



# **Expanding ENERGY STAR Lighting to the Hispanic Market in Nevada**

***ENERGY STAR Lighting Partner Meeting  
April 4, 2005***





# Presentation Overview

- Why target the Hispanic market with ENERGY STAR?
- 2004 Hispanic Outreach Campaign
- Market Research Results and Lessons Learned
- 2005 Hispanic Outreach Campaign



# Why Target the Hispanic Market with ENERGY STAR Message?

- Population is growing significantly
  - Hispanics comprise 22% of Clark County  
(Source: 2000 U.S. Census)
- Leading minority in home purchasing
- Have increased spending on home improvement projects by 80% over the last 7 years



# 2004 Hispanic Outreach Campaign

- First outreach effort targeted at Hispanic community
- Partnership involving Nevada Power, The Home Depot, Entravision, and ENERGY STAR
- Month-long awareness building campaign in Spanish media coupled with a drive to retail
- Culminated in retail event on July 31



# Media Campaign: Gane Ahorrando Energia

- Attention-getting tagline: Win By Saving Energy
- “*Did You Know?*” TV and radio campaign focused on education and drive to retail
  - Dozens of spots on Radio TriColor
  - Over 40 TV vignettes on local Univision news station
  - On-air opportunities to win 90 ENERGY STAR prizes
  - Enter to win drawing for grand prize appliances
- 4-week color ad run in El Mundo
- Nevada Power representatives appeared on-air



# The Home Depot Event

- 20% increase in normal foot traffic
- Sales of 1,600+ ENERGY STAR qualified CFLs
- Strong sales of ENERGY STAR qualified ceiling fans with light kits
- Spanish point-of-purchase materials
- Live music, prizes, and dancing!
- Market research surveys







## Market Research Results

- 96% responded energy efficiency “very important”
- 85% said they would be willing to pay more for an energy-efficient that lowered their energy usage.
- 60% said that environmental benefits influence their purchasing decisions.
- Increasing value of home is key motivator



## Lessons Learned

- Important to test different approaches before designing full fledged campaign (Thinking you know vs. Knowing you know)
- Need to know your audience
- Ethnic marketing must be customized, not simply translated (The way I would translate vs. Appropriately written)



## 2005 Program Design

- Increase program's sustainability
- Extend current conservation offerings
- Involve all customer touchpoints
  - marketing, customer service, conservation, energy education, operations
- Create culturally sensitive messages
- Build relationships with key community stakeholders
- Focus on preferred products, e.g., ceiling fans with light kits