utah family's energy savings video 'can't be beat — doo, doo, doo'	112,000

Online coverage

Website	Date	Unique Visitors
VidOpp	3/20/2013	1,000
KSL-TV	3/9/2013	12,937,832
KTVX-TV	3/7/2013	165,572
TMCnet.com	3/6/2013	608,038
BusinessWeek	3/6/2013	9,416,938
Fixed Mobile Convergence	3/6/2013	284
Salt Lake Tribune	3/6/2013	6,685,303
Standard Examiner	3/6/2013	176,200
http://kutv.com/	5/22/2013	
KSL.com	5/28/2013	
Salt Lake Tribune	6/17/2013	6,685,303
KUTV.com	6/18/2013	
StandardNET	8/5/2013	426,251
FOX13Now.com	8/3/2013	435,042
TMCnet.com	8/3/2013	608,038
Salt Lake Tribune	8/1/2013	6,685,303
Deseret News	8/6/2013	103,190

Effect of winner announcement on our Facebook page



The Act wattsmart influence...



Talina Christensen Watts ▶ Rocky Mountain Power's Wattsmart Program

May 17

My niece starred in our "WattSmart" Video entry, "My weird uncle." After we finished filming, I drove her home and when she went inside, the kitchen light was on, but it appeared that no one was downstairs. "That is NOT Watt Smart!" she exclaimed, while marching over and turning off the light 😊

Unlike · Comment

From: Glynis Neves [glynis@videoutah.com]
To: Watt Smart
Cc: Alan Neves
Subject: Re: Act wattsmart video contest

Hopefully, this is what you need. Thanks for the opportunity to do this video contest, it was fun for our family.

Subject: Re: Act wattsmart video contest

Message | scan0001.pdf (530 KB)

Attn: Berit Kling,

Attached is our appearance consent and release forms. Thank you for this fun opportunity to participate in this contest. We had fun making our video.

Jana Pierce