

Change a Light Support



- **CFL Partner Tools**
- **Activities**
 - State and Community Outreach
 - Hispanic Marketing
 - Media Outreach
- **CFL Partner Promotions**



MAKE YOUR NEXT LIGHT
AN ENERGY STAR®



CFL Partner Tools



Innovation. Performance. Savings.
ENERGY STAR makes it simple.



COMPACT FLUORESCENT
LAMPS (CFLs)

2006 PARTNER RESOURCE GUIDE



Resource Guide

Everything you need to know!

- How it Works
- Key Benefits
- Savings Numbers
- Fun Facts
- Criteria Information

CFL Partner Tools

CFL Fun Facts



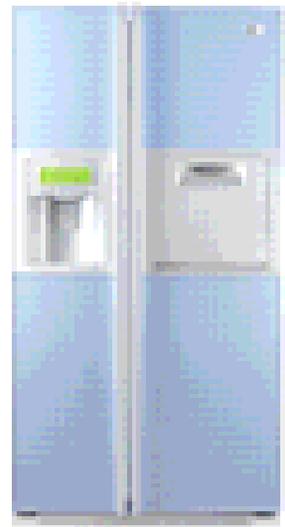
If you change five incandescent light bulbs to ENERGY STAR qualified CFLs, you'll save:

Enough energy to:

- Run your ENERGY STAR qualified refrigerator for over 4 years

Enough money to:

- Buy a new ENERGY STAR light fixture
- Purchase 94 swirled ice cream cones
- Buy candles for 63 romantic dinners



CFL Partner Tools Infographics



WHERE TO USE

WHICH ROOMS?

Replace bulbs where lights are on the most:

- Family and living room
- Kitchen
- Dining room
- Porch

WHICH LIGHT?

Place bulbs in open fixtures that allow air flow:

- Table lamps
- Floor lamps
- Wall sconces
- Pendants
- Open ceiling fixtures

Look for bulbs designed to work in dimmer switches.



CFL Partner Tools Photo Gallery



Activities



State and Community Outreach

- Reach out to Governors and State Energy Offices to Support ENERGY STAR Change a Light Day
- Work with partners to encourage communities to take the pledge
- Support local efforts to change out bulbs in communities



Activities



Hispanic Outreach

1. Raise awareness
2. Consumer education
3. Co-marketing opportunities



Built in Spanish at the ground level

Activities



Media Outreach -- The 5 W's

WHO: Consumers

WHAT: CFL stories in English and Spanish

WHERE: Newspapers and web

WHEN: Fall launch

WHY: Promote 'How to choose' and
'Where to use'



How Does This All Fit Together?



**Change a
Light**

Year-Round Outreach

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



CFL Partner Promotions

Marketing Support for Partners



- Manufacturer or Retailer-driven CFL promotions
- EEPS CFL Activities
- Partner coordination on CFL Co-Marketing Opportunities
- Consumer Education - in-store CFL displays, regionalized savings numbers, Web site content, etc.



DOE's CFL Marketing Objectives



1. Build Awareness of CFL Benefits

Increase consumer awareness of benefits to consumers as alternative to incandescents

2. Educate About Proper Application

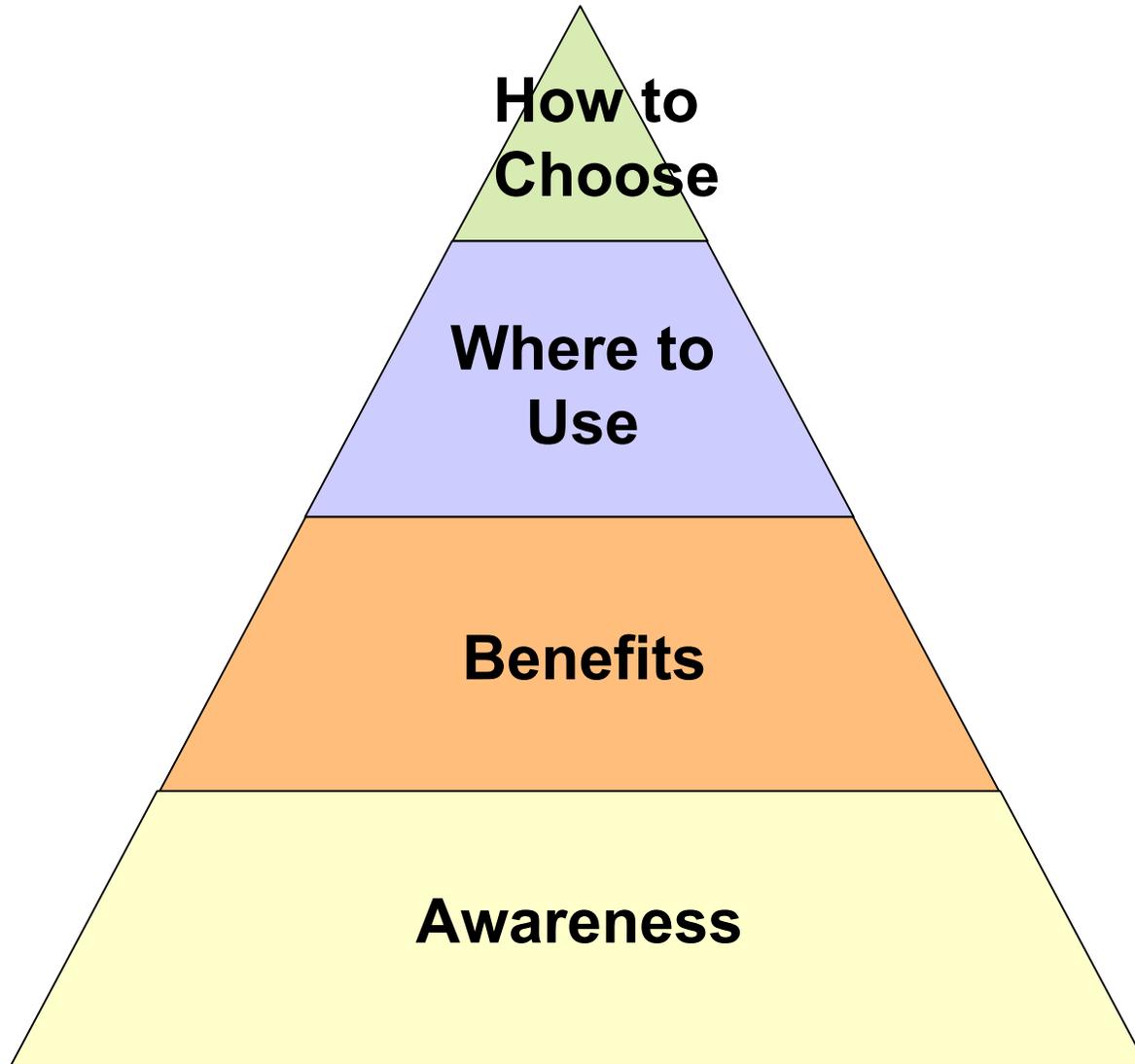
“How to Choose” and “Where to Use”

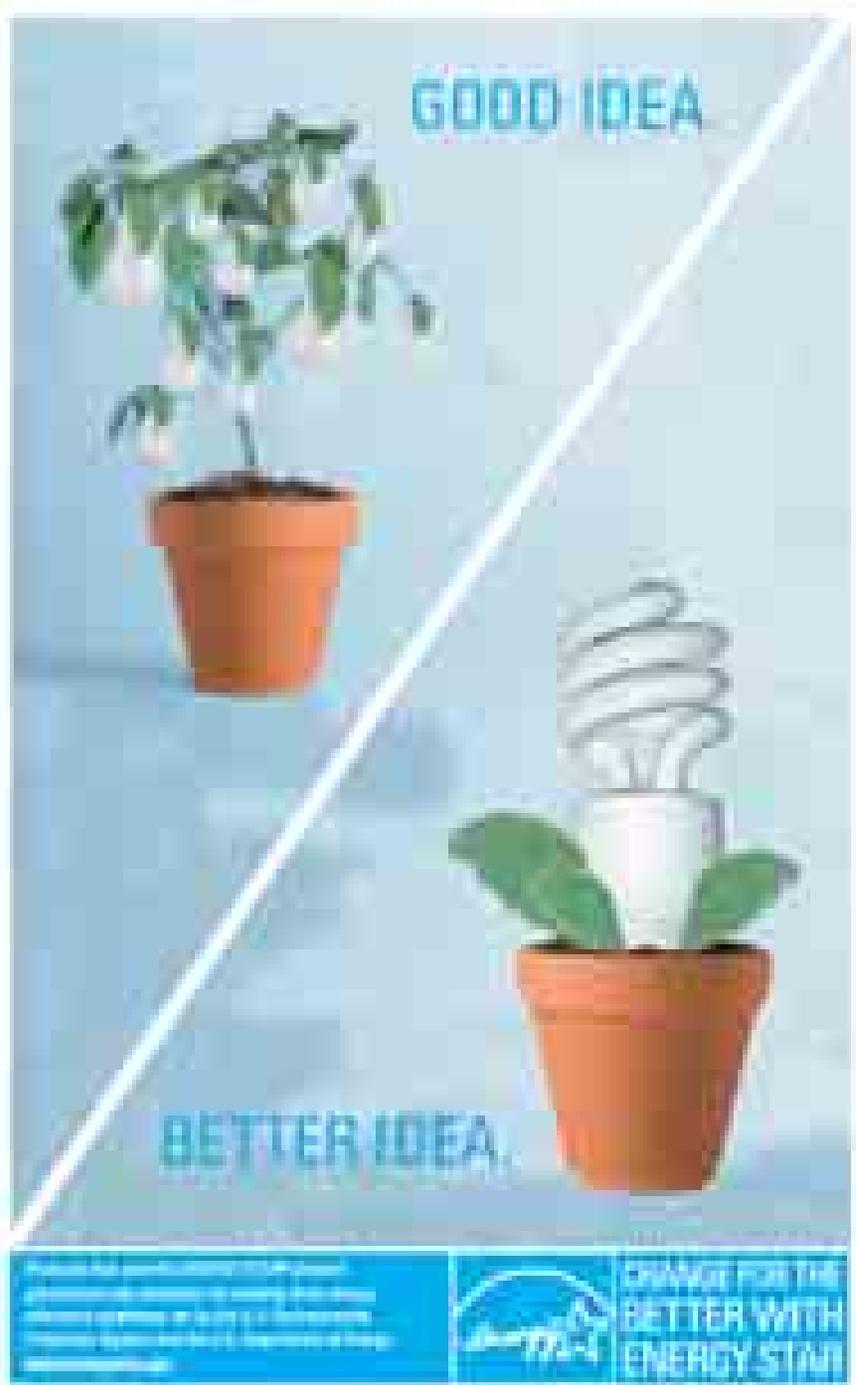
3. Expand CFL Product Promotions

Work with partners to develop and deliver CFL promotions



DOE's CFL Outreach





Creative Concept



Good/Better

Energy Star is a voluntary program that encourages the efficient use of energy in homes and businesses. It is a national program that is part of the U.S. Environmental Protection Agency's (EPA) commitment to protect the environment and save money. Energy Star is a symbol of energy efficiency and is recognized by consumers as a mark of quality. For more information, visit www.energystar.gov.

 CHANGE FOR THE BETTER WITH ENERGY STAR

Creative Concept



Yesterday -- Tomorrow



Creative Concept



+



=

Bride plus Bouquet Equals.....

Creative Concept



CFLs are Everywhere!



ENERGY STAR® CFLs
ARE EVERYWHERE

ENERGY STAR® makes it simple

Products that carry the ENERGY STAR® symbol
specifications are certified to meet strict energy
efficiency guidelines set by the U.S. Environmental
Protection Agency and the U.S. Department of Energy.
www.energystar.gov



CHANGE FOR THE
BETTER WITH
ENERGY STAR

A National Picture



- This poster is designed to reflect our commitment to CFLs and their use throughout our nation.
- Please send pictures to **mguevara@drintl.com** and let us know how many posters you would like (within reason).
- Deadline July 1, 2006

CHANGE A LIGHT. CHANGE THE WORLD.
YOU HAVE THE POWER.

Questions?



Please contact us!

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