ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers

October 14, 2015
ENERGY STAR Most Efficient

- An extension of the trusted ENERGY STAR brand.
- Recognizing the most efficient products among those that qualify for the ENERGY STAR in a given year.
- Represents the “best of the best” in energy efficient products.

- Interest is growing
  – In 2015, more than 40 energy efficiency program sponsors serving 26 million residential customers featured ENERGY STAR Most Efficient 2015.
  – Up dramatically from around 15 in 2014.
ENERGY STAR Most Efficient

ENERGY STAR

ENERGY STAR Most Efficient

Emerging Tech
This session is brought to you by
Give P’s a Chance!

- Product
- People
- Place
- Promotion
• **Product**
• **People**
• **Place**
• **Promotion**
Product

- Popular brands and products
- Specialty brands and models
Dishwasher Models Are Available at Independent Retailers

*Must be an authorized Viking dealer
Refrigerator Models Are Available at Independent Retailers

- BOSCH
- LIEBHERR
- SAMSUNG
- Fisher & Paykel
Clothes Washer Models Are Available at Independent Retailers
• **Product**
• **People**
• **Place**
• **Promotion**
People: Customers

Super Greenie

Female
Ages 30-50
High income
Educated
Health conscious, active
Frequent users of social media platforms, online searches.

Independent App. Retailer

Majority over 30
Shopped by appliance shoppers with average HHI of $100,000+
4 year degree and above
Healthy lifestyle
Value and shop at local stores
Heavy social media use
Research purchase online
People: Independent Retailers

- Local owners
- Trained and tenured staff
- Provide consistency on the sales floor
- Deep product knowledge and selling expertise

“...it’s hard to beat your neighborhood mom and pop retailer if you want attentive, knowledgeable salespeople…”

Best Places to Buy Appliances; Consumer Reports, July 2014
• Product
• People
• Place
• Promotion
Place
Top DMAs for ENERGY STAR Most Efficient Target Customers
ROSE: This map will show density of Independent retailers in these markets. Detailed analysis being completed by next week.

Jason Warner, 9/3/2015
• Product
• People
• Place
• Promotion
Promotion

- Flexibility to work with a utility on promotions
- Local focus
- In-store
  - Signage
  - Displays and stocking
  - In-store video
- External
  - Print/news paper ads
  - Digital
    - Member Website
    - Banner ads
ENERGY STAR Most Efficient 2016
Communications Messaging and Activities

• Geo-targeted, customer segmented media campaign
• NEW! More Markets
• NEW! Timing in coordination with your efforts
• Favor markets with EEPS ENERGY STAR Most Efficient programs
  – Consumer Marketing Toolkit in development
And last but not least...

Partnership
Thank you & Safe travels!