ENERGY STAR®
Annual Product Promotions Kick-Off 2019

That moment when… love is the main ingredient.
Today’s Agenda

• What are Product Promotions?
  – Benefits of participating
  – How to participate
• Fall Results; Key Takeaways
  – Lighting
  – Smart Thermostats
• Updates: Spring Promotions
  – Pool Pumps
  – Flip Your Fridge
  – Lighting
  – Room AC
  – Smart Thermostats
  – Laundry

Promotions/Campaigns
Click on the promotion/campaign below, or use the filters to the right to find related marketing materials.
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!
Benefits of Participating

• Leverage ENERGY STAR’s trusted brand, reputation, popularity – as well as its strong network of supporting manufacturers and retailers

• Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team

• Benefit from a strategic, effective mix of targeted media that will drive exposure for your program among EPA ENERGY STAR’s broad consumer base
  – Geo-targeted to your market
  – Driving clicks to your programs

• NEW this year: participants can receive data on traffic from your region and other metrics (time on page, pages visited, etc.)

MORE THAN 233 MILLION IMPRESSIONS in print, social, and online media in 2018

1.4 MILLION VIDEO VIEWS

Promotional pages had more than 796 THOUSAND pageviews
How to Participate

1. Leverage the value of the ENERGY STAR brand throughout your relevant programs
   - Not just POS, but on your websites and in digital and other media
   - Take advantage of our suite of promotional materials to support your existing efforts

2. During the promotional period, supplement existing program promotions with more activity in-market, leveraging our materials and messaging
   - Use web graphics in your relevant web pages
   - Share digital content (ads, videos, social media)
   - And more: blogs, newsletters, events, etc.

3. Let us know how you plan to participate / share your co-branded tactics 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 on POP & at in-store events

+ 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 rebate forms and qualified product lists
ENERGY STAR Marketing Materials for Products

NEW & NOTEWORTHY

- **MAKE A SAVINGS SPLASH**
  - Pool Pumps 2019

- **FLIP YOUR FRIDGE RECYCLE AND SAVE**
  - Flip Your Fridge 2019

- **LIGHT THE MOMENT**
  - Light the Moment 2019

Promotions/Campaigns

Click on the promotion/campaign below, or use the filters to the right to find related marketing materials.

- **Pool Pumps Promotion 2019**
- **Light the Moment 2019**
- **Smart Thermostats 2019**
- **FLIP YOUR FRIDGE REPLACE AND RECYCLE**
- **THE COOL CHOICE FOR ROOM AC**
- **LAUNDRY MADE BETTER Better for You & the Planet**

Annual Outreach Plan: ENERGY STAR PRODUCTS

Resource Type

- 2018 Retail Signage (64)
- Brochures (5)
- Digital Media Kit (45)
- ENERGY STAR Pledge (3)
- Event Materials (10)
- Factsheet (23)
- Graphics/Images (55)
- Infographics (19)
- Kids Outreach (6)
- Messaging (26)
- Partner Product Image (30)
- Postcards (1)
- Promotion Identifiers/Marks (26)
- Purchasing Guides (4)
- Signage (57)
- Social Media Assets (35)
- Training (5)
- Videos (18)
- Webinars (2)
- Widgets (9)

energystar.gov/marketing_materials
Fact Sheets for Every Promotion

- Pool Pumps
- Refrigerators
- Room AC
- Lighting
- Laundry
- Water Heaters
- Smart Thermostats
- More Coming!
Energy Star - The simple choice for energy efficiency.

Widgets for Every Promotion & More!

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.

Make sure your new smart thermostat is ENERGY STAR® certified to ensure:
- Demonstrated Energy Savings
- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control

Learn more at energystar.gov
How to Participate: Social Media

Puget Sound Energy

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/communities

Energy Mississippi

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 energysolutionsms.com/appliances to learn more.

Ameren Illinois

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.

Pepco

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/PepcoENERGYSTAR

EPA

Look for the ENERGY STAR® Label and Start Your Savings!
How to Participate: Online Marketplace

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.

STORE FINDER
BUY ONLINE
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 usage.

Tuesday, October 22, 2013

Houston — Oct. 23, 2013 — Today, on ENERGY STAR Day, CenterPoint Energy is in a continued commitment to assist customers in reducing energy usage through several energy efficiency programs to customers, including the High Efficiency Home Program for new homes and Agencies in Action (AIA) Program eligible homes.

- **Agencies in Action:** CenterPoint Energy partners with community agencies and non-profits by providing whole home energy efficiency upgrades.

- **Heat to Thrive:** Pays higher incentives to contractors and companies for the installation of energy efficiency retrofits in homes of income-qualified customers.

- **Multi-Family Direct Mail:** Brings energy efficient lighting to a reduced cost to the tenant, property owner or diesel.

- **Affordable Single Family:** Pays incentives for nonprofits to energy rate new ENERGY STAR homes for lower-income families.

- **Heat to Thrive: Water and Space Heating:** Pays incentive developers for water heating above federal standards.

The total greenhouse gas emission reductions produced from the use of this program is an estimated 0 million miles driven by an average passenger vehicle or enough to support an additional 0 homes for one year.

“Energy Star is in the city and help our community, said Daren Rich, director of Commercial Energy Efficiency for CenterPoint Energy. “Our single- family programs help customers reduce energy usage through several energy efficient measures in both new and existing homes in Houston.”

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**News Release**

**“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 22, 2016) — BOE is partnering with the U.S. Environmental Protection Agency for the “Flip Your Fridge” campaign to encourage residential electric customers to recycle the refrigerator or freezer.** Not only will customers get a $50 reward per appliance, but they will reduce energy, reduce waste and make a difference for the environment.

A space 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 BOE’s Appliance Recycling Program, 90 percent of each appliance can be recycled, which prevents valuable materials from entering disposal and decreases the data raw materials, such as steel, aluminum, glass and plastic. Recycling and proper disposal of appliances and electronics also leads to an enormous reduction in emissions of ozone-depleting substances and greenhouse gases.

BOE’s Appliance Recycling Program makes it easy for customers to recycle their old appliances. Customers simply contact BOE to schedule a pickup, and the old appliance will be hauled at no additional cost. Customers receive a $50 reward when they recycle a refrigerator or freezer and an additional $15 reward if they recycle a room air conditioner unit or dehumidifier at the same time.

Each household can recycle two refrigerators or freezers through this program. Appliances not working (cooling) conditions and measured to 10 or 30 cubic feet, which is the standard size for refrigerators and freezers. Room air conditioner units and dehumidifiers may also be recycled as part of this program, only if dropped off at the same time as a refrigerator or freezer appliance in the actual or by calling 603-383-9431.

The BOE Smart Energy Savers Program also offers rebates up to $150 on the purchase of ENERGY STAR-certified appliances. Offering appliance recycling rewards and rebates for energy efficient appliances is one of the many ways that BOE is moving toward energy forward.

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

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

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 even save even more with a utility rebate.

Utilities members offer rebates of $50 on the purchase of ENERGY STAR® certified refrigerators. 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 about each rebate option and get the right refrigerator for your kitchen here: www.energystarsavesmoney.org.

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!
How to Participate: Newsletter

ENERGY STAR. The simple choice for energy efficiency.

WATT’S UP
NEWS FROM HAWAII ENERGY

Hawaii Energy's program year ends on June 30, 2023. Please submit your applications as soon as possible to ensure you receive your rebate! Thank you for your interest in Hawaii Energy’s rebate offerings for next year.

Connect With Us
Facebook | Twitter | Instagram | YouTube

ENERGY STAR® Wants You To FlipYourFridge!

Replacing your old refrigerator with a new ENERGY STAR certified appliance will save you energy and money and help protect the environment. Hawai'i Energy is offering a $150 rebate on the purchase of a new ENERGY STAR® qualified refrigerator.

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

Visit us at EnerStar.com to learn more.

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

- **Refrigeration**: Rebates starting at $235
  - Tuscaloosa: $235 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 $328 per year in energy costs—$2,630 over the 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 to reverse—to transfer heat from the ambient 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 (1.888.573.2783).

*Based on typical use of a 4.5 cm (18.5 GPM) electric storage unit.

PECOCO. The future is on.

© PECOCO Energy Company 2023
How to Participate: Mail Inserts

1. **CHOOSING THE BRIGHTNESS**
   - With incandescent bulbs, watts are what you pay for brightness. When looking for an LED bulb, consider in lumens comparable to brightness in the incandescent you’re replacing, you’ll be able to look for lumens. This chart will help you make the right choice.

<table>
<thead>
<tr>
<th>Incandescent (Watts)</th>
<th>LED (Watts)</th>
<th>LED (Lumens)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 W</td>
<td>4.7 W</td>
<td>450 Lumens</td>
</tr>
<tr>
<td>60 W</td>
<td>8.5 W</td>
<td>600 Lumens</td>
</tr>
<tr>
<td>75 W</td>
<td>10-15 W</td>
<td>1100 Lumens</td>
</tr>
<tr>
<td>100 W</td>
<td>11.8 W</td>
<td>1600 Lumens</td>
</tr>
</tbody>
</table>

2. **CHOOSING THE STYLE**
   - LEDs are available in a variety of shapes and sizes, such as round, candelabra, and A19, or even in outdoor fixtures. When choosing a bulb, check the bulb packaging to make sure it’s appropriate for your specific fixture.

3. **CHOOSING THE COLOR APPEARANCE**
   - It is great finding a bulb that produces the color of light you like. Look for the bulb’s color temperature. It’s measured in degrees Kelvin (K) and can be found on the Lighting Facts label on every light bulb package.
   - Warm white: 2700-3000K. (This color temperature best mimics the natural sunlight.
   - Soft white: 3000-3500K. (This color temperature is similar to the natural sunlight and has a warmer appearance.)
   - Bright white: 3500-5000K. (This color temperature is similar to the natural sunlight and has a cooler appearance.)
   - Daylight: 5000-6500K. (This color temperature is similar to the natural sunlight and has a bright appearance.)

**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

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
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
**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.

**Partner Benefits**

- Fresh and Frequent Content
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.

- Once the web service is adopted, you’re done!
  You do not have to think about it again.

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**Widgets with Feeds!**

- Ways To Save Tips Web Service

[energystar.gov/waystosavetips](https://energystar.gov/waystosavetips)
Way to Go on Ways to Save!
Product Content Widgets

- A web service that delivers product educational content
  - Content automatically updates
  - One and done!

ENERGY STAR® certified smart thermostats deliver:
- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

Smart thermostats that earn the ENERGY STAR are third party certified to:
- Save energy based on field data collected from more than one thousand homes over a year
- Quickly enter a low-power standby mode when inactive
- Track and report equipment use and temperature data to the homeowner

ENERGY STAR certified smart thermostats are a smart investment; almost half of the energy household bill goes to heating and cooling. That’s more than $900 a year! And with ENERGY STAR you save energy savings and home comfort at the same time.
RESULTS TO DATE

Fall Promotions
Fall Lighting Promotion

Native mobile ads on ShareThrough

Native video ad on ShareThrough

Mobile display ads on GroundTruth

• First ever all-mobile promotion
  – Educate and drive awareness among lower-income audience; drive video views among broader audience
  – Geo-targeting active program markets
Results/Key Takeaways

• Top-Line Performance
  – 2MM Impressions, 64K Video Views
  – This campaign met or exceeded all industry benchmarks
  – These visitors spent more than 2.4 minutes on the landing page, almost 1 minute longer than page average of 1:55 minutes

• Key Takeaways
  – Overall performance was on the higher end of the benchmark range for CTR
  – Simple, straight forward messages converted best; environmental messages resonated with low-income audience
  – Static ads were most effective
  – Keep the CTA consistent throughout the frames
Fall Smart Thermostats Promotion

**Video ad on GDN**

- Carley Knobloch
  - Partnered with tech lifestyle influencer Carley K to develop a customer testimonial video
  - Leveraged Carley’s video in a paid campaign targeted at tech enthusiasts

**Video ad on Oath**

- “Do It On a Dime”
  - Partnered with a thrifty YouTuber to create a holiday themed gift giving video to promote Smart Thermostats

**Video ad on YouTube**
Results/Key Takeaways

• Carley Knoblock
  – **616,425** Impressions, **372,157** Video Views
  – Extremely engaging video with a **67% VTR** on Oath and **42% VTR**
  – Tech audience targeting (Oath 1st party) delivered the most views and best overall view rate

• “Do It On a Dime”
  – **137,000+ views**, 10,000 likes, 555 comments, 4:04 average watch time from her YouTube followers

• Key Takeaways
  – Content and influencer resonated very well with the super techie audiences
  – Desktop Computers delivered the most views and highest view rates
  – Older men drove majority of views and best view rate
  – Top 10% HHI were the most engaged audiences, delivering best VTR and 2nd most views
OVERVIEW

Spring Promotions
Pool Pumps 2019

- **Tagline / Call-to-Action**
  - Make a Savings Splash!
  - NEW! Specification change: Only variable speed; includes above-ground

- **Objective**
  - Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable

- **Timing**
  - March - April
  - Will customize our regional outreach with your plans
New Certified Above-Ground Models Now Available!

- Above-ground certified pool pumps use 17% less energy than standard models.
- For more information, download our factsheet!

<table>
<thead>
<tr>
<th>Pool Pump Type</th>
<th>Models Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Above-Ground</td>
<td>3</td>
</tr>
<tr>
<td>Certified In-Ground</td>
<td>70</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of Pool Pump</th>
<th>Annual Savings ($)</th>
<th>Lifetime Savings ($)</th>
<th>Payback (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small In-Ground</td>
<td>$85</td>
<td>$415</td>
<td>1.2</td>
</tr>
<tr>
<td>Standard In-Ground</td>
<td>$310 - $445</td>
<td>$1,500 - $2,200</td>
<td>1.2</td>
</tr>
<tr>
<td>Standard Above-Ground</td>
<td>$28</td>
<td>$120</td>
<td>1.0</td>
</tr>
</tbody>
</table>
Pool Pumps 2019: What EPA is Planning

• Continue placing engaging video ad via YouTube and social media
• Supplement with targeted display ads
  – Target pool owners in markets with active programs
    • Utilize GDN and explore other platforms to best target pool owners
  – Leverage custom targets based on video views
• Working with Pentair and Hayward, as well as Leslie’s Pools on co-marketing projects featuring ENERGY STAR certified pool pumps
Pool Pumps 2019: What You Can Do

- Digital media
  - Online / Social
  - Web buttons, digital graphics, and educational content
  - Video assets (Ask the Expert & short promotional videos)
- Direct mail / email
- Retail POP building blocks and factsheet
  - Includes above-ground
  - Leslie’s Pool Supply in-store POP opportunities
- Notification of Participation: End of February for EEPS promoting in March

Pull the Plug on a Big Energy Drain
Your old pool pump could be costing nearly $500 in energy every year. A new ENERGY STAR certified model will save you 70% less energy, meaning significant savings on energy bills, and few headaches on your investment in just two years.

ENERGY STAR, smarter tech runs deep.
Certified pool pumps are available in two models, which means they cost less to run and can save a fortune.

Is it time to take the plunge?
Do you need to pump these savings out of your system?
- Runs with less power
- Makes it
  - Overwhelms and shuts off
  - California
- Dive into your savings today

Let’s Get Technical
Conventional pool pumps can deliver only high flow regardless of the task assigned—even though filtration, the number one task of a pool pump, requires half the flow (using just half the power) of pool closing.

ENERGY STAR certified pool pumps save energy by using efficient motors, advanced hydraulic designs, and variable or two-speed technology to deliver the appropriate flow for water filtration, fountains, and cleaning.

Splashing with Savings
Compared to a new, standard pool pump, ENERGY STAR certified products deliver savings based on the type and size (see Table 1). An in-ground pool pump that has earned the ENERGY STAR label can save you thousands of dollars over the lifetime of the product. That means this kind of investment could pay for any additional upfront cost in less than two years.

Dive into Savings with Utility Rebates
Many utilities offer rebates for purchasing an ENERGY STAR certified pool pump. Table 2 shows several examples from across the country. Check with your local utility for more details or go to www.energystar.gov/rebatesfinder.
Pool Pumps 2019: What Others Are Doing

Infographics

Co-Brandable Fact Sheet

Widgets & Share Graphics
Flip Your Fridge 2019

• **Tagline / Call-to-Action**
  – Flip Your Fridge. Replace and Recycle / Recycle and Save.

• **Objective**
  – Encourage consumers who have older (more than 15 years old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators
    • Focus on hard-to-reach based on consumer data
      – Low to mid-income (LMI)
      – Elderly
      – Spanish-speaking

• **Timing**
  – Earth Day through Memorial Day
Flip Your Fridge 2019: What EPA is Planning

• Continue placing engaging video ad via YouTube and social media

• Supplement with targeted display ads via GDN, Instagram and YouTube
  – Target hard-to-reach in markets with active programs
  – Leverage custom targets based on video views and other sources

• Bringing back BobVila.com sweeps with regional opportunities!
Flip Your Fridge 2019: What You Can Do

- Digital media
  - Online / Social
    - Web buttons, digital graphics, and educational content
- Best Value Finder
- Refrigerator calculator
- Retail POP building blocks and factsheet
  - Ruler
- Notification of Participation: April 8th
Flip Your Fridge 2019: What Others Are Doing

Contests!

Press Release and FYF Calculator
Lighting 2019: Spring Push

• **Tagline / Call-to-Action**
  – Light the Moment with ENERGY STAR
  – Supplemental LMI targeted promotion

• **Objective**
  – Broadly encourage all consumers to replace inefficient light bulbs with ENERGY STAR certified LED lighting
    • Make an emotional, personal connection to incent behavior change
    • Educate on what makes ENERGY STAR certified lighting the best choice
  – Supplement broad outreach with more targeted outreach to LMI consumers
    • Utilize more direct messaging based on learnings from fall 2018 promotion

• **Timing**
  – Earth Day through Mid-May
Lighting 2019: What EPA is Planning

• Continue effective all-mobile focus
• Two-pronged approach:
  – Broadly promote Light the Moment video ad to engage all consumers
    • YouTube
    • Facebook
  – Supplement with highly targeted mobile display ads based on the success of fall lighting promotion
    • Exploring most effective media vendors
  – Add in other tactics to effectively reach LMI, e.g. Instagram
Lighting 2019: What You Can Do

- Digital media:
  - Choose a Light tool
  - Light the Moment Video
  - Seasonal “moments” graphics and messaging
- Retail POP building blocks and fact sheets
- Light the Moment event kit
- **NEW!** Set of digital assets that leverage optimal channels and messaging to reach hard-to-reach
Lighting 2019: What You Can Do

- Best Value Finder
  - Now featuring buy downs from participating partners
    - L’image
    - Globe
    - More to come

ENERGY STAR Best Value Finder

8 Records Found

- Globe - 30370
  Bulb Type: General
  Technology: LED
  Wattage Equivalent: $1.00-$1.99
- Sunbeam - 30414237
  Bulb Type: Other
  Technology: LED
  Wattage Equivalency (watts): 40
  Brightness (lumens): 350
  Efficacy (lumens/watt): 87.5
  $1.00 sold by: Dollar Tree

Get the best deals when you buy in multi-packs. See more Buying Guidance.
Lighting 2019: What Other Are Doing

Choose A Light Tool!

Ask the Expert Video

Lighting

Get instant discounts of up to $4.00 on LEDs!

Focus on Energy partners with retailers across Wisconsin to offer instant discounts on select ENERGY STAR® certified LED bulbs.

Did you know?

Lighting accounts for about 20% of the average home’s electric bill. LEDs use up to 90% less energy and can last up to 25 times longer than incandescent bulbs. Want to learn how they can save you money, energy and time? Start here:

Free Lighting Demonstrations

View our calendar of free lighting events held at participating retailers and come speak with our lighting experts.

Choose the Right Bulb

Get the facts about LEDs and help choose the right bulbs for your home. Visit the ENERGY STAR website to get answers to frequently asked questions about purchasing bulbs.

Handling and Recycling

LEDs and CFLs have many benefits over standard bulbs and are safe when handled and recycled properly. Download the Fact Sheet to learn how to properly clean up and dispose of a broken light bulb. You can contact your local retailer to find out if they accept bulbs for recycling or locate a retailer on our Find a Retailer tool.

Here’s how easy it is to save!

1. Find a participating retailer near you. Retailers for LED Lighting Products

2. Look for the Focus on Energy Special Pricing sticker to save!

Instant Discounts! On this ENERGY STAR® Certified Product

contest using LTM hash tag & seasonal imagery

Retail partnerships for instant rebates

Choose A Light Tool!

Ask the Expert Video

Lighting 2019: What Other Are Doing

Choose A Light Tool!

Ask the Expert Video

Lighting

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Lighting accounts for about 20% of the average home’s electric bill. LEDs use up to 90% less energy and can last up to 25 times longer than incandescent bulbs. Want to learn how they can save you money, energy and time? Start here:

Free Lighting Demonstrations

View our calendar of free lighting events held at participating retailers and come speak with our lighting experts.

Choose the Right Bulb

Get the facts about LEDs and help choose the right bulbs for your home. Visit the ENERGY STAR website to get answers to frequently asked questions about purchasing bulbs.

Handling and Recycling

LEDs and CFLs have many benefits over standard bulbs and are safe when handled and recycled properly. Download the Fact Sheet to learn how to properly clean up and dispose of a broken light bulb. You can contact your local retailer to find out if they accept bulbs for recycling or locate a retailer on our Find a Retailer tool.

Here’s how easy it is to save!

1. Find a participating retailer near you. Retailers for LED Lighting Products

2. Look for the Focus on Energy Special Pricing sticker to save!

Instant Discounts! On this ENERGY STAR® Certified Product

contest using LTM hash tag & seasonal imagery

Retail partnerships for instant rebates

Choose A Light Tool!
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
Room AC 2019

- **Tagline / Call-to-Action**
  - The Cool Choice for Room AC

- **Objective**
  - Encourage consumers who need room AC to choose ENERGY STAR certified models for energy-savings and increased comfort
    - Focus on hard-to-reach and urban demographic based on consumer data
      - LMI
      - Elderly
      - Spanish speaking

- **Timing**
  - Earth Day through July with proactive, geo-targeted, customer segmented pushes during expected heat waves

When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

- **Energy Savings**
  - Use 10 percent less energy, and cost less than $75 per year to run, on average.
  - $350,000

- **Comfort**
  -come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.

- **Environmental Benefits**
  - Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than $250 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

**Size Your A.C. for Comfort and Savings**

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room has a kitchen, increase capacity by 400 BTUs.

**Proper A.C. Installation and Use is the Key to Cool**

An improperly installed room air conditioner leaks as much air as a 5-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don’t put lamps or TVs near the A.C. thermostat as the extra heat will cause it to overheat.
- Set the thermostat as high as is comfortable, typically 78°F. You’ll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.

Learn more about the Cool Choice for Room A.C. at energystar.gov/roomsac.
Room AC 2019: What EPA is Planning

- Continue placing 30 second informative video ads via YouTube and social media
- Supplement with targeted display ads via GDN
  - Target hard-to-reach in markets with active programs
  - Leverage custom targets based on video views and other sources
- Supplement with social media posts timed with heat waves to leverage high demand
Room AC 2019: What You Can Do

- Digital media
  - Online / Social
    - Web buttons, digital graphics, and educational content
    - Ask the Expert video
- Best Value Finder
- Room AC calculator
- Retail POP building blocks and factsheet
- Notification of Participation: End of April

### Properly Sized Room Air Conditioners

Many people buy an air conditioner that is too large, thinking it will provide better cooling. However, an oversized air conditioner is actually less effective — and wastes energy at the same time. Air conditioners remove both heat and humidity from the air. If the unit is too large, it will cool the room quickly, but only remove some of the humidity. This leaves the room with a damp, clammy feeling. A properly sized unit will remove humidity effectively as it cools.

To figure out which size unit is best for your cooling needs:

1. Determine the square footage of the area to be cooled using the following formulas:
   - For square and rectangular rooms, multiply the length of the area by its width.
   - For a triangular area, multiply the length of the area by the width and divide by 2.

   Most rooms can be further divided into these basic shapes to determine the square footage.

2. Using the square footage and the chart below, determine the correct cooling capacity. Cooling capacity is measured in British thermal units (BTUs) per hour.

   ![Chart showing cooling capacity](chart.png)

<table>
<thead>
<tr>
<th>Area To Be Cooled (square feet)</th>
<th>Capacity Needed (BTUs per hour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 up to 150</td>
<td>5,000</td>
</tr>
</tbody>
</table>
Room AC 2019: What Others Are Doing

Infographics

What's the benefit of using an ENERGY STAR certified room air conditioner?

New ENERGY STAR room air conditioners come with better materials and clearer instructions to improve sealing and insulation around the unit, so costly and uncomfortable air leaks are minimized. ENERGY STAR room air conditioners with connected functionality offer additional convenience, comfort, and energy savings, including the ability to:

- Turn off the unit remotely using your phone or computer;
- Schedule changes to temperature settings based on your needs;
- Receive feedback on the energy use of the product.

These products are also “smart-grid ready,” potentially allowing you to take advantage of special energy bill savings programs since local utilities are starting to offer.

If all room air conditioners sold in the United States were ENERGY STAR certified, the cost savings would grow to more than $350 million each year, preventing more than 6 million pounds of greenhouse gas emissions annually—equivalent to the emissions from over 270,000 vehicles.

View Infographic on Air Conditioner Sizes
Smart Thermostats 2019: Spring Push

• **Tagline / Call-to-Action**
  – The Smart Choice Made Simple

• **Objectives**
  – Continue to raise awareness about the new specification and what differentiates ENERGY STAR smart thermostats from non-ENERGY STAR
  – Encourages consumers most likely to seek smart thermostats for their homes to choose ENERGY STAR smart thermostats

• **Timing:** Mid-May - July
Smart Thermostats 2019: What EPA is Planning

- Emphasize cooling benefits for Spring / Summer
- Continue to work with e-tailers and online research / review sites to include educational content and display ads featuring ENERGY STAR smart thermostats
  - Amazon, Best Buy, Lowe’s, The Home Depot, Sears, etc.
  - CNET, The Wire Cutter, The Verge, Engadget, etc.
- Continue promoting impactful video by tech influencer Carley Knobloch as well as video ads on major tech sites and YouTube/GDN
- Follow up with targeted display ads and social media posts
  - Target new home buyers and tech enthusiasts in markets with active programs
  - Leverage custom targets based on video views and other insights
Smart Thermostats 2019: What You Can Do

- Digital media for Web
  - Since the majority (75%) of smart thermostats are sold at retail (mostly online) AND shoppers research online prior to purchase, EPA recommends a web-facing strategy leveraging ENERGY STAR and our tools, as needed
  - Web buttons, widget, other digital graphics & educational content, and NEW content widget
Smart Thermostats 2019: What You Can Do

- Product Finder
- Retail POP building blocks and factsheet
- Notification of Participation: End of April
Smart Thermostats 2019: What Others Are Doing

Widgets and Co-brandable Fact Sheets

ENERGY STAR® Certified Smart Thermostats Deliver:
- Demonstrated Energy Savings
- Environmental Benefits
- Reliable Performance
- Convenience, Insight, and Control

Get Convenience, Insight, and Control with ENERGY STAR
While system designs vary, common smart thermostat features include:
- Allowing you to control home heating and cooling remotely through your smartphone.
- Enabling, which allows your smart thermostat to know when you’re on the way home and automatically adjusts your home’s temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

When Choosing a Smart Thermostat, Look for the ENERGY STAR
Smart thermostats that earn the ENERGY STAR are third-party certified to:
1. Save energy based on field data collected from more than one thousand homes over an entire year.
2. Quickly enter a low-power standby mode when inactive.
3. Track and report equipment use and temperature data to the homeowner.

Save Money and Stay Comfortable in Your Home
Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill pays to heating and cooling. That’s more than $800 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.

Save Even More with Utility Rebates
Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/reinforcer
2019 Laundry Promotion

• Tagline / Call-to-Action
  – Laundry Made Better

• Objective
  – Leverage the partner interest and consumer traction inherent for the laundry category to reap the energy-saving benefits associated with ENERGY STAR
  – Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment: Dads who do laundry and, of course, the Moms who love the idea of Dads doing laundry

• Timing
  – June through 4th of July weekend to coincide with Father’s Day 2018 (Sunday, June 16th) and 4th of July weekend appliance promotions
Laundry 2019: What EPA is Planning

• Continue placing engaging video ads and Influencer content
• Follow up with targeted display ads and social media posts
  – Target families / new home buyers in markets with active programs
  – Leverage custom targets based on video views and other sources
• Exploring new YouTuber
  – Ex. Ellie and Jared
• Bringing back BobVila.com sweeps with regional opportunities!
Laundry 2019: What You Can Do

- Digital media
  - Online / Social
    - Web buttons, digital graphics, and educational content
    - Promotional Video
  - Promotional Video

- Product Finder

- Retail POP building blocks and factsheet

- Notification of Participation: End of April
Laundry 2019: What Others Are Doing

Puget Sound Energy

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.

Mass Save @MassSave - 31 May 2018

Save on your energy bills with an @ENERGYSTAR certified washer and dryer. Win a pair in @BobVila giveaway! Contest ends today!

Bob Vila’s Brand-New Laundry Machine Giveaway with the Kenmore...

Enter today and every day this month for your chance to win an ENERGY STAR certified washing machine and dryer from the Kenmore brand, es...

Bobvila.com

Contests!
Stay Tuned for Next Webinar on Fall 2019 Promotions in May

THANK YOU!

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