



2008 ENERGY STAR® Campaign: Change a Light and Beyond

2008 ENERGY STAR
National Lighting Partner Meeting
February 25, 2008

ENERGY STAR 2008 Campaign



- Over the past 8 years, the Change a Light campaign has enjoyed unprecedented growth and success
- This year, CAL evolves into an exciting overarching promotional campaign with a strong, unified voice
 - Educates consumers on a broad array of ENERGY STAR products and practices
 - Executes integrated media strategy in support of the campaign to put ENERGY STAR at the forefront of the global warming/energy efficiency discussion
 - Incorporates and evolves existing ENERGY STAR tools, promotional time periods, and partner resources.

ENERGY STAR 2008 Campaign



- Messaging Platform
 - Change the World with ENERGY STAR (working title)
 - A national year-long campaign inviting Americans to join in the fight against global warming with ENERGY STAR
- Communications Approach
 - Provide a forum that empowers and encourages consumers to make energy efficient changes at home
 - Anchor the campaign with earned and partner-supported media that pulls the year-long campaign activities together
 - Maintain interest through seasonal promotional activity

2008 Campaign Overview



- Main Campaign Components
 - Expanded Pledge
 - Scripps Network Initiative
 - Testimonial Partner Program
 - Multi-City Tour
 - Earth Day Launch
 - Seasonal Product Promotions

Expanded Pledge



- Join the fight against global warming
 - Follows the format of the current Change a Light pledge with more pledge opportunities
 - Individual will choose from list of pledge actions that demonstrate publicly their commitment to join in the fight against global warming and be part of a movement
 - Change a Light pledge will be incorporated into this pledge
 - Adds programmable thermostats, office products, home theatre, appliances, and potentially home sealing and insulating
- Includes new “Tell Us How You Save” function from ENERGY STAR @ home
 - Consumers provide testimonials of how they joined the movement to save energy and fight global warming
 - Stories will be collected on expanded Pledge pages
- Includes new, viral dedication component

Scripps Network Initiative



- Scripps Network will offer a multi-media package in support of ENERGY STAR that anchors the 2008 campaign
 - Scripps is a media company that represents a number of properties including HGTV and DIY Channels, as well as web site extensions
- Why Participate in the Scripps Initiative?
 - Enhance your presence in the energy-efficiency marketplace
 - Access national media and gain traction with customer base as part of national ENERGY STAR campaign initiative

Scripps Network Initiative - Broadcast



- Scripps will produce custom broadcast elements, featuring ENERGY STAR products and practices
 - DIY “Home Energy Audit” Programming
 - :30 broadcast advertising spots
 - :60 DIY Basics (vignettes)
- Scripps has also agreed to include ENERGY STAR content in the following existing programs
 - HGTV “Change the World, Start at Home” Vignettes (in the public service format)

Scripps Network Initiative – Micro-site



- Dedicated campaign Web micro-site hosted by Scripps, managed by ENERGY STAR
 - Educational content
 - DIY television programming content
 - Pre-sorted stories/video testimonials from ENERGY STAR Partners' customers and expanded pledge
 - Sweepstakes overlay
 - Consumers can enter to win ENERGY STAR prizes related to DIY programming and provided by partners as part of sponsorship package
 - Multi city event tour details
 - Dedicated page for each local event stop
 - Sponsor can integrate branded elements and promotions

Testimonial Partner Program



- Partner can launch testimonial collection from customers at launch of national campaign (on Earth Day)
- Testimonials can be collected through partner's own site throughout the year (written and video)
 - Partners select “best of the best” stories that will then be submitted to ENERGY STAR on a national level
 - Partners could consider awarding prizes to their best stories via their own collection initiatives
 - Top stories can be leveraged by EPA for national media outreach and as inspirational educational content on energystar.gov
 - Feature on campaign site and microsite
 - Highlight the best testimonials for earned media homeowner events
 - Leverage as media hook for tour culmination

Multi-City Tour



- Following the success of last year's Bus Tour, campaign will include a series of events in multiple cities August – November/December
 - Co-sponsored by national or regional ENERGY STAR partners and local utility or energy efficiency program sponsors (EEPS)
 - Sponsor products featured in event exhibit
 - Anchor seasonal product promotions and events with specific focus on seasonally-relevant ENERGY STAR product categories and practices
 - For example, October/Fall events will focus on lighting and home sealing
 - Consumer events will be held over weekends (Saturday & Sunday)
 - Media events held the Thursday or Friday before the consumer event

Multi-City Tour



- Consumer events will bring the ENERGY STAR @ Home tool to life with an interactive exhibit
 - Highlight ENERGY STAR products and practices
 - Educate consumers through interaction with products, tips, advice, and interactive elements
 - Provide the opportunity to visit the online tool where consumers can download tip sheets and coupons on related products (offered through national and local sponsors)
 - Encourage consumers to visit the “testimonial booth” where they can record their own personal energy saving stories (will be sorted by partners and considered for inclusion on micro-site)
 - Possible ancillary items may include designated kids area, PSA viewing area, etc.

Earth Day Campaign Launch



- Viral launch of campaign on Earth Day including following:
 - Launch pledge pages
 - Dedicated campaign site on energystar.gov
 - Distribution of e-newsletter announcing new campaign with link to new campaign pages
 - Distribution of a viral component that partners can distribute online to promote pledge to customers
 - Availability of the ENERGY STAR “widget” (tip-of-the-day) for consumer use online; provide to earned media sponsors for use on their sites, etc.
 - Partner Pledge and Testimonial Program Activation
 - Begin gathering expanded pledges
 - Begin soliciting stories from customer base
 - Media outreach
 - Traditional media, as well as partnerships with national outlets to support the campaign launch and participate as pledge drivers

Seasonal Product Promotions



- Campaign continues past Earth Day 2008 as year-long initiative with seasonal pulses around relevant product categories:
 - Cooling and Programmable Thermostats (early summer)
 - Back to school/Home Office/PTs (late summer)
 - Lighting and Home Sealing (fall)
 - Consumer Electronics (early winter)
 - Holiday Lighting (winter)
 - Earth Day 2009

Change a Light Tie-in



- Change a Light will still exist as part of the fall seasonal focus of the overall 2008 campaign
 - ENERGY STAR Change a Light Day (October 1, 2008) will remain a key launch date for partner and ENERGY STAR lighting-related activities
 - EPA will execute lighting-focused, local events in October in multiple markets as part of multi-city tour
 - Scripps initiative in support of ENERGY STAR will include lighting as a key component across multi-media program elements
 - The lighting pledge will remain an action consumers can choose when taking the expanded pledge
 - Current CAL pledge drivers can still drive pledges around lighting—after Earth Day, lighting will be under the banner of the expanded pledge

Tour Wrap-Up



- Tour culminates in New Year with viral and media elements:
 - Earned media and campaign newsletter distribution recognizing accomplishments thus far
 - Pledges and carbon equivalents
 - Pledge driver status
 - Highlighting testimonials along the tour
 - Compilation of select testimonials featured in high-profile media and throughout campaign materials
 - National news/talk shows
 - Scripps properties (HGTV, DIY)
 - Podcasts, videocasts, etc, on media sponsor web site
 - Energystar.gov and Scripps micro-site
 - Explore as content for 2009 “Profiles” print PSA

Partner Opportunities



- Promote pledge
- Drive testimonials
- Consider Scripps initiative
- Sponsor events
- Support launch
- Other?

Summary



- Participation in the over-arching promotional campaign allows for broader and deeper partnership with ENERGY STAR
 - Span multiple product/seasonal categories
 - Cross-collaborate with other programs within your organizations
 - Support campaign year-round and during key promotional and event periods
 - Enhance reach and frequency through Scripps initiative
 - Increase presence in the energy efficiency marketplace
 - Access national media and gain traction with customer base

Join the new campaign!



- If you are a national ENERGY STAR partner or regional ENERGY STAR retailer, participate in the Scripps Network Initiative
 - Contact EPA or EPA's contractors to meet/talk with Scripps **no later than late March**
- Become a Pledge Driver for the expanded pledge or a help drive testimonials
 - Contact **Main Campaign Contact** when you are ready
- Propose to host a Multi-City Event
 - Submit **Letter of Intent** to Hewan Tomlinson **by March 14**

Contacts



- **Hewan Tomlinson**, US EPA, 202-343-9082, tomlinson.hewan@epa.gov
- **Main Campaign Contact:** Susan Williams, The Cadmus Group, contractor to EPA, 703-247-6122, swilliams@cadmusgroup.com
- **Multi-City Events Contact:** Jessica Steiner, The Cadmus Group, contractor to EPA, 703-247-6168, jmsteiner@cadmusgroup.com