

EFFICIENCY MANITOBA

Advertising guidelines for contractors & retailers

Your role in our brand

As a registered Efficiency Manitoba contractor/retailer, your commitment to energy efficiency and our initiatives is key to our success! We encourage you to promote our programs and offers in your advertisements. Advertising our programs can help you grow your business and boost your image as a supporter of energy efficiency.

Our team has worked hard to develop a brand that is expert, trustworthy, and friendly. In order to maintain the integrity of the brand, **we've put together some guidelines to follow if you promote our programs.** Please use this document as a reference when you create your ads and promotional materials.

What CAN I say in my advertisements?

You can make general statements that you offer Efficiency Manitoba programs and offers. Here are some examples of **acceptable** wording:

- “Ask us about Efficiency Manitoba’s offers.”
- “We can help you apply for Efficiency Manitoba’s rebate programs.”
- “Start saving with Efficiency Manitoba’s Business Lighting Program!”

What CAN'T I say in my advertisements?

Any wording that falsely alludes to an official partnership or affiliation with Efficiency Manitoba, or falsely advertises the programs offered by Efficiency Manitoba, is strictly prohibited. This can result in your Efficiency Manitoba Supplier Agreement being suspended. Here are some examples of **unacceptable** wording:

- “Official partner with Efficiency Manitoba.”
- “We’re an Efficiency Manitoba-endorsed company.”
- “Get a cheap furnace through Efficiency Manitoba!”
- “Efficiency Manitoba – Contractor”

Can I use the Efficiency Manitoba logo in my advertisements?

No. The Efficiency Manitoba logo can't be used by third parties (retailers, contractors, builders, manufacturers, etc.). Using the Efficiency Manitoba logo could result in suspension or termination of your Efficiency Manitoba Supplier Agreement and/or legal action. Please refer to sections 4 (No Misleading) and 5 (No License) of your Supplier Agreement terms and conditions for more details.

Are there any other restrictions I should be aware of?

The following activities can also result in suspension, termination, and/or legal action:

- Going door-to-door or cold calling customers to sell or advertise Efficiency Manitoba's programs;
- Stating that you're from Efficiency Manitoba or are an agent or representative of Efficiency Manitoba;
- In any way inferring an employer-employee relationship with Efficiency Manitoba.

In conclusion

We appreciate your dedication to our programs and offers! Following these guidelines will help your ads be accurate, effective, and appealing to customers.

If you have any questions about these guidelines, feel free to send us an email at suppliers@efficiencyMB.ca or call 1-844-944-8181.