ENERGY STAR® 2020

Product Promotions
Topics for Today

- 2019 Product Promotions Overview
  - Participation Examples
- 2020 Product Promotion Plans
  - Spring promotions
  - HVAC awareness campaign
- Ingredient Branding Strategy
- Earth Day!
Product Promotions Overview
Earth Day
- Pool Pumps
- Lighting
- Laundry

ENERGY STAR Day
- Flip Your Fridge
- Room AC
- Smart Thermostats

Holiday
- Water Heaters
- Lighting
- Smart Thermostats
What Are the Annual Product Promotions?

• Bring together partner efforts across the country in united, product-focused, co-branded, campaigns – timed with product seasonality.
  ✓ Reward ENERGY STAR partners by promoting their ENERGY STAR 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.
  ✓ Point-of-sale, social media, and other co-marketing efforts.

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 online and social to more traditional advertising.

What EPA Will Be Doing in the Market

• Push out through a variety of media channels that drive impressions and traffic to ENERGY STAR Product Finder featuring utility-branded program incentives.
  ✓ Unites customer with products and deals to effect conversion.
BGE’s Flip Your Fridge Contest

It’s spring cleaning time, which means that old fridge has got to go! The BGE customer whose energy-eater gets the most votes wins a new ENERGY STAR® certified refrigerator!

Share a photo and you could win:
- **GRAND PRIZE**: A brand-new ENERGY STAR® certified refrigerator!
- **SECOND PRIZE**: A new outdoor grill
- **THIRD PRIZE**: A YETI® cooler

**ENTER NOW!**
Q1-Q2 2019 Activation

Pool Pumps (March)
- Display Ads on Oath
- Video Ads
- Paid Facebook

Earth Day (April)
- Shareable social content
- Paid & Organic Social campaign
- Twitter Party

Flip your Fridge (May)
- Display ads on Google
- YouTube Video Ads
- Paid Instagram & Facebook
- Remarketing

Lighting (May - June)
- Mobile Display on GroundTruth
- Mobile Video
- Paid Instagram & Facebook
Q2-Q3 2019 Activation

**Laundry (June)**
- Display Ads on Google
- Video Ads
- Paid Instagram & Facebook
- Fun organic social content
- YouTube Influencer Partnership

**Cooling: Room A/C & Smart Thermostats (June - July)**
- Display Ads on Mobile (Verve) and Google
- Video Ads on YouTube
- Paid Instagram & Facebook
- “Ask the Expert” Video on YouTube
Q3-Q4 2019 Activation

**Water Heaters**
- Display and pre-roll video on Google
- Paid Instagram & Facebook
- Paid search (Google Ad Words)

**ENERGY STAR Day**
- Shareable social content
- Paid & Organic Social campaign
- Twitter Party

**Lighting**
- Mobile display and video on GroundTruth
- Paid Instagram & Facebook

**Smart Thermostats**
- Animated display ads on Google
- Paid Instagram & Facebook
- Paid Search (Google Ad Words)
2019 Campaign Impacts:

Promotional pages had more than 325,100 pageviews

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

MORE THAN 17,900 PLACEMENTS through NAPS and Brandpoint

5 MILLION VIDEO VIEWS

6.2 MILLION newsletters delivered
<table>
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<tr>
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<th>Planning to Participate (as of 12/12)</th>
<th>2018 (Reference)</th>
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<tbody>
<tr>
<td></td>
<td>Number of EEPS</td>
<td>Households Served</td>
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<td>LED Lighting</td>
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<td>Smart Thermostats</td>
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<td>Room AC</td>
<td>16</td>
<td>13,159,659</td>
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<tr>
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<tr>
<td>Water Heaters</td>
<td>16</td>
<td>17,342,749</td>
</tr>
</tbody>
</table>
Participation Examples
Pool Pumps

Summer vacation is in full swing and so is your pool. Take advantage of our $275 rebate to improve its efficiency with an Energy Star® certified variable-speed pool pump. amerenillinoissavings.com/for-my-home/ex...

12:32 PM · Jun 22, 2018 · Sprinkle
4 Retweets 2 Likes
Flip Your Fridge

Have you done your spring cleaning yet? Don’t forget to replace your old, inefficient fridge with an @ENERGYSTAR certified model to save energy and money - and get $20 in return from Focus on Energy. Schedule your free pickup: focusonenergy.com/fridge

#FlipYourFridge

PPL Electric
@PPLElectric

It’s time to #FlipYourFridge! Replacing your old refrigerator with an @ENERGYSTAR certified model will save you big bucks and benefit the environment. Win your own @Bob Vila’s giveaway. One lucky PPL Electric customer is guaranteed to win! Learn more: ow.ly/zHIb50pREBn.

Win a new Energy Star fridge from Bob Vila!

BGE's Flip Your Fridge Contest

BGE’s Flip Your Fridge Contest Is Over!

But the fun goes on because everyone wins by recycling old appliances. Get $50 for an old, working fridge or freezer and $25 for an old room A/C unit or dehumidifier. Details at BGERecycleMyOldFridge.com.

Find more ways to save energy and money at BGEsmartEnergy.com.
Lighting

LIGHT the MOMENT WITH ENERGY STAR®

PURCHASE A QUALIFYING ENERGY STAR LED DURING THE MONTH OF OCTOBER, AND WE’LL DONATE ONE TO A MICHIGAN FOOD BANK®.

START SHOPPING

*up to 105,000 LEDs

LIGHT the MOMENT WITH ENERGY STAR®

Lighting

Not sure what type of LED bulb is the right one for your moment?

STEP 1: CHOOSE THE SHAPE

Energy Star certified LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, wall sconces, and more.

BULB TYPES

- Standard
- Candelabra
- PAR
- Decorative

STEP 2: CHOOSE THE COLOR

Energy Star certified LED bulbs are available in a variety of colors, including warm white, daylight, and more.

STEP 3: CHOOSE THE BASE

Energy Star certified LED bulbs are available in a variety of bases, including standard and screw-in.

STEP 4: CHOOSE THE WATTAGE

Use this guide to determine how many lumens you need to match the brightness of your old standard bulb.

LUMEN (LUMENS) WATTAGELEC (WATTS)

800 9.6
1000 13.3
1200 17.2
1500 20.8
2000 27.1

STEP 5: CHOOSE THE PACKAGE

- Only Energy Star LED bulbs are certified to deliver:
  - Highest Quality Performance
  - Lasts Longer By 5-10 Years
  - Great Energy Savings – Lasts Over 10 Years!
  - Environmental Benefits

Follow the steps below to use our easy-to-use online tool to select the right LED bulbs for your home.

www.epa.gov/energy/energy_star_lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- Highest Quality Performance
- Lasts Longer By 5-10 Years
- Great Energy Savings – Lasts Over 10 Years!
- Environmental Benefits

EPA
Laundry

ENERGY STAR® certified clothes washers use about 25% less energy and 45% less water than regular washers. That's less waste for the environment and with PECO Rebates, more money in your wallet! Apply for rebates at PECO.com/rebates.

#DYK that @ENERGYSTAR washers and dryers use 25% less energy and 33% less water than standard models? That's less waste for the environment and with PECO Rebates, more money in your wallet! Apply for rebates at PECO.com/rebates.

Did you know that @ENERGYSTAR certified washers use up to 25% less energy and 33% less water than traditional models? Upgrade today and save money and energy with every cycle!

ENERGY STAR® certified clothes washers use about 25% less energy and 45% less water than regular washers. That's less waste for the environment and with PECO Rebates, more money in your wallet! Apply for rebates at PECO.com/rebates.

Better clothes washers could save us more than $4 billion each year.
In Store Promotions
Room AC

Looking for a great way to lower your monthly Entergy bill? Upgrade your air conditioning unit and get incentives of up to $1,000 on select ENERGY STAR certified equipment. Visit energysolutionsms.com/heatingcooling or call 844-523-9980 to find a participating trade ally.

Saving the day can be a breeze.

Be a superhero this summer. Upgrade your HVAC equipment.
Smart Thermostats

Get better control over your electricity bill by installing a programmable thermostat and set up an around-the-clock schedule that saves you energy too.

#energyefficiency #saveenergy

Installing an ENERGY STAR certified smart thermostat can lead to big summer savings. Control your thermostat, don’t let it control you! #ENERGYSTAR energystar.gov/products/heating

5:59 PM • Aug 2, 2019 • Twitter Web App
2020 Product Promotion Plans
2020 Outreach Plan: ENERGY STAR® PRODUCTS

**BRAND CAMPAIGNS**
- EARTH DAY
- ENERGY STAR DAY
- HOLIDAY
  - APPLIANCES
  - SMART THERMOSTATS
  - ELECTRONICS
  - LIGHTING

**PRODUCT PROMOTIONS**
- POOL PUMPS
- FRIDGES
- LAUNDRY
- WATER HEATERS
- LIGHTING
- COOLING
  - ROOM A/C, SMART THERMOSTATS, HVAC
- HEATING
  - SMART THERMOSTATS, HVAC

**SEASONAL OUTREACH**
- NEW YEAR'S DAY
- PRESIDENT'S DAY
- VALENTINE'S DAY
- MEMORIAL DAY
- FATHER'S DAY
- INDEPENDENCE DAY
- LABOR DAY
- MOTHER'S DAY
- BLACK FRIDAY

Materials Available: energystar.gov/marketing_materials
Pool Pumps

- **Goal**
  - Awareness building in new markets
  - Promote partner rebates in active markets
- **Media Mix**
  - Social optimized for clicks
    - Facebook and Instagram
- **Targets**
  - Markets with active utility programs
  - Markets with a large number of pools
- **Timing**
  - March - April: Southern Markets
  - Second push April – May: Northern markets
- **Energystar.gov/poolpumps (Product Finder)**
- **Partner engagement**
  - Integrate ENERGY STAR
Marketing Materials Page

- NEW! Promotions Messaging & Materials Deck for each promotion

Pool Pumps Product Promotion

2020 Messaging & Materials Guidance

The following slides show the messaging and creative resources available from ENERGY STAR. Partners are encouraged to use the building blocks presented here to create their own corresponding materials to promote the benefits of ENERGY STAR certified pool pumps.

January 2020
Flip Your Fridge

- **Goal**
  - Drive sales among HHs with old fridges.
  - Get old refrigerators off the grid.
- **Media Mix**
  - Display banners
  - Supplement with social, especially Spanish Speaking
    - Facebook and Instagram
  - Oldest/Ugliest Fridge Contest
- **Targets**
  - Markets with active utility programs
  - Markets/families with a large number of old refrigerators
    - LMI
    - Spanish-Speaking
- **Timing**
  - Earth Day through Memorial Day
- Energystar.gov/flipyourfridge (Product Finder)
- Partner engagement
  - Contest opportunity

Out-performed goals with $.32 CPC

Spanish social strong with $.64 CPC
Laundry

• Goal
  – Drive sales of ENERGY STAR certified clothes washers and dryers.
    • Educate about efficiency benefits of front-load over top-load clothes washers.
• Media Mix
  – Display banners
  – Social optimized for clicks
    • Facebook and Instagram
  – HP dryer video
  – BobVila.com article and giveaway
• Targets
  – Markets with active utility programs
• Timing
  – Mother’s Day through Father’s Day
• Energystar.gov/laundry (Product Finder)
• Partner engagement
  – Share BobVila opportunity; front-load CW; HP dryers

Out-performed goals with $.36 CPC

Engage more audience types with varied social imagery
Cooling

- **Goal**
  - Educate on cooling with ENERGY STAR with focus on RAC, smart thermostats, and HVAC.
    - Drive sales
    - Educate on ES heat pumps for cooling
- **Media Mix**
  - Cooling video (30 second with link to long-form)
  - Display banners
  - Social optimized for clicks
    - Facebook and Instagram
  - Native articles (Brandpoint/NAPS) for cooling and heat-pump awareness-building
- **Targets**
  - Markets with active utility programs
  - Markets with high concentration of RACs, e.g. urban and moderate climates
- **Timing**
  - Memorial Day - June
- **Energystar.gov/cooling**
- **Partner engagement**
  - Integrate ENERGY STAR at POS, especially smart thermostats on marketplaces.
  - Work with Nate Jutras on integrating ENERGY STAR into HVAC programs.

**Out-performed goals with $.32 CPC**
NEW! HVAC Awareness Campaign

Goal: Overcome barriers to generate consumer demand and adoption of ENERGY STAR certified HVAC, with a focus on ducted and ductless air source heat pumps.

- Awareness campaign to encourage customers to “Ask for the ENERGY STAR” that drives customers to educational content around replacement and certified products.
  - Putting finishing touches on ENERGY STAR Heating and Cooling Guide, including:
    - Information on equipment replacement
    - Purchase and installation guidance
    - Available Rebates
    - Replacement savings calculator
Media Plan

- Leverage media mix that combines broad awareness building with strategic targeting.
  - Paid social ads & digital ads on targeted websites
  - Sponsored articles distributed to popular online news sites
  - Supplement with Heating Video
- Target combination of markets with active programs and high penetration of old ASHPs.
- Drive traffic to Heating and Cooling Guide.

ID Symptoms | Find Products & Brands | Purchase & Install
---|---|---
1 | 2 | 3 | 4 | 5
Research options | Connect with contractor
Product Finder | HVAC Guide
Ingredient Branding Strategy – Introducing Cindy Gage, C+C
What is an Ingredient Brand?

• A brand within a brand
  – Complements “main” brand/product
  – Gives component of the brand its own identity to make overall product more appealing/valuable to consumer
  – Especially relevant to technical products, but also other categories like food, apparel and retail
• Intel was the pioneer ingredient brand, and others followed
A Symbiotic Relationship

"By branding an ingredient, you are drawing attention to it… You are telling consumers that this particular thing is particularly important."

– Martin Bishop

- Role of Ingredient Brand:
  - Entice users, independent of host
  - Position as an essential component that makes Partner brand worth purchasing
- Role of Host or Partner Brand:
  - Effectively merchandise the ingredient brand to consumers
Ingredient Brand “Must Haves”

- Strong brand identity
- High brand awareness
- Clear, functional benefit
- Significant enhancement to brand/product in which embedded
- Compelling and profitable business strategy
- Visible feature on product and packaging
- Mutually beneficial relationship
  - Enhances both brands’ desirability and awareness

"Ingredient brands are less susceptible to changing tastes, and therefore less likely to lose value."

– Richard Kestenbaum
Strong Brand Identity & Awareness

In American Households:

- More than 90% recognize the Energy Star® label.
- Nearly 85% understand what it means.
- In the past year, 45% purchased Energy Star-labeled products.

Of these purchasers:
- 74% were influenced by the label in their decision.
- 80% are likely to recommend Energy Star to a friend.
Clear, Functional Benefit
Clear, Functional Benefit

- Expert content on energy-efficiency
  - Product data sets
  - Educational content
    - Savings facts
    - Buying guidance
  - Product tools
    - Water Heater Replacement Guide
    - Choose a Light Guide
    - NEW! Heating and Cooling Guide
    - Calculators
      » Lighting & Water Heaters

"Today, ingredient brands need to sell their smarts… create a content strategy that demonstrates their value as a visionary partner."

– Kathy Baughman
Significant Enhancement to Partner Brand

- A 2017 study found partners’ JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
Significant Enhancement to Partner Brand

- Recent A/B testing conducted by Focus on Energy shows that using ENERGY STAR logo on ads drove a 60% increase in click-through-rate.
Mutually Beneficial Relationship

- Among those who purchased an ENERGY STAR product at Lowe’s, over half stated that the label definitely made them more likely to purchase the product.
- Lowe’s also found significant impact of the ENERGY STAR Award on both “store go to first”, “retailer of choice”, as well as likelihood to shop at Lowe’s.
Mutually Beneficial Relationship

• 2017 study demonstrates that when a utility partners with ENERGY STAR, it results in increases in Google searches for related items
Visible Feature on Product & Packaging
ENERGY STAR: The Quintessential Ingredient Brand

• Proven impact on Partner marketing efforts
• Serves as implicit seal of approval
  – Enhances Partner brand though association
• Provides short cut to understanding your brand’s full value proposition
  – Differentiates product
  – Builds consumer willingness to invest in premium product
• Forges deeper connection with customers
  – Functional: quality, performance
  – Emotional: confidence, trust, loyalty
Ingredient Branding: Roles & Responsibilities

**Ingredient Brand**

Create ingredient brand awareness, interest and desirability

- Surface early in the customer purchase journey
- Be fluent in all channels across customer purchase journey
- Promote discovery of Partner brands

**Partner Brand**

Leverage ingredient brand to build trust, credibility and business results

- Feature prominently in sales/marketing materials
- Rely on ingredient brand to simplify the purchase process
- Reinforce ingredient brands on their websites and other communications
CUSTOMER TOUCHPOINTS

PROMOTIONAL PHASE

Engage

Value Provided

Make customers want to save

How We Engage

Umbrella Campaigns & Promotions

What We Deliver

Compelling CTA & Content Strategic digital engagement

Educate

Teach customers about products and benefits

Website, Digital, (online, social) & CRM

Educational content & resources

Facilitate

Provide resources to help customers find and select products

Tools & Resources

Web-based tools

Fulfill

Reinforce ENERGY STAR messages at point of sale

Partner Tools

Logo, assets, toolkits

Umbrella Campaigns & Promotions

Website, Digital, (online, social) & CRM

Tools & Resources

Partner Tools

Logo, assets, toolkits
Ingredient Brand Strategy Next Steps

- **ENGAGE**: Form deeper customer understanding
  - Update customer segments with latest data
  - Comprehensive audience analysis, messaging
  - Explore attitudes toward energy-efficiency, ENERGY STAR, and emerging decarbonization opportunities

- **EDUCATE**: Hone and promote expertise
  - Bolster brand content strategy and implement at all brand touch points – media and web
    - Enhance “Ask The Experts at ENERGY STAR” as hub for sharing expertise

- **FACILITATE**: Develop Demand-Building Shopper Marketing Campaign
  - “Look for the ENERGY STAR”
    - Drive to campaign pages/Product Finder

- **FULFILL**: Provide suite of partner tools to optimize branding value and allow partners to access/leverage our content to meet their program goals.

**UNVEIL STRATEGY AT PARTNER MEETING 2020!**
Customer Segmentation

Goal
• Develop a customer segmentation model to support customer acquisition and inform ENERGY STAR and partner outreach efforts

Methodology
• ENERGY STAR worked with market data firm Claritas, who provides market data through direct, original consumer research and a unique methodology for analyzing that data through their Prizm Premier segments, which groups customers by demographic data, lifestyles, shopping behaviors, and media use.
• Focused on two audience behaviors:
  – Households that own energy-saving products.
  – Households that intend to purchase energy-saving products within the next 12 months.
• Like-minded PRIZM Premier Segments were bundled based on these behaviors.
• Data was analyzed for high level findings and market, media & messaging insights.
Target Audience Index: Energy Savers vs. Energy Intenders

- Energy-saving consumers fall into two behavioral groups:
  - **Energy Savers**: those who own energy-saving products.
  - **Energy Intenders**: those who intend to purchase energy-saving products.

- These two energy-saving behaviors include five distinct target groups and personas.
  - **Sustaining Seniors and Established Environmentalists** index high for currently having energy-saving appliances.
  - **Striving Conservationists, Aspiring Energy Savers, and Conscious Conservers** index high for planning to buy energy-saving appliances.
Customer Segmentation 2020

• Update ENERGY STAR’s existing customer segments using the latest data from Claritas, expanding on geographic information and customer behaviors related to energy, media, and purchasing habits
  – Update segments/personas and redefine “opportunity audiences”
• Analyze findings for high level findings and market, media & messaging insights
  – Utilize findings in 2020 product promotions & media campaigns
  – Provide partners with a deeper dive into each customer segment, including geographic information, sample messaging, and media recommendations
  – Recruit participants for 2020 consumer research based on updated customer segmentation
### Content Pillars

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<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>How-to</strong>: Step-by-step guides related to ENERGY STAR certified products (buying, installing/inspecting etc.)</td>
</tr>
<tr>
<td>2</td>
<td><strong>Tips</strong>: Quick tips related to ENERGY STAR certified products (when to replace products, optimizations to make for energy savings, etc.)</td>
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<tr>
<td>3</td>
<td><strong>Ask the Expert</strong>: Widget to let audience submit questions, Answer common questions about energy saving (Does the time of day matter? Is “off” really off?)</td>
</tr>
<tr>
<td>4</td>
<td><strong>Product Profiles</strong>: Robust information about each type of ENERGY STAR certified product (energy use, energy/money)</td>
</tr>
<tr>
<td>5</td>
<td><strong>Innovation &amp; Technology</strong>: What’s coming up, trends, EVs, Smart Homes, Understanding different technologies.</td>
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Earth Day 2020

- **Overview**
  - ENERGY STAR’s Earth Day 2020 Celebration will recognize and encourage leadership on climate protection
    - Invites consumers to reduce their carbon footprint
      - Connect energy efficiency and renewable energy as the path towards a healthier climate.
    - Celebrates partners committed to efficient use of green power
      - Beyond just energy efficiency to investments in renewable energy sources
  
- **Approach**
  - Achieve broad reach and engagement with social media-focused effort
    - Feature specific consumer calls-to-action encouraging energy efficient use of green power this Earth Day
      - Both energy efficiency with ENERGY STAR &
      - Green power
    - Drive to a page on energystar.gov featuring:
      - Educational content, tools and resources on home energy efficiency, renewable energy, and more, such as EV and EV chargers
      - Corporate leadership in support of ENERGY STAR and green power
Presenter Contact Information

- Jill Vohr, EPA ENERGY STAR Program Communications and Marketing: Vohr.Jill@epa.gov

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Please contact our regional account managers for any further questions:

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**Southeast**
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Colleen Musselwhite (maternity leave Q1)

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