



# 2003 ENERGY STAR® HOME ELECTRONICS HOLIDAY CAMPAIGN

This year's ENERGY STAR Home Electronics Holiday Campaign will promote "Next Generation Technology" - highlighting the hottest new home electronics products (e.g., HD and plasma TVs, 5.8 GHz phones, etc) and their energy saving features that will benefit the environment for future generations. In short, ENERGY STAR qualified products offer the bonus gift of a cleaner environment.

By participating in this campaign, utilities and regional programs can tap into the broad resources of the ENERGY STAR partner network - including manufacturers and retailers. This leveraged approach is designed to raise the visibility of, and drive consumer interest in, these products and ENERGY STAR in general, at a lower cost than if each partner pursued these goals separately.

Many utilities and regional programs have educational outreach efforts in place for ENERGY STAR qualified products. Extending these activities to home electronics during the holiday season facilitates consistent year-round outreach and strengthens the overall value of ENERGY STAR to consumers - the more ENERGY STAR qualified products you choose, the more you'll save on utility bills, and the more you give to the next generation.

next generation technology 

Home electronics products that have earned the ENERGY STAR® have all the latest technology you're looking for in a fabulous gift. This includes energy-saving technology that helps to preserve our environment for future generations. Check out our full line of ENERGY STAR qualified TVs, DVD players, and stereos this holiday season.

PARTNER LOGO

Give ENERGY STAR qualified home electronics this season. They use less energy and help preserve our environment for future generations.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.  
[www.energystar.gov](http://www.energystar.gov)

 CHANGE FOR THE BETTER WITH ENERGY STAR

## 2003 CAMPAIGN TIMELINE

End of May	PR Plan available on "Partner Resources" pages
End of June	Marketing CDs out to partners
End of June	Gift Guide CDs out to partners
Early November	Gift Guide live on <a href="http://energystar.gov">energystar.gov</a>
November 28 <sup>th</sup>	Official campaign start date

### Opportunities for REPS and Utilities:

- Achieve year-round educational outreach goals for ENERGY STAR
- Partner with others in the ENERGY STAR network to increase the market share of ENERGY STAR qualified home electronics while sharing resources toward a common goal
- Leverage campaign marketing materials and national media outreach provided by ENERGY STAR

## 2003 CAMPAIGN AT-A-GLANCE

### ENERGY STAR Will Provide:

- **Bill Insert:** ENERGY STAR has developed a customizable bill insert as an easy way for utilities to educate consumers about the benefits of choosing ENERGY STAR qualified home electronics as gifts during the holiday season.
- **Holiday Gift Guide:** Utilities may link to or feature the Holiday Gift Guide on their Web sites. A Web banner to promote the Guide within their own site or link to it on the ENERGY STAR Web site will also be provided.
- **National Media Outreach:** ENERGY STAR will target national print and broadcast media outlets using an assortment of tactics which may include a satellite media tour, holiday shopping visits with the EPA Administrator or another prominent EPA Official, and advertorials or co-op advertising. Leveraging opportunities for utilities and REPS partners surrounding the national campaign PR will be discussed in further detail as ENERGY STAR's PR plans are finalized.

Timing:

November 28th to January 11th

Campaign Goals:

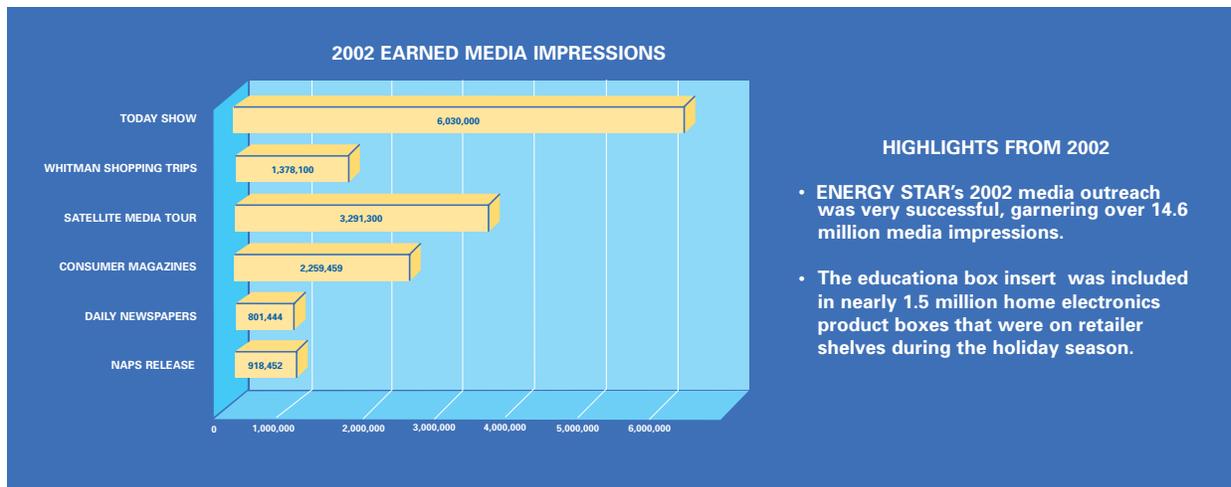
- Raise awareness of the ENERGY STAR label on home electronics products
- Increase distribution and prominence of ENERGY STAR qualified home electronics within retail environments
- Promote energy saving and environmental benefits of all products that have earned the ENERGY STAR

Call To Action:

Give the gift of a cleaner environment

Featured Products:

TVs, DVD players, TV combination units, CD recorders/burners, compact stereo systems, cordless phones



### For More Information:

To sign up or discuss specific opportunities for REPS and utilities, please contact your ENERGY STAR Account Representative. If you do not know who your Account Representative is, you may contact Chris Cloutier at D&R International. Chris can be reached at (651) 644-4017 or [ccloutier@drintl.com](mailto:ccloutier@drintl.com).

For additional questions and general information about the ENERGY STAR Home Electronics Holiday Campaign, please contact Denise Minor, US EPA, ENERGY STAR Communications, (202) 564-8978 or via e-mail at [minor.denise@epa.gov](mailto:minor.denise@epa.gov).

## WHAT PARTNERS ARE SAYING ABOUT ENERGY STAR NATIONAL CAMPAIGNS

- "It opened doors for my business."
- "[We] met our promotional goal of maintaining an ENERGY STAR presence during the holidays."