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Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is pleased to share upcoming plans to promote ENERGY STAR certified LED lighting in conjunction with Earth Day this April. This year we will continue to build on the momentum of the ENERGY STAR Light the Moment campaign, while supplementing this broad appeal with a targeted effort to reach the low to mid-income (LMI) consumer.

To support this outreach and provide ample opportunity for lighting partners to participate and benefit, updated materials are now available, including the wide variety of Light the Moment themed materials from 2018 as well as sample mobile ads and additional social media posts targeting LMI audiences.

[Get Materials](#)

Materials have been supplemented this year based on the success of last fall's lighting promotion, which featured a first-ever, all-mobile campaign targeting LMI audiences. Working with media services, Sharethrough and GroundTruth, EPA ENERGY STAR placed native mobile ads and mobile display ads, respectively, resulting in more than 2 million impressions and 23,000 pageviews. We reached LMI audiences through sophisticated digital targeting based on discount shopper behaviors, and certain location behaviors (multi-family housing unit renters and frequent visitors of laundromats). Due to this promising impact, the plan is to continue to supplement broad LTM outreach by also reaching this audience through their primary methods of communications, with highly targeted mobile ads as well as social media promotions on Facebook and Instagram.

We have planned two promotional pushes this year -- this one coinciding with Earth Day and another in October coinciding with ENERGY STAR Day. Whether you are supporting buydowns or offering traditional rebates, the goal is to promote favorable pricing to increase adoption of ENERGY STAR certified LED lighting. Participation is easy. Just take advantage of the marketing materials to customize your outreach activities. One easy and effective way to get involved all year round is through social media using the variety of engaging, seasonally relevant [Light the Moment posts](#), such as Valentine's posts, with content that is sure to increase likes and shares.



We look forward to your participation to leverage the market power of ENERGY STAR in optimizing the impact of your lighting programs in 2019. Be sure to let your Account Manager know so we can add you to the list of featured partners on our promotions landing page: [energystar.gov/lightthemoment](http://energystar.gov/lightthemoment).

The ENERGY STAR Communications Team

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Have you added Ways to Save Tips to your website? This web service for partners provides an ongoing stream of ENERGY STAR branded, energy-saving tips. Get started at [energystar.gov/waystosavetips](http://energystar.gov/waystosavetips).

Get Started

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



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