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DTE Energy Wins MEEA Inspiring Efficiency Marketing Award
Utility Partners with Detroit Red Wings to Score Marketing Goal

CHICAGO – DTE Energy’s successful marketing power play with the Detroit Red Wings in 2011 is the winner of this year’s Inspiring Efficiency Marketing Award – the efficiency industry’s “Stanley Cup” – bestowed by the Midwest Energy Efficiency Alliance (MEEA).

DTE Energy was able to promote energy efficiency, reach new customers and grow its social media presence from 250 friends to more than 7,500 in just two weeks by teaming up with the beloved hockey team on a pair of major promotions in March 2011.

The innovative campaign combined elements of event marketing with social media promotion. Fans interacted with the utility’s web and social media sites – including an online CFL bulb calculator that demonstrated the bulbs’ ability to save energy – for a chance to win Red Wings tickets.

The campaign also integrated game-night promotion and giveaways, including custom-designed, green DTE Energy-branded Red Wings T-shirts and “swag bags” containing home energy efficiency kits. Additionally, utility employees were on hand to meet with fans and answer questions about efficiency.

“The campaign created a unique way for customers to interact with the DTE Energy brand and learn about ways to become more energy efficient,” said Emmett Romine, DTE Energy general Manager of energy optimization. “The response was tremendous. We had almost 30,000 people enter to win tickets.”

“DTE Energy’s exciting marketing campaign was a very effective way to promote energy efficiency awareness, and increase participation in utility efficiency programs,” said Jay Wrobel, MEEA Executive Director. “We look forward to seeing more projects from this team in the future.”

MEEA’s Marketing Award is presented annually at the Midwest Energy Solutions Conference (www.meeaconference.org) to an organization that has engaged in or supported a marketing campaign, program, strategy, or idea to increase the adoption of energy efficient products or best practices in the Midwest.

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About Midwest Energy Solutions Conference

The Midwest Energy Solutions Conference is the largest event of its kind in the region. Each year it brings together a broad range of private- and public-sector thought leaders from around the nation who share a vested interest in energy efficiency.

The conference is presented by the **Midwest Energy Efficiency Alliance (MEEA)**, the region's source on energy efficiency. Formed in 2000, MEEA is committed to advancing sound energy efficiency programs, policies and priorities in the Midwest. MEEA's membership represents a broad consortium of energy stakeholders from across a 13-state area.

Now in its 10th year, the conference continues to grow as energy efficiency investment increases in states across the Midwest. Responding to attendees, the conference has expanded to include a formal expo to provide more opportunities to highlight and promote energy efficiency programs, products and companies.