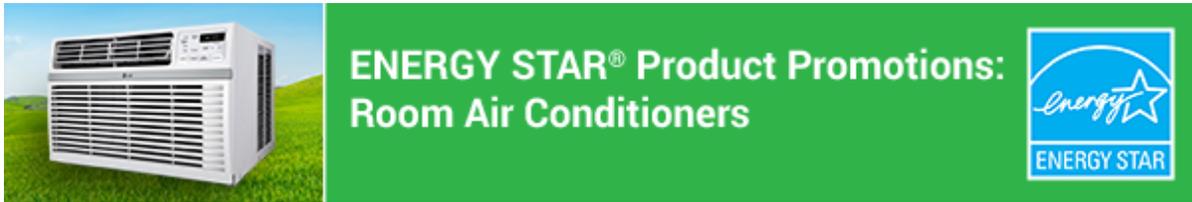


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Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is pleased to announce the availability of marketing materials for the 2019 ENERGY STAR room air conditioner promotion—*The Cool Choice for Room AC*. Join in on this national promotion and help educate your customers on the energy-saving, environmental, and financial benefits of looking for the ENERGY STAR for their next room air conditioner purchase.

NEW! Room air conditioners with variable speed technology can now earn the ENERGY STAR label. Certified room air conditioners with variable speed technology save even more energy and quietly regulate the temperature, giving consumers the innovation and energy savings they desire in a state-of-the-art room AC.

ENERGY STAR certified room air conditioners:

- Use 10 percent less energy and, on average, cost less than \$75 per year to run.
- Have improved insulation! New ENERGY STAR certified room air conditioners come with better materials and clearer instructions to improve sealing around the unit, so they greatly reduce air leaks.

EPA has developed a suite of materials to assist partners in their promotions, including retail POP building blocks, a fact sheet, and digital content such as web buttons, graphics, an [Ask the Expert video](#), and 30-second educational videos in both [English](#) and [Spanish](#). All materials can be found on the [ENERGY STAR Marketing Materials web page](#) and are also available in Spanish.

[Get Materials](#)

The 2019 promotion will kick off mid-May with a cooling season Twitter Chat and last through June. EPA ENERGY STAR will continue some of the effective tactics from last year, but add some additional channels based on new media opportunities, including Instagram ads, as well as news article placements in targeted regions. Similar to the 2018 promotion, EPA ENERGY STAR will specifically target and develop customized content for hard-to-reach audiences (historically underserved) in areas with high room AC sales via [video ads](#) on YouTube and retargeted display ads on Google Display Network (GDN). Content will be created in both English and Spanish language, optimized for this audience. We will also time our media flights to align with heat waves when cooling is top of mind for consumers. Timely social media posts will be promoted through Facebook/Instagram to regions affected by the heat waves to take advantage of peak RAC demand.

Last year's promotion was a big success, with video ads on YouTube and GDN geotargeted to 9 markets with active RAC programs driving a total of 853,478 impressions and 72,384

pageviews to energystar.gov/roomac and energystar.gov/aireacondicionado (Spanish), where participating partners were featured.

The ENERGY STAR team is excited to reach even more consumers in 2019 and we look forward to working with you on this promotion. Please let us know your interest in participating, as well as your promotional plans, so we can best coordinate our efforts.

The ENERGY STAR Communications Team

changetheworld@energystar.gov



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.

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



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EPA (Climate Protection Partnerships Division) - ENERGY STAR
1200 Pennsylvania Ave NW, Washington, DC, 20460 US

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