



Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency is pleased to share plans and materials for our October 2018 *Light the Moment with ENERGY STAR* promotion featuring the benefits of choosing LED bulbs with the ENERGY STAR label. Only ENERGY STAR LED bulbs are certified to deliver:

- Highest quality performance
- Just the right brightness and color
- Big energy savings—last 13+ years!
- Environmental benefits

This year we are excited to enhance the inspiring and successful *Light the Moment* promotion with an added focus on hard-to-reach consumer segments, including low-income and Spanish speaking. For this new focus, we plan to supplement existing materials that leverage the altruistic call-to-action to light your moments with ENERGY STAR, with others that dial up the more practical dollar savings message. Plus, we will make more materials available in Spanish.

Get Materials

Last year's *Light the Moment* promotional push as part of ENERGY STAR Day was a huge success. More than 4 million impressions were generated from article placements focused on the benefits of ENERGY STAR certified LED bulbs. Our collective efforts to share the [Light the Moment video](#)—from influencers, such as Ingrid Michaelson, Weylie Hoang, and others, along with you, our partners and stakeholders—resulted in a total of more than 2 million impressions and 72,000 video views!



This year's promotion will build upon the success from last year, but with supplemental outreach to lower-income consumers that have not had access to the lower priced, ENERGY STAR certified bulbs now available across the country. This represents a missed opportunity to offer energy-savings to those that may need it most. To that end, ENERGY STAR will make the connection for them through the following media mix:

- Online placement of a 30-second video ad featuring the availability of lower-cost bulbs via Google Display Networks and YouTube which will drive traffic to the ENERGY

STAR Best Value Finder's LED bulb page with updated partner information on relevant models, retailers, and utility programs.

- Boosted Facebook posts and video content—targeted to cost conscious consumers.

We will also continue to promote the [Light the Moment video](#) and run a Facebook campaign to reach green-leaning consumers and incent shares. All together, we think this will make a big difference in LED bulb adoption across the country.

Thank you for your continued support and we look forward to your participation in our 2018 ENERGY STAR *Light the Moment* promotion!

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov today.



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