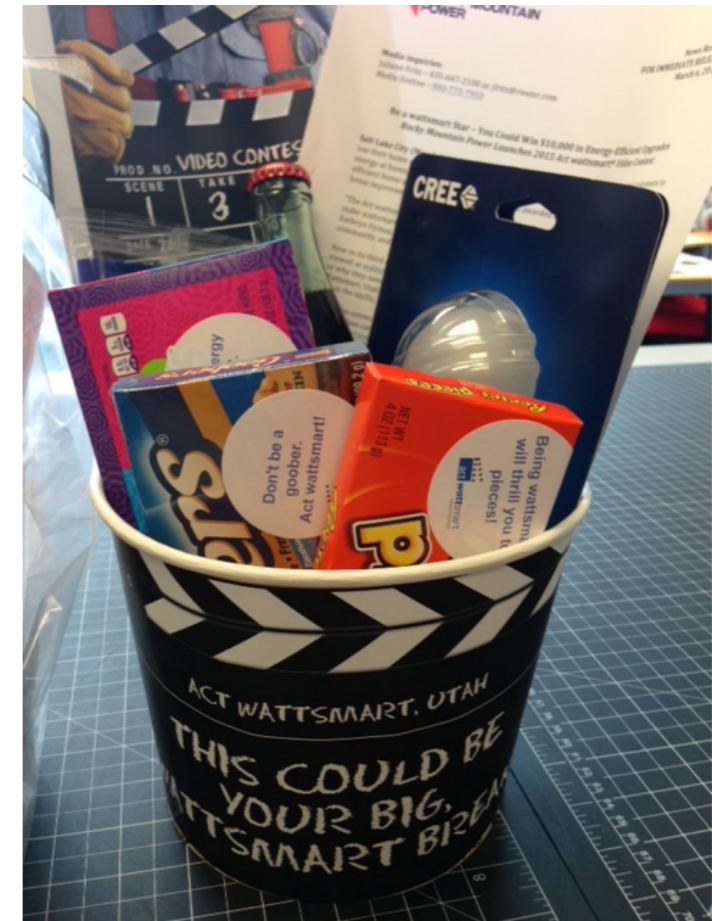


Act wattsmart Video Contest Recap

RIESTER

Promotional Activities

- **March: Launch**
 - Public Relations
 - Creative Press Kit - 2 TV interviews booked day of delivery
 - TV and radio interviews
 - Home Show Launch
 - Movie Themed Photo Booth: 400 photos taken
 - Image emailed with info and branding to participants
 - Voices Newsletter & eBlast



Act wattsmart Video Contest Recap

- **March-June: Social Media**
- **April-May: Grassroots Awareness**
 - Along Wasatch Front & Back more than 200 posters placed in coffee shops, community centers and on other public boards
- **April: Midway Reminder Press Release**
 - Advice from Past Winners
 - Newspaper pick up – Provo Herald
- **May: eBlast**
 - Sent to 331,926 Utah residential customers
- **June: Winners Announced**
 - Press release announcement
 - Targeted three major markets – SLC, Provo/Orem and Logan
 - TV, Radio and Print interviews



Act wattsmart Video Contest Recap

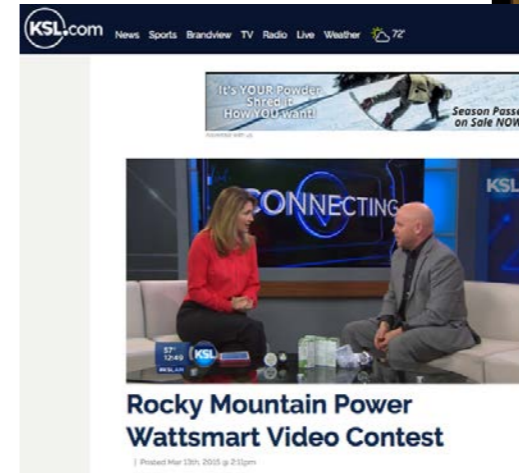


Earned Media Results

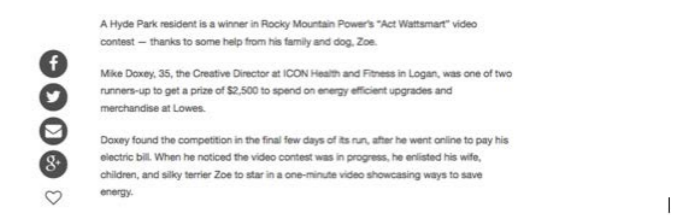
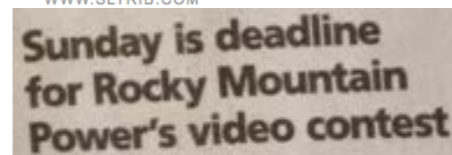
- Overall: More than 13 million media impressions
- Launch Coverage: All 4 market TV stations, 3 radio interviews
- Winner Announcement: 5 TV interviews, 5 radio interviews
- Print Coverage:
 - All major newspapers – Salt Lake Tribune (2), Deseret News, Provo Daily Herald, Logan Herald Journal
 - At least 2 Newsletters
- Positive coverage utilizing wattsmart messages/tips in all earned media opportunities
- Utilized winners and RMP spokesperson in coverage

Rocky Mountain Power Video Contest Winners

Published 06/25 2015 11:07AM Updated 06/26 2015 10:30AM



The Salt Lake Tribune



Act wattsmart Video Contest Recap



Social Media Awareness

Facebook

- Editorial calendar composed of organic and promoted posts
- 7 promoted posts with more than 194K impressions with more than 3,600 click throughs
- Added nearly 275 new fans during the time period (March – June 17)

Twitter

- Promoted posts – new to the platform
- More than 589,000 impressions and 914 clicks

Rocky Mountain Power
Published by Christina Moravec [?] · April 8 · 🌐

Fill in the blank and you could win free movie rentals this wattsmart Wednesday: "I encourage my family to ____ so we can be more wattsmart."

Why not encourage your family to help you enter the Act wattsmart Video Contest? Whether you tell them about the \$10,000 value prize is up to you... wattsmart.com



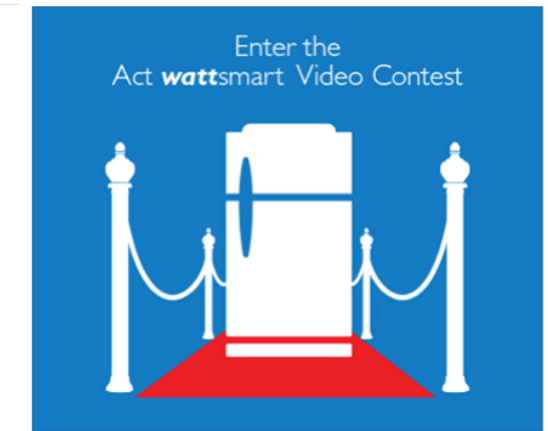
21,072 people reached

192 Likes 39 Comments 2 Shares

Rocky Mountain Power
Published by Christina Moravec [?] · April 29 · 🌐

Fill in the blank and for your chance at free movie rentals this wattsmart Wednesday. "I would love to get rid of my inefficient ____ while I'm spring cleaning."

Movie lovers, don't forget to enter our Act wattsmart Video contest by May 17. The winner will receive \$10,000 in energy efficient upgrades! wattsmart.com



27,200 people reached

137 Likes 52 Comments 1 Share

Boost Post

Rocky Mountain Power
Published by Christina Moravec [?] · May 6 · 🌐

Fill in the blank for your shot at free movie rentals this wattsmart Wednesday. "I save energy around the house by ____."

Calling all energy-efficient movie lovers: enter the Act Wattsmart Video Contest by May 17 to win up to \$10,000 in energy efficient upgrades. bit.ly/1EtDZhQ



30,080 people reached

183 Likes 67 Comments 2 Shares

Boost Post

Campaign Summary

Site	Impressions	Clicks	Avg. CTR (%)	Est. CPC	Est. Spend
Facebook	194,638	3,685	1.89	\$0.43	\$1,610.21
Site	Impressions	Clicks	Avg. CTR (%)	Est. CPC	Est. Spend
Twitter	589,482	914	0.160	\$2.74	\$2,500.00

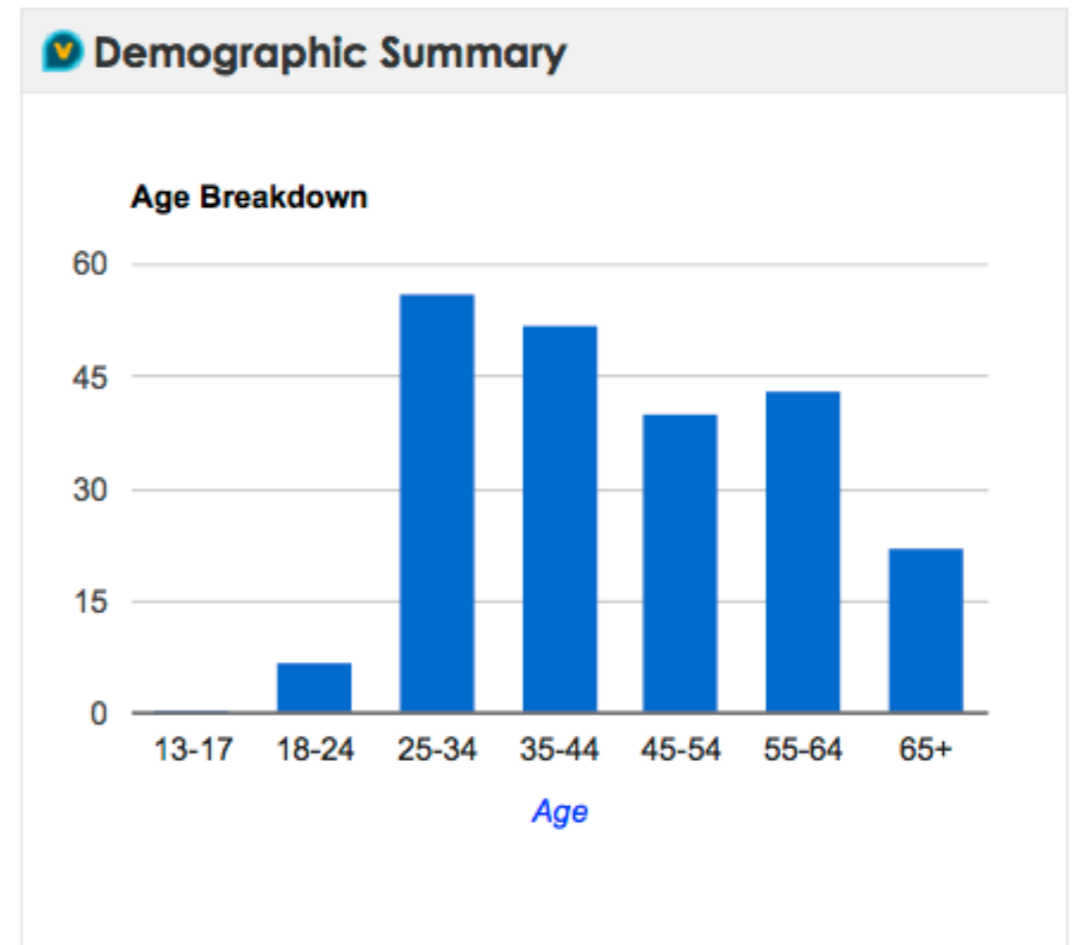
Act wattsmart Video Contest Recap

Votigo Platform Participant Engagement

- May 6-17 majority of videos uploaded
- 220 Registrations
- 53 Videos Uploaded
- 5,232 Votes

Participant Demographics

- 191 Registrations Age 25-64 y/o



Campaign Engagement by Channel

Channel	Page Title	Views	Reg.	Entries	Votes	Comments	Likes
facebook	Rocky Mountain Power	876	10	1	789	0	201
microsite	Act wattsmart Video Contest	1973	156	45	2153	0	NA
mobile	Act wattsmart Video Contest	3387	54	0	2236	0	NA

Act wattsmart Video Contest Recap

RIESTER

Paid Advertising

Theater

- Locations: The District, Jordon Commons, Thanksgiving Point, Valley Fair, Legacy Crossing, The Junction and Gateway.
- Total impressions: 1,954,228

Broadcast Radio

- Entry promo 4/20 – 5/17, Voting promo 5/18 – 5/31
- Total broadcast impressions: 2,641,506*

Total Traffic Radio

- 4/20 – 5/8
- Total traffic impressions: 588,600

Print

- 1 insertion: City Weekly, Daily Herald, Herald Journal, SL Trib, Deseret News, The Spectrum, Standard Examiner:
- Total impression: 272,622

Overall total impressions: 5,456,956

*estimated number

Broadcast Radio Spots

RIESTER

Entry promo
“Family video”



Voting promo
“Setting the scene”



Total Traffic Copy

RIESTER

:15

Don't JUST be energy efficient. Be energy efficient and win ten thousand dollars in wattsmart upgrades. Enter the Act wattsmart Video Contest by May 17th with a 30 second video showing how you live wattsmart. Visit wattsmart dot com for more info.

:15

Get more than savings by being energy efficient. Enter the Act wattsmart Video Contest to win up to ten thousand dollars in efficient upgrades. Submit a video of your wattsmart tips by May 17th. Rules at wattsmart dot com.

:10

Enter the Act wattsmart Video Contest for a chance to win up to ten thousand dollars in energy efficient upgrades. Submit your video by May 17th at wattsmart dot com.

:10

Win up to then thousand dollars in energy efficient home upgrades in the Act wattsmart Video Contest. Submit your video by May 17th at wattsmart dot com.

Print Ad



Act wattsmart Video Contest Recap

RIESTER

Winning Videos

- 60 seconds in length (New requirement)
- Mix of storylines – Soap Opera, Family Musical, Neighborhood Competition and Family Dog

Winning Videos

- Grand Prize (\$10,000 value)
 - As the Meter Turns by Bill & Emily Grant (West Valley City/SLC)
- Runner Up (\$2,500/each value)
 - Be wattsmart & Be #1 by Mary Dewey (Lehi)
 - The Power to Save by Michael Doxey (Hyde Park/Logan)
- People's Choice (\$2,000 value)
 - Giant Triangle by Ashley Boice (Orem)



Act wattsmart Video Contest Recap

Best Practices for 2017

- Video length 60 seconds or less
 - Increased opportunity to be viewed & voted on
 - Increased opportunity to repurpose videos
- Contest Awareness (per winners)
 - Top three avenues: Bill Insert, Social Media and eBlast
- Earned media
 - Creatively extend wattsmart messaging to broad audience
- Votigo platform
 - Easy to use
 - Mobile responsive
 - Permits specific time periods for entries and voting