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Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency (EPA) is excited to announce plans and materials for the 2019 ENERGY STAR water heater promotion, which will launch in September. To build on the success of last year's promotion, we will again focus on raising awareness about the compelling benefits associated with ENERGY STAR certified heat pump models, including:

- Savings of more than 50% in energy costs—up to \$3,750 lifetime savings for a family of four. Even more savings with rebates sponsored by local energy-efficiency programs.
- Performance you can trust. ENERGY STAR heat pump water heaters are independently certified to deliver energy savings and help protect the climate.

The promotion will showcase the mobile-friendly, ENERGY STAR Water Heater Replacement Guide (energystar.gov/waterheaterguide)—a tool that guides the user through a simple check list to see if a heat pump water heater is right for their home. The Guide also connects users with the ENERGY STAR Product Finder listing, available rebates, and water heater installers associated with their ZIP code. New this year, we are planning to introduce an educational video about the Guide and how to use it.

A complete suite of updated marketing materials are now available.

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.

[Get Materials](#)

The 2018 ENERGY STAR water heater promotion connected with homeowners across America. The campaign generated more than 4.2 million impressions and 350,000 video views and drove 23,000 clicks over to the website in under two weeks. The campaign

leveraged the engaging “[Energy-Efficient House Party](#)” video, which made the heat pump water heater the hit of the party and brought the many benefits of heat pump technology to the attention of homeowners via YouTube. The video was followed up with banner ads placed on Google Display Network to drive conversion with shorter, more action-oriented, messaging to drive clicks to the promotional landing page. Both the video and banner campaigns performed well above industry average benchmarks with strong click-through- and video-through-rates.

Due to the campaign’s success and its ability to engage and educate homeowners on the benefits of this growing technology, we will rerun these targeted ads, coupled with the “Energy-Efficient House Party” video, again in fall 2019. We will compliment these tactics with paid social (Facebook and Instagram) to extend the reach and educate new consumers about the benefits of this very effective and highly energy efficient water heater technology.

We look forward to helping you leverage our national outreach and the ENERGY STAR platform to bring energy efficient water heater technology into more American homes. As always, let us know how we can be of assistance as you plan your own marketing activities. If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov. If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.

The ENERGY STAR Communications Team

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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