

EDISON AWARDS LICENSE BENEFITS EXPLAINED



READY TO SIGN UP? CONTACT JUSTIN STARBIRD - JUSTIN@EDISONAWARDS.COM OR LAUREN MASSELLI - LAUREN@EDISONAWARDS.COM

SEAL USAGE

This year we are excited that the seal, artwork, and usage are universal rights to use for licensees*. This means that you will have the opportunity to use the seal where, when and how you see fit without having to ask for additional permissions.

SOCIAL CAMPAIGN

We will be working with all licensees to create a mini-social campaign across all of our channels. The 1-year seal license will include three posts/channel. The 3-year seal license will include seven posts/channel.

PROMOTED EMAIL (3 YEAR SEAL BENEFIT)

This email will be sent to our incredibly responsive community and showcase your product, service, technology or company as true leaders of industry and innovators pioneering your space. A specific call-to-action will assist in generating leads or raising your brand awareness.

HOMEPAGE SCROLL (3 YEAR SEAL BENEFIT)

The Edison Awards home page is where folks from around the world come to see some of the most recognizable and innovative products of the time. Each company that licenses the 3-year seal will see their winning nomination featured on our homepage for two weeks.

NEWSLETTER

Inspiring Minds, the bi-weekly Edison Awards Newsletter, has a reach of nearly 50k+ people from around the world, including business and academic leaders, past nominees and finalists - JUST LIKE YOU! They are movers and shakers that are out changing the world. Each licensee will be featured in the newsletter with a jointly written, original piece.

BLOG (3 YEAR SEAL BENEFIT)

The Edison Awards Blog is getting set to re-launch in Spring 2020. We will feature new, original content about our winners and hope it becomes a platform for inspiration, information, and validation for those that read it. Each licensee of the 3-year seal will be featured in an 800-1,000 word post.

COMPANY VIDEO (3 YEAR SEAL BENEFIT)

The Company Video may be our most ambitious project yet! We will produce a 30-45 second video to highlight your winning product with an Edison Awards introduction, category placement, award designation, and outro. Each video will be shared via the Edison Awards social platforms, as well as provided to the licensee.

PODCAST (3 YEAR SEAL BENEFIT)

The Edison Awards Podcast is set to launch in conjunction with the new blog in Spring 2020. We will interview licensees with a focus on how your company sees innovation, your approach to R&D, and in true Edison fashion, we will also talk about sales and marketing. We expect the audience to be made up of business leaders, innovators, and folks that see the world through the lens of opportunity.

LICENSE BENEFITS		
LICENSE TERM	1 Year	3 Year
BRANDING		
Seal Usage	✓	✓
ADVERTISING		
Social Media Campaign	✓	✓
Promoted Email		✓
Homepage Scroll		✓
CONTENT		
E-Newsletter	✓	✓
Blog		✓
Company Video		✓
Podcast		✓

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