



Cool Your World with ENERGY STAR PR Outreach Plan



April 2006

Objectives



- Educate consumers about the link between home energy usage and greenhouse gas emissions
- Promote ENERGY STAR qualified cooling products and efficient cooling practices to help save on energy bills and protect the environment
- Product and practice focus:
 - Room AC
 - Ceiling fans
 - Programmable thermostats
 - Dehumidifiers
 - Proper HVAC sizing and installation
 - Home Sealing

Campaign Tools



ENERGY STAR[®] @home

- Focal point of Campaign
- Interactive and print versions
- Other Collateral Material
 - A Guide to Energy-Efficient Heating and Cooling (English and Spanish)
 - Point-of-Purchase materials
 - Media Outreach materials
- Web optimization
 - Paid search engine optimization linked to online tool



- **Educates homeowners about:**
 - How energy is used in their home
 - How the energy use impacts the environment
 - What they can do to save money and protect the environment
- **Accessed from www.energystar.gov/home and available to partners** for use on their Web sites
- **Interface allows users to visually see and interact on two levels**
 - Whole-home
 - Room-by-room
- Users will receive **helpful information in a variety of formats** (text, audio, visual) as they navigate throughout the home
- Upon completion, users will receive the **top 5 ENERGY STAR** recommendations for savings and energy efficiency
 - More tips available in PDF format
 - Option to “email a friend” as viral component
 - Opportunity to link to special offers

Cool Ideas for Participation



- Link to or host [ENERGY STAR @ home](#)
- Feature the tool on your web sites and link directly to your product offerings, special deals or incentives
 - Explore opportunities to distribute the tool to customers
 - Use collateral and POP to promote product in-store, in conjunction with tool
- Integrate ENERGY STAR into your existing summer promotions
- Let us help you coordinate with regional programs and maximize special deals

Cool Ideas for Participation



- Get featured in our CYW PR efforts or leverage ENERGY STAR PR and messaging to conduct your own media outreach and promote ENERGY STAR qualified cooling products
 - Campaign obtained impressive media results in 2005
 - 2005 CYW Campaign resulted in total known impressions, including all outlets: 130,058,372
 - Web sites: 82,567,481 impressions of 67 placements
 - Broadcast, Radio News Release: 12,322,020 listeners of 634 placements
 - Broadcast, Satellite Media Tour: 2,867,910 viewers of 26 airings

2006 PR & Media Strategies



- Viral Tactics/Media Partnerships
- Online/Blog Outreach
- Traditional Media
- Hispanic Outreach

Viral Tactics/Media Partnerships



- Send link to **ENERGY STAR @ home** as well as cooling tips to organizations that e-mail to mass audiences. Targets include:
 - Cooling “Tip of the Day” from ENERGY STAR
 - In partnership with a wireless phone company, send a message (“Tip”) to subscribers who have opted in for traffic/weather updates. Branded as “Brought to you by ENERGY STAR” and feature a link to **ENERGY STAR @ home** or www.energystar.gov

Viral Tactics/Media Partnerships



- Online Partnerships
 - Partner with an online content provider to develop a series of home energy articles featuring tips and other content from [ENERGY STAR @ home](#)
- Engage National Media Outlets as Content Providers
- Pitch specific blogs with cooling tips and link to [ENERGY STAR @ home](#)

Traditional Media



- Print – pitch cooling tips and **ENERGY STAR @ home**
 - Dailies, news weeklies, specialty publications, and long-lead glossy publications
 - News Wires/Syndicated Writers
- Television
 - Local broadcast affiliates and meteorologists
 - Pitch tips, B-roll and sound bites

Hispanic Outreach



- **Print**

- Newspapers (editorials/packaged content)
[ENERGY STAR @ home](#) Print version (translated for placement in print articles)
- “A Guide to Energy-Efficient Heating and Cooling” (translated)

- **Web**

- Coordination with OPA for info on EPA’s Spanish Web portal

- **Other**

- Possible broadcast media pitching