ENERGY STAR®
Annual Product Promotions
4th 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
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

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

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

Starting Point:
We require and note “ENERGY STAR® certified” products
How to Participate: Web

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

EPA

Efficient Lighting Discounts

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

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

- Save energy! ENERGY STAR certified LEDs use 70-80% less energy than standard incandescent bulbs.
- Save money: A single LED can save you more than $60 in electricity costs over 10 years.
- Long-lasting: LEDs last 15-25 times longer than standard incandescent bulbs.
- Providing new ENERGY STAR certified LEDs are a three-year warranty.
- Cool-neutral: LEDs provide a bright, pleasant light, remove cost to the touch and are easy to swap.

Please note: There is a 12-month limit per purchase. Program funding is limited and promotion can be voided at any time, for any reason.
How to Participate: Online Marketplace

- **Ivation**
  - Price: $187
  - Features:
    - Pints per 24 Hrs: 30
    - Filter Type: Washable filter
    - Number of Fan Speeds: 2
  - NSF certified
  - Energy Star rated

- **LED Light Bulbs**
  - Light up your world with discounted ENERGY STAR® certified LEDs.
  - Light-emitting diode (LED) bulbs use 80 to 90 percent less energy than traditional incandescent bulbs. They are more durable, lasting 15 to 25 years or more, and they usually don’t burn out or fail abruptly, but instead slowly fade out over years.

  Get instant price discounts on ENERGY STAR certified LED bulbs when you buy from a participating retailer, or through our online store.
How to Participate: In-Store Promotions and Events
How to Participate: POP
How to Participate: News/Press Releases

CenterPoint Energy celebrates ENERGY STAR Day

Energy efficiency programs help customers reduce their energy costs and lower emissions.

5 Tuesday - October 23, 2018

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

- Agencies in Action: CenterPoint Energy partners with community agencies and non-profits to provide whole home energy efficiency upgrades.
- Help to Heat: PAYS higher incentives to contractors and companies for the installation of energy efficiency retrofits in homes of income-qualified customers.
- Multi-family Direct Install: Brings energy-efficient lighting measures at no cost to the tenant, property owner or the multi-family single family.
- Affordable Single Family: Pays incentives for nonprofits or new ENERGY STAR homes for low-income families.

The total greenhouse gas emission reduction produced from 683,857 kWh saved by the programs is equivalent to one million miles driven by an average passenger vehicle or enough to support an additional 133 homes for one year.

"We're proud to celebrate ENERGY STAR Day and help our customers," said Dan Petropoulos, director of Electric Energy Efficiency, Business Development for CenterPoint Energy. "Our single-family residential programs help customers reduce energy usage using efficient equipment in both new and existing homes in Houston."

News Release

Contact: CenterPoint Energy

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

BOE residential customers can get $50 from the BOE Smart Energy Savers Program for replacing their old working refrigerator or freezer.

Baltimore April 20, 2016 - BOE is partnering with the U.S. Environmental Protection Agency (EPA), the largest national gas and electric utility.

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 members utilities offer rebates of up to $100 on the purchase of ENERGY STAR® certified refrigerators, plus an additional rebate for recycling your old working refrigerator.

Rebate forms are available by calling (800) RECYCLE or at your utility's website.

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 $250 in energy costs over the next five years. Learn more and get guidance choosing the right refrigerator for your home: www.epa.gov/energy/flipyourfridge.

CenterPoint Energy celebrates ENERGY STAR Day...
How to Participate: Newsletter

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. PECO offers rebates on ENERGY STAR® certified models to help reduce your upgrade costs.

- Equipment Rebates starting at $235:
  - Tune-Ups: $25 rebate
  - Electric Heat Pump Water Heaters: $350 rebate
- Ask your contractor for help choosing the right equipment for your home. Then, apply for rebates at peco.com/rebates.

Product Spotlight: Hybrid Water Heaters

An ENERGY STAR® certified heat pump water heater can save a four-person family $336 per year in energy bills—$3,600 over its lifetime—and will pay for the 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 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 or call 1-888-5-PECO-SAVE (1-888-575-3283).

*Energy savings vary depending on your location and use.

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©PECO/Energy, Company 2015

PECOC. The future is on.
How to Participate: Mail Inserts

1. **CHOOSING THE BRIGHTNESS**
   - **Incandescent (Watt)** → **LED (Watt)** → **LED (Lumen)**
   - 40 W → 4.9 W → 450 lm
   - 60 W → 11.5 W → 850 lm
   - 75 W → 12.5 W → 1000 lm
   - 100 W → 18.6 W → 2000 lm
   - **Look for Lumens**

2. **CHOOSING THE STYLE**
   - LEDs are available in a variety of styles and types of fixtures, such as recessed, wall, or ceiling fixtures. When choosing an LED, check the bulb package to make sure it's appropriate for your specific fixture type.

3. **CHOOSING THE HEIGHT APPEARANCE**
   - LED bulbs are cooler to the touch than incandescent bulbs.
   - LED bulbs are smaller in size.
   - LED bulbs last up to 15 times longer than incandescent bulbs.
   - LED bulbs generate about 70 percent less heat, making them safer and more efficient.

**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

**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: Energy.gov
What’s the Latest
Cooling Promotion: The Power of the Pooch
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 frescura 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.
- Tienen una mayor calidad de aislantes que aumenta la comodidad y gasta menos al crear un mejor sellado con la abertura.
- 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.
- 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

**Display ad on Google Display Network**

Smart for everyone, from pooches to the planet.

Social Media ads

*So cool. So comfy.*

*Smart is the new cool.*
2019 Outreach Plan: ENERGY STAR® PRODUCTS

FEBRUARY | MARCH
- NATIONAL PROMOTION
- POOL PUMPS

APRIL | MAY | JUNE | JULY
- NATIONAL PROMOTION
- FLIP YOUR FRIDGE
- NATIONAL PROMOTION
- LIGHTING
- NATIONAL PROMOTION
- SMART THERMOSTATS
- EARTH DAY

- NATIONAL PROMOTION
- LAUNDRY
- NATIONAL PROMOTION
- ROOM A/C

- NATIONAL PROMOTION
- COOLING

SEPTEMBER | OCTOBER | NOVEMBER
- NATIONAL PROMOTION
- WATER HEATERS
- NATIONAL PROMOTION
- LIGHTING
- NATIONAL PROMOTION
- SMART THERMOSTATS
- NATIONAL PROMOTION
- HVAC

- NATIONAL PROMOTION
- ENERGY STAR DAY

- Materials Available: MARCH
  - Water Heaters

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

- 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

Video ad on YouTube

The Cleveland Browns have traded running back Carlos Hyde to the Jacksonville Jaguars for a fifth-round draft pick.

Cleveland announced the terms of the trade, which is pending a physical Friday.

Hyde has rushed for 382 yards with five touchdowns in 2018, but the team has opened more rushing opportunities for rookie Nick Chubb. The second-round pick has 173 yards and two touchdowns on 16 carries. Duke Johnson Jr. is tied with other Cleveland running backs with more than 100 rushing yards in 2018.

The Jaguars have been without starting running back Leonard Fournette for the majority of the season. Fournette has been ruled out of Sunday’s game against the Houston Texans, missing his third straight contest due to a right hamstring injury.

SAVE $300 PER YEAR with an ENERGY STAR® certified Heat Pump Water Heater

www.energystar.gov/products/
Fall 2018 Water Heater Promotion

- 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.
**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 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

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

Infographic

Social Media

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

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

Enter your zip code to begin. 43001

LIGHT the MOMENT Featured Deals

Sponsored By
Utilities
- AEP AMER ELEC POWER OH
- Ohio Power Company
Manufacturers
- Litton Home Products Inc
- GE

Look for GE Brand Light Bulbs
Available at: Walmart

Look for: Sunbeam Brand Light Bulbs
Available at: Dollar Tree Stores

Additional light bulbs rebates & incentives
No additional rebates for Light Bulbs found in (43001)
Lighting: What Others Are Doing

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.

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<th>Bulb Types</th>
<th>Table or Floor Lamps</th>
<th>Pendant Fixtures</th>
<th>Ceiling Fixtures</th>
<th>Ceiling Fans</th>
<th>Wall Sconces</th>
<th>Recessed Cans</th>
<th>Accent Lighting</th>
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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.

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Social Media

Retail

Newsletter

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.

**Initial Concepts**
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

Perfect for everywhere you live.
Smart Thermostats: What Others Are Doing

Did You Know? The average American household saves over $300 per year by cooling their home 10°F during hot months and heating their home 10°F during cold months. Energy star certified smart thermostats can also save you money by automatically adjusting your temperature when you’re away.

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 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:

- Learning your temperature habits 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 enabling you to target family behavior patterns that might be contributing to a higher bill.
- Allowing you to control home heating and cooling remotely through your smartphone.
- ENERGY STAR smart thermostats are third-party certified to:
  - Accurately measure temperature.
  - Quickly enter a low-power standby mode when inactive.
  - Track and report heating and cooling equipment trends to the homeowner.
  - Provide tailored functionality and service that deliver energy savings that make sense for the individual homeowner.

You can try out the programmable thermostat tool from ENERGY STAR to see how you can save with set-back temperatures that work for your family.

Installing an ENERGY STAR certified smart thermostat could add up to significant savings for your family— and the planet. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 55 billion BTUs of energy and $740 million dollars per year, offsetting 13.5 billion pounds of greenhouse gas emissions.

This fact sheet provides additional useful information.

Logo Lockup and Imagery

Social Media

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.
OVERVIEW

Brand Campaigns

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

The best gifts do great things.
Top-Line Performance:
- **3.78M impressions**
- Drove **21,252** clicks to energystar.gov/saveforgood landing page
- Lowest CPC of any campaign to date

Paid Social Static ad on Facebook

Video ad on Facebook
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: What Others Are Doing

Hawaii Energy
@MyHawaiiEnergy

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

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...

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 - socaigas.com/rebates

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.
Holiday: What Others Are Doing

Press Release

The best gifts do great things.
energystar.gov/holiday

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, 4K screens, LED backlighting - and they’re 27% more energy efficient than standard models.
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.
Thank You!

Questions?

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