

# 250 AMERICA PA 2024 DIRECT EFFECT™ INNOVATION CHALLENGE

Powering the Future



Presented in partnership with  
THE PENNSYLVANIA  
TURNPIKE COMMISSION

Supported by  
UGI UTILITIES, INC.



## DEIC CONCEPT SHEET

To be submitted at the end of Round 1

### Instructions:

Welcome to Round 1 of the 2024 DEIC: Powering the Future. Creating and submitting your **1-3 PAGE DEIC CONCEPT SHEET** is the first step to building a successful campaign! Your DEIC Concept Sheet should be used during Round 1 of the DEIC, and as a guide for the rest of your team's DEIC experience. Please use the provided DEIC Concept Sheet Template, or create your own (making sure to include all of the requirements).

Using the submitted concept sheets, each institution will select one team of four (4) students to represent their school in Round 2. **By 11:59 pm on October 4th, each institution should email their team's selected DEIC Concept Sheet to DEIC@AMERICA250PA.ORG with the subject "2024 DEIC CONCEPT" + your institution's name.**

### Each Concept Sheet must include:

- **Concept Title**
- **Selection of Marketing Channels** (see the attached DEIC Concept Sheet Template below for more details)
- **Description:** In 1-2 paragraphs, describe your team's idea for an original, integrated marketing campaign promoting the PA Turnpike's adoption of solar energy, raising awareness about the benefits of solar power and encouraging interest in sustainable transportation solutions.
  - In your description, please also briefly explain how your integrated marketing campaign will fit this year's challenge theme.
- **Insight:** Create a visual that represents your idea and describe it in a 2–3 sentence caption.
  - Your visual might be a logo, photo collage, artistic creation, or any other visual that encompasses your campaign's mission.
- **School Information**
  - Name of School
  - Names, emails, mailing addresses and t-shirt sizes of the four (4) students on your team
  - Name, email, mailing address and t-shirt size of your faculty or staff mentor
  - Please specify your main Point-of-Contact (POC)
  - Please also submit a high-quality PDF or EPS file of your school's logo (approved by your institution) with your concept sheet (this will be used on social media and to promote your team during the DEIC)

# DEIC CONCEPT SHEET TEMPLATE

To be submitted at the end of Round 1

## School Information:

Name of School:

## Team Information:

	Name	Mailing address (note: this will be the location that any potential stipend is sent)	Email	T-shirt Size	POC
Faculty/Staff Advisor					<input type="checkbox"/>
Student					<input type="checkbox"/>
Student					<input type="checkbox"/>
Student					<input type="checkbox"/>
Student					<input type="checkbox"/>

## Concept Title:

## Marketing Channels (please select a minimum of 3 channels):

MOBILE	PRINT	DIRECT MAIL	OUT-OF-HOME	TV	DIGITAL	SOCIAL	OTHER
In-app Banner ads Messaging apps	Posters Flyers Brochures Magazines Newspapers	Mailpieces Catalogs	Transit Billboards Digital Signage	Local cable Networks	Search Banner Ads Email campaigns	Twitter LinkedIn Facebook Instagram TikTok More!	Please Specify

## Concept Description:

In 1-2 paragraphs, describe your team's idea for an original, integrated marketing campaign promoting the PA Turnpike's adoption of solar energy, raising awareness about the benefits of solar power and encouraging interest in sustainable transportation solutions.

In your description, please also explain:

- How your integrated marketing campaign fits this year's challenge theme and client needs.
- How your integrated marketing campaign will be **inclusive** and **accessible** to everyone across Pennsylvania

## Insight:

Create a visual that represents your idea and describe it in a 2–3 sentence caption.

Caption:

Visual: