Communicating ENERGY STAR® Benefits to Consumers – LED Focus

October 29, 2014
Consumer Purchase Decisions
Only option

- Do I want a 40, 60, 75 or 100 watt bulb?
Then came the CFL

- Different wattages available
- New color temperatures
- Dimmable option
- Instant or delayed brightness
Next, the LED

- Many more choices of shapes, colors, dimming, wattages and prices
Retailers have Different Formats in Bay
The Home Depot layout

- Bays are set according to bulb type:
  - LED
  - CFL
  - Halogen
  - Incandescent
  - Fluorescent
  - Specialty bulbs
Lowe’s layout

- Bays are set according to bulb usage:
  - General purpose
  - Recessed
  - Globe
  - Outdoor

All bulb types are in the same bay
How can we help the confused consumer?

Utility Program “Must Haves” that will help:

- Frequent proper site visits to retail locations
- In-store point of purchase materials designed on ways to highlight program SKUs
- Retailer sales associate trainings led by Program Field Representatives
- Consumer Outreach Demonstrations
How Can We Help the Consumer?
Proper site visits

- Frequent site visits fosters positive relationships at store level
  - Increase opportunities to train store associates
    - High store associate turnover
    - Value of ENERGY STAR certified LEDs
    - Omnidirectional versus “Omni-ish” bulbs
  - Well-trained and educated associates can help guide the customer to make better choices
    - Benefits of an ENERGY STAR certified LED
      - Higher price than other bulbs
    - Stores are comfortable with the educational value of the program and not just incentives
Point of purchase

- Use in-store point of purchase material to highlight program’s ENERGY STAR Certified SKUs
  - Focus on program label on signage
  - Easy for consumers to find the ENERGY STAR Certified LEDs that are included in the program
Consumer Outreach demonstrations

- Educate consumers - find the right ENERGY STAR certified LED bulb for their needs
Summary

- Frequent proper site visits foster positive relationships at store level
- In-store point of purchase material focus on ways to highlight program’s SKUs
- Sales associate trainings
- Consumer outreach demonstrations
Connect with us.
Learn how CLEAResult can help you change the way you use energy.

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