

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

With the success of the first Act wattsmart Video Contest in Utah, Rocky Mountain Power proposed holding a second contest in 2013 in the approved Year 4 Strategic Outreach and Communications Plan. Rocky Mountain Power further proposes leveraging the Utah Home Show (March 6 – 9, 2013) as the launch for the 2013 video contest.

The Company will utilize the previous winning videos to promote the contest and will apply lessons learned from the first contest to simplify and streamline the entry process.

2011 Act wattsmart video contest results:

- 32 customers entered videos into the contest.
- 860 people voted in the people’s choice voting.
- When entrants posted their videos to “you tube” all the videos combined received nearly 2,000 views.
- The videos received nearly 8,000 views on Rocky Mountain Power’s site.
- The Act wattsmart video contest and media push helped boost activity on the Rocky Mountain Power YouTube channel as well.
- Web traffic on wattsmart.com increased more than 5,000% year over year to the wattmart.com site in July 2011.
- The media coverage we generated with the video contest has an estimated value of more than \$88,000. This value takes into account the advertising cost of the media space we received. We were able to talk about the contest and the wattsmart programs on local television and radio stations.

Logistics for 2013 contest:

- 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 between March 6, 2013 (*Utah Home Show*) and May 30, 2013.
- 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” runners-up (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.

Important 2013 contest dates:

- March 6, 2013: Launch Video Contest at Utah Home and Garden Show.
- March 6, 2013 – May 30, 2013: Contest entry window. Submit a 30 second to 2 minute video between 12:00:00 a.m. MDT on March 6, 2013 and 11:59:59 p.m. MDT on May 30, 2013.
- May 30, 2013 – Submission deadline
- March 10, 2013 – June 30, 2013 - People’s Choice voting window. There will be prizes on Facebook awarded to the video that receives the most votes each week. Rocky Mountain Power

hopes to generate additional social “chatter” with the weekly prize, and to encourage entrants to submit videos earlier in the contest rather than later.

- May 30, 2013 – July 30, 2013 – voting window
- August 1, 2013 – winner announced. Rocky Mountain Power will notify winners directly via the phone. Social and earned media will be used to notify the public.

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

- Launch event at Utah Home Show
- 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 both paid and earned media - including utilizing KSL Studio 5 segments and the *This 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 including wattsmart Facebook, Twitter and YouTube to promote the “Act wattsmart” video contest

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

The proposed budget is included in the approved Demand-Side Management Year 4 Strategic Outreach and Communication Plan.

Budget Item	Amount
Branding (including development of print media)	\$10,000
Media	\$25,000
Contest outreach and promotion	\$30,000
Web development (contest form, landing page, ads)	\$20,000
Prizes	\$17,500
Total Contest Budget	\$102,500