**Mass Save 2017 Promotion Template**

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| **Promotion Name** | Room Air Cleaner Sale |
| **Live Dates/Times** | 3/31/2017 – 4/9/2017 |
| **Product(s)** | **Honeywell True HEPA Allergen Remover (HPA 204)** – for large rooms  OR  **Honeywell True HEPA Allergen Remover (HPA 094)** – for medium rooms |
| Product Attributes | **Honeywell True HEPA Allergen Remover (HPA 204)**   * Recommended for large rooms (310 square feet) * ENERGY STAR certified * Captures up to 99.97% of microscopic allergens, as small as 0.3 microns\*; allergens may include mold spores, pollen, dust, smoke, and pet dander * Reduces odors and VOCs, as well as captures certain airborne germs\* * 3 air cleaning levels, plus Turbo Clean setting * Operates quietly * 5-year limited warranty   \*from the air that passes through the filter  **Honeywell True HEPA Allergen Remover (HPA 094)**   * Recommended for medium rooms (155 square feet) * ENERGY STAR certified * Captures up to 99.97% of microscopic allergens, as small as 0.3 microns\*; allergens may include mold spores, pollen, dust, smoke, and pet dander * Reduces odors and VOCs, as well as captures certain airborne germs\* * 3 air cleaning levels * Operates quietly * 5-year warranty   \*from the air that passes through the filter |
| **Promotion Price** | Honeywell True HEPA Allergen Remover (HPA 204): $109.99  Honeywell True HEPA Allergen Remover (HPA 094): $59.99 |
| Retail Price | Honeywell True HEPA Allergen Remover (HPA 204): $209.99  Honeywell True HEPA Allergen Remover (HPA 094): $129.99 |
| % Discount | Honeywell True HEPA Allergen Remover (HPA 204): 48%  Honeywell True HEPA Allergen Remover (HPA 094): 54% |
| **Quantity Limit** | 1,200 total units, (700 of HPA 204, 500 of HPA094) |
| **Energy Savings Points** | * ENERGY STAR certified * Certified models use 40% less energy than similarly-sized non-certified models |
| **Additional Resources** | Honeywell True HEPA Allergen Remover (HPA204): Product Details Attached  Honeywell True HEPA Allergen Remover (HPA094): [Product Details](https://www.honeywellpluggedin.com/air-purifiers/honeywell-true-hepa-allergen-remover-3) |
| **Most Common Uses** | * Often used in bedrooms, living rooms, family rooms, and home offices * Used to combat seasonal allergens, pet odors, dust |
| **Logos to include** | Sponsor logos, Mass Save logo, ENERGY STAR logo |

**\***Best messaging points to include in creative

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| **Asset** | **For Internal Review** | **For Sponsors Review** | **For Sponsor Approval** | **Finalized** | **LIVE** |
| Page Creative | 2/28 | 3/1 | 3/10 | 3/21 | 3/31 – 4/9 |
| Web Banner & Button | 2/28 | 3/1 | 3/10 | 3/21 | 3/31 – 4/9 |
| MOU |  |  | 3/10 | 3/23 |  |
| Terms and Conditions | 2/28 | 3/1 | 3/10 | 3/23 | 3/31 – 4/9 |
| Social Media Creative | 2/28 | 3/1 | 3/10 | 3/21 | 3/31 – 4/9 |
| Social Media Content | 3/10 |  |  | 3/23 | 3/31 – 4/9 |
| Social Ad Content + Images | 3/10 |  |  | 3/28 | 3/31 – 4/9 |
| Shipping Insert | 3/1 | 3/8 | 3/17 | 3/29 |  |
| eCRM | 3/1 | 3/8 | 3/17 | 3/29 | 4/4 |

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| Media Type | Creative Components | Specs |
| Promo Page | Enter page creative, Thank you page creative | 906 x 418 px |
| Facebook | Cover image, 3 creatives | 1200 x 628 px, 880 x 440 px |
| Instagram | 3 creatives | 1200 x 1200 px |
| Twitter | 3 creatives | 1022 x 511 px |
| eCRM | Product lock-up | 250 x 250 – 350 px |
| MassSave.com | Banner + Button | Banner: 640 x 245 px Button: 300 x 126 px |

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| Questions to Include on Promotion Website | Answers |
| What’s your primary motivation for using a room air cleaner? | Seasonal allergies, Household odors, Pet dander, Dust, General indoor air quality, Other |
| Do you rent or own your home? | Rent, Own |

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| **Unique Tracking URL:** | |
| **Primary URL** | <https://www.techniart.us/masssave/> |
| **TechniArt** |  |
| Facebook Share | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=Share&utm\_campaign=AirCleaner.17 |
| shortened | <http://bit.ly/2m4pnEh> |
| Twitter Share | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=Share&utm\_campaign=AirCleaner.17 |
| shortened | <http://bit.ly/2kVobOJ> |
| **Facebook** |  |
| Posts | <https://www.techniart.us/masssave/?utm_source=facebook.com&utm_medium=MScontent&utm_campaign=AirCleaner.17> |
| Shortened FB | <http://bit.ly/2miqOeA> |
| Facebook Ads | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=MSad&utm\_campaign=AirCleaner.17 |
| **Twitter** |  |
| Tweets | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=MScontent&utm\_campaign=AirCleaner.17 |
| Cards | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=MSad&utm\_campaign=AirCleaner.17 |
| **Instagram** |  |
| Profile Link | https://www.techniart.us/masssave/?utm\_source=instagram.com&utm\_medium=MScontent&utm\_campaign=AirCleaner.17 |
| Shortened Profile Link | http://bit.ly/2mcam3q |
| Instagram Ad | https://www.techniart.us/masssave/?utm\_source=instagram.com&utm\_medium=MSad&utm\_campaign=AirCleaner.17 |
| **eCRM** |  |
| Link | https://www.techniart.us/masssave/?utm\_source=email&utm\_medium=MS&utm\_campaign=BathroomKit.17 |
| **NECN** |  |
| Link | <https://www.techniart.us/masssave/?utm_source=necn.com&utm_medium=banner&utm_campaign=AirCleaner.17> |
| **Sponsors** |  |
| Facebook | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=Sponsors&utm\_campaign=AirCleaner.17 |
| Shortened FB | <http://bit.ly/2lrbMDM> |
| Twitter | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=Sponsors&utm\_campaign=AirCleaner.17 |
| Shortened Twitter | <http://bit.ly/2lrctxc> |
| NGRID Email | https://www.techniart.us/masssave/?utm\_source=NGRID&utm\_medium=email&utm\_campaign=AirCleaner.17 |
| Eversource Email | https://www.techniart.us/masssave/?utm\_source=EVSR&utm\_medium=email&utm\_campaign=AirCleaner.17 |
| **MassSave.com** |  |
| Button | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=button&utm\_campaign=AirCleaner.17 |
| Banner | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=banner&utm\_campaign=AirCleaner.17 |
| Blog | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=blog&utm\_campaign=AirCleaner.17 |

Additional notes:

* Enter page creative should call out price, include Sponsor logos
* Thank you page creative should include Sponsor logos and social share buttons
* Facebook post creative should minimize text, one version with no copy
* Twitter post creative should include Sponsor logos and end date