

Application for the 2019 Clean Energy Council

# MARKETING AND COMMUNICATIONS AWARD



In recognition of an organisation that executed an exceptional marketing and/or communications campaign in relation to the Australian clean energy industry.

---

## ENTRIES OPEN

Friday 1 March 2019

---

## ENTRIES CLOSE

Friday 17 May 2019

---

## FINALISTS ANNOUNCED

Monday 1 July 2019

---

## AWARDS CEREMONY

Tuesday 30 July 2019

## THE WINNER WILL

- Receive an award presented at the Clean Energy Council Awards ceremony at the Australian Clean Energy Summit Gala Dinner in Sydney on Tuesday 30 July 2019.
- Attract exposure via the Clean Energy Council website, Australian Clean Energy Summit promotional material and other publications, where appropriate.
- Earn the right to promote yourself as a Clean Energy Council 2019 Award Winner, through use of an exclusive logo.
- Receive a corporate membership with the Australian Marketing Institute for up to five employees valued at \$2555.
- Receive exposure through an article about Award winners published in Ecogeneration magazine.

All finalists are entitled to two complimentary tickets to the Gala Dinner and will earn the right to promote themselves as a finalist, using an exclusive logo.

---

## GUIDELINES

All entries must adhere to the following guidelines:

- Must clearly demonstrate the design and development of an exceptional Australian clean energy marketing and/or communications campaign
- Impact must be demonstrated between 1 March 2018 and 28 February 2019
- A copy of the submission must be submitted via email in pdf format
- Award submissions should be sent to [awards@cleanenergycouncil.org.au](mailto:awards@cleanenergycouncil.org.au) on or before Friday 17 May 2019
- Entrants may submit one entry per category only

---

## TERMS AND CONDITIONS

All entries are subject to the following terms and conditions:

- All entries will be treated as confidential.
- Entries will remain the property of the Clean Energy Council.
- By submitting an entry, entrants agree to be bound by these terms and conditions.

---

## FOR FURTHER INFORMATION

please email [awards@cleanenergycouncil.org.au](mailto:awards@cleanenergycouncil.org.au) or call 03 9929 4100.

# MARKETING AND COMMUNICATIONS AWARD



---

## COMPILE YOUR ENTRY BY ANSWERING THE FOLLOWING QUESTIONS

### OVERVIEW

Please provide an introduction to your organisation (background, location, employees, mission) and a 200-word summary of your application (to be used for promotional purposes in the lead-up to the awards at the ceremony).

---

### THE PROJECT

#### **What was the marketing/communication challenge you were trying to address?**

(40 per cent, 300 words max.)

- Provide details of the marketing/communications plan and implementation that was put in place.
- What channels did the project use?
- Which stakeholders were involved in the initiative?

---

### THE AUDIENCE

#### **Who was the target audience for the communication?**

(20 per cent, 200 words max.)

- How did the marketing/communications activity address their needs?

---

### PROJECT OUTCOMES

#### **What did the marketing/communications activity achieve?**

(40 per cent, 300 words max.)

- What was the outcome of the marketing/communications activity?
- How was this measured?
- Provide supporting documentation of the initiative.

---

## FOR FURTHER INFORMATION

please email [awards@cleanenergycouncil.org.au](mailto:awards@cleanenergycouncil.org.au) or call 03 9929 4100.