



ENERGY STAR® Home Upgrade

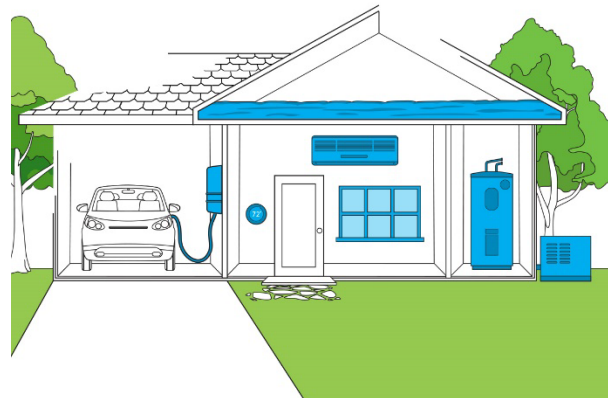


The Environmental Protection Agency is pleased to share plans for our fall ENERGY STAR Home Upgrade campaign to encourage households to make high-impact home improvements to save energy and money, while making their homes healthier and more comfortable. The ENERGY STAR Home Upgrade campaign will feature heat pump HVAC and smart thermostats, heat pump water heaters (HPWHs), as well as home envelope products, such as insulation and windows – all critical measures for optimal home efficiency and performance.

Following our successful fall '22 and spring '23 campaigns, this year's effort will feature the top-performing creative that drove nearly 20 million impressions and 150,000 clicks to energystar.gov, including a mix of social and digital banner ads. We are also introducing a new 60-second video that walks consumers through the benefits that an ENERGY STAR Home Upgrade can provide – from guidance on specific upgrades to access to incentives and contractors. And with the ever-increasing number of rebates and tax credits available for heat pump and home envelope upgrades, we anticipate a lot of interest in these home improvement opportunities.



ENERGY STAR® HOME UPGRADE



Partners who are actively marketing any one or more of the products that are part of the ENERGY STAR Home Upgrade or relevant programs are encouraged to join us throughout our promotion that will launch early November and run for three weeks. Just tag us [@ENERGYSTAR](https://twitter.com/ENERGYSTAR) in social media and we will amplify your post to our followers. See our ENERGY STAR Home Upgrade toolkit for marketing materials that you can use for your own outreach activities.

[Download the ENERGY STAR Home Upgrade Marketing Toolkit](#)

We are excited to hear how our partners are leveraging the value of the ENERGY STAR Home Upgrade as a marketing platform, as well as increased access to incentives, to

enhance your marketing efforts. Do not hesitate to reach out for more information, how to best collaborate, or to share your promotional plans.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: vohr.jill@epa.gov

The ENERGY STAR Communications Team

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