The Inspiring Efficiency MARKETING Award will be presented to the nominee who has engaged in or supported a successful marketing campaign to increase participation in energy efficiency programs, expand adoption or market penetration of energy-efficient products, and/or alter public behaviors or practices in the Midwest.

The Marketing Award highlights unique and thoughtful marketing campaigns that connect customers with energy efficiency programs and related products or create an opportunity for customers or other targeted audiences to change their behaviors related to energy consumption.

*Please note that any educational efforts focused on increasing knowledge of or action on energy efficiency should apply in the* Education *category.*

**Application Guidelines**

Applicants will need to clearly share the goals, metrics, outcomes, and target audience of a marketing campaign or strategy.

* The application should not exceed 5 pages total. You may attach up to 3 pages of additional materials (graphics, evaluation data, other creative materials, and program endorsements).
* The work being nominated must have taken place within the last two years.
* Please be aware that your application is typically the only way that reviewers learn about your work. Do not assume that your audience is an expert in specifics related to your work and efforts. Please be clear, honest, and transparent in your answers.

**How to Submit Your Application**

Application forms are due by **COB (5 p.m. CDT) on Friday, August 23, 2024**. Please PDF your application and email it with any supplemental materials to Adrienne McGee at [awards@mwalliance.org](mailto:awards@mwalliance.org). Write “IEA Marketing Award Application” in the subject line.

Questions about the nomination process may also be directed to the email address above or by phone at 312-784-7265.

**Required Organization Information**

1. Organization/campaign or strategy being nominated or applying for this award (please list how you would like it to appear in the awards program):
2. Contact Information (person to notify on status of application)

Name:

Address:

City, State, Zip:

Phone:

Email:

Website:

1. Please be transparent and share all companies and participating organizations that contributed to this program. This will help ensure that there is no conflict of interest in the Inspiring Efficiency Awards Review Committee and allow for a balance across categories.
2. Please describe the campaign you are nominating for the Inspiring Efficiency Marketing Award in 125 words or less. (This will give the reviewers an overview of the application and be used in the Inspiring Efficiency Awards Program.)
3. We want to ensure that all the nominees are recognized, so we will be including a synopsis of all nominations and contact information in the Inspiring Efficiency Awards program, which will be posted on the MEEA Conference website. Please check the box if you **do not want** this application to be included.

**Application Questions**

1. What were the goals, timeframe, scale and budget for the marketing campaign? Please describe the target audience.
2. What distinguishes this marketing campaign and how does that contribute to its success (e.g., meeting goals, increasing adoption/market penetration and/or altering public behaviors/practices)? What were the initial goals or intent of the campaign, and did you reach them?
3. How has your campaign or strategy increased the adoption or market penetration of energy-efficient products and/or altered public behaviors/ practices in the Midwest?
4. What were the programmatic results of the marketing campaign? Please share related metrics.
5. Were there measurable and significant impacts of the marketing campaign related to energy savings and non-energy benefits? How were these results determined and evaluated?
6. What barriers did you face implementing your campaign or strategy and what lessons did you learn?

**Additional Questions**

The following questions are not being weighted but reviewers will take the answers into consideration when reviewing the overall application.

1. Please note any considerations made to diversity, equity, and inclusion.
2. Is this a replicable/scalable model useable by other organizations or for other topic areas? How has this been accomplished or could be completed? If it is not replicable, please describe the unique aspects, location, or other factors associated with this effort that make it specific to a particular location or service territory.