

GOOD NEWS CASE STUDY REQUEST PROCESS



ENERGY EFFICIENCY PROGRAM





You gather clear, concise project details, call to action, desired outcome or goal, and the audience details ... Wrike

The concept has been discussed with the appropriate Ameren Illinois Team member(s)



A success story is submitted using the 'Good News' submission form

Case Study Criteria:

Direction is taken from the Program Manager and the AIC Manager on what story they want to tell in the form of a case study. RES typically focuses on how energy upgrades impacted a customer and helped them save money. MDI typically focuses on new and innovative partnerships. BUS typically focuses on projects with high energy savings and benefits and a good story to tell to encourage other similar businesses like theirs to participate.

REVIEW & APPROVAL: PHASE 1



The Marketing team submits the request for a case study to Stephanie R. via email . (cc: Stacey Y. & Holly W.)



Stephanie R. sends request to. Brian Leonard for review & approval



YES

Continue to the Design phase

NO

Case study does not move forward

DESIGN PHASE



The customer is contacted by Celeste Huttes to schedule the interview.



Once available, a draft is uploaded to the Wrike task by Celeste



The Marketing Team places the draft content into a design template and refines



An initial QC is performed by the Marketing Team

REVIEW & APPROVAL: PHASE 2

Round 1 Review: Leidos

Round 2 Review: Ameren Illinois

FINAL PHASE



Final edits are made and a final QC is performed by the Marketing Team



Final draft is sent to the customer by Celeste for final approval and request for consent form

CUSTOMER APPROVED?

NO

Edits are made until customer approves

YES

Marketing piece is sent to Stephanie by the Marketing Team for final



Once approved, Stephanie sends the final version to Brian Leonard



Marketing piece is finalized and placed on the website and collateral portal