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Nevada ENERGY STAR® Partners Marketing Campaign 2001-2007
“The Breakfast Club” was formed in 2001, partnering with EPA to launch the very first Nevada ENERGY STAR campaign.

The diverse steering committee included: utility companies, HERS providers, three builders and a new home magazine owner/representative.
Mission

• The steering committee’s mission was to develop a marketing campaign that increased consumer awareness of the ENERGY STAR brand and promoted the building of ENERGY STAR homes to the local homebuilders.
**Steps in Building a Successful Campaign**

- **Steering Committee** designs the strategic approach each year based on budget and needs of builders & the market. Sets the timeframe of the campaign.
- **Steering Committee** corresponds with builders and supporting businesses, promoting the partnership 2-3 months in advance of campaign launch. This correspondence helps the committee determine the interest for the annual campaign’s membership drive.
Primary Campaign Outline

• Kick-off Meeting:
  – Power Point presentation of Nevada ENERGY STAR Partners’ planned campaign
  – EPA key speaker
  – Call for commitment
  – Call for committee members
  – Applications are distributed.
  – Q & A
Advertising and promotion
Geared to drive consumer to www.thinkenergystar.com

• Advertising Campaign – promoting brand, partners & designed to drive traffic to ENERGY STAR builders

• Public Relations Campaign – promoting ENERGY STAR brand, promoting partners & educating consumers
• **Website Campaign** – education; promote builders with links; link to [www.energystar.gov](http://www.energystar.gov); post events

• **Radio & Television Campaign** – branding, education and drive to website

• **Signage Campaign** – billboards drive to website; on-site bootleg signs at subdivisions to promote the ENERGY STAR brand
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- **Events** – participate in local outreach events (e.g. Earth Day Faire, builder trade shows), schools (e.g. art contest), home showcases; passport promotion; retail coupon book promotions for ENERGY STAR products

- **Training Seminars** – sponsor well-known experts to train builders & tradespeople on proper implementation of energy efficient building practices; train subdivision sales agents on selling techniques for high performance homes
Nevada ENERGY STAR Partners’ Accomplishments

2001
7 Partners
  5 Builders
  2 Business Partners

2002
32 Partners
  17 Builders
  14 Business Partners
  20% Penetration Rate of ENERGY STAR homes
  17% ENERGY STAR consumer awareness
2003
34 Partners
  19 Builders
  15 Business Partners
46.4% Penetration Rate of ENERGY STAR homes
76% ENERGY STAR consumer awareness

2004
39 Partners
  20 Builders
  19 Business Partners
58.7% Penetration Rate of ENERGY STAR homes
87% ENERGY STAR consumer awareness

2005
42 Partners
  23 Builders
  19 Business Partners
60% Penetration Rate of ENERGY STAR homes
88.9% ENERGY STAR consumer awareness
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**2006**

55 Partners

- 28 Builders
- 27 Business Partners

**67% Penetration Rate of ENERGY STAR homes**

**90% ENERGY STAR consumer awareness**

**Awards**

Nevada ENERGY STAR Partners received the EPA’s National Awards:

- **Partner of the Year**: 2003
The framework of the Nevada ENERGY STAR Partnership…

The formula for SUCCESS!
Nevada ENERGY STAR Campaign Committees & Responsibilities

Steering Committee

• Consists of all committee chairs and honorary committee members
• Role is strategic planning for the annual campaign
• Chairperson is responsible for partner correspondence, reporting & organization of campaign
• Chairperson is responsible for correspondence between all committee members
• Meets bi-weekly 3 months prior to campaign roll out, monthly thereafter
• Update of all committees’ progress by each chairperson at meetings
Advertising Committee
Develops and places all media advertising

- Las Vegas Review-Journal – 13 week campaign, Saturday/Sunday = 26 ads
  - Possible special section, RJ as media sponsor

- Las Vegas New Homes Guide
  - Full page builder ad (June-August)
  - Full page partner ad (June-August)
  - Pull-out insert/map (July)
PR Committee
Develops and oversees all PR stories and activities

- Las Vegas Review-Journal – 13 weeks, Saturdays/Sundays = 26 stories
- Las Vegas New Homes Guide
- New Homes Guide Platinum Business Partners Advertorial (July)
- ENERGY STAR Month – declarations from all major municipalities in southern Nevada
Website Committee

- Updates [www.thinkenergystar.com](http://www.thinkenergystar.com) website with new consumer educational information

- Maintains the website’s builder links, events, public relation articles, partner support
Technical/Education Committee

- **Training seminars** specific to building industry (including builder’s construction, purchasing, design departments,) trade companies & building officials.
  - Houses that Work – by Gord Cooke through EEBA
  - New ENERGY STAR guidelines including Thermal Bypass Checklist

- **Sales & Marketing Training** to all builders’ and trade companies’ sales & marketing teams.
  - Selling the High Performance Home – by Gord Cooke through EEBA

- **ENERGY STAR Qualified Homes Thermal Bypass Checklist Manual** – produced by Nevada ENERGY STAR Partners

Note: Training Seminars – *Exclusive* to Nevada ENERGY STAR Partners
How do you initiate & drive a partnership within your market?

It’s all about the people behind the campaign. Seek out strong & passionate marketing, networking, market and utility experts to drive the campaign.

Builders, trade contractors, HERS providers & raters, utilities, bank & mortgage companies, PR firms, advertising firms, energy efficient product/material suppliers, state & local government entities & builder associations …..
2007 Campaign Goals

- Designed to provide a *sustained local presence* for ENERGY STAR and help *build consumer awareness* of the *benefits* of ENERGY STAR qualified homes and the *builders* who offer them

- *Generate and drive traffic* to builders’ ENERGY STAR communities

- *Educate and train* construction, sales and marketing teams about the construction practices as well as features and benefits of ENERGY STAR qualified homes

- *Globally position Nevada* as the leading ENERGY STAR state as well as the *forerunner* in energy efficiency and environmentally friendly living
Salute to our 2006 Nevada ENERGY STAR® Builder Partners

- Amstar Homes
- American Premiere
- Astoria Homes
- Avante Homes
- Celebrate Homes
- Centex Homes dba Real Homes
- Concordia Homes
- Desert Wind Homes
- Distinctive Homes
- Engle Homes
- KB Home
- Lennar EI
- Meritage Homes
- Pardee Homes
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Salute to our 2006 Nevada ENERGY STAR® Builder Partners

- Pulte Homes
- Rhodes Homes
- Rimini Home
- Royal Const./Spinnaker
- Ryland Homes
- Signature Homes
- Southwest Homes
- Sopra Homes
- Standard Pacific Homes
- Storybook Homes
- Toll Brothers
- Warmington Homes NV
- Westmark Homes
- Woodside Homes

Energy STAR®
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Salute to our Nevada ENERGY STAR® 2006 Business Partners

**Platinum Partners**

- Builders Choice
- Countrywide Home Loan
- Dupont/Tyvek
- Energy Inspectors
- Environments for Living
- Howard Hughes Corp/Summerlin
- Nevada Power

**Gold Partners**

- Milgard Window
- Sierra Air
- Southwest Gas
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**Silver Partners**

- Consol – Comfort Wise
- Energy Conservation Group
- F. Rodgers Insulation
- K&K Framers/KB Framers
- Redrock Insulation
- Rocky Top
- Move.com
- Select Build
- Wholesale Lighting

**Honorary Partners**

- Faiss Foley Warren PR
- Lamar
- MSI
- PIE Design & Marketing
- Southern NV Home Builders Assoc.
- Southern NV New Homes Guide
- SCINC Marketing
Contact information for Nevada Energy Star Partners @
www.thinkenergystar.com