Recipes for Success
Flip Your Fridge and Appliance Promotions

ENERGY STAR® Products Partner Meeting
October 14, 2015
Portland, OR
Seizing the Early Replacement Opportunity

• Increased consumer motivation to reinvest in kitchen upgrades and renovations presents attractive opportunity to meet rebounding appliance sales demand for sleek, connected and efficient refrigerators.

• 19.5 million 15yr+ refrigerators still in use throughout the U.S.
  – Mix of primary (12.4M) and secondary (7.1M)
    • Northeast: 21%; Mid-West: 27%; South: 29%; West: 22%
      – 74% are in single family detached homes
      – 70% are in households of 1 or 2 people
        » Empty nesters and new homeowners
      – 80% are in homes that are owned vs rented
      – 63% in households with income <$60,000

ENERGY STAR combined with early replacement offers a compelling consumer savings message.
Developing the Strategy

**Goal:** Create a nationally coordinated, targeted promotion to prompt early replacement and increase the sale of ENERGY STAR refrigerators, while encouraging proper recycling

- Generate national momentum
- Encourage coordination among utilities, retailers and manufacturers
- Capture the attention of key consumer groups across the country

**Challenge:** Develop engaging messaging and materials and facilitate coordination between partners nationwide

- Get consistent messaging and materials in stores and out to consumers
Executing the Plan: 2015 Flip Your Fridge

Partner Support

• Developed marketing toolkit with messaging, graphics, and co-brandable templates
  – www.energystar.gov/marketing_materials
• Worked with ENERGY STAR retail partners to approve in-store signage options
• Coordinated with LG, Best Buy, and The Ellen DeGeneres Show to raise national awareness
Executing the Plan: 2015 Flip Your Fridge

National ENERGY STAR Outreach

• Promotional web page on energystar.gov
  – Featuring participating partners
• Online ads
  – AARP, The Nest, Owner IQ
• Ongoing social media
  – Earth Day Twitter Party
• Newsletters
ENERGY STAR Channel Marketing

- Targeted ads with OwnerIQ
- April 23 – June 3, 2015
- Total impressions: 16,177,832
- Target audience: Appliance/refrigerator shoppers, wedding/engagement, movers/new homeowners/remodelers, empty nesters
ENERGY STAR Channel Marketing

- AARP Online
- April 23 – June 3, with 5-day goal post ad April 30 – May 4
- Total impressions: 1,360,507
- Target audience: Empty nesters with middle income

AARP Facebook Post

- 48,000 views
- 100 likes, 31 comments
ENERGY STAR Channel Marketing

• The Nest
• April 23 – June 3
• Total impressions: 1,079,491
• Target audience: Young couples who are more likely to be appliance shoppers and new home buyers
Energy Efficiency Program Sponsors – Spreading the Word

Online article, banner ads and radio ads from New Jersey’s Clean Energy Program

Dayton Power & Light blog post
In-Store Signage Activation

Best Buy Signage from Southern Minnesota Municipal Power Agency and East Grand Forks Water and Light

DC Sustainable Energy Utility signage in The Home Depot
Social Media Activation

Mass Save @MassSave · May 13
Moving your old fridge to the garage is not recycling! You could be wasting $110 a year! #FlipYourFridge ow.ly/MDUly

Focus on Energy @focusonenergy · May 13
#Recycle your refrigerator with Focus on Energy and receive $40 in the mail! #FlipYourFridge bit.ly/1qaCk9z

CoSprings Utilities @CSUtilities · May 12
Replace & recycle ur old energy-wasting fridge! It’s cool for you & cool for the planet! #FlipYourFridge ow.ly/vaMgnU

PacificEnergyGroup @PEGPropane · May 11
Is it time for you to #FlipYourFridge? Check with ENERGY STAR for rebates near you! #energy fb.me/3rmN7jQhO

energywindow @energy_window · May 11
sandesh: CoMoChallenge - Very true! #FlipYourFridge

Thank You for Your Support and Engagement on Twitter & Facebook!
Indianapolis Power & Light hosted its own Flip Your Fridge contest. Check out those old fridges ready to be flipped!
Speaker: Jessica Wagner, Focus on Energy
2015 Flip Your Fridge Highlights

- More than 35 participating ENERGY STAR partners – thank you!
- 3.7 million Nielsen Audience from two episodes of The Ellen DeGeneres Show
- 18 million+ impressions from online ads with click through rates above industry benchmarks
- 17,000 pageviews of energystar.gov/FlipYourFridge Earth Day – Memorial Day
LG and Best Buy Bring ENERGY STAR to The Ellen DeGeneres Show

- Featured on TV Episodes: April 22 and May 27
- Best Buy and LG collaborated to incorporate ENERGY STAR messaging and provide an Ellen Show fan with an ENERGY STAR appliance makeover
The Ellen DeGeneres Show Hosts Online Contest

- Viewers could nominate someone to receive ENERGY STAR appliance suite courtesy of LG and Best Buy
- Timing: May 15 – June 12
Building on Success: Flip Your Fridge 2016

Lessons Learned

• Announce promotion and distribute materials early
  – Done! Will be available online at www.energystar.gov/marketing_materials
• Maintain consistent look and feel, add additional options
• Regular partner communications
• Success is achievable with the continued help and support from our partners:
  – Amplifying the Flip Your Fridge savings message
  – Promoting Flip Your Fridge in store and online
  – Continuing to apply feedback from partners to flawlessly carry out ENERGY STAR plans for Flip Your Fridge promotion
Utility incentives are available for the purchase and recycling of refrigerators
Building on Success: Flip Your Fridge 2016

• **Timing:** Earth Day: April 22, 2016 – Memorial Day: May 30, 2016

• **Toolkit** – now available
  – Retail templates
  – Suggested imagery
  – In-store Ruler Tear-pad design – *coming soon*
  – Messaging for freezers, too – *coming soon*

• **Energystar.gov/FlipYourFridge**
  – To be updated with 2016 content
  – Highlighting participating partners for 2016
FLIP YOUR FRIDGE

Use this **CoolerRuler** to make sure you get the right size refrigerator to fit your space.

FLIP TO OTHER SIDE FOR RULER.
Speaker – Matt Baker, Marketing & Communications on behalf of LG Electronics USA
Making the Most of Flip Your Fridge 2016

• Increase sales of ENERGY STAR certified models
  – Reinforce messaging through in-store signage and well-trained sales staff
• Highlight innovative refrigerator product lines
• Increase the proper recycling of refrigerators
  – Improve coordination between retailers and utilities around recycling
Are You Participating? Let us know!

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