

Rocky Mountain Power “Act *wattsmart*” Home Energy Makeover Video Contest

In an effort to maximize the *wattsmart* campaign’s objective to create a social movement through behavioral change, and to generate renewed interest in the *wattsmart* energy efficiency campaign, Rocky Mountain Power (the “Company”) is proposing the “Act *wattsmart*” home energy makeover video contest to run in April through June 2011.

Logistics

- The “Act *wattsmart*” home energy makeover contest will be open to all Utah residential customers.
- Participants must submit a two-minute video of how they are being/can be more *wattsmart* - by using less and saving more.
- Entries will be accepted online or by mail (pending Commission approval) between April 13, 2011 (*wattsmart* Green Game) and June 15, 2011.
- The winning entrant will be selected upon ability to demonstrate maximum energy savings (by acting *wattsmart*) and presenting a creative way of showing it on video.
- A panel of judges will select the following:
 - One (1) “Best Video” grand prize (up to \$10,000 energy efficiency merchandise award from Lowe’s).
 - Two (2) “best video” runner ups (up to \$2,500 energy efficiency merchandise award from Lowe’s).
 - One (1) “People’s Choice” award (up to \$2,000 energy efficiency merchandise award from Lowe’s) – for the video that receives the highest number of votes from the public.
 - One (1) “Voter’s” award – for individuals that do not submit a video entry but vote on the submitted videos will be entered into a drawing for the voter’s award – up to \$500 energy efficiency merchandise award from Lowe’s.

Communication Goals

- Expand awareness of Rocky Mountain Power’s *wattsmart* energy efficiency programs.
- Demonstrate how cost-effective, energy-saving home improvements are easy to do and can reduce energy costs.
- Position Rocky Mountain Power as a resource dedicated to helping Utahns save money on energy costs, use less energy and make their homes more energy efficient.

Communication Approach

- Develop a print ad and incorporate the “Act *wattsmart*” video contest promotion into current *wattsmart* advertising campaign schedule.
- Implement a media outreach campaign to generate enthusiasm for the contest launch, drive entries, promote the *wattsmart* programs and publicize the finalists and winner videos.
- Key components of the outreach will include earned media pitching (and paid) - including KSL Studio 5 and The Green Earth Radio Sponsorship with KPCW, social media outreach, engagement with partners/sponsors (Rockin’ Recess) and utilization of opportunities with the existing Green Team sponsorship.

- Include information on the “Act *wattsmart*” video contest in Rocky Mountain Power customer communication efforts, including customer newsletter materials and website.
- Use social media channels *wattsmart* Facebook, Twitter and YouTube to promote the “Act *wattsmart*” video contest
- Use the Company’s Utah Jazz Green Team sponsorship to promote the “Act *wattsmart*” video contest.
 - Promote and launch the “Act *wattsmart*” video contest during the April 13, 2011 Green Team event with the Utah Jazz.
 - Utilize available Utah Jazz team members or mascot in earned media outreach for the video contest.
 - Promote the “Act *wattsmart*” video contest through Green Team advertising and sponsorship opportunities (e.g Salt Lake Bees, Megaplex Cinemas).
 - Collaborating with other Green Team sponsors on promotional opportunities that may arise.

Follow-up Communications

To drive increased participation and maintain enthusiasm throughout the contest, the Company will follow up with contest entrants and Utah customers through periodic communications intended to build interest in the video contest, expand awareness of the *wattsmart* programs and drive participation in these programs. Examples of this communication include:

E-mail updates to contest entrants

- April – May – Thanks for entering
- June – Profiles of *wattsmart* programs; (newsletter article)
- August – Winner announcement (e-mail and newsletter article)

Contest information and updates via social media tools

- Feature entrants to the contest on the *wattsmart* Facebook page
- Distribute “tweets” about the contest via the Company’s Utah Twitter account.

Proposed Budget

Budget Item	Amount
Naming and branding (including development of print media)	\$10,000
Contest outreach and promotion	\$30,000
Web development (contest form, landing page, ads)	\$20,000
Prizes	\$17,500
Total Contest Budget	\$77,500