



# ENERGY STAR® Annual Product Promotions 4<sup>th</sup> Quarter, 2019

SAVE TODAY.  
SAVE TOMORROW.  
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Saving Today!



## Today's Agenda

- What are Product Promotions?
  - Benefits of participating
  - How to participate
- What's the Latest?
  - Cooling
    - Room AC
    - Smart thermostats
- Updates: Fall Promotions
  - Water Heaters
  - Lighting
  - Smart Thermostats
- Updates: Brand Campaigns
  - ENERGY STAR Day
  - Holiday
- **New!** HVAC Awareness Promotion



ENERGY STAR® Smart Thermostats Deliver:

- ✓ Demonstrated Energy Savings
- ✓ Reliable Performance
- ✓ Environmental Benefits
- ✓ Convenience, Insight, and Control

SAVE TODAY.  
SAVE TOMORROW.  
SAVE FOR GOOD.



Celebrate  
ENERGY STAR® Day  
and Start Saving!



LEARN MORE >



## Product Promotions

### What Are the Annual Product Promotions?

- Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns – timed with product seasonality.
- Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty.

### Co-Marketing Opportunities

- Facilitate and leverage promotional support from manufacturing and retail partners.
  - ✓Media partnerships and other paid efforts, POS marketing, vast reach from earned and owned channels (including contractor outreach, where relevant), and more.

### Resource Leveraging and Co-branding Opportunities

- Provide promotional materials and tools with compelling look and feel for effective consumer engagement and, ultimately, adoption.
  - ✓Resources to support multiple media channels from retail and community events to digital (online and social).

### What EPA Will Be Doing in the Market

- Push out through a variety of media channels that drive impressions and traffic to promotional ENERGY STAR webpage hub featuring partner programs.
  - ✓POS, online advertising, media partnerships, owned channels, and more!

## The ENERGY STAR Effect

- By leveraging the ENERGY STAR in communications, utility partners improve:
  - Promotion Results
    - A recent study by Focus on Energy demonstrated a 60% increase in digital advertising click through rates when the ENERGY STAR logo was displayed on the ad.
  - Program Results
    - 2017 study demonstrates that when a utility partners with ENERGY STAR, it results in increases in Google searches for related items, such as energy efficiency and rebates.
  - Customer Satisfaction
    - 2017 study demonstrates consistent improvement in JD Power scores over time, by affecting 3 of 6 key measures:
      - » Corporate Citizenship, communications, customer service.





## How to Participate

1. Leverage the value of the ENERGY STAR brand throughout your relevant program outreach activities.
  - Throughout all channels where your programs are promoted.
    - Display and social ads, retail, newsletters, Web, etc.
  - Take advantage of our free suite of promotional assets.
    - Messaging, videos, numerous digital assets (social, web buttons, infographics), and more.
2. During the promotional period, supplement existing program promotions with more in-market activity, such as social, leveraging our look and feel for marketing synergies.
3. Share your participation so we can feature you on our promotions page driving traffic to your programs!





## Using ENERGY STAR co-branding in your programs is a journey up a continuum

+ We include the ENERGY STAR logo and messaging in our online marketplace

+ We include the ENERGY STAR logo and messaging in social media

**Starting Point:**  
We require and note "ENERGY STAR® certified" products



+ We include the ENERGY STAR logo, tools, and messaging on our website = **multifaceted, consistent messaging including ENERGY STAR**

+ We include the ENERGY STAR logo on POP & at in-store events

+ We include the ENERGY STAR logo on rebate forms and qualified product lists





# How to Participate: Web

That moment when... it sounds better as a duet.

**LIGHT the MOMENT**  
WITH ENERGY STAR

**CLICK TO LEARN MORE**

**focus on energy**  
Partnering with Wisconsin utilities

**Get your \$50 rebate on an ENERGY STAR certified Clothes Washer from AEP OHIO**

**More tips on how to save energy while staying cool this summer:**

- Always use HE (High Efficiency) detergent.
- Wash your clothes in cold water.
- Use a drying rack or hang clothes outside instead of using a dryer.
- Activate the high spin speed option.

**LAUNDRY MADE BETTER**  
Better for You & the Planet

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Some program requirements and limitations exist. Visit website for details.

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[Participating Retailers](#)

### Efficient Lighting Discounts

Get instant, in-store discounts when you buy ENERGY STAR certified LEDs at participating retailers or through our online store.

[Find a Retailer Near You >](#)

Why LEDs? They're the solution that makes sense:

- **Save energy:** ENERGY STAR certified LEDs use 70-90% less energy than standard incandescent bulbs.
- **Save money:** A single LED saves you more than \$80 in electricity costs over its lifetime.
- **Long lasting:** LEDs last 15 times longer than standard incandescent bulbs.
- **Peace of mind:** ENERGY STAR certified LEDs have a three-year warranty.
- **Cool comfort:** LEDs provide a bright, pleasant light, remain cool to the touch and are safe to operate.

**Please note:** There is a 12-bulb limit per purchase. Program funding is limited and participation is on a first-come, first-served basis.

**See the Light Library**  
Helpful resources to get you started:

- [ENERGY STAR Choose a Light Guide](#)
- [ENERGY STAR Light Bulb Savings Calculator](#)
- [How to recycle CFLs](#)

Clothes Dryers | Programs provided | <https://nhsaves.com/programs/clothes-dryers/>

## Ask the Expert - Clothes Dryers Have Earned the ENERGY STAR!

Check out this video to get expert advice on saving energy with an ENERGY STAR certified clothes dryer! Qualifying dryers use 20 percent less energy than conventional models, delivering financial savings and a reduced carbon footprint to American families.

[Learn More](#)

Ask the Expert - Clothes Dryers Have Earned the ENERGY STAR! LEARN MORE AT [energystar.gov](http://energystar.gov)

0:07 / 1:20

# Ask the Expert Videos!



# How to Participate: Online Marketplace

The screenshot shows a product page for an Ivation IVADH30PW dehumidifier. The product is priced at \$187. Key features listed include 30 pints per 24 hours, a washable filter, and 2 fan speeds. A 'Best Online Offers' sidebar shows a Sears offer for \$187 and another offer for \$190. The page also features an 'Energy Score' of 100 and a 'CLEARCOST' of \$1,763. A 'Product Details' section shows a larger image of the dehumidifier. The footer includes a copyright notice for 2019 Enervee Corporation.

The screenshot shows a 'mass save' website page for LED light bulbs. The page features a blue header with the 'mass save' logo and navigation links for 'Save', 'Shop', 'Learn', and 'Search'. Below the header is a blue banner with the text 'LED Light Bulbs' and 'Light up your world with discounted ENERGY STAR® certified LEDs.' The main content area includes the Energy Star logo and a light bulb image. A paragraph explains that LED bulbs use 80 to 90 percent less energy than traditional incandescent bulbs and last 15 to 25 years. A call to action states that instant price discounts are available on ENERGY STAR certified LED bulbs. At the bottom, there are buttons for 'STORE FINDER' and 'BUY ONLINE'. A sidebar on the right contains links for 'Back to Rebates and Incentives', 'Share', 'Explore More Topics', 'Light Bulbs Guide', 'Energy Saving Tips', 'Saving Energy Safely', 'CFL Recycling', and 'Residential Blog'. A final box at the bottom right says 'Explore Energy-Saving Products for Your Home'.



# How to Participate: Social Media

**Puget Sound Energy**  
Just now · 🌐

We know dads and dudes do laundry, too. In celebration of Father's Day and ENERGY STAR's "Laundry Made Better" campaign, we are giving away a brand new energy-efficient washer and dryer pair from Whirlpool®. To enter, just comment below and tell us how a new washer and dryer will make doing laundry better. Rules at [pse.com/rules](http://pse.com/rules)

Like Comment Share

**snopud** · Follow

snopud Show off your cooking delights and make mouths water with better lighting this holiday season. 🍷 Look for the PUD logo at local retailers for special low pricing on #EnergyStar rated lighting for your kitchen! #ThanksgivingWeek

#LightTheMoment #LookForThePUDLogo #Look4Logo #LookForTheLogo #SpecialPrices #EfficientLighting #Thanksgiving #Holiday #SnoPUD #SnohomishCounty #CamanoIsland #PublicPower #CommunityPowered

clean\_crawls Thanks PUD! #LookForThePUDLogo viral\_capture 🍷🍷

18 likes  
NOVEMBER 19

Add a comment...

**Ameren Illinois**  
May 10 at 10:33am · 🌐

After cold temps and snow in April, most of us are dreaming of being poolside. Make your pool energy efficient this year with an ENERGY STAR certified variable-speed pool pump and we'll give you \$275.

**Make an Energy Savings Splash | Ameren Illinois**  
Swimming pools use energy in a variety of ways but you can reduce your energy costs by taking steps to improve your pool's efficiency.  
[AMERENILLINOISSAVINGS.COM](http://AMERENILLINOISSAVINGS.COM)

Like Comment Share

**Oncor** @oncor · Oct 26

Your moments, your world, both deserve the best. Light them with @ENERGYSTAR certified LED bulbs. #LightTheMoment [social.oncor.com/tx2e](https://social.oncor.com/tx2e)

Like Comment Share

**Entergy Mississippi** @EntergyMS · Apr 24

It's time to #FlipYourFridge. This spring, replace your old refrigerator with a new @ENERGY STAR certified model and get \$100 in incentives from us. Visit [entergysolutionsms.com/appliances](http://entergysolutionsms.com/appliances) to learn more. #energyefficiency #earthdayeveryday

Like Comment Share

**Pepco** @PepcoConnect · Oct 8

Did you know 10/23 is #ENERGYSTARday? We can help you save energy & money with rebates and instant discounts on select @ENERGYSTAR certified products. [bit.ly/PepcoENERGYSTA...](http://bit.ly/PepcoENERGYSTA...)

Like Comment Share

# How to Participate: In-Store Promotions and Events





# How to Participate: POP

**WAYS to SAVE this WINTER**

**\$50 REBATE** on ENERGY STAR certified electric clothes dryers

- Saves up to \$200 in energy costs over its lifetime
- 20% more efficient than a standard dryer

**\$40 REBATE** on ENERGY STAR certified room air cleaners

- Keeps your indoor air fresh while saving you up to \$250 in energy costs over its lifetime
- 40% more efficient than a standard room air cleaner

**MASS SAVE**  
is here to make your home more COMFORTABLE AND ENERGY-EFFICIENT all winter long!

Learn more at [MassSave.com](http://MassSave.com)

BROUGHT TO YOU BY

EVERSOURCE ENERGY    nationalgrid    Unifil energy for life    mass save

**MORE BULB LESS BILL**

Get reduced pricing on ENERGY STAR® LEDs and save up to \$40 over the lifetime of each bulb.

**TREAT LEFT-THE-LIGHTS-ON FEVER**

**UPGRADE TO ENERGY STAR LEDs**

ENERGY STAR LEDs last up to 15 times longer and use up to 80% less energy than traditional incandescent bulbs, even if you forget to turn them off.

Find the right bulbs for your fixtures at [energytrust.org/lightbulb](http://energytrust.org/lightbulb)

Serving customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas, and Avista, LLC

Energy Trust of Oregon

smart ideas

**\$400 ComEd REBATE**

ON ENERGY STAR® CERTIFIED

**VARIABLE SPEED POOL PUMPS**

**\$400 ComEd REBATE**

**ComEd.** powering lives  
An Exelon Company

Eligibility requirements apply.



# How to Participate: News/Press Releases

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**CenterPoint Energy**

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**Recent News**

- CenterPoint Energy and Vectren complete merger
- CenterPoint Energy Announces Intent to Voluntarily Delist Outstanding Vectren Utility Holdings Notes from NYSE
- CenterPoint Energy's Minnesota Foodservice and Home Energy Squad energy efficiency programs receive national honor
- CenterPoint Energy and Vectren merger receives final order from the Indiana Utility Regulatory Commission
- Keep your family safe and healthy by preventing carbon monoxide exposure

[See all news >](#)

**CenterPoint Energy celebrates ENERGY STAR Day**

Energy efficiency programs help customers reduce their energy usage. Tuesday-October-23-2018

**Houston – Oct. 23, 2018** – Today, on ENERGY STAR Day, CenterPoint Energy celebrates its continued commitment to assist customers in reducing energy usage through several energy efficiency and programs to customers, including the High Efficiency Homes (HEH) Program for new homes and Agencies in Action (AIA) Program for eligible homes.

- Agencies in Action:** CenterPoint Energy partners with area community agencies and non-profits by providing whole home energy efficiency upgrades.
- Hard to Reach:** Pays higher incentives to contractors and companies for the installation of energy efficiency retrofits in the homes of income qualified customers.
- Multi-family Direct Install:** Installs energy-efficient lighting measures at no cost to the tenant, property owner or developer.
- Affordable Single Family:** Pays incentives for non-profits to install energy efficiency measures in new ENERGY STAR homes for lower-income families.
- Hard to Reach Water and Space Heating:** Pays incentives to developers for water heating above federal efficiency standards.

The total greenhouse gas emission reduction produced from the programs is equivalent to more than 6.638,571 hours of 6,638,571 saved by the programs is equivalent to more than 1 million miles driven by an average passenger vehicle or enough to support an additional 533 homes for one year.

"We're proud to celebrate ENERGY STAR Day and help our customers save money," said Daniel Dippon, director of Electric Energy Efficiency Business Development for CenterPoint Energy. "Our single-family residential programs help customers reduce energy usage through energy-efficient measures in both new and existing homes in our territory."

**BGE**  
An Exelon Company

News Release

Contact: Aaron Koo, aaron.koo@bge.com  
Baltimore Gas and Electric Company (BGE)  
BGE Media Hotline: 410.470.7433

**FOR IMMEDIATE RELEASE**

**"Flip Your Fridge" this Spring for a \$50 Recycling Reward**

*BGE residential customers can get \$50 from the BGE Smart Energy Savers Program® for recycling their old working refrigerator or freezer*

**BALTIMORE (April 20, 2016)** - BGE is partnering with the U.S. Environmental Protection Agency for the "Flip Your Fridge" campaign to encourage residential electric customers to recycle their old working refrigerators and freezers. Not only will customers get a \$50 reward per appliance recycled but they will save energy, reduce waste and help make a difference for the environment.

A spare refrigerator in a basement or garage wastes up to 1,200 kWh of energy and costs as much as \$100 to run every year. Through BGE's Appliance Recycling Program, 95 percent of each refrigerator can be recycled. This prevents usable materials from entering a landfill and decreases the demand for raw materials, such as steel, aluminum, copper, glass and plastic. Recycling and proper disposal of appliances also leads to an enormous reduction in emissions of ozone-depleting substances and greenhouse gases.

BGE's Appliance Recycling Program makes it easy for customers to recycle their old appliances. Customers simply contact BGE to schedule a pickup, and the old appliances will be hauled away at no additional cost. Customers receive a \$50 reward when they recycle a refrigerator or freezer and an additional \$25 reward if they recycle a room air conditioning unit or dehumidifier at the same time.

Each household can recycle two refrigerators or freezers through this program. Appliances must be in working (cooling) condition and measure 10 to 30 cubic feet, which is the standard size for most refrigerators and freezers. Room air conditioning units and dehumidifiers may also be recycled through this program, only if picked up at the same time as an eligible refrigerator or freezer. Appointment required and can be scheduled at [BGERecycleMyOldFridge.com](http://BGERecycleMyOldFridge.com) or by calling 866.898.1901.

The BGE Smart Energy Savers Program also offers [rebates up to \\$150 on the purchase of ENERGY STAR® certified refrigerators](#). Offering appliance recycling rewards and rebates for energy efficient appliances are some of the many ways that BGE is moving smart energy forward.

The **BGE Smart Energy Savers Program** is a suite of programs that enable customers to control their energy use, leading to more efficient use of electricity and lowering energy bills from where they often would be. Collectively, the programs help contain the cost of energy and improve reliability. The programs also help to reduce peak demand and slow the growth in energy consumption to less need for more power plants. BGE offers energy-saving solutions for renters, homeowners, large small business customers, nonprofits and institutional customers. More information is available at [BGESmartEnergy.com](http://BGESmartEnergy.com). These programs support the EmPOWER Maryland Energy Efficiency

###

*BGE, founded in 1816 as the nation's first gas utility, is Maryland's largest natural gas and electric utility. Headquartered in Baltimore, BGE delivers power to more than 1.25 million electric customers and more than 650,000 natural gas customers in central Maryland. The company's approximately 10,000 employees are committed to the safe and reliable delivery of natural gas and electricity, as well*

**Southern Minnesota Electrical Power Agency**

April 20, 2018

**SMMPA and its Members Partner With ENERGY STAR's Flip Your Fridge Campaign**

**Cool for You. Cool for the Planet.**

Now's the Time to Flip Your Fridge and Save! Recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR® certified model. You'll save energy and you can save even more with a utility rebate!

SMMPA member utilities offer rebates of \$25 on the purchase of new ENERGY STAR Refrigerators, plus an additional rebate to pay for recycling your old working refrigerator.

Rebate forms are available by clicking [here](#) and selecting your utility.

Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR certified refrigerator. Replacing that old energy-wasting refrigerator with a new ENERGY STAR certified refrigerator could save you more than \$270 in energy costs over the next five years. Learn more and get guidance choosing the right refrigerator for your home here: [www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge).

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!





# How to Participate: Newsletter

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

## WATT'S UP

NEWS FROM HAWAII ENERGY

Hawaii Energy's program year ends on June 30, 2016. Please submit your applications as soon as possible to ensure you receive your rebate! Stay tuned later this summer as we announce the rebate offerings for next year.

appliances we use and love. Bottom line? It's easy to forget how many interwoven parts allow us to consume these resources each day...and that makes them even more valuable.

With over 1 million people in Hawaii, every step we take to conserve water and energy matters. Making it a part of your daily routine can be easy and could even save you some money! Here are some helpful links to help you get started:

- [Seven Easy Ways To Save Water](#) (Honolulu Board of Water Supply)
- [Tips on Lowering Your Water Heating Costs](#) (Hawaii Energy)
- [Saving Water Saves Energy](#) (U.S. Environmental Protection Agency)

Happy Earth Month from all of us at Hawaii Energy!

\*Hawaii Business Magazine, Our Water World, Nov. 2015

### ENERGY STAR® Wants You To #FlipYourFridge!

Replacing an old refrigerator with a new ENERGY STAR certified model will save you energy and money and help protect the climate. Now until June 10, Hawaii Energy will give you \$150 to purchase a new ENERGY STAR fridge\* and trade in your old one! For more information, call 537-5577 (Oahu) or 1-877-231-8222 (toll-free) or visit [HawaiiEnergy.com](http://HawaiiEnergy.com).

Don't forget to follow #FlipYourFridge and ENERGY STAR on social media to join the campaign!

\*Must be 16 cu. ft. or larger and purchased from a Participating Retailer. This rebate is currently suspended in Hawaii County (read more here).

Hawaii Energy is independent of the electric utility. We are dedicated to helping residents and businesses save energy and money on their electric bill by offering rebates on energy-efficient equipment purchases as well as education and training opportunities.

1132 Bishop Street, Suite 1800  
Honolulu, HI 96813  
[hawaiienergy@eidos.com](http://hawaiienergy@eidos.com)



## Make your home comfortable and reduce energy costs!

Dear Laura,

Upgrading to high-efficiency heating and cooling equipment can improve comfort, substantially reduce energy use and save you money year-round. Plus, PECO offers rebates on ENERGY STAR® certified models to help reduce your upgrade costs.

SEE ALL REBATES ▶

- Equipment: Rebates starting at \$225\*
- Tune-Ups: \$25 rebate
- Electric Heat Pump Water Heaters: \$350 rebate

**LIMITED TIME OFFER**

**Higher Rebates on Installations Between 9/1-11/30/17!**

Ask your contractor for help choosing the right equipment for your home. Then, apply for rebates at [peco.com/rebates](http://peco.com/rebates).

### Product Spotlight: Hybrid Water Heaters

An ENERGY STAR certified heat pump water heater can save a four-person family \$330 per year in energy bills—\$3,400 over its lifetime—and will pay for its additional cost in about two years.\*\*

To improve efficiency, ENERGY STAR certified heat pump water heaters use a highly efficient heat pump—essentially a refrigerator run in reverse—to transfer heat from the surrounding air to the water. In fact, they use less than half the energy of a standard electric storage water heater.

▶ For more energy-saving ideas, visit [peco.com/home](http://peco.com/home) or call 1-888-5-PECO-SAVE (1-888-573-2672).

Limited time rebate offer good for installations completed between 9/1/17 and 11/30/17 only.  
\*Based on limited time offer of a 3-ton 16-17.99 SEER air source heat pump.  
\*\*Source: energystar.gov

APPALACHIAN POWER | Log In | Register | Search | 1-800-956-4237

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Save Energy | Residential | Watt, Why & How e-Newsletter | View Stories

Learn Energy Efficiency  
Calculate Your Energy Use  
Energy Saving Programs  
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Watt, Why & How e-Newsletter  
Electric Vehicles  
Weather Stations  
Need to Reduce Payments?

### Watt, Why & How e-Newsletter

#### The Smart Choice Made Simple

For the average American household, almost half of the annual energy bill goes to heating and cooling – more than \$900 a year. Being smart about how you control your temperature settings with an ENERGY STAR® certified smart thermostat will help you save money and stay comfortable in your home.

**What is a smart thermostat?** A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance. Smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to save energy.

ENERGY STAR certified smart thermostats provide convenience, insight, and control. While system designs vary, common smart thermostat features include:

- Learning the temperature that you like and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Providing home energy use data that you can track and manage.
- Allowing you to control your home heating and cooling remotely through your smartphone.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to control temperatures based on your preferences and lifestyle – and still save energy. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.

Appalachian Power provides rebates to help you make the smart choice for your home. You can receive a \$50 rebate on your purchase of a current ENERGY STAR certified smart thermostat. To learn more about our Efficient Products program and to apply for your smart thermostat rebate, please visit our website at [www.TakeCharge@V.com/residential/products](http://www.TakeCharge@V.com/residential/products)

ENERGY STAR is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov)

Facebook | Twitter | Instagram | YouTube

ASK ABOUT ENERGY STAR

PECO. The future is on.

To manage your preferences or unsubscribe from PECO Marketing emails, please click [here](#).



# How to Participate: Mail Inserts

ComEd Energy Efficiency Program

## Make the right choice.

### 1 CHOOSING THE BRIGHTNESS

With incandescent bulbs, wattage was the best way to gauge a bulb's brightness. When looking for an LED that's comparable in brightness to the incandescent you're replacing, you'll need to look for lumens. This chart will help you make the right choice.

INCANDESCENT (WATTS)	→ LED (WATTS)	→ LED (LUMENS)
40 W	4 - 7 W	450 lm
60 W	6 - 11 W	800 lm
75 W	10 - 13 W	1100 lm
100 W	11 - 18 W	1600 lm

LOOK FOR LUMENS

### 2 CHOOSING THE STYLE

LEDs are available in a variety of styles to fit all types of fixtures, such as recessed cans, ceiling fans, enclosed fixtures and outdoor fixtures. When choosing an LED, check the bulb packaging to make sure it's appropriate for your specific fixture.



Before you shop, be sure to watch our brief *Five Things You Should Know about LEDs* video for additional information that can help simplify your LED shopping experience.

ComEd.com/LEDs

#### Why Choose ENERGY STAR Certified Bulbs?



LEARN MORE AT [energystar.gov](http://energystar.gov)

Compared to incandescent bulbs, ENERGY STAR certified LEDs:

- Provide the same brightness (lumens) but use about 75% less energy (watts)
- Last at least 15 times longer
- Come with manufacturer-backed warranties

### 3 CHOOSING THE LIGHT APPEARANCE

Having trouble finding a bulb that produces the color of light you like? Look for the bulb's color temperature. It's measured in degrees of Kelvin (K) and can be found on the Lighting Facts label on every light bulb package.

- For a warm color similar to the familiar light of incandescent bulbs: Choose 2700K to 3000K.
- For a neutral bright white color: Choose 3500K to 4100K.
- For a cooler color, similar to natural daylight: Choose 5000K to 6500K.

TAKE THIS CARD WITH YOU WHEN YOU SHOP!



LOOK FOR KELVIN (K) RATING

## Switch and save right away



Look for the Consumers Energy instant savings label in store to save up to \$4 per bulb instantly on LED bulbs.

Find retailers offering instant rebates at [LightingFinder-ConsumersEnergy.com](http://LightingFinder-ConsumersEnergy.com)

### ENERGY STAR CERTIFIED BULBS:

- ✓ Are tested for safety, light quality and durability.
- ✓ Last up to 15 times longer than incandescent bulbs.\*
- ✓ Generate about 70 percent less heat, making them safer and more efficient.\*

\*Source: EnergyStar.gov



3/18 | 1MM (D18)



# What's the Latest Cooling Promotion: The Power of the Pooch

ENERGY STAR® Certified  
Room Air Conditioners.

A close-up photograph of a small, light-brown dog's head. The dog's hair is styled with several colorful hair curlers in shades of blue, yellow, and purple. The dog is looking directly at the camera with a neutral expression.

 Cool for everyone,  
from the poodles  
to the planet.

[Get Rebates ▶](#)

Smart for everyone,  
from poodles  
to the planet.

A close-up photograph of a small, light-brown dog's face. The dog is wearing large, black-rimmed glasses and has its mouth open, showing its tongue. The dog is looking slightly to the right of the camera.

 Save with ENERGY STAR®  
certified Smart Thermostats.

[Get Rebates ▶](#)

# Spring 2019 Cooling Promotions | Room A/C (English)

Video and Social Media ad on Verve and Facebook/Instagram



Video Display on Verve



Social Media ads



# Spring 2019 Cooling Promotions | Room A/C (Spanish)

Ask the Expert :30 **video ad** on Facebook

**Social Media ads**



**Cuando el clima comienza a tornarse caluroso, la elección de fresca es un nuevo aire acondicionado de pared certificado por ENERGY STAR® y ahorre energía y dinero mientras ayuda a proteger el planeta.**

**Los aires acondicionados para habitaciones con certificación de ENERGY STAR:**



Consumen un 10 por ciento menos de energía, y utilizarlos cuesta en promedio menos de \$75 al año.



Con funciones inteligentes brindan un mayor control en cuanto a la comodidad y a los gastos energéticos: apague la unidad en forma remota, programe la temperatura y reciba actualizaciones del uso energético.



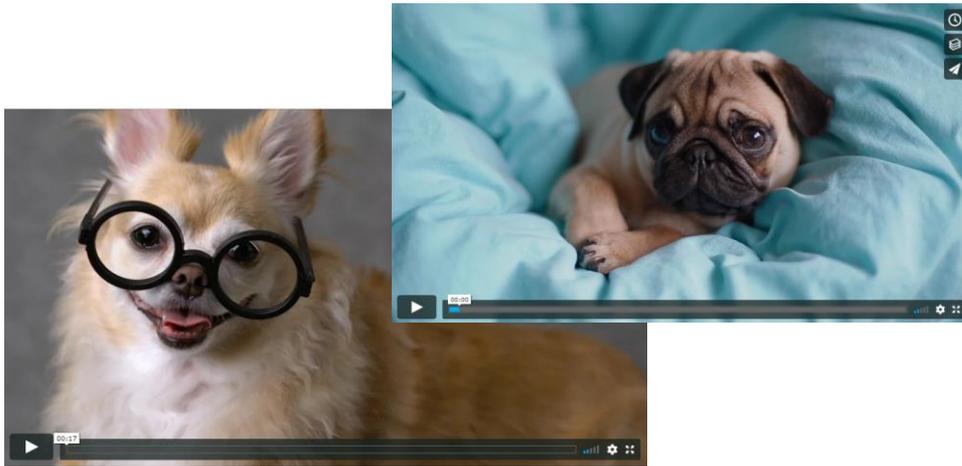
Tienen una mayor calidad de aislantes que aumenta la comodidad y gasta menos al crear un mejor sellado con la abertura.



Son mejores para el medio ambiente. Si todos los aires acondicionados de pared que se venden en los Estados Unidos fueran certificados por ENERGY STAR, el ahorro sería más de \$350 millones por año y se evitaría el equivalente a las emisiones de gases de efecto invernadero de 570,000 vehículos.

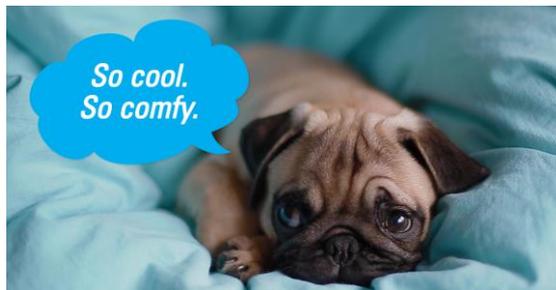
# Spring 2019 Cooling Promotions | Smart Thermostat

Video and Social Media ads on YouTube/Google and Facebook/Instagram



Social Media ads

Display ad on Google Display Network



# 2019 Outreach Plan: ENERGY STAR® PRODUCTS



FEBRUARY | MARCH

NATIONAL PROMOTION  
POOL  
PUMPS

- Materials Available:  
**MARCH**
- Water Heaters

APRIL | MAY | JUNE | JULY

NATIONAL PROMOTION  
FLIP YOUR  
FRIDGE

NATIONAL PROMOTION  
LAUNDRY

NATIONAL PROMOTION  
LIGHTING

NATIONAL PROMOTION  
ROOM A/C

NATIONAL PROMOTION  
SMART  
THERMOSTATS

★ COOLING

★ EARTH  
DAY

- Materials Available:  
**APRIL**
- Lighting
  - Smart Thermostat
  - HVAC

SEPTEMBER | OCTOBER | NOVEMBER

NATIONAL PROMOTION  
WATER  
HEATERS

NATIONAL PROMOTION  
LIGHTING

NATIONAL PROMOTION  
SMART  
THERMOSTATS

NATIONAL PROMOTION  
HVAC

★ ENERGY  
STAR DAY

★ HEATING

★ RULE YOUR  
ATTIC

★ HOLIDAY

- Materials Available:  
**SEPTEMBER**
- Pool Pumps

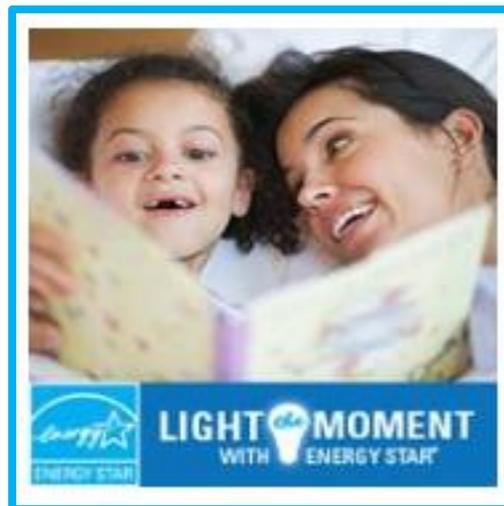
- Materials Available:  
**OCTOBER**
- Flip Your Fridge
  - Lighting
  - Smart Thermostats

- Materials Available:  
**NOVEMBER**
- Room AC
  - Laundry



# OVERVIEW

## Fall Promotions





# Fall 2018 Water Heater Promotion

## Display ads on Google Display Network

The screenshot shows an ESPN website layout. On the left, there are sports news headlines: "Browns deal RB Hyde to Jaguars for 5th-rounder", "OBJ: 'Respect, value' Mara's opinion for less talk", "Cardinals fire OC McCoy, name Leftwich to job", and "Crowder out, Richardson doubtful for Redskins". The main content area features an article about Carlos Hyde being traded to the Jacksonville Jaguars. A display advertisement is overlaid on the left side of the article. The ad features a tall, silver Energy Star certified Heat Pump Water Heater. The text in the ad reads: "HOT WATER. COOL SAVINGS. ENERGY STAR® certified Heat Pump Water Heater. GET REBATES >>>". The Energy Star logo is also present in the bottom right corner of the ad.

## Video ad on YouTube



Water Heater Rebates  
energystar.gov/products

The screenshot shows a YouTube video player interface. The video content is a 3D rendered scene of a modern kitchen with various Energy Star certified appliances: a refrigerator, a tall water heater, a front-loading washer, and a dryer. The video player includes a "Skip Ad" button in the bottom right corner and a progress bar showing 01:27. The URL "www.energystar.gov/products/" is visible in the bottom left corner of the video frame.

SAVE \$300 PER YEAR with an ENERGY STAR® certified Heat Pump Water Heater. GET REBATES >>>



# Fall 2018 Water Heater Promotion

The screenshot shows the Energy Star website's navigation bar with the logo and tagline. Below the navigation are links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. The breadcrumb trail reads: Home > Certified Products > Water Heaters > High Efficiency Electric Storage Water Heaters. The 'Certified Products' section is active, with a search bar and a 'For Partners' link. The main content area is titled 'HEAT PUMP WATER HEATERS' and includes tabs for 'OVERVIEW', 'SPECIFICATION', 'BUYING GUIDANCE', and 'PROMOTIONS'. The 'PROMOTIONS' tab is selected, displaying a banner with the text 'UPGRADE NOW AND WARM UP TO SAVINGS' and an image of two children. Below the banner is a paragraph of text and a green 'GET REBATES' button with a right arrow. To the right of the main content is a sidebar with a green box titled 'NEED A NEW WATER HEATER?' containing text about the 'Water Heater Replacement Guide' and a 'GO' button. Below the sidebar is a blue button that says 'Find the Right Model'.

- **Top-Line Performance**
  - **4.2MM Impressions, 350K+ Video Views.**
  - **22.9K Clicks to website**
  - This campaign **exceeded** all industry benchmarks.
  - These visitors spent an average of **2:19 minutes** on the landing page.

Both tactics drove web traffic to [HPWH promotion page.](#)



## Water Heaters 2019

- **Objective:** Encourage homeowners to replace their old water heater with ENERGY STAR certified heat pump water heaters given huge savings opportunities.
  - Feature Water Heater Replacement Guide.
- **Approach:** Increase investment in robust media mix to spur consumer conversion.
  - Leverage successful tactics from last year.
  - Supplement with additional tactics to increase impact.
    - Paid search
    - Increased partner engagement; particularly digital.
  - Drive traffic to Guide and Product Finder.
- **Timing / Targets:**
  - September/October
  - Markets with active programs.



**WATER HEATER REPLACEMENT GUIDE**

Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through 4 simple installation considerations to figure out if a heat pump water heater is right for your home.

[GET STARTED](#)

**Why Choose an ENERGY STAR certified heat pump water heater?**

- Save more than 50% on water heating energy costs – up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.



**HOT WATER.  
COOL SAVINGS.**

ENERGY STAR\* certified  
Heat Pump Water Heater

[GET REBATES >>>](#)





## Water Heaters 2019: What You Can Do

- Integrate ENERGY STAR label and words into all your consumer-facing program outreach.
- Link to our Water Heater Replacement Guide from your websites.
- Join us in market during September – October by pushing out our messaging.
  - Social media (stay-tuned for revised social media toolkit!)
  - Paid search
  - Other ideas welcome

### New! Social Media Toolkit



ENERGY STAR

Published by ENERGY STAR [?] · October 20 ·

Don't let your old water heater crash your energy-efficient house party! Save \$300 a year with a new ENERGY STAR certified heat pump water heater.



WWW.ENERGYSTAR.GOV

Meet the ENERGY STAR Certified Heat Pump Water Heater

Learn More

**NEED A NEW WATER HEATER?**

Find the best water heater with the biggest energy and rebate savings FAST with the new ENERGY STAR® Water Heater Replacement Guide.



# Water Heaters: What Others Are Doing

**BGE SMART ENERGY savers PROGRAM**

Residential Business Service Providers Events

Residential > Appliance Rebates > Hybrid Heat Pump Water Heater Rebate

## Hybrid Heat Pump Water Heater Rebate

Get a rebate up to \$500\* when you purchase an ENERGY STAR® certified hybrid heat pump water heater. To qualify for a rebate, ENERGY STAR hybrid heat pump water heaters 55 gallons and under must have an Energy Factor (EF) of 2.0 or above. ENERGY STAR hybrid heat pump water heaters over 55 gallons must have an EF of 2.2 or above. The Energy Factor (EF) is the energy performance metric for ENERGY STAR certified hybrid heat pump water heaters, where a higher value means a more energy efficient water heater.

**Appliance Rebates**

Select ENERGY STAR Appliances

Dehumidifiers and Air Purifiers

**Hybrid Heat Pump Water Heaters**

Instant Distributor Rebate

Pool Pumps

Rebate Forms

Renters and Landlords

FAQs

Appliance Recycling

Heating & Cooling

Home Performance

Lighting Discounts

Limited Income

New Homes

PeakRewards

Quick Home Energy Check-up

Smart Thermostats

**Two Ways to Get Your Rebate**

1. Purchase your hybrid heat pump water heater directly from a retailer and fill out the rebate application. [Apply online](#) for faster processing, or [print and mail](#) in your rebate application.
2. Purchase your hybrid heat pump water heater from a [participating distributor](#) to receive your rebate instantly.

[Find ENERGY STAR certified Hybrid Heat Pump Water Heaters.](#)

[Apply Online for a Rebate](#)

[Purchase from a Distributor](#)

**Why Choose an ENERGY STAR Certified Heat Pump Water Heater?**

An ENERGY STAR certified hybrid heat pump water heater can save the average U.S. household up to \$330 per year in energy bills, compared to a standard electric water heater. Lower families that typically use more hot water could save even more. [Learn more at energystar.gov](#)

[Learn more at energystar.gov](#)

Infographic

**DUKE ENERGY** Smart Saver

## Water heater upgrade

Upgrade to heat pump water heater. Cut water heating costs up to 50%.

**START SAVING**

**Save \$350**

Did you know that water heaters are the second-highest source of energy usage in most homes? Heat pump water heaters can help you save energy and money every day, plus you can get a \$350 rebate when you install an ENERGY STAR® model.

Install an energy-efficient heat pump water heater and enjoy the benefits, including:

- Save \$250 each year – or more – on your water heating costs\*
- Receive \$350 for each new, qualifying water heater installed†
- Use less energy without sacrificing performance or reliability

**Lower your water heating cost up to 50%**

Why are heat pump water heaters so efficient? Their advanced technology absorbs heat from the air and transfers it into the water in the storage tank. This makes them two to three times more energy efficient than conventional water heaters and more environmentally friendly.

**Save big on energy costs with a new heat pump**

er

ally account for about 15 to 25% of your monthly energy bill. An efficient heat pump water heater is one of the most efficient water heaters means lower operating costs – and lower monthly electric bills. In fact, are able to cut their water heating costs in half.

ally last 10 to 15 years, and they can fail without warning. Upgrading on your energy bill right away.

**UPGRADE NOW FOR HOT SAVINGS**

**ON A NEW WATER HEATER**

Save up to **\$350** over its lifetime plus more with a rebate.

Social Media

**AEP Ohio** @AEPOhio

Follow

An @ENERGYSTAR water heater can save up to \$3500 over its lifetime. Hear from the experts about upgrading now: [ms.spr.ly/6017rCmDF](https://ms.spr.ly/6017rCmDF)

**Savings are on tap.**

**AEP OHIO**

**GET REBATES**

GIF

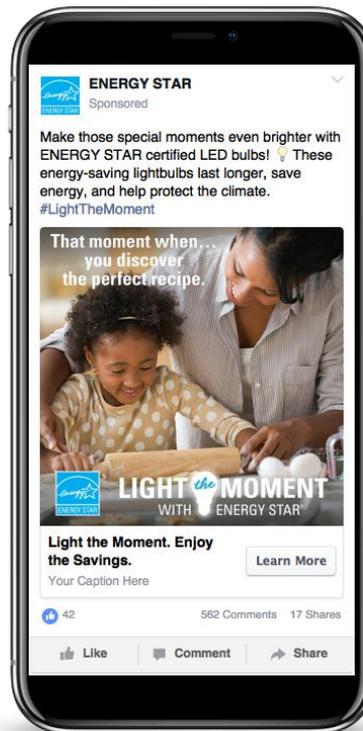
Logo Lockup and Imagery

# Spring 2019 Lighting Promotion

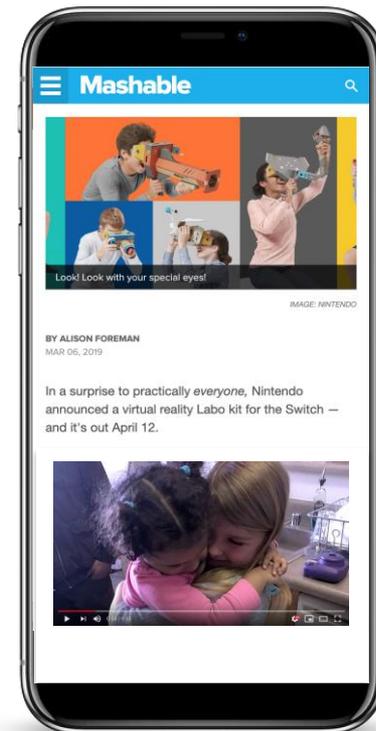
Mobile Display ads on Groundtruth



Social Media ads on Facebook and Instagram



Video ad on ShareThrough & Groundtruth





# Lighting 2019

- **Objective:**
  - Capture all remaining opportunities to replace old, less efficient lighting with ENERGY STAR certified LED bulbs while we can!
- **Approach:**
  - Continue to combine aspirational appeal of Light the Moment with practical benefits of low-cost, energy-saving lighting.
  - Focus on hard-to-reach where household penetration opportunities are greater; expanding from LMI to Spanish speaking and elderly.
  - Deploy strategic media mix to effectively reach these segments.
- **Timing/Targets:**
  - October/November
  - Markets with active programs and relevant customer segmentation DMAs.
    - Striving Conservationists
    - Aspiring Energy Savers
    - Sustaining Seniors



## Lighting 2019: What You Can Do

- Integrate ENERGY STAR label and words into all your consumer-facing program outreach.
- Link to our Choose a Light tool from your websites.
- Join us in market during October – November by pushing out our messaging.
  - Social media (seasonal moments all year round)
  - Light the Moment video
  - In-store messaging
  - Other ideas welcome



### CHOOSE A LIGHT GUIDE

Looking to replace a light bulb?  
Here's how in three easy steps:

1. Choose the shape
2. Choose the color
3. Choose the brightness

[FIND YOUR LIGHT BULB](#)

#### Why Choose ENERGY STAR?

- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent climate change



# Lighting 2019: What You Can Do

- Product Finder
  - Including even more buy downs from participating partners
    - L’image
    - Globe
    - GE Lighting

The screenshot shows the Energy Star Certified Products website interface. At the top, there's a navigation bar with 'ABOUT ENERGY STAR' and 'PARTNER RESOURCES'. Below that is the Energy Star logo and the tagline 'The simple choice for energy efficiency.' The main navigation includes categories like 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. The page title is 'Certified Products' with a subtitle 'Your source for energy efficient product information'. There are links for 'All Certified Products', 'How a Product Earns the Label', 'Save Energy at Home', 'Join Our Movement', and 'Product Specifications Search'. A language selector shows 'English | Français' and access options for 'API, Data Set or Excel File'. The main content area features a 'Find and Compare' section with a 'Change Product' button. A large green banner highlights 'ENERGY STAR Certified Light Bulbs' with a light bulb image and text: 'Only LED bulbs that have earned the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment.' To the right is a 'How to Choose a Light Bulb' section with a 'SEE GUIDANCE' button and a numbered list 1-5. Below the banner are two buttons: 'BUYING GUIDANCE' and 'TAKE THE PLEDGE'. The search results section shows '9256 Records Found' and a 'Filter Your Results' section with a 'Sort by: Brand Name' dropdown. A 'filter by keyword' input field is present. A 'Featured Best Value' badge is shown next to the product listing: 'ENERGY STAR® Certified LED bulbs for as low as \$1'. The product details for '7LEDS - 7L-A19-9.5w-5000k' are displayed, including 'Bulb Type: General Purpose Replacement', 'Technology: LED', 'Wattage Equivalency (watts): 75', 'Brightness (lumens): 1100', and 'Efficacy (lumens/watt): 111.1'. A 'CLICK FOR PRODUCT DETAILS' button and a 'Compare' link are also visible.

The screenshot shows the 'LIGHT the MOMENT Featured Deals' section. It starts with a green bar asking to 'Enter your zip code to begin.' with the zip code '43001' entered and a 'SHOW DEALS' button. Below this, it says 'See All ENERGY STAR Certified Bulbs →'. The section is divided into 'Sponsored By' and 'Manufacturers' sections. Under 'Sponsored By', there are 'Utilities' (AEP AMER ELEC POWER OH, Ohio Power Company) and 'Manufacturers' (L'image Home Products Inc, GE). The 'Look for: GE Brand Light Bulbs Available at: Walmart' deal has a 'SHOW STORES' button. The 'Look for: Sunbeam Brand Light Bulbs Available at: Dollar Tree Stores' deal also has a 'SHOW STORES' button. At the bottom, a blue bar says 'Additional light bulbs rebates & incentives' and a note states 'No additional rebates for Light Bulbs found in ( 43001 )'.



# Lighting: What Others Are Doing

## Social Media



## Retail



## Newsletter

## Lighting Choices Made Easy with ENERGY STAR®

Are you ready to upgrade your home lighting but don't know where to start? Use the lighting worksheet below to determine the right ENERGY STAR-certified LED bulb\* for your light fixture and mark how many bulbs you need for each room in your home.

**TAKE ONE**

	Bulb Types							
<b>Table or Floor Lamps</b>			QUANTITY			QUANTITY		
<b>Pendant Fixtures</b>			QUANTITY			QUANTITY		QUANTITY
<b>Ceiling Fixtures</b>			QUANTITY			QUANTITY		
<b>Ceiling Fans</b>			QUANTITY			QUANTITY		QUANTITY
<b>Wall Sconces</b>			QUANTITY			QUANTITY		QUANTITY
<b>Recessed Cans</b>			QUANTITY			QUANTITY		QUANTITY
<b>Accent Lighting</b>			QUANTITY			QUANTITY		
<b>Vanity Strips</b>			QUANTITY			QUANTITY		
<b>Outdoor Covered</b>			QUANTITY					
<b>Outdoor Exposed</b>			QUANTITY					

<b>Brightness</b>	<b>Lighting Facts</b> Per Bulb
870 Lumens	Brightness 870 lumens
Estimated Energy Cost \$1.57 per year	Estimated Yearly Energy Cost \$1.57
	Based on 3 hrs/day, 11kWh
	Cost depends on rates and use
	Life 5.5 years
	Based on 3 hrs/day
	Light Appearance Warm
	2700 K
	Energy Used 13 watts

Comparing light bulbs is easy using the Lighting Facts chart found on most light bulb packages. The chart provides information about brightness, bulb life expectancy, estimated yearly energy cost and light appearance.



**FirstEnergy**

Ohio Edison • The Illuminating Company • Toledo Edison

\*Remember to always check the packaging for proper use.

## Worksheets

## Lighting 2019: What Others Are Doing

- GE *Light the Moment* pallets and displays are currently in hundreds of Lowe's and Walmart stores.
- Dollar stores continue to increase the stock of ENERGY STAR bulbs across the country. These bulbs, in many cases, are branded with *Light the Moment*.
  - L'Image Home Products
  - Globe



## Smart Thermostats 2019

- **Objective:** Increase adoption among consumers most likely to seek smart thermostats for their homes.
  - Focus on eco-conscious homeowners.
- **Approach:** Ramp-up media with a focus on environmental benefits and a mix that engages at key points along the customer journey to purchase.
- **Timing/Targets:**
  - October/November
  - Markets with active programs and relevant customer segment DMAs.



## Smart Thermostats 2019: What EPA is Planning

- Display and Video Advertising
  - Attract and educate on Smart Thermostats benefits via online display & video ads.
- Paid Social
  - Leverage compelling visual ads with environmental impact messaging on Facebook and Instagram.
- Paid Search
  - Bring in highly qualified consumers who are actively researching Smart Thermostats and more primed for purchase.
- Content Marketing
  - Share educational content via e-mail and online research/review sites.
    - Amazon, Best Buy, Lowe’s, The Home Depot, Sears, etc.
    - Online marketplaces
    - CNET, The Wire Cutter, The Verge, Engadget, etc.
- Website Optimization
  - Create a compelling and conversion-focused campaign landing page to incent purchase featuring rebates.





# Smart Thermostats 2019: What You Can Do

- Integrate ENERGY STAR label and words into all your consumer-facing program outreach.
- Since the majority (75%) of smart thermostats sold at retail (mostly online) AND shoppers research online prior to purchase; EPA recommends a online digital strategy leveraging ENERGY STAR and our tools, as needed.
  - Web buttons, widgets and other digital graphics & educational content; and new content widget.
- Join us in market during October – Holiday by pushing out our messaging.
  - Social media (stay-tuned for revised social media toolkit leveraging new concepts!)
  - Paid search
  - Other ideas welcome

## New! Social Media Toolkit



**THE SMART CHOICE Made Simple**

Make sure your new smart thermostat is ENERGY STAR® certified to ensure:

- ✓ Demonstrated Energy Savings
- ✓ Reliable Performance
- ✓ Environmental Benefits
- ✓ Convenience, Insight, and Control

**GO ▶**

Add our widget to your site

```
<div data-bbox="708 605 820 710">
  <a href="https://www.energystar.gov/martThermo_X_300x286.png" target="_blank">
</div>
```

**DID YOU KNOW?**

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and **\$740 million** per year.

For the average American household, almost half of the annual energy bill goes to heating and cooling—**save money** and stay comfortable with ENERGY STAR.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to **control temperatures**—and still save energy.

**THE SMART CHOICE MADE SIMPLE**

Learn more at [energystar.gov](http://energystar.gov)



# Smart Thermostats: What Others Are Doing



Press Room | Library | FAQs | Calendar | Newsletters | Contact Us | Site Map

HOME	RESIDENTIAL	COMMERCIAL, INDUSTRIAL AND LOCAL GOVERNMENT	RENEWABLE ENERGY
<p><b>NEW JERSEY'S CLEAN ENERGY PROGRAM</b></p> <ul style="list-style-type: none"> <li>▶ ABOUT NJCEP</li> <li>BOARD OF PUBLIC UTILITIES</li> <li>REBATES AND PROMOTIONS</li> <li>NJCEP POLICY UPDATES &amp; REQUEST FOR COMMENTS</li> <li>CALENDAR</li> <li>CLEAN ENERGY COMMITTEES</li> <li>GRANTS &amp; SOLICITATIONS</li> <li>TRAINING RESOURCES</li> <li>▶ PRESS ROOM</li> <li>▶ PUBLIC REPORTS AND LIBRARY</li> <li>CONTACT US</li> </ul> 	<h2 style="color: #2980b9;">Smart Thermostats</h2>  <p><b>Did You Know?</b> For the average American household, almost half of the annual energy bill goes to heating and cooling - more than \$900 per year. Being smart about how you control your temperature settings with an ENERGY STAR® certified smart thermostat will help you save money and stay comfortable in your home.</p> <p><b>What is a smart thermostat?</b> A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance. Smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to save energy.</p> <p>ENERGY STAR certified smart thermostats place you in the driver's seat when it comes to managing the heating and cooling of your home, providing you convenience, insight and control by:</p> <ul style="list-style-type: none"> <li>● Learning your temperature habits and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.</li> <li>● Providing home energy use data that you can track and manage enables you to target family behavior patterns that might be contributing to a higher bill.</li> <li>● Allowing you to control home heating and cooling remotely through your smartphone.</li> </ul> <p>ENERGY STAR smart thermostats are third-party certified to:</p> <ul style="list-style-type: none"> <li>● Accurately measure temperature</li> <li>● Quickly enter a low-power standby mode when inactive</li> <li>● Track and report heating and cooling equipment trends to the homeowner</li> <li>● Provide tailored functionality and service that deliver energy savings that make sense for the individual homeowner.</li> </ul> <p>You can try out the <a href="#">programmable thermostat tool</a> from ENERGY STAR to see what you can save with set-back temperatures that work for your family.</p> <p>Installing an ENERGY STAR certified smart thermostat could add up to significant savings for your family - and for the planet. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of greenhouse gas emissions.</p> <p>This <a href="#">factsheet</a> provides additional useful information.</p>	<h3 style="background-color: #a52a2a; color: white; padding: 2px;">Program Updates</h3> <ul style="list-style-type: none"> <li>● Notice of Public Hearing FY19-FY22 CRA Straw Proposal and FY19 NJCEP Programs &amp; Budget</li> <li>● Home Performance with ENERGY STAR Pilot Programs</li> <li>● NJCEP Strategic Plan</li> </ul> <h3 style="background-color: #2980b9; color: white; padding: 2px;">Fridge/Freezer Recycling</h3> <p><b>\$50 Rebate</b> For recycling your old fridge or freezer</p> <p style="background-color: #f1c40f; padding: 2px;">Schedule a FREE pickup today</p> <h3 style="background-color: #2980b9; color: white; padding: 2px;">Program Literature</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p><b>Applications and Brochures</b></p> <p>Download the Latest Program Materials</p> </div> </div> <div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p><b>Commercial Food Service Equipment</b></p> <p>Rebates Available Now!</p> </div> </div> <h3 style="background-color: #2980b9; color: white; padding: 2px;">Clothes Washer Rebate</h3> <p><b>UP TO A \$75 Rebate</b> on Select ENERGY STAR® Qualified Clothes Washers</p>  <h3 style="background-color: #2980b9; color: white; padding: 2px;">Subscribe to eNewsletter</h3> <div style="display: flex; align-items: center;">  <div style="margin-left: 5px;"> <p><b>E-Newsletter</b></p> <p>Subscribe for the Latest Rebate News</p> </div> </div>	

 **Focus on Energy**  
@focusonenergy

Follow

The holidays are a great time to save on energy-efficient products for your home. Shop holiday deals on @ENERGYSTAR certified smart thermostats to maximize your savings this season. Learn more at [focusonenergy.com/smart](https://focusonenergy.com/smart).



12:20 PM - 3 Dec 2018

1 Retweet 3 Likes 

 1  3

## Logo Lockup and Imagery

## Social Media

# OVERVIEW

## Brand Campaigns





**ENERGY STAR**  
Sponsored · 🌐

Save energy and money with great deals on select ENERGY STAR certified products! Start your savings today and save for good.



ENERGYSTAR.GOV/SAVEFORGOOD

**Look for the ENERGY STAR label and start your savings!** [Learn More](#)

👍❤️👤 Marjorie Christian, Carolina Martinez and 660 others · 1 Comment 2 Shares

👍 Like · 💬 Comment · ➦ Share

- **Top-Line Performance:**
  - **3.78M** impressions
  - Drove **21,252** clicks to [energystar.gov/saveforgood](http://energystar.gov/saveforgood) landing page
    - Lowest CPC of any campaign to date

**Paid Social Static ad on Facebook**

**ENERGY STAR**  
Written by C+C [?] · October 23 · 🌐

Save today, save tomorrow, and save for good with ENERGY STAR. Products that earn the ENERGY STAR label are independently certified to use less energy, saving you money on your utility bills. Many are available at special prices or come with a utility rebate.



ENERGYSTAR.GOV

**Save for Good with ENERGY STAR** [Learn More](#)

**168,029** People Reached · **1,748** Engagements

👍❤️👤 23 · 1 Share 221K Views

**Video ad on Facebook**

ABOUT ENERGY STAR · PARTNER RESOURCES

**ENERGY STAR** The simple choice for energy efficiency.

ENERGY EFFICIENT products | ENERGY SAVINGS at home | ENERGY EFFICIENT new homes | ENERGY STRATEGIES FOR buildings & plants

Home · Certified Products · ENERGY STAR Day

**Certified Products** Your source for energy efficient product information

All Certified Products | Appliances | Lighting | Office Equipment | Electronics | Product Specifications Search

**SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.**

**TAKE THE PLEDGE**  
Celebrate ENERGY STAR® Day and take the pledge to choose products that have earned the ENERGY STAR® label.

Happy ENERGY STAR Day! It's time to celebrate the benefits of energy efficiency with ENERGY STAR. By choosing products that have earned the ENERGY STAR, you'll be saving today, tomorrow and for good.

Look for the ENERGY STAR label and start your savings now! Check out our Best Value Finder tool for the lowest prices on ENERGY STAR certified products. Also, see offers from our participating utility, manufacturer and retailer partners.

Together, we can make a difference for the environment while saving energy for good.

**Best Value Finder**  
Your resource for smart savings all in one place. In addition to the energy-cost savings, Best Value Finder shows you where you can find the lowest prices on ENERGY STAR certified products, plus utility rebates and other special offers.

[START SAVING →](#)

**Ameren ILLINOIS**

Ameren Illinois has created an easy and affordable way to make homes more comfortable and energy efficient for income-qualified customers.

[More >](#)

**TAKE CHARGE VA**

Appalachian Power's Low-Income Weatherization program provides products and services to residential customers in need to help reduce their energy use...

[More >](#)

**TAKE CHARGE WV**

Appalachian Power's Low-Income Weatherization program provides products and services to residential customers in need to help reduce their energy use...

[More >](#)

**Central Hudson NY**

Central Hudson Gas & Electric Corporation is helping underserved and hard-to-reach families save energy by distributing 30,000...

[More >](#)

Save Today. Save Tomorrow. Save for Good with ENERGY STAR

**WAYS TO SAVE TIPS**  
Use your ceiling fan  
Use a ceiling fan so you can turn down your air conditioner. This way



## ENERGY STAR Day 2019

- **Objective:**

- Celebrate the benefits of energy-efficiency with ENERGY STAR through collaborative broad public awareness campaign coupled with complimentary targeted outreach to underserved customers that can benefit the most.
  - Utilize customer segmentation data for underserved targeting *Striving Conservationists*.

- **Approach:**

- Continue to leverage aspirational appeal of Save Today, Save Tomorrow, Save for Good.
  - General and targeted outreach driving traffic to product finder with ENERGY STAR Day call-out and participating partner programs / offerings.
  - Also include outreach to Spanish-speaking audiences
  - Deploy strategic media mix to effectively reach all targets
- Collaborate with partners to expand reach and to offer relevant services.
  - Make participation easy by simplifying the “ask” focusing on sharing the ENERGY STAR Day video.
  - Interested partners can also leverage other toolkit assets and the ENERGY STAR pledge.

- **Timing/Targets:**

- October/November





# ENERGY STAR Day 2019





# ENERGY STAR Day: What Others Are Doing



**Hawaii Energy**  
@MyHawaiiEnergy

Follow

We're proud to celebrate #ENERGYSTARDay alongside the folks at @HawaiiNewsNow, to talk about how all residents can save money by using @ENERGYSTAR certified products.



## TV News Segment



**Delmarva Power**  
@DelmarvaConnect

Follow

We're proud to participate in #ENERGYSTARday today and help you save energy & money all year long! Purchase select @ENERGYSTAR products and get Delmarva Power rebates & instant discounts. [bit.ly/DelmarvaENERGY...](http://bit.ly/DelmarvaENERGY...)



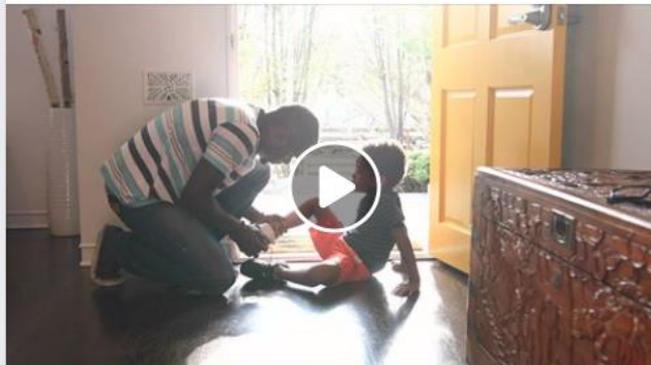
7:18 PM - 23 Oct 2018

## ENERGY STAR Day Video



**Southern California Gas Company (SoCalGas)** shared a post. ...  
October 23 at 2:20 PM · 🌐

Please join us in celebrating ENERGY STAR Day! Find information on available appliance rebates at - [socialgas.com/rebates](http://socialgas.com/rebates)



[WWW.ENERGYSTAR.GOV](http://WWW.ENERGYSTAR.GOV)

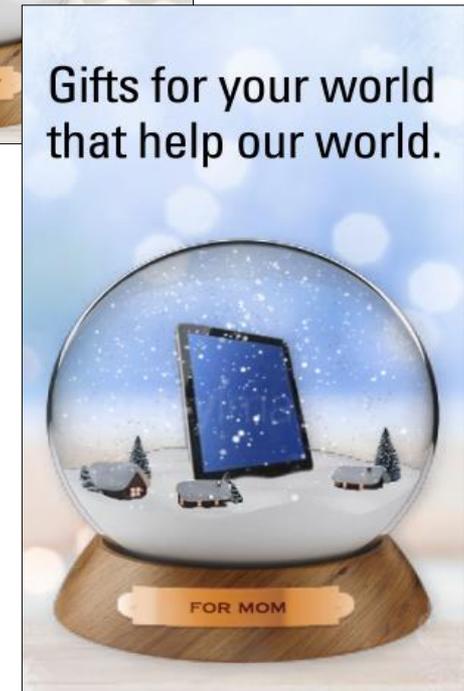
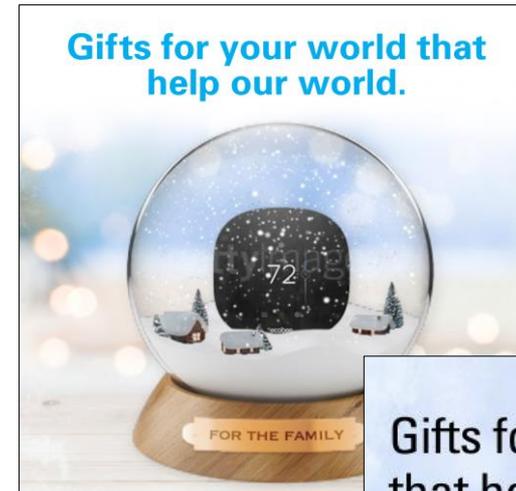
Save Today, Save Tomorrow, Save for Good with ENERGY STAR

Learn More

## Social Media

## 2019 Holiday Campaign

- **New!** Holiday campaign concept
- **Objective:**
  - Promote ENERGY STAR certified products during the holiday season as the perfect gifts for your loved-ones' world and our world.
- **Approach:**
  - Raise awareness about the benefits of ENERGY STAR certified products as holiday gifts.
  - Leverage the holiday spirit by making the connection between great gifts that also help protect the environment.
  - Drive clicks to the ENERGY STAR Holiday Gift Guide, [energystar.gov/holiday](http://energystar.gov/holiday).





# Holiday: What Others Are Doing

## Social Media



Look for the @ENERGYSTAR label when doing your Black Friday shopping this year. Save up to \$750 in incentives from us when you purchase select @ENERGYSTAR certified appliances. For more information, visit [energysolutionsms.com/appliances](http://energysolutionsms.com/appliances).



6:00 AM - 23 Nov 2018

## Press Release



The hottest gifts this season are in electronics and home entertainment. But the best gifts are also good for the environment. ENERGY STAR® certified home electronics go beyond the latest features and functions to deliver great energy efficiency.



ENERGY STAR certified TVs offer the most popular features and technologies – Smart TV functionality, Ultra High Definition, large screens, LED backlighting – and they're 27% more energy efficient than standard models.

## Web with Holiday Rebate Highlight

**THE MOST REWARDING WAY TO SHOP**  
With rebates from Hawai'i Energy

The best gifts do great things.

This holiday season, join us in making a difference for your loved ones and the planet with ENERGY STAR's [gift-giving](#). It's easy to give and receive savings with these Hawai'i Energy offers:

**\$150 REBATE**

**REFRIGERATOR TRADE-UP**  
Shopping for a new fridge? Get a \$150 rebate when you trade in your old, working, energy-drawing refrigerator for a qualifying ENERGY STAR model. [More](#)

**UP TO 90% SAVINGS**

**LED LIGHTING**  
Switch to ENERGY STAR certified LEDs today to [save up to 90%](#) on lighting costs. Our instant rebates makes buying energy-efficient lighting more affordable than ever. [Find a participating retailer](#)

## NEW! HVAC Awareness Promotion

- Q4 2019 Phase I: Increase awareness of the energy-saving and other benefits of ENERGY STAR certified air source heat pumps (ASHP)
  - Focus on huge savings potential of new ASHP as replacement for old ASHP.
  - Feature new replacement savings tool and HPWH Product Finder.
    - An interactive, mobile friendly tool that will calculate the savings associated with replacing your old heat pump and address key purchasing considerations.
- Q4 2020 Phase II: Expand to include cold climates.



## Other Opportunities for Collaboration

- **Best Practices in Co-branding with ENERGY STAR**
  - An opportunity for partners to work more closely with EPA ENERGY STAR on energy-efficiency outreach to improve both customer engagement and satisfaction
    - Collaborate on marketing tactics and materials to increase partner effectiveness in driving conversion as well as improving consumer engagement and overall satisfaction.
      - Leveraging EPA ENERGY STAR’s marketing expertise and customer segmentation data.
- **Leverage EPA ENERGY STAR Web Resources**
  - Facilitate a discussion between your Web representatives and EPA to learn about all the free tools, content, APIs, and more to enrich your websites, increase traffic, and ultimately overall program effectiveness.

**Ways to Save Tips** is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

### Tips include:

- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

**WAYS TO SAVE TIPS**

Join EPA and light your moments with ENERGY STAR. Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join EPA in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about \$15 billion in annual energy costs and prevent 17 billion pounds of greenhouse gas emissions. Your moments. Your world. Both deserve the Best.

**Find savings and rebates in my area**

Use the ENERGY STAR Rebate Finder to look for special offers or utility rebates on ENERGY STAR certified products. These offers are sponsored by ENERGY STAR partners or local utilities. Partners also occasionally sponsor recycling incentives for the proper disposal of old products.

**Choose an ENERGY STAR certified electric heat pump water heater**

Water heating can account for 12 percent of a home's energy use. When replacing your water heater, look for models that have earned the ENERGY STAR. A certified heat pump water heater can save a household of 4 about \$330 annually on electric bills.

### Pop-Up Logos



**ENERGY STAR certified**

ENERGY STAR Certified

**Save \$300\***  
by Replacing Your Old Refrigerator with an ENERGY STAR® Certified Refrigerator

\*Source: energystar.gov/refrigerators

SAVE ENERGY SAVE MONEY  
Protect the Planet

**GET REBATES!**



# Thank You!

## Questions?

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