



## Submission Checklist

(\* denotes required information)

Use this checklist to gather everything you need to enter the E Source Ad Awards Contest. In order to participate, you must first **create an ad campaign**. *We suggest including multiple pieces of content with your ad campaign so we can more accurately judge its merits.* Your ad can't be submitted until all required fields are completed. Information from the campaign will prefill for each individual ad you submit, although you'll be asked to answer a few ad-specific questions.

### Create a campaign

**Campaign name\***

**Utility name\***

**Collaborating utilities/organizations**

**Primary audience\*** (select all that apply)

- Business - large
- Business - small/midsize
- Residential
- General public

**Campaign focus\*** (choose up to two)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Behavior change   | <input type="checkbox"/> Energy efficiency                 | <input type="checkbox"/> Online payment    |
| <input type="checkbox"/> Brand             | <input type="checkbox"/> Home energy management/smart home | <input type="checkbox"/> Outages           |
| <input type="checkbox"/> Carbon            | <input type="checkbox"/> Low income                        | <input type="checkbox"/> Paperless billing |
| <input type="checkbox"/> Climate           | <input type="checkbox"/> Multifamily                       | <input type="checkbox"/> Safety            |
| <input type="checkbox"/> Demand response   |  | <input type="checkbox"/> Solar/storage     |
| <input type="checkbox"/> Electric vehicles |  |  |

**Coverage area (states and/or provinces)**

**First run date\* and last run date**

**What was the background and goal of this ad/campaign?\***

*For example: We created a new program called EnergySaver and we needed to launch it across our service territory. Our goals were ...*

**Describe the strategy and tactics used to meet your goals.\***

*For example: Targeted statewide rollout of this print ad as part of larger EnergySaver brand TV and radio campaign ...*

**What was the frequency and placement of your ad(s)?\***

*For example: Ran EnergySaver ad daily in newspapers across our territory for three weeks. Cut back to weekend runs for ...*

**Describe your target audience.\***

*For example: Middle-income, age 32–45, suburban, family-centric, female ...*

**How did you track the effectiveness of your ad(s)?\***

*For example: Phone survey, focus groups, website hits, participation rates ...*

**What was the outcome of your ad campaign? Provide qualitative and quantitative results.\***

*For example: Reached 60% of our participation goals within the first three months of the campaign. Increased brand recognition within the target demographic by 4% ...*

**Keywords** (these descriptive terms will help us tag and organize your ad)

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**Submit an ad**

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**Ad title\***

**Collaborating utilities/organizations**

**Upload your ad.**

*Size limit: 64 MB. For print ads, we accept .jpg, .pdf, .png, and .gif files. For audio ads, we accept .mp3 and .wav files. For video ads, we accept .wmv, .mov, .mpg, and .mp4 files.*

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- |                     |                                     |                     |
|---------------------|-------------------------------------|---------------------|
| ■ Behavior change   | ■ Energy efficiency                 | ■ Online payment    |
| ■ Brand             | ■ Home energy management/smart home | ■ Outages           |
| ■ Carbon            | ■ Low income                        | ■ Paperless billing |
| ■ Climate           | ■ Multifamily                       | ■ Safety            |
| ■ Demand response   |                                     | ■ Solar/storage     |
| ■ Electric vehicles |                                     |                     |

**Media type\***

- |                   |                             |
|-------------------|-----------------------------|
| ■ Print           | ■ Event or experiential     |
| ■ Broadcast radio | ■ Social media              |
| ■ Outdoor         | ■ Digital display           |
| ■ Broadcast TV    | ■ Digital streaming content |

**Media subtype\***

- Bill insert
- Billboard - digital
- Billboard - analog
- Direct mail - letter
- Direct mail - postcard
- Custom vehicle
- Interactive display
- Broadcast TV
- Broadcast radio
- Streaming video
- Streaming radio
- Company website
- Digital display
- Microsite
- Facebook/Instagram/Twitter/  
other social media platform
- Magazine
- Email

**Media size/length\***

- Full page
- Fraction of a page
- 10 second
- 15 second
- 30 second
- 60 second
- 90 second
- Audio/video
- Other - please specify

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