ENERGY STAR®
Brand Journey 2014 & Beyond

Kristinn Leonhart
ENERGY STAR Brand Manager
U.S. Environmental Protection Agency
Products Partner Meeting: October 2014
For more than 20 years, EPA’s ENERGY STAR program has identified the most energy-efficient products, buildings, plants, and new homes – all based on the latest government-backed standards. Today, every ENERGY STAR label is verified by a rigorous third-party certification process.
Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:
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70 Product Categories
Today, this little blue label does all the hard work of certifying outstanding energy efficiency in:

Buildings and Plants Across 24 Industries
Today, this little blue label does all the hard work of certifying outstanding energy efficiency in:

NEW HOMES
Across the Nation
Reducing the complexity of energy efficiency to a simple choice.
ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At energystar.gov:
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At [energystar.gov](http://energystar.gov):

- Consumers can find a broad range of tools to help them save more
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At energystar.gov:
- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes’ efficiency
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At energystar.gov:

- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes’ efficiency
- Businesses can find tools and resources to help unlock greater energy performance
More than 6,400,000 website visitors each year.
Every single day, consumers choose ENERGY STAR products more than 800,000 times.
16,000 businesses and public sector organizations partner with ENERGY STAR
More than 23,000 buildings and plants have earned the label
More than 1,500,000 new homes have been certified.
Awareness now exceeds 85% and preference is growing.
To date, the ENERGY STAR program has:
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- Prevented 2 billion metric tons of greenhouse gas emissions
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- Saved $300 billion on utility bills
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• Prevented 2 billion metric tons of greenhouse gas emissions
• Saved $300 billion on utility bills
• Provided more than $9 billion in societal benefits thanks to reduced damages from climate change.
Daily Brand Relevance
ENERGY STAR in the Media

- 142,000 mentions of ENERGY STAR in print, broadcast, and online outlets in 2013.
- Accounting for $41 million in publicity value.

Source: 2012 Media Analysis Snapshot
Does it pay to buy… energy-efficient appliances?

- Woman’s Day article, October 2013. Circulation: 3.4 million.
- “There’s no doubt that energy-efficient appliances are good for the planet—they use less power and lower greenhouse gas emissions.”
- “Look for the Energy Star label (the government-backed symbol for energy efficiency).”
- “Visit energystar.gov/DIME to browse a database of consumer programs available across the U.S.”
- “Bottom Line: Replace any appliance that’s 15 years or older with the most efficient model you can afford. If you have a newer model, wait until it breaks, then go energy-efficient.”

ENERGY STAR in the Media

- More than 228,000 mentions of ENERGY STAR on Twitter and Facebook in 2013
Today: National Brand PSA
Today: Telling Our Story
Today: Targeted Placements
Today: Reaching Women

- **First for Women**
  - June 2014
  - Circulation: 1,500,000
  - Value: $31,750
Today: Reaching Fans

- **Sports Illustrated**
  - August 2013
  - Circulation: 3,174,888
  - Value: $396,600
Today: Reaching Business

- **Forbes** June 2013
- Circulation: 925,051
- Value: $142,520
Today: Reaching Business

- **Money** July 2014
- Circulation: 1,908,000
- Value: $84,180
Today: Reaching Hispanics

- **Latina** August 2013
- Circulation: 504,783
- Value: $44,948
Today: Reaching Homeowners

- **Beautiful Kitchens & Baths**
  Summer 2014
- Circulation: 245,000
- Value: $102,846
Today: Value for Our Partners

- Nearly 128 million total impressions generated over the past three years
- Total Advertising Value: $9.6 million
A Refreshed Brand Positioning:

ENERGY STAR is the simple choice for energy efficiency.
Passionate Human Energy
Expansive Visual Energy
Fresh Color Energy

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The new ENERGY STAR Brand Print PSA Series
Each little blue label is a positive badge that says you’re doing something good.
you’ve made the right choice
to protect the environment and fight climate change.
I choose to make a difference in the fight against climate change.
Thank you ENERGY STAR Partners!
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