

Annual Outreach Plan: ENERGY STAR® PRODUCTS



JANUARY

TVs for
SUPER BOWL

APRIL

EARTH DAY

MAY

COOLING
FOCUS

JUNE

TARGETED PROMOTION
ENERGY STAR
MOST EFFICIENT

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
ROOM
A/C

NATIONAL PROMOTION
POOL
PUMPS

SEPTEMBER

HEATING
FOCUS

OCTOBER

CHANGE THE WORLD
TOUR
(LIGHTING)

ENERGY STAR
DAY
(4TH TUESDAY)

NOVEMBER

BLACK FRIDAY

NATIONAL PROMOTION
WATER HEATERS

Materials Available:

- JANUARY**
- Earth Day
 - Pool Pumps
 - Cooling
 - Room A/C

Materials Available:

- FEBRUARY**
- Change the World Tour
- MARCH**
- Water Heaters

Materials Available:

- APRIL**
- ENERGY STAR Day
- MAY**
- Black Friday
- JUNE**
- Heating
- JULY**
- TVs for SUPER BOWL

Materials Available:

- OCTOBER**
- Flip Your Fridge
- NOVEMBER**
- Room A/C
 - ENERGY STAR Most Efficient