



Fall Promotions: Water Heaters, Lighting, Heating, and ENERGY STAR® Day



Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to announce plans for ENERGY STAR promotions this fall, starting with water heaters in September, followed by ENERGY STAR Day, lighting, and heating. Together, we had a very successful 2019 and expect to have an even better 2020 as participation in spring promotions is higher than ever. Thank you, as always, for your participation.

MORE THAN
732 MILLION
IMPRESSIONS in print,
social, and online
media in 2019
732000001



Product Finder pages
had more than

1.3 MILLION
PAGEVIEWS

5 MILLION
VIDEO VIEWS



Results from 2019 promotions

WATER HEATERS

Materials have been updated for the 2020 ENERGY STAR Water Heater promotion at www.energystar.gov/marketing_materials. We have added a Marketing & Materials Plan that provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

In 2019, water heater digital media delivered 166% more clicks and 56% more views than planned due to high interaction rates which lead to lower costs than planned = \$.30 CPC



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

GET REBATES >>>



LIKE HOT SHOWERS?

Meet the **ENERGY STAR®** certified Heat Pump Water Heater.

SAVE TODAY!

GET REBATES >>>

Last year we had such a successful ad campaign on Google Display Networks (GDN), that we are bringing it back in 2020. This year's focus will be on the savings trifecta, namely the reinstated \$300 federal tax credit added to already big rebates and energy savings, to increase demand and get more consumers than ever asking for ENERGY STAR certified water heaters. Working together with our partners on digital advertising and point-of-sale (online and bricks and mortar) materials that scream the deal, we will drive consumers to the ENERGY STAR Water Heater Product Finder and connect them to both rebates and a local qualified installer to make the process easier. New materials include sample digital ads and web buttons to optimize the impact of our collective promotional activities. Please contact us if you're interested in leveraging these materials and our successful GDN target strategy for your display campaign.

WATER HEATER PROMOTION

Goal: Increase consumer demand.

- Get consumers to ask for ENERGY STAR.
- Leverage trifecta of savings: tax credits, rebates, energy savings; plus, symptoms for upgrade.
- Drive traffic to Water Heater Product Finder to connect consumers to rebates and receptive installers.

Media Mix/Targets:

- Focus on Google Display Networks with supplemental social advertising.
- Target DIY, Home Improvement and Home Renovation audience; skew male, higher income, age ranges 24 to 55 and markets with old electric water heaters and active utility programs with \$350+ rebates.

Timing: End of September/early October

We also had success with paid search last year. Recognizing that more bids on terms drive up the price, we are interested in coordinating on this part of the mix, as well, to share learnings and optimize collective efforts.

For consumers who need more education, we offer the [ENERGY STAR Water Heater Replacement Guide](#) that walks them through installation considerations to determine whether a heat pump water heater is right for them. It also includes access to certified product lists, rebates, and qualified installers across the county. Also new this year, we have an Ask the Expert blog featuring the warning signs for early replacement in addition to our full suite of fact sheets, infographics, web buttons, and more to help you promote your programs. All of these materials are available free for download now.

[Get Materials](#)

ENERGY STAR DAY

We are excited to announce our plans for ENERGY STAR Day 2020. There is no better time to honor the ways ENERGY STAR partners are making a difference in the lives of their customers facing challenges. This ENERGY STAR Day, we are proud to recognize those achievements by profiling partners giving back to their communities through energy-savings, helping Americans Save Today, Save Tomorrow, and SAVE FOR GOOD with ENERGY STAR.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Start Your Savings with ENERGY STAR® Certified LED Bulbs.

We will leverage the assets from our 2019 ENERGY STAR Day toolkit, but add a new “hero” video recognizing how we have all come together to make a difference with ENERGY STAR. The video will drive traffic to energystar.gov/saveforgood where your good deeds will be showcased. We welcome stories from all partners. **Please share your intent to join us by July 31**; stories due by August 31.

PREVIEW OF PLANS FOR LIGHTING & HEATING

Highlights of the other fall promotions include continuing ENERGY STAR Light the Moment for the lighting promotion since partner engagement, particularly manufacturers promoting Light the Moment on packaging and displays at retail, has been steadily growing since its launch. This year we plan to expand the Light the Moment theme beyond

LIGHTING PROMOTION

Goal: Encourage consumers to switch out their old inefficient bulbs with new ENERGY STAR certified bulbs, now including specialty and retrofit downlights.

the basic light bulb to specialty bulbs and easy-to-retrofit, downlights—a highly energy-efficient replacement for recessed cans. The combination of messaging that features practical energy savings and aspirational lighting quality and environmental benefits with special moments in people’s lives resonates with all customer segments. New messaging will promote lighting all your moments throughout your home with an ENERGY STAR certified light perfect for every room.

For heating, we plan to re-run the successful smart thermostat display ad and build from the learnings from an HVAC display ad we placed in March to raise awareness for ENERGY STAR certified air source heat pumps—also successful—driving traffic to the new ENERGY STAR Heating and Cooling Guide.

- Continue to leverage aspirational light the moment messaging to engage consumers.
- Drive traffic to Lighting Product Finder with featured special deals.

Media Mix:

- Social optimized for clicks (Facebook and Instagram).
- YouTube pre-roll

Targets: Markets with active utility programs/buy-downs at retail

- Continue low-to-moderate income target for bulbs and extend to general audiences for specialty and fixtures.

Timing: End of October/Early November

HOLIDAY

Finally, for holiday, we will be bringing back the ENERGY STAR Gifts That Do a World of Good campaign, featuring iconic globe imagery to connect the spirit of the holidays with doing good by giving the gift of energy savings and a healthier environment. Stay tuned for links to new materials as we round-out our fall lineup.

For more details about EPA's 2020 plans, you can check out our [Fall Promotions 2020 Kick-off Webinar](#).

As always, we look forward to helping you make the most of your efforts to promote energy-efficient products. If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.

The ENERGY STAR Communications Team