ENERGY STAR National Product Promotions Update and ENERGY STAR Day!

October 24, 2017

Jill Vohr, Team Lead, ENERGY STAR Labeling Branch Consumer Outreach
What We Have, TOGETHER, Accomplished.
2017 Campaign Impact:

Promotional pages had more than 544,000 pageviews.

MORE THAN 16 MILLION IMPRESSIONS in print, social, and online media in 2017

MORE THAN 5,230 PLACEMENTS THROUGH NAPS

1.2 MILLION VIDEO VIEWS

MORE THAN 1.1 MILLION NEWSLETTERS DELIVERED

MOTHERLY

Brandpoint

Fatherly

bobvila

YouTube

NAPS

Google Display Network

EPA
NATIONAL PRODUCT PROMOTIONS

What Are the National Product Promotions?

• Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns – timed with product seasonality.
• Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty.

Co-Marketing Opportunities

• Facilitate and leverage promotional support from manufacturing and retail partners.
  ✓ Media partnerships and other paid efforts, POS marketing, vast reach from earned and owned channels (including contractor outreach, where relevant), and more.

Resource Leveraging and Co-branding Opportunities

• Provide promotional materials and tools with compelling look and feel for effective consumer engagement and, ultimately, adoption.
  ✓ Resources to support multiple media channels from retail and community events to digital (online and social).

What EPA Will Be Doing in the Market

• Push out through a variety of media channels that drive impressions and traffic to promotional ENERGY STAR webpage hub featuring partner programs.
  ✓ POS, online advertising, media partnerships, owned channels, and more!
• Energystar.gov/marketing_materials
• Water Heater Promotion
Accomplishment Highlights
Flip Your Fridge: BobVila.com Combo

- Sponsored article on BobVila.com to reach homeowner audience interested in remodeling and home upgrades.
  - More than 1.6 million impressions on bobvila.com and social media
  - 6,600 pageviews; 10x the number that BobVila.com averages per month
  - 159,000 emails delivered
Kenmore partnered with BobVila.com to sponsor their Flip Your Fridge give-away. Their sweeps page featured Flip Your Fridge messaging with the ENERGY STAR mark. Three utility partners participated by promoting the give-away in their regions.

- **43,900+** unique contest entrants
- **118,000** emails delivered; **13.86%** open rate
Pool Pumps: Using Humor to Effectively Engage

- Google Display Network ads targeted to pool owners in states with utility rebates.
  - 1.6 million impressions
  - More than 40,000 views (view is counted when watched at least 30 seconds)

<table>
<thead>
<tr>
<th>Video</th>
<th>Impressions</th>
<th>Views</th>
<th>View Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pools of Our Lives</td>
<td>146,171</td>
<td>40,390</td>
<td>27.63%</td>
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</table>
Room AC: Reaching Hard-to-Reach Audiences

- Created two 30-second video ads to reach Spanish-speaking and low-income audiences based on consumer data that identified video as the most effective channel for reaching this audience.
- Utilized geo-targeted GDN video ads in New York City, Boston, and Chicago markets where there were both rebate programs and high room air conditioner sales.
  - GDN video ads were served more than 1.8 million times and generated 42,000 clicks to energystar.gov/roomac.
  - Average CTR (click through rate) of 2.31% is above the industry average of 0.5-1%, and the CTR for Spanish ads, is well above that at about 5%!
Laundry: Dads Doing Laundry Appeals to Everyone!

- Worked with influencer media, *Fatherly*, to leverage their strong following among millennial Dads and Moms with content featuring fathers doing laundry and the benefits of ENERGY STAR.
  - Total impressions = 3,111,832

**Fatherly**

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**Rich Media Banners**

Drove to ENERGY STAR landing page via 300 x 250 and 320 x 50 banners

**Full Article Sponsorship**

Drove to ENERGY STAR landing page through a hyperlinked logo and partner mentions. Italicized copy at the beginning and end of the article identified Energy Star as our partner.

**Premium Native Content Promotion**

Promoted expert article via Fatherly’s premium ROS native units in our homepage’s “From Our Partners” section and across all articles on Fatherly.com in our in-stream promotional unit.
Laundry: *Fatherly Combo*

- LG partnered with *Fatherly* to sponsor their laundry giveaway, *WIN THE WASH*.
- Resulted in over **10,000** entrants; nearly double *Fatherly’s* average number of sweepstakes entrants.
LIMITED-TIME SPECIAL OFFER ON AEP OHIO’S ONLINE LIGHTING STORE

ONLY ENERGY STAR® LED BULBS ARE CERTIFIED TO DELIVER:

- Highest Quality Performance
- Just the Right Brightness & Color
- Big Energy Savings – last 12+ years!
- Environmental Benefits

Get 20% off all lighting at AEP Ohio’s online lighting store.

With special pricing through our online store May 1 - June 30, plus free shipping for orders over $50*, now’s the perfect time to make the switch to LEDs. Start saving today at AEPOhio.com/Lighting.

*While supplies last.
Must be an AEP Ohio residential customer. Limit 12 bulbs per customer. Free shipping for orders of $50 or more. $5 shipping for all other orders.

Bill Insert – AEP Ohio
**Postcard – PSEG Long Island**

**ENERGY STAR POOL PUMPS**

**S**ave **M**oney, **S**ave **E**nergy, **A**nd **P**rotect **T**he **C**limate.

Visit energystar.gov/poolpumps today.

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**Pull the plug on a big energy drain.**

Your old pool pump could be costing you nearly $500 in energy every year. A new ENERGY STAR certified model will use up to 70% less energy than a standard unit, saving you up to $340 per year in energy bills. You could see payback on your investment in just two years.

**With ENERGY STAR, smarter tech runs deep.**

Certified pool pumps are available in two-speed or variable speed models, meaning they run at lower speeds for tasks like filtration, which saves energy.

**Is it time to take the plunge?**

Does your pool pump show these warning signs of wearing out and wasting energy?

- Runs with less power
- Overheats and shuts off
- Makes more noise
- Is seven or more years old

**Dive into your savings today with utility rebates.**

PSEG Long Island offers up to $350 towards your purchase of a new ENERGY STAR pool pump when installed by a participating installer.

Visit psegliny.com/efficiency for complete program details.

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**MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.**

Visit energystar.gov/poolpumps today.

**EPA**

Save $350 with a PSEG Long Island Rebate!
Flip Your Fridge to ENERGY STAR®

Flip your Fridge by recycling your old one and purchasing a new, ENERGY STAR certified model and receive up to $125 in rebates from New Jersey’s Clean Energy Program. Start adding up the savings!

- Make a difference for the environment. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could save you $250 on your energy bills over the next five years!
- On top of the lower energy bills, you can save even more with a rebate up to $75 towards the purchase of a new ENERGY STAR refrigerator.
- Make sure your old refrigerator is properly recycled (and get another $50) to prevent even more greenhouse gas emissions and help preserve precious resources.

A new ENERGY STAR certified refrigerator uses less energy than two 60-watt light bulbs.

Replacing Your Old Refrigerator Saves Energy, Money, and the Environment:

Fast Facts:

- On average, a 15-year old refrigerator uses twice as much energy as a new ENERGY STAR refrigerator.
- Replacing a 15-year old refrigerator with one that has earned the ENERGY STAR could save you $50 or more a year in utility costs.

Properly Recycle Your Old Refrigerator:

- By keeping that old refrigerator in your basement or garage, you could be wasting $110 per year.
- We can help you responsibly recycle your old refrigerator and/or freezer and provide a $50 incentive. You’ll be glad to know that approximately 95% of each appliance is recycled!
WIN A BRAND NEW ENERGY STAR® FRIDGE
WITH THE FLIP YOUR FRIDGE CAMPAIGN!

Enter Bob Vila’s Flip Your Fridge Giveaway for your chance to win an ENERGY STAR® certified Kenmore Elite 75043 Smart French Door Bottom-Mount Refrigerator in stainless steel.

ENTER NOW!
Social Media – Mass Save

#DYK your pool pump could be your home's second largest energy user? Learn how to cut down this cost from ENERGY STAR's #AsktheExpert video!

Ask the Expert: Pool Pumps
Many pool owners don't realize how much energy their pool pump may be wasting. All swimming pools have at least one recirculation pump, but many have multiple...

Pools of Our Lives
See how this pool stops wasting her energy by finding a new ENERGY STAR certified pool pump.

If you love penguins, AND pools, then this video is for you (via ENERGY STAR)!

Twin Beaks - ENERGY STAR®
Lasting over 12 yrs, @ENERGYSTAR certified LED bulbs will be there for all the moments they brighten #LighttheMoment

bit.ly/2aFzSGK

That moment when… actions speak louder than words.

Did you know that ENERGY STAR-certified LED bulbs last over 12 years? Save now with SCE&G’s EnergyWise Savings Store. For a limited time, residential electric customers can get any combination of our three, top-selling LED bulbs for $1 each & FREE shipping on all 5-bulb orders. energyfederation.org/sceg #LighttheMoment

Lasting over 12 years, @ENERGYSTAR certified LED bulbs will be there to brighten your moments for years to come. #LighttheMoment

That moment when… inspiration strikes.

It's almost #EarthDay! Save energy, money & the planet by switching to @ENERGYSTAR certified LED bulbs- for a lifetime of moments #LighttheMoment

That moment when… your favorite team gets a new fan.

Your moments, your world, both deserve the best. Light them with @ENERGYSTAR certified LED bulbs. #LighttheMoment

ow.ly/7uZA30bgAb9
Make the most of your moments with @ENERGYSTAR-certified LEDs. They use up to 90% less energy with just the right brightness. #LightTheMoment

That moment when... you can tell she has your smile.

LIGHT THE MOMENT
WITH ENERGY STAR®

That moment when... you really were surprised.

LIGHT THE MOMENT
WITH ENERGY STAR®

Make the most of every family moment w/ @ENERGYSTAR certified LEDs. They save energy & protect the environment. #LighttheMoment #TipTuesday

LIGHT THE MOMENT
WITH ENERGY STAR®

That moment when... love is the main ingredient.

That moment when... sleep is out of the question.

KCP&L: Kansas City Power & Light
April 24

Make the most of your life moments with KCP&L LED bulbs. They use up to 90% less energy and deliver just the right brightness and color. kcp.com/led
#LightTheMoment
Laundry done better
For you and our planet

SMUD
Powering forward. Together.

Flip your fridge
Cool for you and our planet

Laundry done better
For you and our planet

SMUD
Powering forward. Together.

EPA
Retail Events – Central Hudson
ENERGY STAR® Smart Thermostats Deliver:
- Demonstrated Energy Savings
- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control

PSEGLN Made Simple

SAVE $490
over the lifetime of ENERGY STAR® certified clothes washer and even more with ENERGY STAR® washer/dryer pair.

20% LESS ENERGY
Clothes dryers that have earned the ENERGY STAR® use approximately

Learn more at energystar.gov
HELP PROTECT THE ENVIRONMENT
Replace your old, inefficient bulbs with ENERGY STAR and join us in:

☑ Saving $566 million each year in energy costs.
☑ Preventing 7 billion pounds of carbon pollution.

Your Moments
Your World
Light them with ENERGY STAR

Learn more at:
www.energystar.gov/chooselight
Way to Go on Ways to Save!
Way to Save Tips Web Service

Way to Save Tips is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

Tips include:
- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

Partner Benefits

- Fresh and Frequent Content
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.

- Once the web service is adopted, you’re done! You do not have to think about it again.
Best Year Yet for Participation!
# ENERGY EFFICIENCY PROGRAM SPONSOR PARTICIPATION

<table>
<thead>
<tr>
<th>Planning to Participate (as of 10/19)</th>
<th>Number of EEPS</th>
<th>Households Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>76</td>
<td>48,871,100</td>
</tr>
<tr>
<td>Refrigerators</td>
<td>29</td>
<td>18,097,630</td>
</tr>
<tr>
<td>LED Lighting</td>
<td>49</td>
<td>23,379,514</td>
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<tr>
<td>Pool Pumps</td>
<td>24</td>
<td>11,988,701</td>
</tr>
<tr>
<td>Room AC</td>
<td>22</td>
<td>13,952,867</td>
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<tr>
<td>Laundry</td>
<td>25</td>
<td>21,081,935</td>
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<tr>
<td>Water Heaters</td>
<td>28</td>
<td>30,347,403</td>
</tr>
<tr>
<td>Smart Thermostats</td>
<td>14</td>
<td>17,854,101</td>
</tr>
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</table>
What’s to Come… 2018!
ENERGY STAR. The simple choice for energy efficiency.

January | February | March
- Energy Star Most Efficient
- Pool Pumps

April | May | June | July
- National Promotion
- Flip Your Fridge
- Laundry
- National Promotion
- Room A/C
- Cooling
- Streaming

September | October | November
- National Promotion
- Water Heaters
- National Promotion
- Smart Thermostats
- National Promotion
- Lighting

Materials Available:
- March: Water Heaters, Smart Thermostats
- April: Lighting
- August: Pool Pumps
- October: Flip Your Fridge
- November: Room AC, Laundry

EPA
• **Coming up NOW! Holiday promotion** featuring ENERGY STAR certified Smart Thermostats and another effective combo with BobVila.com.

• **Water Heaters:** putting the finishing touches on some cool new resources to help increase adoption of heat pump water heaters with HUGE savings potential by reducing the barriers of “Cost too much”, “Not right for me”, and “Can’t find an installer”....
  - **Water Heater Replacement Guide** to walk consumers through the simple steps to determine whether a heat-pump water heater is right for them.
  - **Installer Finder** providing access to professional installers of heat pump water heaters vetted by our partners.

• **Flip Your Fridge 2018** will turn to the next tier of consumers still with old, energy-hogging refrigerators PLUS add ENERGY STAR Most Efficient.
  - **Hard-to-reach audiences** (lower income and Spanish-speaking) working with vloggers and featuring Best Value Finder.
  - **Super Greenies** for ESME.
• **Make the Cool Choice 2018** will continue to leverage the success of the 30-second videos targeting hard-to-reach audiences; but more proactively geo-target regions timed with heatwaves.

• **Laundry Made Better 2018** will pick up where we left off and develop creative featuring the transformative effects of Dads doing laundry with ENERGY STAR for Father’s Day, June 17th, 2018.

• **Light the Moment**: Starts now with households across the country sharing their moments lit by ENERGY STAR certified lighting and ENERGY STAR Day outreach TODAY, and more to come in 2018!
Enter to win a $1,500 ENERGY STAR-certified appliance of your choice.

Share a photo of a special moment with @ENERGYSTAR @MaxLite + hashtag #LightTheMoment thru 10/31 for a chance to win:

ow.ly/BSxl30fOi6p

Light the Moment Contest for a chance to win a $1,500 ENERGY STAR-certified appliance

Three simple steps to enter:

From Oct. 1 through Oct. 31, 2017:

1) Take a photo of yourself either at a Central Hudson lighting event (schedule below) or at home capturing a special moment (such as doing homework with your child, family dinner, playing games, etc.).

2) Post the photo on Twitter, Facebook or Instagram using both hashtags #WinWithCentralHudson AND #LightTheMoment.

3) Upload that photo through this form.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, Oct. 7</td>
<td>9 a.m. to 1 p.m</td>
<td>Fishkill Home Depot</td>
<td>450 State Route 9, Fishkill, N.Y. 12524</td>
</tr>
<tr>
<td>Saturday, Oct. 21</td>
<td>9 a.m. to 1 p.m</td>
<td>Wappingers Falls Home Depot</td>
<td>1570 Route 9, Wappingers Falls, N.Y. 12560</td>
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<tr>
<td>Tuesday, Oct. 24 (Energy Star Day)</td>
<td>2 p.m. to 6 p.m</td>
<td>Newburgh Home Depot</td>
<td>1220 Route 309, Newburgh, N.Y. 12560</td>
</tr>
<tr>
<td>Saturday, Oct. 28</td>
<td>9 a.m. to 1 p.m</td>
<td>Poughkeepsie Home Depot</td>
<td>3470 North Road, Poughkeepsie, N.Y. 12601</td>
</tr>
</tbody>
</table>
Exploring next wave (to keep up with all of you!), targeting those big represented by HVAC
Remember That Big Number?
2015-2016 LED Bulb Sales (as a % of other bulb technologies sold)
The Power of ENERGY STAR
Now more than Ever!
CLUTTER CREATES INERTIA

- Clutter in the media…clutter in the shopping aisle.
  - **Decision simplicity**: how easily customers can gather, understand and **trust** information about products, compare their options, and make a confident decision (*HBR*)
    - Brands that score in the top 25% for decision simplicity were 86% more likely than those in the bottom 25% to be purchased, 9% more likely to be repurchased and 115% more likely to be recommended to others.
  - **Shopper attention**: Consumers are decreasingly attentive at point-of-sale and crave expert guidance to make decisions.
    - Average attention spans are shortening in the social age
      - 12 seconds in 2000 down to 8.25 in 2015 (9 seconds is the average attention span of a goldfish)
      - Essential to grab consumers attention in 3 seconds or less
      - Customers need to hear a message over 13 times to act
EMOTIONAL CONNECTION AND TRUST MOST IMPORTANT

• “An emotional connection matters more than customer satisfaction”
  – *HBR* study found that while consumer reported that brands’ functional facets were most important, emotional connections proved far more important in decision making.
    • Among the top 10: Protect the environment, enjoy a sense of well-being, and have confidence in the future.
    • While emotional factors drive decision making, rational factors provide justification for the decision post-purchase.

• “In a post-truth world, consumers are putting their dollars where their trust remains intact.”
  – *Mintel’s North America Consumer Trends for 2018* states that trust has become one of the strongest drivers in how consumers choose products, services, and which organizations and politicians to support.
YOUR BRAND HERE + ENERGY STAR =

- Draws Attention
- Makes it Simple
- Provides Guidance
- Delivers Credibility
- Elicits Trust
- Connects Emotionally
- Incents the Sale

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>90%</td>
<td>Recognize the Energy Star label</td>
</tr>
<tr>
<td>85%</td>
<td>Understand what it means</td>
</tr>
<tr>
<td>45%</td>
<td>Purchased Energy Star-labeled products</td>
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</tbody>
</table>

74% of these purchasers were influenced by the label in their decision. 80% are likely to recommend ENERGY STAR to a friend.
LIGHT UP THE COUNTRY WITH ENERGY STAR LED BULBS!

- **GEO-TARGET** “dark” regions.
- Work with **YOU** in **YOUR REGIONS** to segment customers and reach the right audiences with the right message to incent behavior change.
- Engage support from other **MARKET ACTORS** to create synergies.
  - Retailers, Manufacturers
  - Community-based organizations, such as BGCA and Girl Scouts
  - C&I and Home Builder partners, etc.
- Ultimately create an **UMBRELLA MOVEMENT** around ENERGY STAR LED lighting by supplementing national Light the Moment outreach with on-the-ground, POS, grass-roots marketing leveraging the power of the brand.
- **GOAL:** Rally the troops to fill those billions of inefficient sockets with energy-efficient, high-performing ENERGY STAR bulbs. **JOIN US!**
• **Share this link on Facebook:** bit.ly/ltmvideo
  - Tag @ENERGYSTAR
  - Use #LightTheMoment

• **Join your peers and spread the word about how ENERGY STAR connects with people’s lives and makes them better.**

  **Wi-Fi login information:**
  **Name:** 2017ENERGYSTARMeetings
  **Password:** 2017ESTAR

  *Visit the ENERGY STAR table near registration if you have any questions.*