

Inspiring Efficiency **MARKETING** Award Application/Nomination Form



Description

The Inspiring Efficiency through **MARKETING** Award will be presented to the nominee that has engaged in or supported a marketing campaign, program, strategy, or idea to increase the adoption of energy efficient products and/or best practices in the Midwest region.

Application Guidelines

This is an active PDF. You may type directly in to the fields. Fill in the form below, completing the contact information, program/campaign description and goals section and answering as many questions as pertain to your project. Please make every effort to answer all questions completely as each question has a point value assigned to it. **The total length of this form, once complete, should not exceed 4 pages total.** If you need more room for questions, please use only the additional space on page 4. You may attach up to 3 sets of additional materials (graphics, evaluation data, other creative materials and program endorsements) but the number of pages per attachment should not exceed 1 page.

Application forms are due by COB (5pm CDT) on September 11, 2009. Please email application along with any supplemental materials to Erin McAllister at emcallister@mwalliance.org. Please write "**Marketing Award Application**" in the subject line. Questions on the nomination process may also be directed to Erin's email address or by phone at 312-587-8390 ext. 23.

MEEA evaluates application and nomination forms through an equal opportunity process, with unbiased reviewers chosen from our board of directors and staff.

Organization/Individual being nominated or applying for this award:	
Contact information:	
Name	
Address	
City, State, Zip	
Phone	
Fax	
Email	
Website	

Please describe the campaign or program in detail:
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Please describe the stated goals of the campaign/program:

Applicants will be evaluated based on the following criteria. Answer as many of these questions as possible, realizing that answers left blank will affect your total.

Where did the program, idea, campaign or strategy first originate? Has it spread beyond its original geographic area to impact the larger region? (15 possible points – more points are given for Midwest origination)

How does this program, idea, campaign or strategy distinguish itself from other marketing activities in the same geographic area? (10 possible points – more points are given for unique and innovative campaigns that break new ground)

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Has the program, idea, campaign or strategy's uniqueness contributed to its success in the marketplace? (10 possible points)

Were initial project goals met? Within the timeframe projected? Within the budget projected? (10 possible points)

How effectively were you able to quantify your impact in the market? Please attempt to quantify the impact of the marketing campaign (i.e. number of customers/retailers trained, number of ads run) per total dollars spent. (10 possible points)

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What challenges did you face in implementing your program, idea, campaign or strategy? How were these challenges dealt with? (10 possible points)

Why do you believe your application deserves to receive the MEEA Inspiring Efficiency Award for Marketing? (10 possible points)

Additional space