

2015 ENERGY STAR® Award Application Excellence – ENERGY STAR Promotion

Eligibility: All ENERGY STAR partner retailers, manufacturers, energy efficiency program sponsors, or other organizations, that planned and executed a successful promotion, marketing or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large. **Please remember to review the General Instructions before completing your application.**

Applying for Another Award? You may include your promotion or consumer outreach campaign within the application for that award rather than submitting two applications.

- + While it is unlikely that two awards will be issued to the same organization, the award committee will evaluate your application for both awards assuming you have clearly and fully addressed the award criteria for both.
- + Retailers, manufacturers, and/or energy efficiency program sponsors that work together on a promotion/campaign are encouraged to apply as a group.

Description: This award recognizes specific, exemplary ENERGY STAR promotions or consumer outreach campaign activities (vs. ongoing efficiency programs) **that took place during calendar year 2014**. Promotions and educational campaigns may have leveraged the national “Change the World, Start with ENERGY STAR” campaign, including the ENERGY STAR Change the World Tour, use of the online My ENERGY STAR consumer engagement platform (including the ENERGY STAR Pledge), and/or Team ENERGY STAR or may focus on promoting ENERGY STAR certified products or practices in conjunction with EPA’s seasonal outreach efforts (e.g., promoting ENERGY STAR LEDs and/or other ENERGY STAR certified products, enabling power management settings on computers, or setting programmable thermostats correctly). Examples might include advertising campaigns, media events, community events, multi-tiered educational campaigns, or combinations of these as they tie into one comprehensive promotional strategy.

Criteria: To be considered, promotions, marketing or consumer outreach campaigns should clearly work in support of any or all of the following goals:

- Increase consumer understanding of ENERGY STAR – visual recognition of blue label, what it stands for, who’s behind it, individual and collective benefits of choosing ENERGY STAR.
- Increase consumer participation in Change the World, Start with ENERGY STAR national campaign activities (i.e., pledge driving or Team ENERGY STAR sign-up activities).
- Increased consumer awareness and sales of ENERGY STAR certified products in a sustainable manner (e.g., any price incentives are complemented with educational materials conveying product benefits and value).
- Affect sustained behavior change around energy efficiency – move consumers from “knowing” to “doing.”
- Increase presence of ENERGY STAR in media/social media (TV, newspapers, consumer publications, Web content, trade publications, radio, etc.).

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Narrative: Your narrative description should be no more than **three pages**, but may be accompanied by electronic samples of your campaign, advertisements, media kit materials, or other collateral representing your ENERGY STAR promotion, marketing, or consumer outreach activities. These supplemental materials will **not** count toward the page limit.

- **Executive Summary (300 words or less)**—Please provide a brief overview of your organization and the highlights of key accomplishments that make you eligible for this ENERGY STAR award. In the event that you are chosen to receive an award, this text will be the basis for preparing a summary of your organization's achievements for our script, the event slideshow, and for the online *Profiles in Leadership*. Include all of the following information: company revenue; location of company headquarters; brief summary of company (2-3 sentences); and a summary of your **top three** 2014 ENERGY STAR accomplishments. The Executive Summary will **not** count toward the page limit.
- **Accomplishments**—Organizations applying for this award should provide a **detailed description of 2014 accomplishments** demonstrating how you have met the following required criteria.
- **Cumulative Accomplishments**—When highlighting cumulative accomplishments, please ensure that you include a timeframe (e.g., “saved \$3 million in 2014 and more than \$10 million since 2001”).

Award Evaluation Criteria

Reviewers will look for the following, as appropriate to your activity:

1. Participation in ENERGY STAR's “Change the World, Start with ENERGY STAR” national campaign, including ENERGY STARs Across America, the ENERGY STAR Change the World Tour, use of the online My ENERGY STAR consumer engagement platform (including the ENERGY STAR Pledge), and/or Team ENERGY STAR
2. Promotions, marketing or consumer outreach campaigns focused on ENERGY STAR products or “practices.” Correct use of the ENERGY STAR brand (and marks) and association with energy efficiency, environmental, and climate change education
3. Definition of ENERGY STAR as government-backed, associated with energy efficiency and environmental protection
4. Visual examples of how a nationally consistent “tone” was used to convey ENERGY STAR (see *ENERGY STAR Brand Book* for guidance: www.energystar.gov/index.cfm?c=logos.pt_guidelines)
5. Tactics that work to create repeat sales and, ultimately, influence market share (vs. solely marketing a discounted price on a qualified product or giving a product away without a tie-in to retail to help drive consumers to purchase the next one)
6. Evidence of effective point-of-sale marketing, including online and/or in-store signage and retail sales staff training
7. Media activities that enhance consumer understanding of ENERGY STAR

Candidates must include the following in their narrative, as appropriate to their activity:

- Brief description of the promotion/campaign: its title/name, goals and tactics (e.g.,

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advertising, events, Web, direct mail, sales person training, in-store promotion) and media (e.g., TV, radio, social media, publication, in-store)

- Intended audience for the promotion/campaign (e.g., demographics, internal, external, international, or domestic)
- Dates and location of activity(ies)
- Brief description of any partnering or cooperative aspects
- Imagery may be incorporated into the narrative or attached electronically as supplemental materials
- Bulleted list of qualitative and/or quantitative results of your efforts. For example:
 - List of consumer education materials produced and number disseminated
 - Media impressions (e.g., circulation, hits, reach, and frequency) of the promotional activity by medium (e.g., print ads, brochures, Web, etc.) and in total
 - Sales numbers: Sales of ENERGY STAR certified products during the promotion, rebate redemption numbers, shipping data, or percentage increase in sales over same time last year
 - Number of sales associates trained or increase in salesperson/contractor knowledge
 - Other qualitative or quantitative consumer/community feedback, including measures demonstrating behavioral change

Candidates are encouraged to substantiate their activities and results with additional documentation. A list of possible documentation is provided here, but is not intended to be exhaustive or prescriptive:

- Example(s) of use of ENERGY STAR national campaign marketing or media kit materials (whether used to build partner materials or used as-is)
- Electronic examples of
 - Consumer education materials (should correspond to the bulleted list mentioned above)
 - Electronic copies of placed print, radio and/or TV advertisements
 - Copies of magazine or newspaper articles
 - Screen captures of relevant webpage/content
 - Photos of in-store displays/other promotional or campaign activities
 - Photos of media events and/or samples of press materials that place activity in context of national initiative
- Other electronic documentation to support claims made in application