

Best Promotional Message – Direct Sale or Lead Gen Offer
Gold B2C
NW Natural – Smart Energy Challenge

Brand/Client Side Team:
Cory Beck

Vendors/Agencies:
HMH, ExactTarget

MarketingSherpa Summary – Why They Won:

It's always a pleasure for an agency to take over a campaign and hit it out of the park, and this award winner is a great example, achieving a lift of 1,800% over the previous agency. NW Natural wanted an email campaign to boost participation in its carbon-offset program. New creative and messaging resulted in 5,400 registrations -- more than 1/3 of the company total goal from all marketing efforts -- and a clickthrough rate of nearly 45%.

From Their Nomination Form:

We collaborated with the client to clearly understand the recipient mindset and their depth of understanding around the content being presented. We then tailored our content and design accordingly.

The SMART ENERGY

Challenge!



Take the Smart Energy Challenge and Reap the Rewards

Think you know the difference between carbon offsets and carbon footprints? Between greenhouse gas and biogas? Enter the [Smart Energy Challenge](#) and test your knowledge of climate change, energy efficiency and renewable energy. And just for completing the quiz, you will receive a chance to win the grand prize or one of three second prizes.

Grand Prize:

- 4 nights for 4 at the historic Crater Lake Lodge
- Hybrid SUV rental for one week
- 4 mountain bikes to use & take home
- 4 cross-country ski packages to use & take home
- \$2,500 spending cash



Three Second Prizes:

Natural gas tankless water heater and installation

Easy as (cow) Pie!

It's easy to enter, easy to win and easy to make a difference. Just sign up for the [Smart Energy Challenge](#) and take a three-question quiz. That's it, you've entered! Through October 15, new Challenge quizzes will be posted. Log on, complete a quiz and--shazaam!--you've got another entry. The more Challenge quizzes you complete, the more you'll learn, and the better your chances of winning.

10 Chances to Win:

- Take 8 Challenge quizzes. Each is worth one entry.
- Sign up to become a Smart Energy customer and offset emissions from your home's natural gas use. You'll get one entry and help fight climate change. Existing Smart Energy customers also get an entry.
- Switch from paper natural gas bills to paperless electronic statements. You'll get one additional entry and make some trees very happy.

Take the Challenge

Test Your Knowledge and Help do Your Part (for 20 cents a day.)

Smart Energy from NW Natural is a carbon offset program that supports development of renewable energy projects. The program is focusing on biogas, which has great potential to reduce greenhouse gas emissions.



Sign up today! ►

The SMART ENERGY Challenge

It's that time again. Your Next Smart Energy Challenge Awaits!

We know you've been studying. We saw you at the library in the Climate Change section. Now it's time to show us what you know. [Log on](#) now to test your knowledge on the next Challenge topic:

Gas –Of the greenhouse variety.

Don't delay, take your next Challenge quiz today and get one more entry to win these great prizes...

Grand Prize:

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- 4 cross-country ski packages to use & take home
- \$2,500 spending cash

Three Second Prizes:

Natural gas tankless water heater and installation

Make sure you're eligible for all **10 chances to win** by signing up for [Smart Energy](#) and paperless billing from NW Natural before October 15. Each of these earth-friendly options will automatically give you one additional entry for an even better chance to win great prizes.



[Take the Challenge](#)

Have you signed up yet?

Smart Energy from NW Natural is a carbon offset program that supports development of renewable energy projects. The program is focusing on biogas, which has great potential to reduce greenhouse gas emissions.



[Sign up today!](#) ►

How it works:



