**Mass Save 2017 Promotion Template**

|  |  |
| --- | --- |
| **Promotion Name** | Massive Savings Pack Sale |
| **Live Dates/Times** | 1/20/2017 – 1/29/2017 |
| **Product(s)** | Pack 1 – with standard showerhead   * 4 ENERGY STAR certified 60W A-line LEDs * 1 TrickleStar Tier 1 Advanced Power Strip * 1 Evolve showerhead   Pack 2 – with handheld showerhead   * 4 ENERGY STAR certified 60W A-line LEDs * 1 TrickleStar Tier 1 Advanced Power Strip * 1 Evolve handheld showerhead |
| Product Attributes | * LEDs – energy-efficient, dimmable\*, approved for fully enclosed fixtures, shatter-resistant, shaped like traditional bulbs\* * APS – 7 outlets (2 always on, 1 control, 4 switched), surge protection\*, lifetime warranty * Showerheads – anti-clog spray nozzle, heat-sensing valve helps reduce wasted hot water, 3-year warranty |
| **Promotion Price** | Pack 1: $15 Pack 2: $20 |
| Retail Price | Pack 1: $85 Pack 2: $98 |
| % Discount | Pack 1: 82% Pack 2: 80% |
| **Quantity Limit** | 4,000 total packs (2,000 of each pack), limit 2 per Sponsor residential electric account |
| **Energy Savings Points** | * LEDs – ENERGY STAR certified\*, up to 90% more efficient than equivalent incandescent bulbs * Tier 1 APS – Lowers energy waste by cutting off power to devices that are not in use\* * Showerhead adaptor – helps you save water, energy, and money while still enjoying your shower experience\* |
| **Additional Resources** | * LEDs: N/A (need to confirm brand of LED bulbs) * APS: <http://www.tricklestar.com/Resources/DS%20181SS-US-7XX.pdf> * Showerheads: * Standard: <http://thinkevolve.com/wp-content/uploads/2014/09/Evolve-Spec-SF-ShowerheadTSV-combo.pdf> * Handheld: <http://thinkevolve.com/wp-content/uploads/2016/04/Evolve-Spec-SF-HandshowerTSV-combo.pdf> |
| **Most Common Uses** | LEDs: table lamps, floor lamps, ceiling fixtures, pendent lamps, sconces, approved for fully enclosed fixtures  Advanced Power Strip: entertainment system, home office  Showerheads: bathrooms |
| **Logos to include** | Sponsor logos, Mass Save logo, ENERGY STAR logo (near LEDs) |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Asset** | **For Internal Review** | **For Sponsors Review** | **For Sponsor Approval** | **Finalized** | **LIVE** |
| Page Creative | 12/20 | 12/21 | 12/30 | 1/10 | 1/20 – 1/29 |
| Web Banner & Button | 12/20 | 12/21 | 12/30 | 1/10 | 1/20 – 1/29 |
| MOU |  |  | 12/30 | 1/12 |  |
| Terms and Conditions | 12/20 | 12/21 | 12/30 | 1/12 | 1/20 – 1/29 |
| Social Media Creative | 12/20 | 12/21 | 12/30 | 1/12 | 1/20 – 1/29 |
| Social Media Content | 12/30 |  |  | 1/12 | 1/20 – 1/29 |
| Social Ad Content + Images | 12/30 |  |  | 1/17 | 1/20 – 1/29 |
| Shipping Insert | 12/21 | 12/28 | 1/6 | 1/17 |  |
| eCRM | 12/21 | 12/28 | 1/6 | 1/17 | 1/24 |

|  |  |  |
| --- | --- | --- |
| Media Type | Creative Components | Specs |
| Promo Page | Enter page creative, Thank you page creative | 906 x 418 px |
| Facebook Ads | 2 creatives | 1200 x 628 px |
| Instagram | 2 creatives | 1200 1200 px |
| Twitter Ads | 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 |

|  |  |
| --- | --- |
| **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=SavingsPack.17 |
| shortened | http://bit.ly/2gRClPA |
| Twitter Share | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=Share&utm\_campaign=SavingsPack.17 |
| shortened | <http://bit.ly/2gRNik3> |
| **Facebook** |  |
| Posts | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=MScontent&utm\_campaign=SavingsPack.17 |
| Shortened FB | http://bit.ly/2gRCDGa |
| Facebook Ads | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=MSad&utm\_campaign=SavingsPack.17 |
| **Twitter** |  |
| Tweets | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=MScontent&utm\_campaign=SavingsPack.17 |
| Cards | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=MSad&utm\_campaign=SavingsPack.17 |
| **eCRM** |  |
| Link | https://www.techniart.us/masssave/?utm\_source=email&utm\_medium=MS&utm\_campaign=SavingsPack.17 |
| **Sponsors** |  |
| Facebook | https://www.techniart.us/masssave/?utm\_source=facebook.com&utm\_medium=Sponsors&utm\_campaign=SavingsPack.17 |
| Shortened FB | http://bit.ly/2hg5wPm |
| Twitter | https://www.techniart.us/masssave/?utm\_source=twitter.com&utm\_medium=Sponsors&utm\_campaign=SavingsPack.17 |
| Shortened Twitter | http://bit.ly/2hpEvH3 |
| **MassSave.com** |  |
| Button | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=button&utm\_campaign=SavingsPack.17 |
| Banner | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=banner&utm\_campaign=SavingsPack.17 |
| Blog | https://www.techniart.us/masssave/?utm\_source=masssave.com&utm\_medium=blog&utm\_campaign=SavingsPack.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