Rediscovering the Best of the Best: ENERGY STAR Most Efficient

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ENERGY STAR Products Partner Meeting
September 6, 2018
Phoenix, AZ
ENERGY STAR Most Efficient Launched in 2011

- ENERGY STAR
- ENERGY STAR Most Efficient
- Emerging Tech
ENERGY STAR Most Efficient – Then & Now

2011
• 7 product categories
• 138 models; 32 brands
• 2 utilities participating with in-store pilot

2018
• 13 product categories
• 2,899 models; 155 partners
• 30 energy efficiency program sponsors participating, serving more than 14 million households
ENERGY STAR Most Efficient

✓ The Year’s Best of ENERGY STAR for Energy Efficiency and Innovation
✓ ENERGY STAR Most Efficient 2018 is a distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovations
✓ An award the truly represents the best of ENERGY STAR.
The ENERGY STAR Most Efficient Consumer
**WHO is the ENERGY STAR Most Efficient Audience?**

- Likely to be high-income females, ages 30-50
  - Educated, health-conscious, active
  - Average HHI of $100,000+
  - Likely to be members of Gen X
- Purchasers of luxury goods
  - Affluent females make up 68% of household purchases
  - More likely to have a vacation or second home
  - Take finances seriously
  - Very active online
    - Frequent users of social media platforms, online searches
**WHY this Audience?**

- Actively seek information about new and existing environmentally conscious businesses, brands, and practices
- Shops green not only for herself/her family, but because buying green products is “the right thing to do”
- Top spenders in all retail categories
  - More likely to follow through on commitment to purchase green products
**HOW Are We Reaching Our Target Audience - 2018**

- **Strategy:** leverage Facebook for an ad campaign to generate awareness, engagement, and clicks to energystar.gov/mostefficient
  - Boosted timeline post
  - Carousel video ad
- **Timing:** March 2018
**HOW Are We Reaching Our Target Audience - 2018**

- Facebook’s robust data can help us hone in on key audience segments, including:
  - Adults 30-50. HHI 100,000+
  - Behaviors: Green living, homeowners, high-end retail and appliance shoppers, above average spending.
  - Interests: Energy efficiency / conservation / renewables, environmentally friendly / environmentalism, green brands, sustainable living, home improvement, luxury goods.

- Results
  - Timeline post (video)
    - 516,500 impressions; 8,942 clicks
  - Carousel post (series of videos)
    - 380,529 impressions; 10,065 clicks
HOW Are We Reaching Our Target Audience - 2018

• Integrating in broader product promotions
  – Flip Your Fridge
    • ENERGY STAR Most Efficient Refrigerators
  – Laundry Made Better
    • ENERGY STAR Most Efficient Clothes Washers & Clothes Dryers
**HOW Are We Reaching Our Target Audience - 2018**

- This fall – NEW heat pump dryer video to communicate benefits and excite tech-savvy buyers
- Strategy
  - Video ads on YouTube to raise awareness
  - Display ads on Facebook and GDN to drive clicks to ENERGY STAR website
- Geotargeted where heat pump dryer models are floored and available rebates
- Timing: Late October – early November
  - Just in time for holiday season!
Helping the ENERGY STAR Most Efficient Customer Find the Right Product
WHERE does one find ENERGY STAR Most Efficient Products?
# ENERGY STAR Most Efficient 2018 — Clothes Washers

The Year's Best of ENERGY STAR for Energy Efficiency and Innovation

**WHEN ONLY THE BEST WILL DO**

Introducing ENERGY STAR Most Efficient 2018, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest technological innovation. It is an award that truly represents the best of ENERGY STAR.

## Price and Location Information

<table>
<thead>
<tr>
<th>Model</th>
<th>Volume (cu. ft.)</th>
<th>Annual Energy Use (KWh/yr)</th>
<th>Annual Water Use (gallons/yr)</th>
<th>Price Range</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LG WM6600HVA</strong></td>
<td>5.8</td>
<td>120</td>
<td>4588</td>
<td>$1,583.68 - $1,799.99</td>
<td>- 5.8 cu. ft. Mega Capacity TurboWash Washer with Steam Technology and NFC Tag On</td>
</tr>
</tbody>
</table>
| **Samsung WF68H91TAA** | 5.6              | 135                        | 4429                          |             | - Front-load washer  
  - 7 Cycles including 15-Minute SpeedWash™  
  - ColdWash™ Option enabled by AI Control™  
  - Downloaded New Cycle from smartphone  
  - TrueBalance™ Anti-Vibration Technology  
  - Ultra Large Capacity 4.3 cu. ft.  
  - Stainless Steel Tub  
  - Extra Wide Door Opening, Dual LED Display with Intuitive Dial-A-Cycle™ controls and Touch Button  
  - 1300 RPM  
  - DirectDrive Motor (10 Year Warranty) |

See more - product detail >>
LG WM9500H*A

Load Configuration: Front Load
Volume (cu. ft.): 5.8
Integrated Modified Energy Factor (IMEF): 3.1
US Federal Standard (INEF): 1.84
Annual Energy Use (kWh/yr): 120
Integrated Water Factor (IWF): 2.7
Annual Water Use (gallons/yr): 4555
Connected: No
Paired ENERGY STAR Clothes Dryer: No

Price and Location Information

EPA is adding price and location information for ENERGY STAR most efficient products to enhance the consumer experience and to locate models. Data on price and availability are sourced from retail websites for informational purposes only. Prices may vary in store. Please share any issues or feedback with the features by reporting it here.

All products are available in the U.S. and may also be available in Canada.

Find Online

Clicking on the “Go” link below will take you to web sites external to the energy Star® site.

BEST BUY

Best Buy

WM9500H*A

Premium Black Stainless Steel
In Stock
Free to store

$1,719.99

FRYS.COM

Frys

WM9500H*A

In Stock

$1,719.99

Show All

Find Local Retail Locations for: 01778 change zip code

Map & Stock Information

The Home Depot
Marlborough - #2607
4.5 miles

Kmart

9.1 miles

Best Buy
FRAMINGHAM, MA - #583
5.2 miles

Sears

NATICK - A - #2031403
6.4 miles

The Home Depot
Ashburn - #1074

EPA
WHERE does one find ENERGY STAR Most Efficient Products?

- Promotional blocks on the relevant ENERGY STAR Product pages

 energiesaver.gov/products/refrigerators

DID YOU KNOW?
The ENERGY STAR Most Efficient 2018 certification recognizes products that save you energy and money while protecting the environment.
WHERE does one find ENERGY STAR Most Efficient Products?

- Enhanced Product Finder
Partner Promotions – Beko
Let it grow. Let it grow. Let it grow. Our ENERGY STAR® Most Efficient 2018 dishwashers allow us to give water back to the world. Visit arborday.org to learn more about the Arbor Day Foundation or better yet, go plant a tree. Wait. Do both. #ArborDay #Innovation #Bekolngenuity
**Partner Promotions - Samsung**

**Flexible space**

Easily maneuver the adjustable racking system to maximum space when you’re fitting in an oversized item. The Third Rack with Flextray™ is a removable rack that simplifies unloading silverware and oversized utensils. And it’s up to 15 place settings in a single wash, ideal for clean up after entertaining.

**Faster, easier clean up**

Remotely monitor and control the dishwasher from your smartphone with Wi-Fi connectivity. Speed up the wash cycle with Express 60, a setting to clean dishes faster. It’s ideal for lighter loads. Plus, enjoy virtually silent wash cycles; this dishwasher is quietest in its class at 38 dBA. Then relax, because the Indicator Light shows whether the dishwasher is running and can be seen from across the room and the Digital Leak Sensor identifies leaks as small as 1 oz. and shuts itself off before water can escape.

**ENERGY STAR® Certified**

ENERGY STAR® certified products meet strict energy efficiency specifications set by the government. This Samsung dishwasher not only meets ENERGY STAR® requirements; it exceeds them.

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**ENERGY STAR**

The simple choice for energy efficiency.
Offer a $50 REBATE when you sell Energy Star® Most Efficient Washers + Energy Star® Dryers + Excelsior HE Laundry Detergent together.


Energy Star® Most Efficient Washer Models:
• 33% Energy Savings • 32% Water Savings
August 25 - October 16, 2018

Partner Promotions - Nationwide

Energy Star®, the energy-efficient product brand recognized by 90% of consumers and present in nearly half of all U.S. households
When Should I Start my Promotion? Now!

• Product availability continues to increase with more eligible products than ever before
• EPA offers a variety of online resources to help consumers find the ENERGY STAR Most Efficient product right for them
• EPA is conducting more outreach to raise awareness and drive clicks to the website
  – Online advertising tools like Facebook to speak directly to our target audience
Key Contacts – ENERGY STAR Most Efficient

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