

Appliance Program Best Practices in the Northeast

2006 ENERGY STAR[®] Appliance Partner Meeting
Newport, RI
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Northeast ENERGY STAR Appliance Initiative

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Cape Light Compact (MA)

Efficiency Vermont (VT)

Long Island Power Authority (NY)

National Grid (MA, RI and NH)

New Hampshire Electric Cooperative (NH)

Northeast Utility Systems

Connecticut Light and Power (CT)

Western Massachusetts Electric (MA)

Public Service of New Hampshire (NH)

NSTAR Electric (MA)

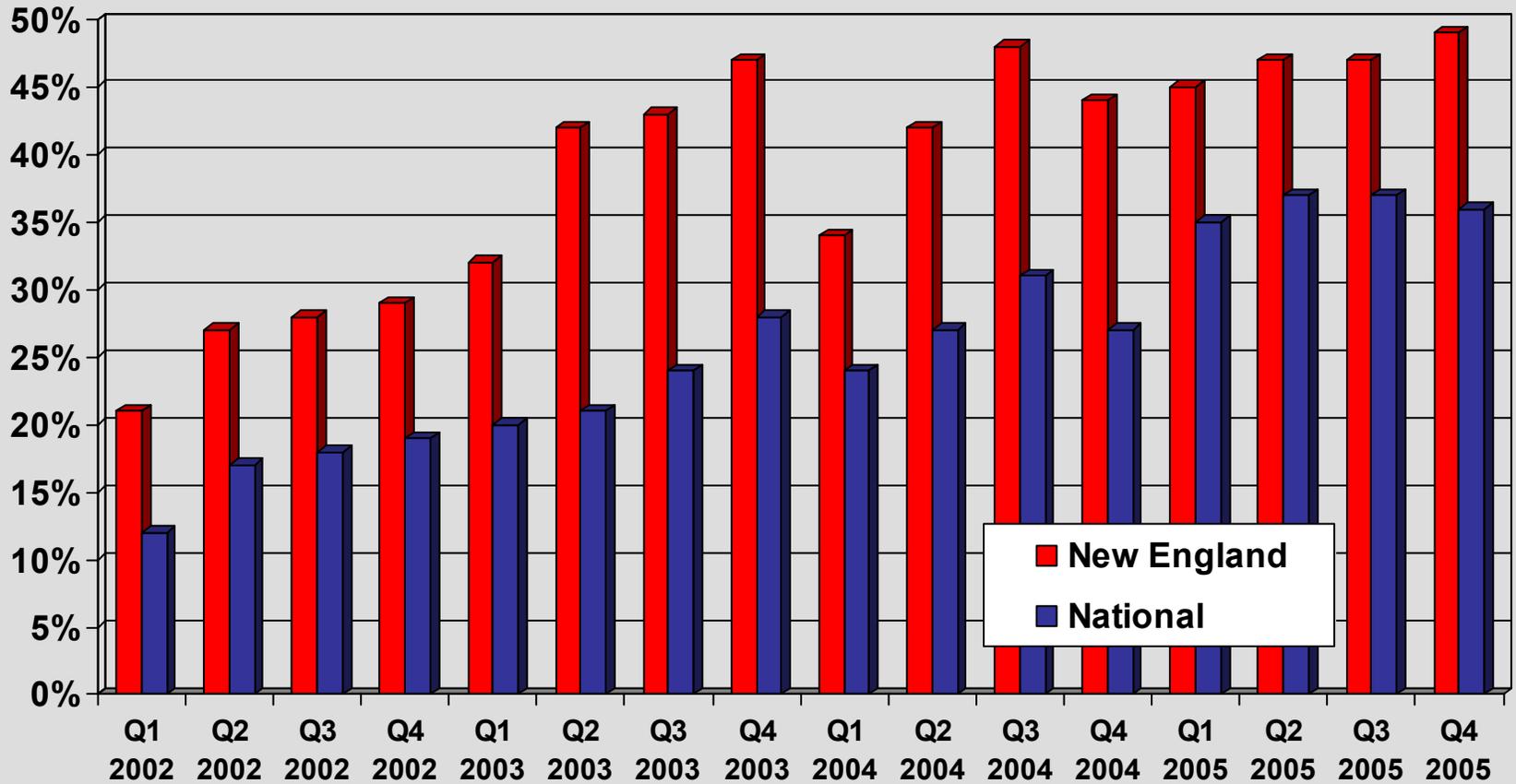
United Illuminating (CT)

Unitil (MA and NH)

MA, CT, RI, VT and NY Sponsors involved in the joint regional implementation facilitated by the Northeast Energy Efficiency Partnerships (NEEP)

NH Sponsors involved in the Core Utility Program

ENERGY STAR Quarterly CW Market Share* in New England and the Nation: 2002 - 2005



* Source: D&R International

National Grid's Service Territory

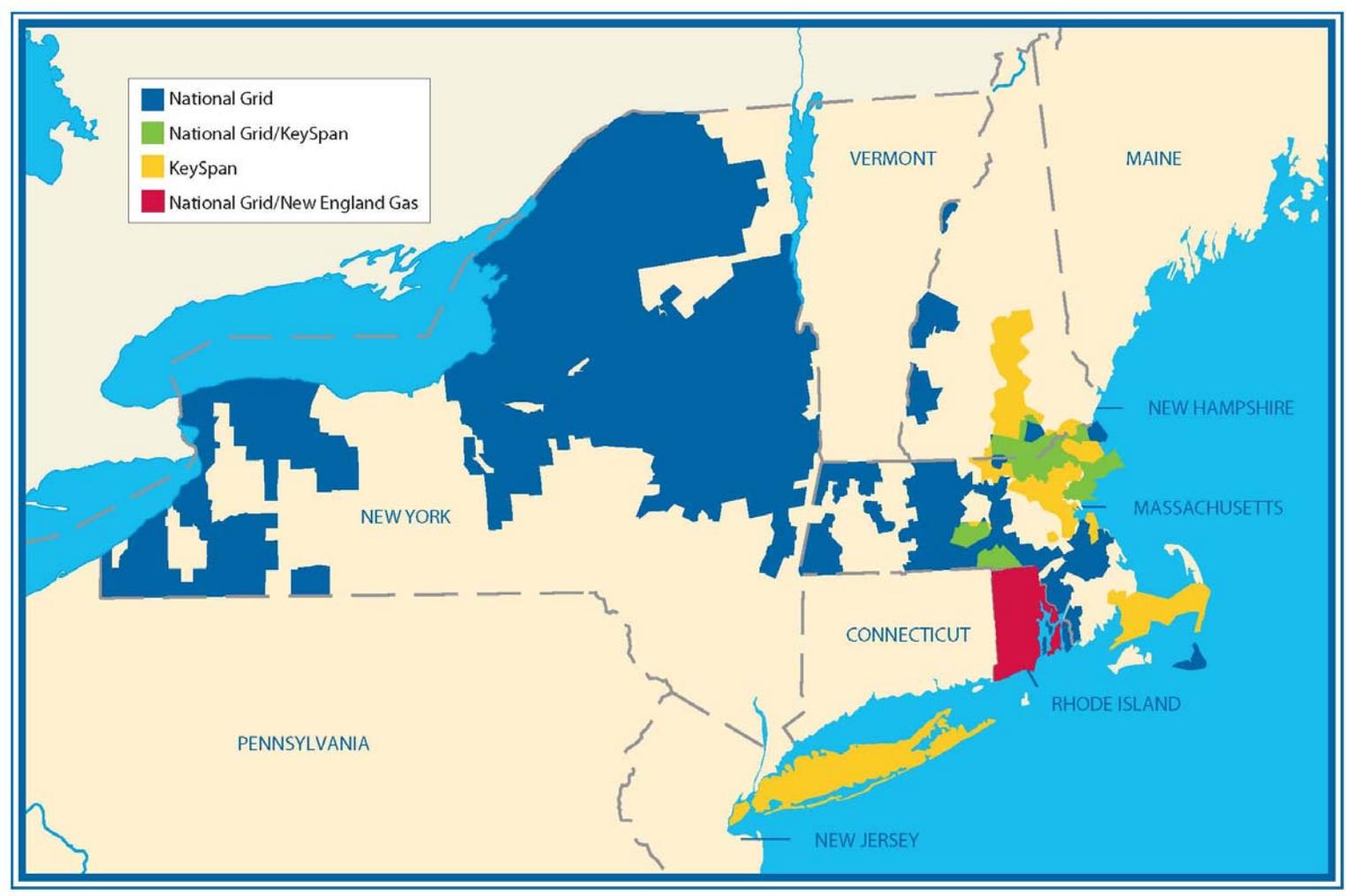
Brief Bio

- ◆ International energy delivery company
- ◆ 3.3 million electric customers in NY, MA, RI and NH
- ◆ 565,000 gas customers in NY
- ◆ Merger with KeySpan and RI business of New England Gas

Strengths: Conserving Energy

- ◆ Robust programs for 19 years
- ◆ 450 MW of demand reduction
- ◆ Exceeding \$1 Billion of Spending
- ◆ Reaching \$2 Billion of Customer Savings
- ◆ Serving over 60% of eligible customers

National Grid in the Northeast



Summary of National Grid's Appliance Programs

- ◆ Offer Appliance Programs in MA, RI, and NH
- ◆ Programs Promote:
 - ◆ Clothes washers
 - ◆ Room air conditioners
 - ◆ Dishwashers
 - ◆ Refrigerators
- ◆ Program Components:
 - ◆ ENERGY STAR
 - ◆ Retailer Outreach
 - ◆ Rebates (Clothes washers and room air conditioners)
 - ◆ Customer and Retailer Marketing
 - ◆ Web site: myenergystar.com



Today Focus on Clothes Washers



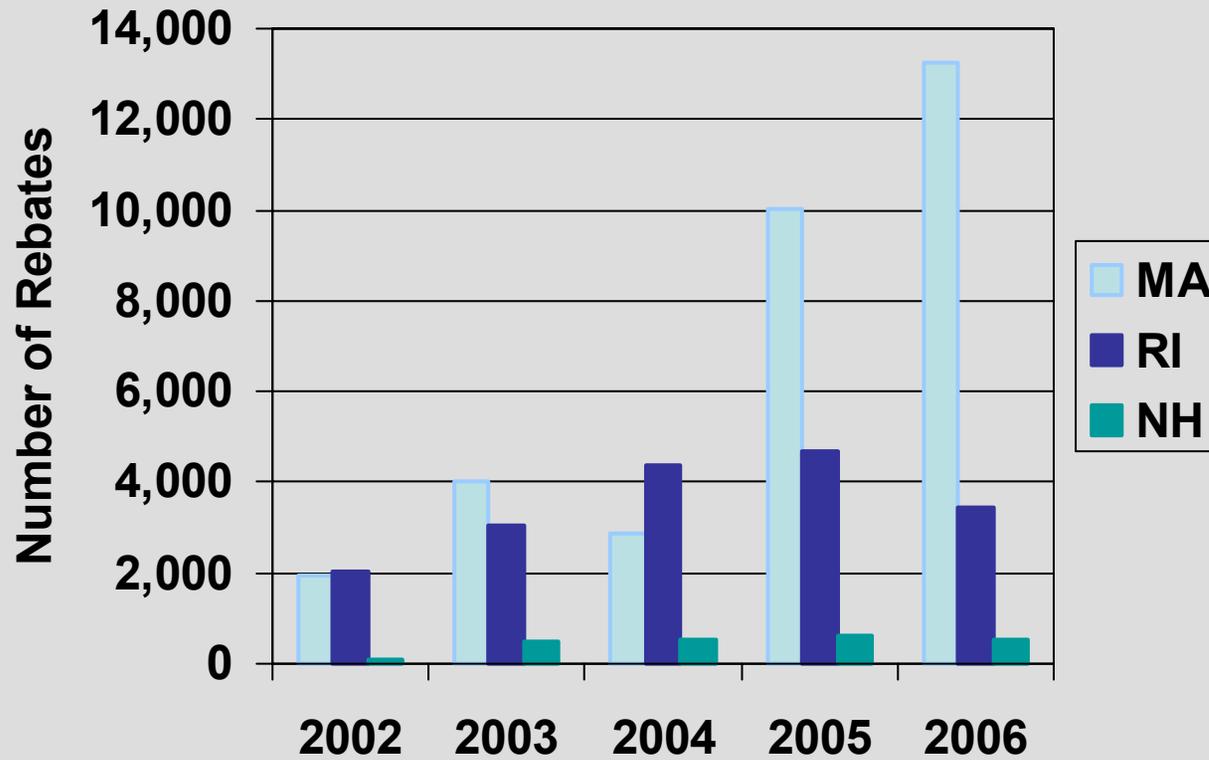
3 Levels of National Grid's Clothes Washer Programs

- ◆ New Hampshire
 - ◆ Maintained \$50 rebate on ENERGY STAR qualified clothes washers
 - ◆ Consistent active retailer outreach
 - ◆ Advertising in stores. No mass advertising.
 - ◆ In top 5 for all 4 appliances for market share data (D&R)

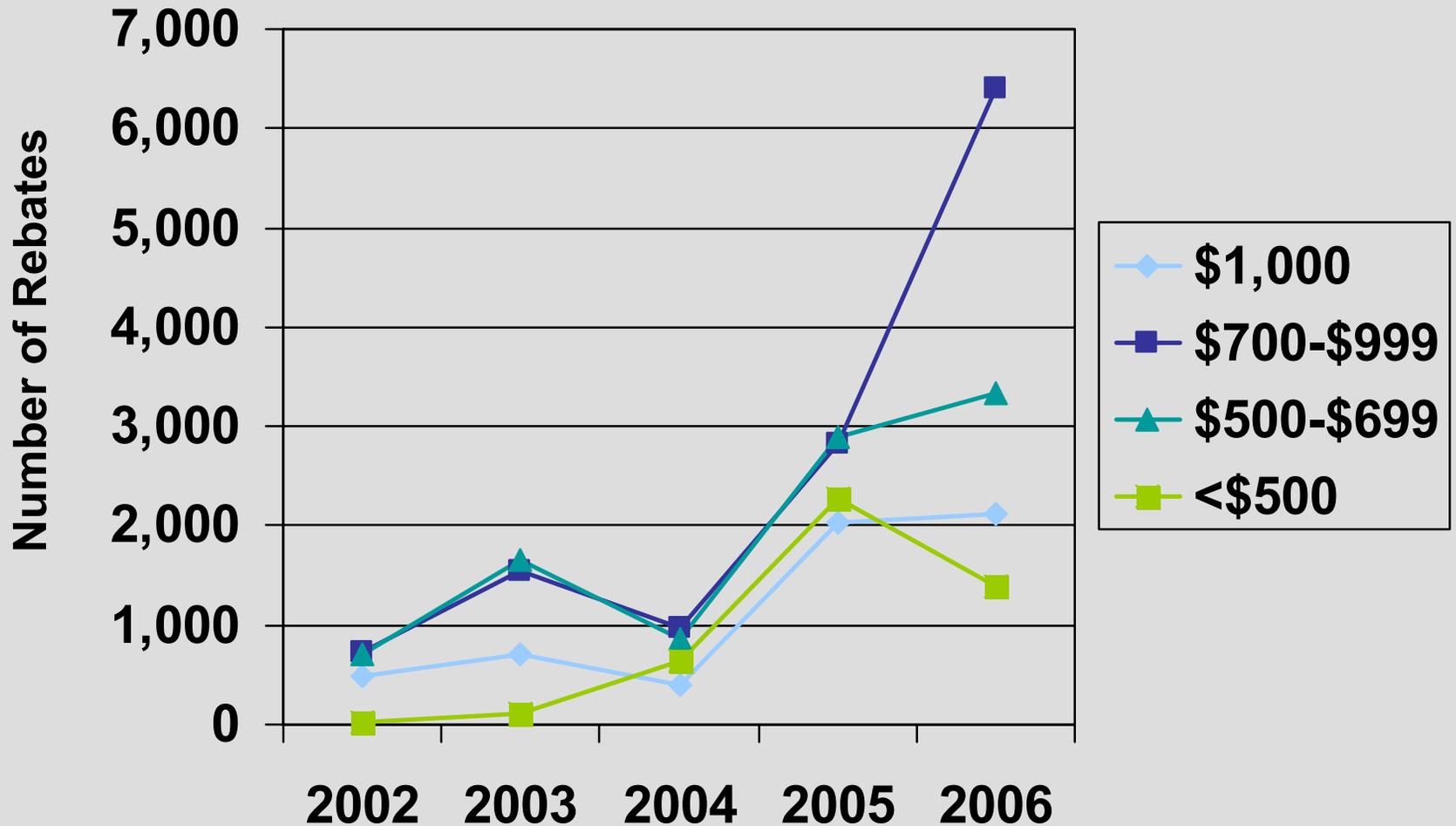
- ◆ Rhode Island
 - ◆ Continuous rebate offering on ENERGY STAR qualified clothes washers
 - ◆ Also participated in Joint Manufacturer/Retailer Promotions in 2002-2004
 - ◆ Decreased rebate level over the past several years (\$50 to \$35 to \$25).
 - ◆ Consistent active retailer outreach
 - ◆ Advertising in stores. Limited mass advertising (joint campaign with MA)
 - ◆ Rhode Islanders love rebates!

- ◆ Massachusetts
 - ◆ Various different rebates offers.
 - ◆ 2006: Continuous \$100 rebate on ENERGY STAR clothes washer 1.8 MEF +
 - ◆ 2005: Continuous \$50 rebate on ENERGY STAR clothes washers
 - ◆ 2002-2004: Short Term Joint Manufacturer/Retailer Promotions.
 - ◆ Active retailer outreach
 - ◆ More aggressive advertising in stores and via radio, Red Sox, Patriots

National Grid Clothes Washer Rebate levels

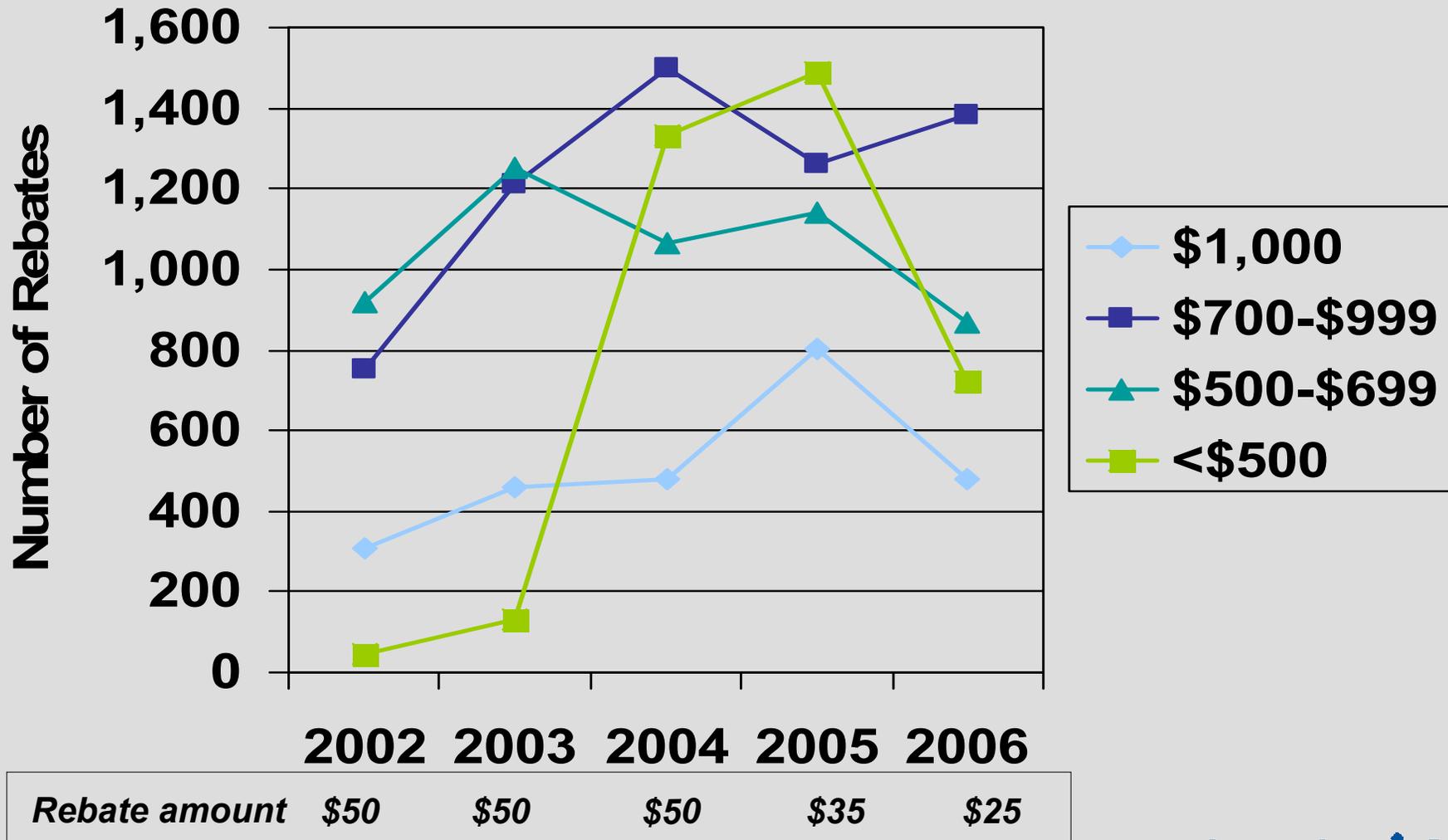


Clothes Washer Purchasing Trend in MA 10



Rebate amount	Short Term Joint Promos	\$50	\$100, 1.80+ MEF

Clothes Washer Purchasing Trend in RI



Impact of \$100 rebate/1.80+ Criteria in MA¹²

- ◆ Differed from expectations
 - ◆ Thought program would be limited
 - ◆ Possible confusion in marketplace around 1.80
- ◆ Offering \$100 Rebate Level
 - ◆ Number of rebates processed has hit the roof!
 - ◆ Independent retailers very excited to promote higher priced products with rebate.
- ◆ Setting 1.80+ level
 - ◆ Pushed consumers to even higher MEF.
 - ◆ In 2006, 41% 2.0+
 - ◆ In 2005, 29% 2.0+
 - ◆ Increased purchases of \$700-\$999 CW products and decreased purchases of <\$500 CW products. (MEF and Price go hand in hand)



“Show me the Money”



Earth Day Radio spot

2006 ENERGY STAR Appliance Retailer Field Delivery Approach for Massachusetts

Massachusetts Field Delivery

- ◆ Face-to-face in-store visits by a field rep dedicated to the retailer provides individualized access to program offerings
 - Ongoing access to program resources available to retailers through field rep cell phones, program hotline, and *myenergystar.com*
 - Consistently urge utilization of materials created with program's "look and feel" to enhance program awareness and recognition

- ◆ Frequency of in-store visits determined by analysis of retailer type and need
 - Quality of visits emphasized, not quantity

- ◆ Types of visits include
 - Routine field visits – replenish POP, rebates
 - Monitor special promotions
 - Assist with special events
 - Sales associate training
 - In-field inventories and surveys

What Do Massachusetts Appliance Retailers Think About Clothes Washer Rebates?

Successful programs deliver opportunities that add value to retailers – enabling them to increase sales and up-sell within a product category.

How do we know what makes retailers tick?

We Asked Them!! Retailers are ...

- ◆ Pleased the rebate increased from \$50 to \$100
- ◆ Able to utilize the rebate to steer customers to the higher end Clothes Washer models
- ◆ Using rebate to open ENERGY STAR discussion

What do Massachusetts Retailers Think? (cont'd) ¹⁶

- ◆ Easily identifying eligible models through the list printed on the rebate form, calling the program hotline, accessing *energystar.gov*, and regular updates from field representatives



- ◆ Realizing increased sales of higher MEF models due to \$100 rebate

What do Massachusetts Retailers Think? (cont'd) ¹⁷

- ◆ Stocking more 1.8 MEF+ ENERGY STAR Clothes Washers to meet the customer demand
 - Local Lowe's Appliance Sales Manager reported new overall corporate focus on stocking front loaders, generating a 50% increase on sales floor of these models
- ◆ Customers looking for inexpensive, non-ENERGY STAR appliances are not enticed by the \$100 rebate to upgrade to a high end model.

2006 ENERGY STAR Appliance Marketing and Communications for Massachusetts

Overall Strategy

- ◆ Ensure our message is “loud and clear,” consistent and highly visible
- ◆ Position Sponsors as consumers’ “go-to” source for information on energy efficient appliances
- ◆ Maximize results through:
 - ◆ Appropriate approach to key product categories
 - ◆ Proper leveraging of retail
 - ◆ Educate consumers through preferred vehicles, i.e. internet

Appliance Category Approach

- ◆ Broaden approach to appliance marketing
 - ◆ Data demonstrates there is no true selling season, so consistent support throughout the year is key to driving results
 - ◆ New Year's campaign in January
 - ◆ Earth Day campaign in April
 - ◆ Cool Your World in June-August
 - ◆ *Change a Light, Change the World* in October
- ◆ Appliances are a “considered” purchase, requiring consumer education
- ◆ Support participating retailers with training and access to regional Sponsor communications via *myenergystar.com*

MA Clothes Washer Rebate Form

The ENERGY STAR® \$100 Mail-in Rebate.
Get \$100 back from NSTAR Electric, National Grid (MA) (combined) or Cape Light Compact on your purchase of an eligible ENERGY STAR qualified clothes washer. Rebate valid on select ENERGY STAR models only. See sales associate for the most updated list of eligible models. This rebate is good for purchases made June 1, 2006 through November 30, 2006. All rebate requests must be postmarked no later than December 31, 2006. Limit: One rebate per NSTAR Electric, National Grid or Cape Light Compact residential electric account in Massachusetts.

To receive your rebate, please mail:
* Your dated sales receipt with the clothes washer manufacturer name & model number.
* A copy of your most recent electric bill from the location where the new clothes washer is installed.
* The completed form below.

Mail all 3 required items to:
EPI - MA ENERGY STAR Clothes Washer Rebate
40 Washington Street, Suite 2000 Westborough, MA 01581
(Please DO NOT include rebate coupons with utility bill payment.)

Please fill out completely. Incomplete information will delay or disqualify your rebate. All information below is required.

Your Name _____
Account/Installation Address _____, MA _____ Zip _____
City _____
Home Phone _____
Work Phone _____
Mailing Address (if different) _____
City _____ State _____ Zip _____
Email _____

Yes, I wish to receive information about energy-related products and services via: email mail

I have the following appliance(s) in my home:
Appliance: Fuel Type:
 water heater electric natural gas oil other
 clothes dryer electric natural gas other

House Type (check one or each column):
 owner primarily residence condominium/apartment
 rent vacation home multifamily # of units _____

Installation address:
Your electric company _____
Account # _____
Mfr. and Model # of listed ENERGY STAR qualified clothes washer purchased _____
Name and address of store where clothes washer was purchased _____
Purchase Price \$ _____ Purchase Date _____

ENERGY STAR® qualified clothes washers save energy, money, and help protect the environment.

Join the national effort to help use energy wisely. Buy appliances that have earned the ENERGY STAR. Only products delivering the highest level of energy efficiency are awarded the ENERGY STAR from the U.S. Environmental Protection Agency and the U.S. Department of Energy.

ENERGY STAR qualified clothes washers:

- Can save up to \$113 per year on your utility bills, compared to models manufactured before 1994.
- Use 18-25 gallons of water per load, compared to the 42 gallons used by a standard washer.
- Reduce drying time and other gentler cleaning action which creates less wear and tear on your clothes than most conventional models.

Look for the ENERGY STAR.
For more information, and a complete list of dealers call 877-ENERGY STAR 4 U or visit www.energystar.com.

\$100 off
Select ENERGY STAR® Qualified Clothes Washers
Mail-in Rebate
Eligible models listed inside.

Save BIG by choosing an eligible model with a Modified Energy Factor of 1.80 or greater, which is 23% more efficient than the current federal standard.

ASK ABOUT ENERGY STAR



List rebate-eligible Manufacturers and Models on inside of rebate form

NSTAR Electric, National Grid (MA) (combined) and Cape Light Compact are offering mail-in rebates of \$100 on select ENERGY STAR® 1.80+ qualified clothes washers with a Modified Energy Factor (MEF) of 1.80 and above.

Attribute () indicates that a utility rebate may be used in place of the rebate to reduce a cost or feature that does not affect washer efficiency.*

Manufacturer	Model(s)	Manufacturer	Model(s)
General Electric	WCVN620P WFD1462P WPGT950E**	Maytag	MAA950B MAA951B MAA955D MAA970D MAA975D MAA976D
Kenmore	2705*60* 2707*60* 2708*60* 4282*20* 4283*20* 4304 4305 4314 4305*20* 4306*20* 4307 4308 4309 4314 4315 4425 4482*20* 4483*20* 4484*20* 4485*20* 4486*20* 4487*20* 4488*20* 4489*20* 4490*20* 4491*20* 4492*20* 4493*20* 4494*20* 4495*20* 4496*20* 4497*20* 4498*20* 4499*20* 4500*20* 4501*20* 4502*20* 4503*20* 4504*20* 4505*20* 4506*20* 4507*20* 4508*20* 4509*20* 4510*20* 4511*20* 4512*20* 4513*20* 4514*20* 4515*20* 4516*20* 4517*20* 4518*20* 4519*20* 4520*20* 4521*20* 4522*20* 4523*20* 4524*20* 4525*20* 4526*20* 4527*20* 4528*20* 4529*20* 4530*20* 4531*20* 4532*20* 4533*20* 4534*20* 4535*20* 4536*20* 4537*20* 4538*20* 4539*20* 4540*20* 4541*20* 4542*20* 4543*20* 4544*20* 4545*20* 4546*20* 4547*20* 4548*20* 4549*20* 4550*20* 4551*20* 4552*20* 4553*20* 4554*20* 4555*20* 4556*20* 4557*20* 4558*20* 4559*20* 4560*20* 4561*20* 4562*20* 4563*20* 4564*20* 4565*20* 4566*20* 4567*20* 4568*20* 4569*20* 4570*20* 4571*20* 4572*20* 4573*20* 4574*20* 4575*20* 4576*20* 4577*20* 4578*20* 4579*20* 4580*20* 4581*20* 4582*20* 4583*20* 4584*20* 4585*20* 4586*20* 4587*20* 4588*20* 4589*20* 4590*20* 4591*20* 4592*20* 4593*20* 4594*20* 4595*20* 4596*20* 4597*20* 4598*20* 4599*20* 4600*20* 4601*20* 4602*20* 4603*20* 4604*20* 4605*20* 4606*20* 4607*20* 4608*20* 4609*20* 4610*20* 4611*20* 4612*20* 4613*20* 4614*20* 4615*20* 4616*20* 4617*20* 4618*20* 4619*20* 4620*20* 4621*20* 4622*20* 4623*20* 4624*20* 4625*20* 4626*20* 4627*20* 4628*20* 4629*20* 4630*20* 4631*20* 4632*20* 4633*20* 4634*20* 4635*20* 4636*20* 4637*20* 4638*20* 4639*20* 4640*20* 4641*20* 4642*20* 4643*20* 4644*20* 4645*20* 4646*20* 4647*20* 4648*20* 4649*20* 4650*20* 4651*20* 4652*20* 4653*20* 4654*20* 4655*20* 4656*20* 4657*20* 4658*20* 4659*20* 4660*20* 4661*20* 4662*20* 4663*20* 4664*20* 4665*20* 4666*20* 4667*20* 4668*20* 4669*20* 4670*20* 4671*20* 4672*20* 4673*20* 4674*20* 4675*20* 4676*20* 4677*20* 4678*20* 4679*20* 4680*20* 4681*20* 4682*20* 4683*20* 4684*20* 4685*20* 4686*20* 4687*20* 4688*20* 4689*20* 4690*20* 4691*20* 4692*20* 4693*20* 4694*20* 4695*20* 4696*20* 4697*20* 4698*20* 4699*20* 4700*20*	Miele	W1 W11 W1213 W1215 W1216 W1218 W1219 W1220 W1221 W1222 W1223 W1224 W1225 W1226 W1227 W1228 W1229 W1230 W1231 W1232 W1233 W1234 W1235 W1236 W1237 W1238 W1239 W1240 W1241 W1242 W1243 W1244 W1245 W1246 W1247 W1248 W1249 W1250 W1251 W1252 W1253 W1254 W1255 W1256 W1257 W1258 W1259 W1260 W1261 W1262 W1263 W1264 W1265 W1266 W1267 W1268 W1269 W1270 W1271 W1272 W1273 W1274 W1275 W1276 W1277 W1278 W1279 W1280 W1281 W1282 W1283 W1284 W1285 W1286 W1287 W1288 W1289 W1290 W1291 W1292 W1293 W1294 W1295 W1296 W1297 W1298 W1299 W1300
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W1995 W1996 W1997 W1998 W1999 W2000 W2001 W2002 W2003 W2004 W2005 W2006 W2007 W2008 W2009 W2010 W2011 W2012 W2013 W2014 W2015 W2016 W2017 W2018 W2019 W2020 W2021 W2022 W2023 W2024 W2025 W2026 W2027 W2028 W2029 W2030 W2031 W2032 W2033 W2034 W2035 W2036 W2037 W2038 W2039 W2040 W2041 W2042 W2043 W2044 W2045 W2046 W2047 W2048 W2049 W2050 W2051 W2052 W2053 W2054 W2055 W2056 W2057 W2058 W2059 W2060 W2061 W2062 W2063 W2064 W2065 W2066 W2067 W2068 W2069 W2070 W2071 W2072 W2073 W2074 W2075 W2076 W2077 W2078 W2079 W2080 W2081 W2082 W2083 W2084 W2085 W2086 W2087 W2088 W2089 W2090 W2091		

Proper leveraging of Retail



- ◆ Clear, consistent and actionable POP designed to help retailers close the sale with consumers
 - ◆ “Save BIG” messaging educates consumers about money, energy and environmental savings
 - ◆ Drive traffic to *myenergystar.com* for more information
- ◆ Sales Associate training
 - ◆ Sales associates have a large effect on the outcome of appliance sales, so it is integral that they are provided proper training on the benefits of ENERGY STAR products for the consumer
 - ◆ Modify training based on indicators from retailer training quiz.

In-store POP

Save BIG

And make a big difference. Choose ENERGY STAR® qualified appliances, and you'll save money, save energy and help protect the environment.

ENERGY STAR qualified CLOTHES WASHERS

- Use 50% less energy than non-ENERGY STAR models
- Save up to \$100 per year in energy and water use
- Have faster spin speeds to reduce drying time
- Can save over 7,000 gallons of water per year



ENERGY STAR qualified DISHWASHERS

- Use 25% less energy than non-ENERGY STAR models
- Can save over \$300 in energy costs during its life*
- Can save over 1,000 gallons of water per year*



*compared to a 10-year old model

ASK ABOUT ENERGY STAR



Save BIG

ENERGY STAR® qualified REFRIGERATORS & FREEZERS

- Use 50% less energy compared to 10-year old models
- Save up to \$100 per year in energy costs when replacing a model 10 years or older
- Use high efficiency compressors, improved insulation, and more precise temperature and defrost mechanisms to improve energy efficiency



ASK ABOUT ENERGY STAR

ENERGY STAR qualified AIR CONDITIONERS

- Use 10-28% less energy than non-ENERGY STAR models
- Save up to \$20 per year in energy costs when replacing a 10-year old model
- A properly sized unit can reduce humidity and make the room feel comfortable, without wasting energy



Products that earn the ENERGY STAR meet strict energy consumption and performance guidelines set by the US Department of Energy (DOE) and US Environmental Protection Agency (EPA).

By choosing ENERGY STAR products, you save money, energy, and the environment without compromising quality or comfort.

For more information, call 1-877-ESTAR 4 U (1-877-378-2748) or visit www.myenergystar.com

Save BIG

Save money, save energy and help protect the environment by choosing ENERGY STAR® qualified products.

ASK ABOUT ENERGY STAR

Relators:
To order more ENERGY STAR materials & brochures, please call:
1-877-ESTAR 4 U
(1-877-378-2748)

For more information on ENERGY STAR qualified products and rebates, visit www.myenergystar.com or call 1-877-ESTAR 4 U

Appliance Rebate Holder

Save BIG



And make a BIG difference. Choose ENERGY STAR® qualified products, and save money, save energy and help protect the environment for generations to come.

ASK ABOUT ENERGY STAR

For more information, call 1-877-ESTAR 4 U (1-877-378-2748) or visit www.myenergystar.com



Massachusetts Electric
A National Grid Company

NSTAR ELECTRIC
A National Grid Company

Western Massachusetts Electric
The Northeast Utilities System

Unitil
The Northeast Utilities System

Nantucket Electric
A National Grid Company

Appliance Fact Cards

Appliance Banner



Online Retailer Support

View and order POP, view incentives by state, access Co-op Advertising Kit

Northeast ENERGY STAR
Lighting and Appliance Initiative

sponsored by: **nationalgrid**

retailer services

- home
- retailer introduction
- rebates & coupons
- training
- pop materials
- teaming opportunities
- co-op advertising

ENERGY STAR
qualified fixtures
use up to
66%
less energy
than traditional
fixtures

Click here to win **Red Sox** Tickets!

Brought to you by:

Point of Purchase (POP) Materials

Below are links to view existing Northeast ENERGY STAR Lighting and Appliance Initiative POP materials and contacts for ordering POP materials for your retail outlets.

- Order POP Materials
- View POP Material Samples

Choose Your State:

Order POP Materials

To request point of purchase (POP) materials for your store, please contact the following supplier for your state:

Massachusetts, Vermont	Lockheed Martin 877-ESTAR 4 U (877-378-2748)
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[TOP](#)

View POP Materials

(18 items remaining) Downloading picture http://www.myenergystar.com/Documents/POP/2005/MA/Lighting/MA_Helps_Prote...

Consumer education on myenergystar.com

- ◆ Clean, user-friendly Web site
 - ◆ Easy, direct access to rebates & special offers
 - ◆ Landing site for promotions and events
 - ◆ Banners to highlight special promotions
 - ◆ Listings of upcoming events
 - ◆ Quarterly campaigns receive special prominence
 - ◆ Press releases and media resources

The screenshot shows the myenergystar.com website in a Microsoft Internet Explorer browser window. The page features a blue header with the text "Northeast ENERGY STAR Lighting and Appliance Initiative" and the NSTAR ELECTRIC logo. A navigation menu on the left includes links for home, products, rebates & coupons, resources, and contact. The main content area includes a "Save BIG. And make a big difference." banner, a text block explaining the initiative, and several promotional banners. One prominent banner offers a "FREE Sears \$40 GIFT CARD" with the purchase of an ENERGY STAR qualified clothes washer at Sears, valid on purchases of \$399 or more through 5/31/05. Another banner offers a "\$50 mail-in rebate" with the purchase of an ENERGY STAR qualified model at Lowe's. The page also features logos for nationalgrid and YALE.

Custom-Designed Online Clothes Washer Savings Calculator

Allows search by product or MEF

Identifies product's MEF and educates on benefits of high MEFs

The screenshot shows a web browser window displaying the 'Northeast ENERGY STAR Lighting and Appliance Initiative' page. The URL is <http://www.myenergystar.com/ClothesWashers.aspx>. The page is sponsored by National Grid. A navigation menu on the left includes 'home', 'products', 'rebates & coupons', 'resources', and 'contact'. The 'products' menu item is highlighted. Below the navigation, there is a gallery of product icons including a clothes washer, a dryer, a water heater, a furnace, a light bulb, a ceiling fan, and an air conditioner. The 'clothes washers' category is selected. The main content area features a calculator titled 'Update the fields below and click "calculate savings" to determine your approximate savings from switching to a new ENERGY STAR qualified clothes washer.' The calculator includes the following fields: 'Sort list of Energy Star Qualified Clothes Washers by model or MEF?' with a dropdown set to 'By Model'; 'Select an ENERGY STAR qualified Clothes Washer' with a dropdown set to 'MEF: 1.50 - Admiral AAV8005'; 'Cost of Clothes Washer to be purchased (to determine net life cycle savings?)' with a dropdown set to '500' dollars; 'Loads of laundry' with a dropdown set to '8' per week; 'Electricity cost' with dropdowns set to '10' cents per KWH; 'Water cost' with dropdowns set to '3' dollars per '1000 gallons'; and a 'Calculate Savings' button. On the left side of the calculator, there is a blue box with the text 'ENERGY STAR qualified CFLs last up to 10x longer than incandescent bulbs'. The page footer includes the ENERGY STAR logo and the National Grid logo.

Celebrate Earth Day Every Day

April, 2006



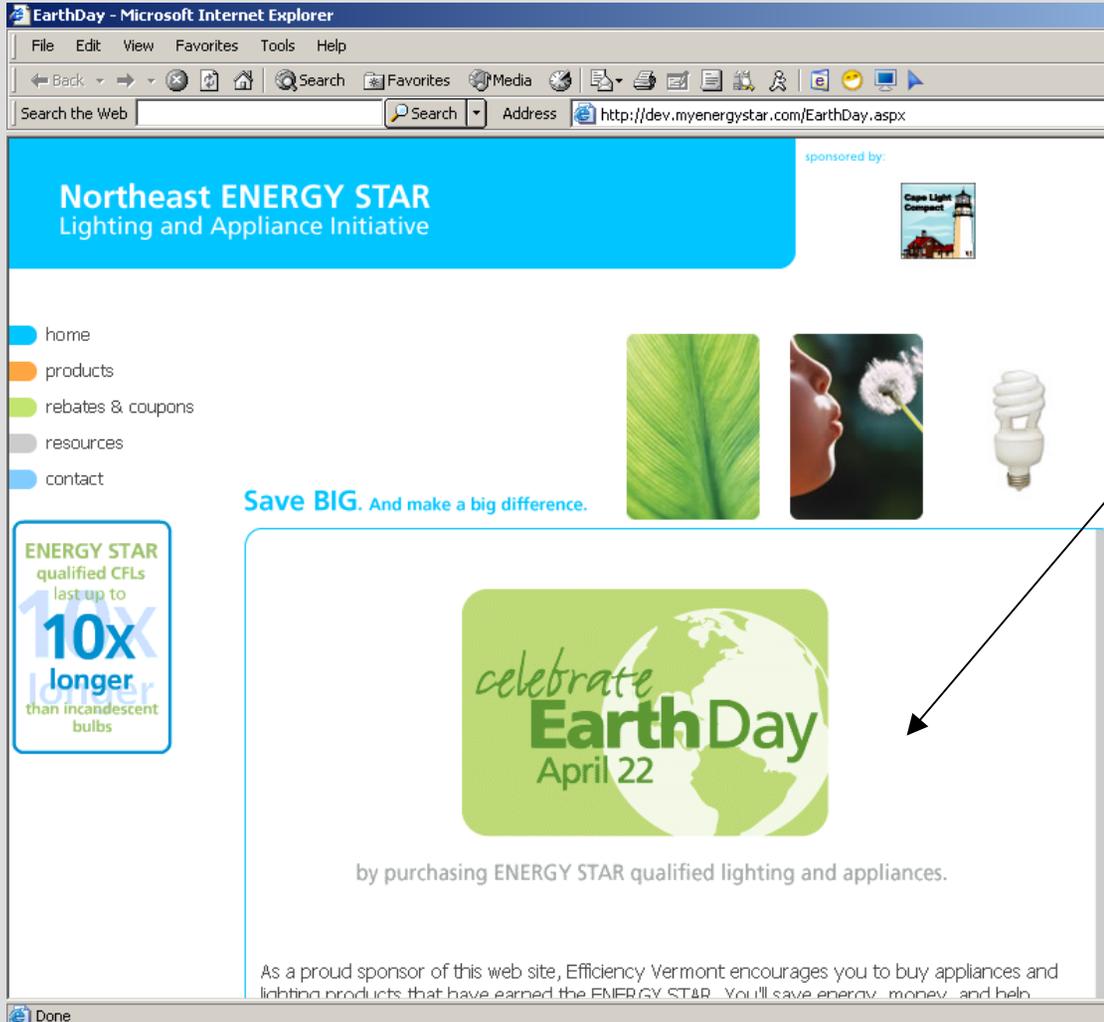
Earth Day
April 22, 2006

Save Energy. Save Money. Save BIG.
By choosing ENERGY STAR labeled products you save money, energy
and help protect the environment for generations to come.

Energy STAR
ASK ABOUT
ENERGY STAR

- ◆ Radio
 - ◆ :30 Earth day themed, cross-product spots
 - ◆ Drive consumers to *myenergystar.com* to learn more
 - ◆ Emphasize Sponsor as resource for energy efficiency information
- ◆ *Myenergystar.com*
 - ◆ Enhanced web content, banners
 - ◆ Feature on home page
- ◆ Retail Feature
 - ◆ Standard “Save BIG” In-store signage and rebates

Earth Day on *myenergystar.com*



Campaign-specific front entry page

Overall Lessons Learned

- ◆ Active presence in retail that adds value is key
 - ◆ Consistent “look and feel” to enhance program awareness
 - ◆ Design Retail POP to inform and educate consumers
 - ◆ Label ENERGY STAR Products
 - ◆ Train Retail Sales Associates
 - ◆ Gather and analyze in-field product data
- ◆ Follow market trend of enhanced use of Web site
- ◆ Year-long promotions and marketing provide continuity
- ◆ Coordinate all marketing and retail outreach efforts
- ◆ Big rebates “Carry a big stick” but one can maintain presence with reduced rebates
- ◆ Consumers took the challenge of the higher MEF