

ENERGY STAR® 2020

Product Promotions

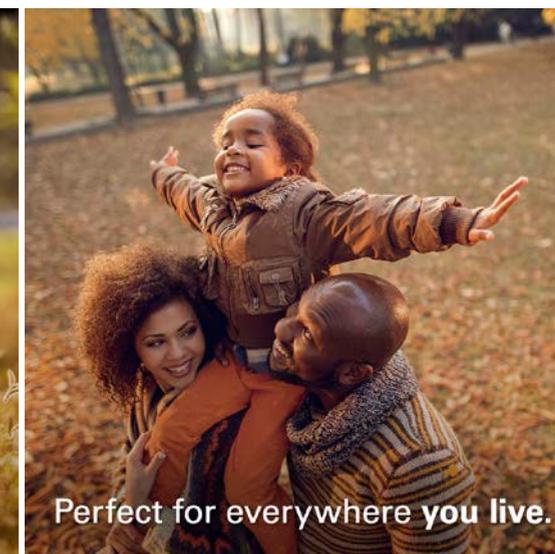
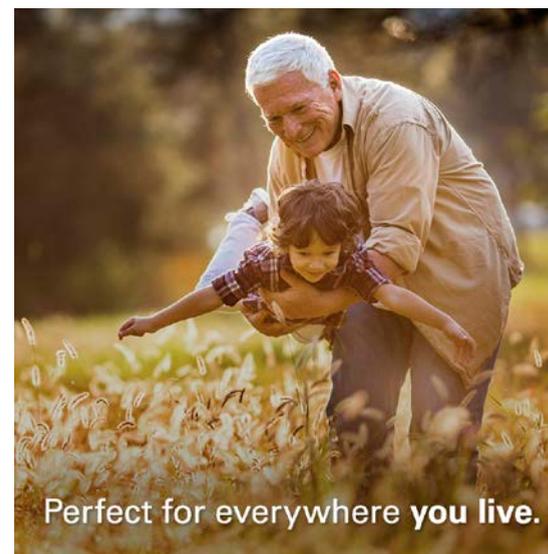
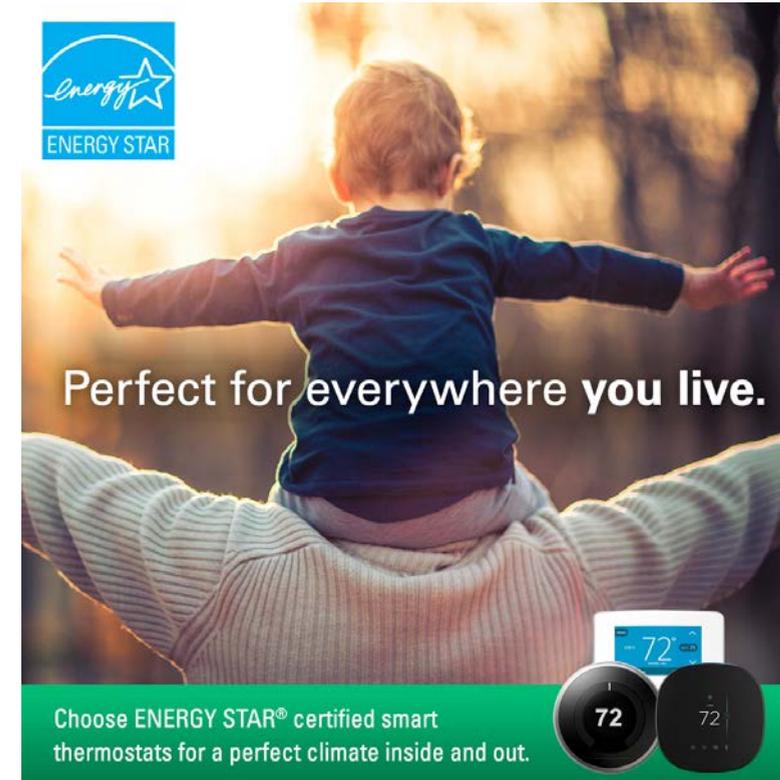




SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Q1

- Pool Pumps

Q2

- Flip Your Fridge
- Lighting
- Laundry

Q3

- Room AC
- Smart Thermostats

Q4

- Water Heaters
- Lighting
- Smart Thermostats

Earth Day

ENERGY STAR Sponsored

If the Earth could shop, what would it buy? ENERGY STAR certified products, of course.

This #EarthDay, join the Earth and take the pledge to choose an #ENERGYSTAR certified product to save energy, money and help the planet. What's on your shopping list?

ENERGYSTAR.GOV

Save energy and help the planet

Get great deals on select ENERGY STAR certified...

[Learn More](#)

ENERGY STAR Sponsored

You don't have to go this crazy for #EarthDay—just take the pledge to choose an ENERGY STAR certified product (you won't regret that ink, right?). #ENERGYSTAR

ENERGYSTAR.GOV

Show the Earth how much you care

Join the Earth Day pledge to make a difference.

[Learn More](#)

ENERGY STAR Day

ENERGY STAR Sponsored

Save with ENERGY STAR certified products – save today with great deals, tomorrow with energy savings, and for good – all the good things you want for you and your family.

ENERGYSTAR.GOV

Look for the ENERGY STAR label and start your savings!

[Learn More](#)

Holiday

Gifts that do a world of good.

FOR YOU & THE PLANET



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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.



The
**Perfect
Climate**



Look for the
ENERGY STAR®
label on smart
thermostats to
save energy
and money.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.



LIGHT *the* MOMENT
WITH ENERGY STAR®



ONLY ENERGY STAR® LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Last 12+ Years!
- ✓ Environmental Benefits

People. Power. Possibilities.
Central Hudson
A NYSUTS COMPANY



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!



An Exelon Company

ENERGY STAR®
Certified Variable-speed
Pool Pump

\$350 REBATE

Limited-time offer through July 15, 2018



Consumers Energy

Count on Us®





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Q1-Q2 2019 Activation

Pool Pumps (March)

- Display Ads on Oath
- Video Ads
- Paid Facebook



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



Earth Day (April)

- Shareable social content
- Paid & Organic Social campaign
- Twitter Party



GroundTruth®

Google Display Network



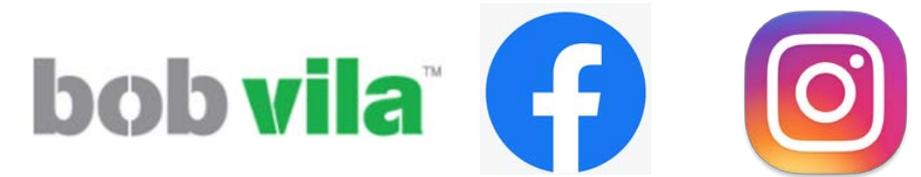


SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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



Google Display Network





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Q3-Q4 2019 Activation

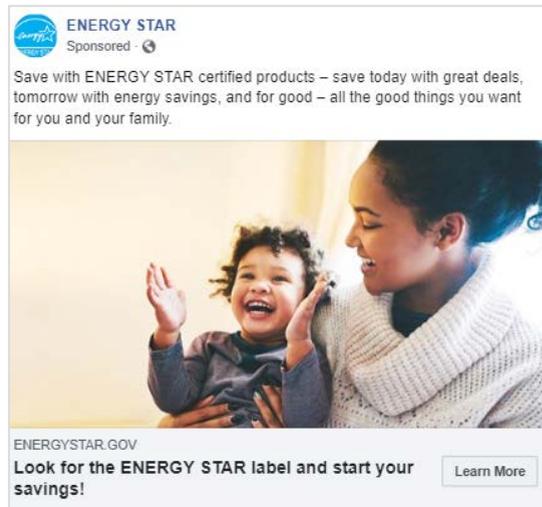
Water Heaters

- 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



GroundTruth®

Smart Thermostats

- Animated display ads on Google
- Paid Instagram & Facebook
- Paid Search (Google Ad Words)

Google Display Network





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.



2019 Campaign Impacts:



Promotional pages had more than
325,100 pageviews

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

732000000

MORE THAN
17,900 PLACEMENTS through NAPS and Brandpoint



5 MILLION VIDEO VIEWS



6.2 MILLION newsletters delivered





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD

	Planning to Participate (as of 12/12)		2018 (Reference)
	Number of EEPS	Households Served	Households Served in 2018
Total	148	42,836,658	42,553,295
Pool Pumps	48	21,278,947	12,173,158
Refrigerators	37	17,289,297	14,355,889
LED Lighting	55	25,311,185	27,093,740
Smart Thermostats	20	21,997,806	23,440,072
Room AC	16	13,159,659	12,311,218
Laundry	37	20,405,506	24,507,452
Water Heaters	16	17,342,749	24,083,007





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.



An AEP Company



AEP APPALACHIAN POWER



A FORTIS COMPANY



Water & Power

Serving Central California since 1887



ALAMEDA MUNICIPAL POWER

A Department of the City of Alameda



Colorado Springs Utilities
It's how we're all connected



Always There for You!



Always There.®



powering lives



Count on Us.®



El Paso Electric



An Exelon Company



Partnering with Wisconsin utilities



An Exelon Company



Savings through energy efficiency



Empowering you to make smart energy choices



An IDACORP Company



A Sempra Energy utility



PPL Electric Utilities



We make things work for you.



A Sempra Energy utility



HERE WITH YOU. HERE FOR YOU.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.



Nest



The new degree of comfort.®



FRIEDRICH
1883





Participation Examples





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Pool Pumps



Ameren Illinois
@AmerenIllinois

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 · Sprinklr

4 Retweets 2 Likes



Entergy Arkansas
April 12 · 🌐

Dive into BIG savings this summer with an ENERGY STAR certified pool pump. They use up to 70% less energy, saving you up to \$350 a year! <http://enter.gy/6184DKM7a>

MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP. ENERGY STAR certified pool pumps save money, save energy, and protect the climate.

Dive in TO SAVINGS WITH UTILITY REBATES

Many utility companies offer rebates toward your purchase of a new ENERGY STAR certified pool pump. You may already be primed for big savings.

Go to www.energystar.gov/rebate-finder for details.

The Simple Choice for Energy Efficiency. ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.

Like Comment Share



Pull the Plug on a Big Energy Drain

Your pool pump could be your home's second largest energy user, costing you nearly \$500 in energy every year. ENERGY STAR certified pool pumps:

- Use up to 70% less energy than standard pool pumps.
- Save you up to \$350 per year in energy bills.
- Deliver payback on the investment in less than two years!

With ENERGY STAR, Smarter Tech Runs Deep

Pool pumps that have earned the ENERGY STAR use reliable two-speed or variable speed technology:

- Two-speed models use a low speed for filtration and a high speed for cleaning.
- Variable speed models can be programmed to deliver the right flow for multiple tasks.

Certified models also run quieter and prolong the life of your pool's filtering system.

Is it Time to Take the Plunge?

Does your pool pump show these warning signs of wearing out and wasting energy? If so, it could be time to call a pool services contractor. Check to see if your pool pump:

- Seems less powerful than in the past.
- Makes noise.
- Occasionally gets hot and shuts off.
- Won't start or starts slowly.
- Is seven to ten years old.

Dive in to Savings with Pepco Rebates

Pepco offers rebates up to \$400 when you buy an ENERGY STAR certified pool pump. Learn more at pepco.com/poolpump.



If every pool pump in the U.S. were ENERGY STAR certified, families could save \$1.3 billion in energy costs every year and prevent greenhouse gas emissions equal to more than 2 million cars.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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



10:35 AM · May 8, 2019 · Hootsuite Inc.

2 Retweets 4 Likes



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/zHIB50pREBa.



7:20 AM · Apr 20, 2019 · Hootsuite Inc.

2 Likes



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!



An Exelon Company

BGE's Flip Your Fridge Contest Is Over!

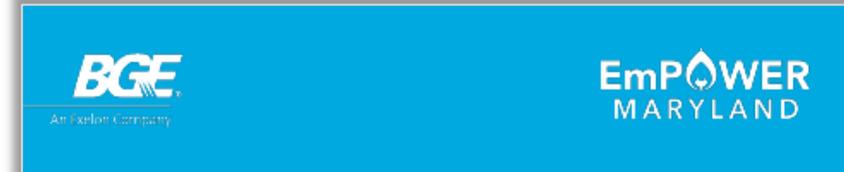
But the fun goes on because everyone wins by recycling old appliances. Get \$50 for an old, working fridge or freezer and \$25 for an old room A/C unit or dehumidifier. Details at BGERecycleMyOldFridge.com.

Find more ways to save energy and money at BGESmartEnergy.com.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.



Dare to enter our Scary Fridge Contest?



There Are Many Ways to Save with PPL Electric Utilities' Energy Efficiency Programs

It's Energy Awareness Month, and PPL Electric Utilities is here to help you save energy and money. We have many energy efficiency programs available. Check them out and see which opportunities may make sense for your family.

- Switching out old light bulbs for ENERGY STAR®-certified LEDs is one of the easiest ways you can start saving energy at home. Compared to incandescent lighting, ENERGY STAR LEDs can save you up to \$80 in electricity costs over each bulb's lifetime. PPL offers instant savings on qualifying ENERGY STAR LEDs at participating



Find out if you have the scariest fridge of all. Just upload a photo of your old, energy-gobbling "monster" by October 25, then get your family and friends to vote for it online by Friday, October 31. The fridge with the most votes wins!

- Grand prize: A brand-new ENERGY STAR® certified refrigerator
- Second place prize: A Ring video doorbell
- Third place prize: A Google Home or Amazon Alexa smart speaker

Remember to remove any photos, magnets and other decorations before taking your photo. May the scariest fridge win!

ENTER NOW

EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs can help you reduce your energy consumption and save you money. To learn more about EmPOWER and how you can participate, go to BGESmartEnergy.com.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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®

Table/Floor Lamp Lighting

General Purpose Lighting Bathroom Lighting Kitchen Lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Last 13+ Years!
- ✓ Environmental Benefits

For every qualifying LED purchased in October, Consumers Energy will donate one to a Michigan family in need.




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

Follow the steps below or visit our easy-to-use Choose A Light tool and we'll help you find it.

 energystar.gov/choosealight

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, table lamps, and more.

	BULB TYPES				
TABLE OR FLOOR LAMP					
RECESSED CANS					
CEILING FIXTURES					
CEILING PANELS					
WALL SQUIGGLERS					
RECESSED CANS					
ACCENT LIGHTING					

STEP 2: FIND YOUR BULB

Go to the lighting aisle and look for the ENERGY STAR label. Remember, only LED bulbs that have earned the ENERGY STAR have been independently tested to assure that they will save energy and perform as promised.



STEP 3: CHOOSE THE COLOR

Light color matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2200K	3000K	3500K	4100K	5000K	6500K
WARM			COOL		
Soft White, Warm White Ideal for most indoor applications.	Neutral White, Cool White Good for kitchens and work spaces.	Daylight (think blue sky at noon) Good for reading.	Soft White, Warm White Ideal for most indoor applications.	Neutral White, Cool White Good for kitchens and work spaces.	Daylight (think blue sky at noon) Good for reading.

STEP 4: CHOOSE THE BRIGHTNESS

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

Standard Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

STEP 5: CHECK THE PACKAGE

Make sure you're getting the bulb you want by reviewing the Lighting Facts label that shows key bulb details such as brightness, life, light appearance (or color), and energy used.

Lighting Facts Per Bulb	
Brightness	850 lumens
Estimated Yearly Energy Cost	\$0.34
Life	22 years
Light Appearance	Warm
Energy Used	7 watts

LIGHT ^{the} MOMENT
WITH ENERGY STAR®

ONLY ENERGY STAR® LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Last 12+ Years!
- ✓ Environmental Benefits

Central Hudson
A UNITED ENERGY PARTNERS COMPANY






SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Laundry

NKAVES
HOME / PROGRAMS / CLOTHES WASHERS

CLOTHES WASHERS

ENERGY STAR® certified clothes washers use about 25% less energy and 45% less water than regular washers.

The average American family washes about 300 loads of laundry each year. ENERGY STAR can help families cut their related energy and water costs.

[VIEW INFOGRAPHIC](#)

Better clothes washers could save us more than \$4 billion each year.

UGI Utilities
@UGI_Utilities

#DKY If all clothes dryers sold in the US were @ENERGYSTAR certified, Americans would save more than \$1.5 billion each year in energy costs and prevent 22 billion lbs of annual greenhouse gas emissions! For more #EnergyTips, visit:

Energy Saving Tips - UGI Utilities
Wondering how you could save money with energy efficiency? Get energy saving tips for your home or business from ENERGY STAR® and start saving energy ...
ugi.com

2:10 PM · Aug 19, 2019 · Hootsuite Inc.

PECO
@PECOconnect

#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

Unitil
@Unitil

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!

Make Laundry Better
Replace your old clothes washer with an ENERGY STAR model to make laundry better for your clothes, your family, and the environment.
energystar.gov





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

In Store Promotions





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Room AC

Con Edison @ConEdison

Hot days driving up your summer energy costs? You still have time to switch to an @ENERGYSTAR certified room air conditioner that'll save you money and energy. bddy.me/33qR9x6 #energyefficiency



3:53 PM · Aug 9, 2019 · Salesforce - Social Studio

1 Like

Entergy Mississippi @EntergyMS

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 @ENERGYSTAR 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.

4:06 PM · Aug 13, 2019 · Sprinklr

DTE Energy @DTE_Energy

It looks like the heat is finally here to stay. ENERGY STAR® room air conditioners use about 9% less energy and cost less than \$75 a year to run! ow.ly/Yfk650v3eYa



Efficiency Vermont July 20 at 5:01 AM

Sizzling hot weather is here this weekend. If you are looking for a window air-conditioner, we recommend the ENERGY STAR® 2019 Emerging Technology Award-winning air conditioners. We offer a \$200 rebate on qualifying models.

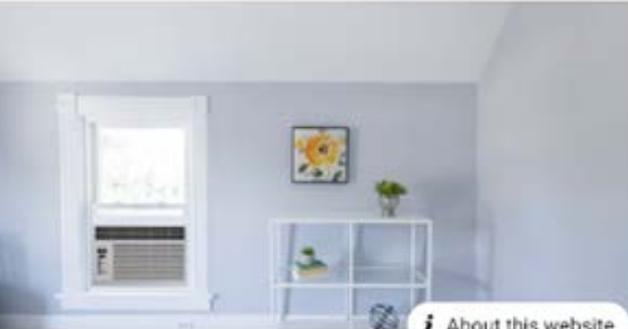


Window Air Conditioners | Efficiency Vermont
ENERGY STAR® 2019 Emerging Technology Award-winning air...

3 Likes 1 Share

NHSaves 9 hrs ·

As temperatures heat up, keep your energy costs down with a room air conditioner! ENERGY STAR® room air conditioners use 9% less energy and, on average, cost about \$70 per year to run. We think that's pretty cool!
<https://nhsaves.com/programs/room-air-conditioners/>



NHSAVES.COM
Room Air Conditioners | NHSaves
ENERGY STAR room air conditioners use 9 percent less energ...

1 Like





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Smart Thermostats



CenterPoint Energy
@energyinsights

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



ENERGY STAR @ENERGYSTAR · Aug 1

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/heatit...

5:59 PM - Aug 2, 2019 · [Twitter Web App](#)



UGI SAVE SMART

Get a **\$100** Thermostat Rebate

Purchase and install an ENERGY STAR® certified smart thermostat in your home and receive a \$100 rebate from UGI.*

[SHOP ONLINE NOW](#)

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 1-844-317-6122 OR EMAIL SAVESMART@UGI.COM.

Energy Efficiency Fact

If everyone used an ENERGY STAR® certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.

[ONLINE REBATE APPLICATION](#)

ComEd powering lives
An Exelon Company

Outage | Pay Bill | Moving | Español | Contact Us | Search

My Account | Outages | **Ways to Save** | Smart Energy | Safety

Home > Ways to Save: For Your Home > Rebates & Discounts > Smart Thermostat Rebates

Smart Thermostat Rebates

Save on a Smart Thermostat

Start managing your home's heating and cooling costs with an ENERGY STAR® certified smart thermostat. Connected to your Wi-Fi, a smart thermostat lets you monitor and control your home's temperature from any web-enabled device so you can save energy and money whether you're at home or on the go.

[LEARN MORE AT energystar.gov](#)



2020 Product Promotion Plans



2020 Outreach Plan: ENERGY STAR® PRODUCTS



JAN | FEB | MAR | APR | MAY | JUN | JULY | AUG | SEPT | OCT | NOV | DEC | JAN

BRAND CAMPAIGNS

EARTH DAY

ENERGY STAR DAY

HOLIDAY

- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING

PRODUCT PROMOTIONS

POOL PUMPS FRIGES 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

MOTHER'S DAY

LABOR DAY

BLACK FRIDAY



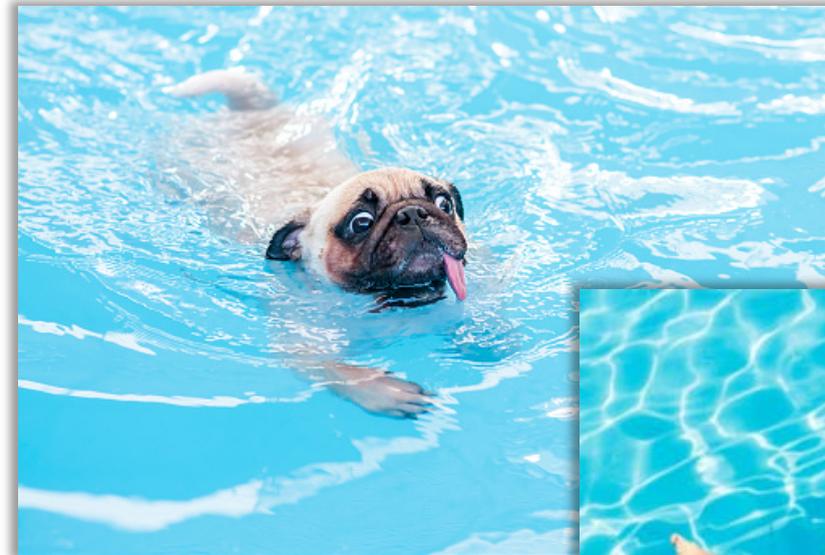
 **Materials Available:**
energystar.gov/marketing_materials



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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](https://energystar.gov/poolpumps) (Product Finder)
- Partner engagement
 - Integrate ENERGY STAR



ENERGY STAR
Sponsored · 🌐

An ENERGY STAR certified Pool Pump will have you using up to 65% less energy while making your pool swoon. 🥰

[ENERGYSTAR.GOV](https://energystar.gov)
Make your pool swoon over savings! [LEARN MORE](#)

👍❤️ 26

👍 Like 💬 Comment ➦ Share



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Marketing Materials Page

- NEW! Promotions Messaging & Materials Deck for each promotion



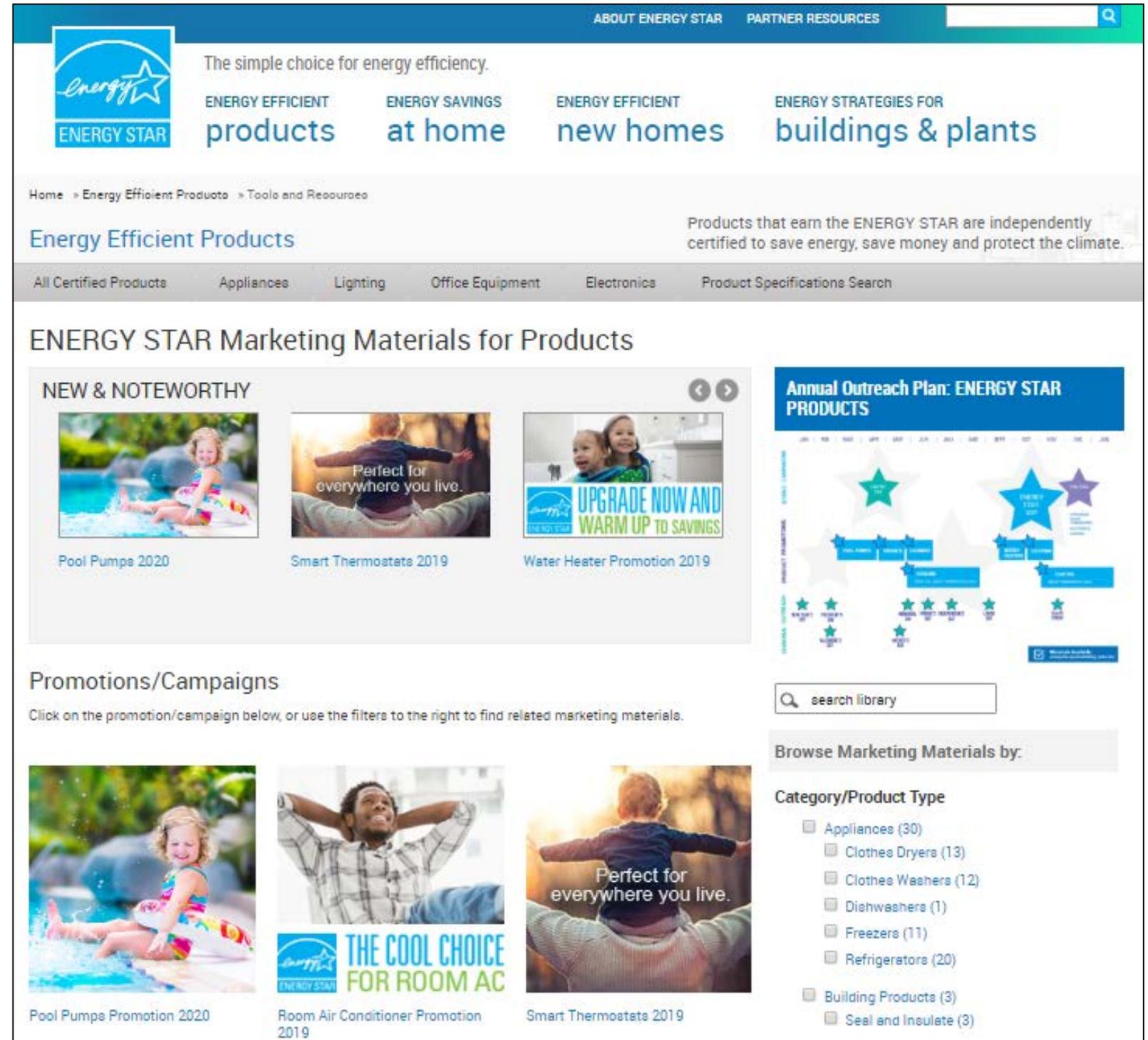
Pool Pumps Product Promotion
2020 Messaging & Materials Guidance

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.



EPA January 2020 1



ABOUT ENERGY STAR PARTNER RESOURCES

The simple choice for energy efficiency.

ENERGY EFFICIENT products ENERGY SAVINGS at home ENERGY EFFICIENT new homes ENERGY STRATEGIES FOR buildings & plants

Home > Energy Efficient Products > Tools and Resources

Energy Efficient Products

Products that earn the ENERGY STAR are independently certified to save energy, save money and protect the climate.

All Certified Products Appliances Lighting Office Equipment Electronics Product Specifications Search

ENERGY STAR Marketing Materials for Products

NEW & NOTEWORTHY

- Pool Pumps 2020
- Smart Thermostats 2019
- Water Heater Promotion 2019

Annual Outreach Plan: ENERGY STAR PRODUCTS

Promotions/Campaigns

Click on the promotion/campaign below, or use the filters to the right to find related marketing materials.

- Pool Pumps Promotion 2020
- Room Air Conditioner Promotion 2019
- Smart Thermostats 2019

search library

Browse Marketing Materials by:

Category/Product Type

- Appliances (30)
 - Clothes Dryers (13)
 - Clothes Washers (12)
 - Dishwashers (1)
 - Freezers (11)
 - Refrigerators (20)
- Building Products (3)
 - Seal and Insulate (3)





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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**





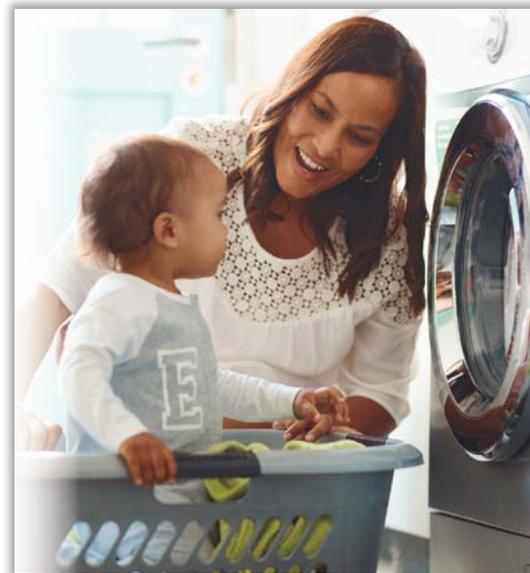
SAVE TODAY. SAVE TOMORROW.
 SAVE FOR GOOD.

Laundry

- Goal
 - Drive sales of ENERGY STAR certified clothes washers and dryers.
 - Educate about efficiency benefits of front-load over top-load clothes washers.
 - Increase awareness of efficiency benefits of heat-pump dryers.
- 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



FROM LAUNDRY DAY...



TO LAUNDRY YAY!

Save with ENERGY STAR® certified washers and dryers.



[Get Rebates >](#)



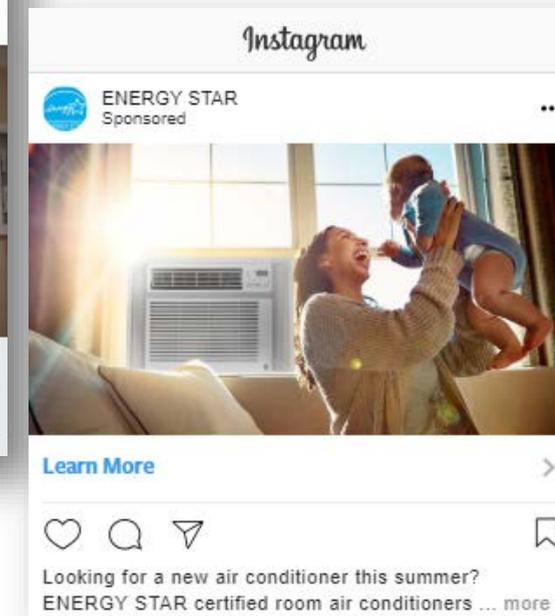


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Cooling

- 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 \$0.32 CPC



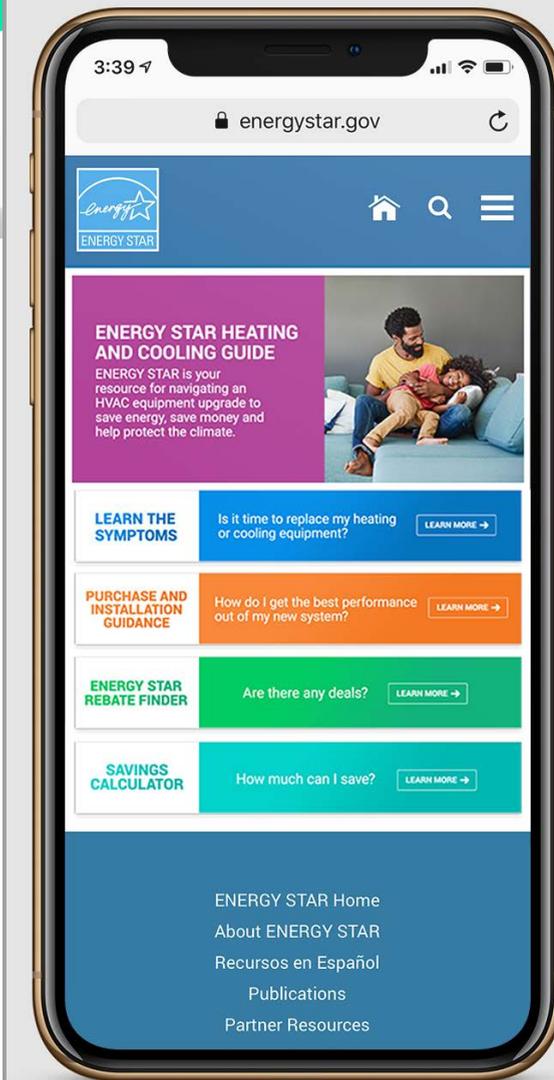
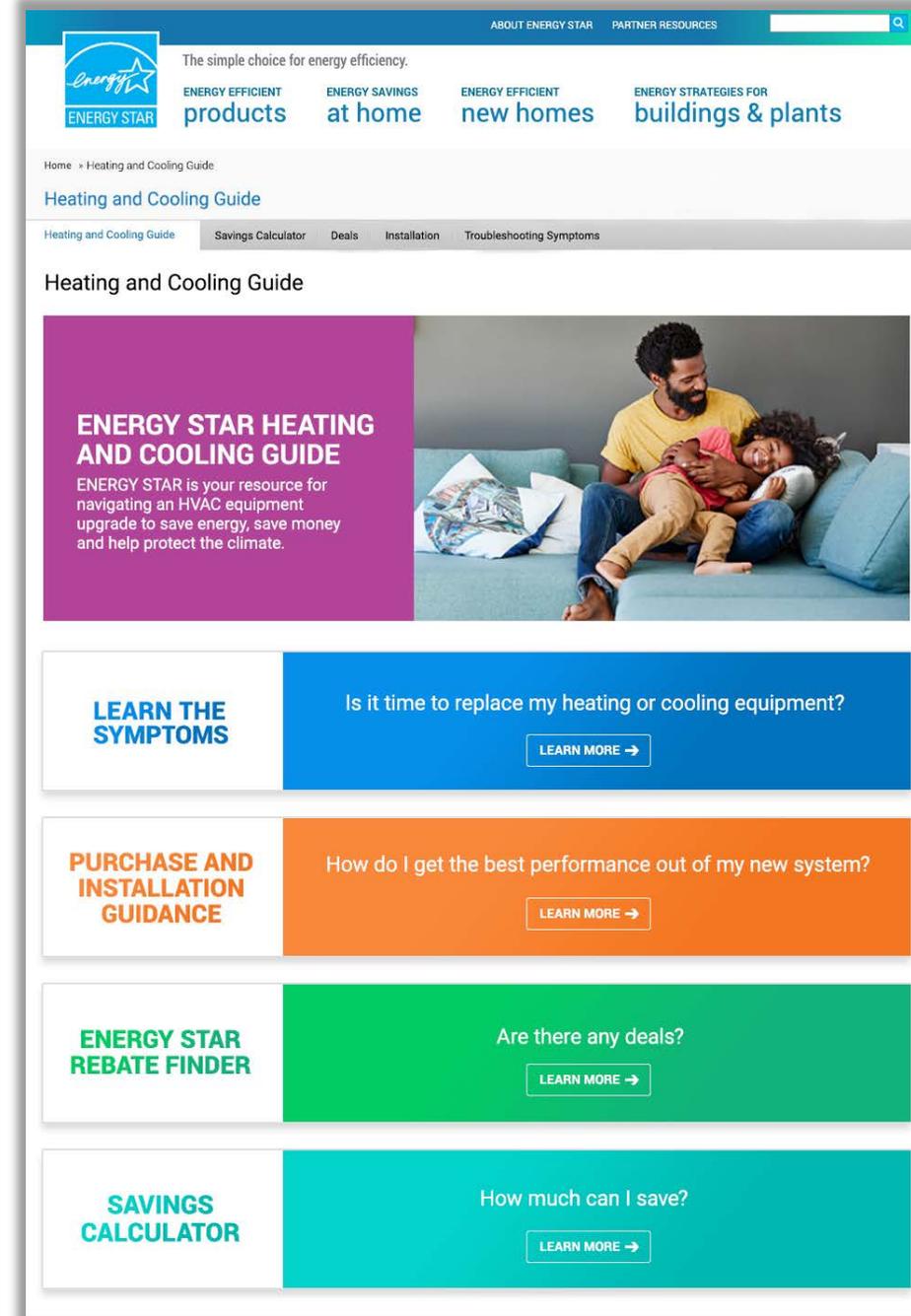


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NEW! HVAC Awareness Campaign

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

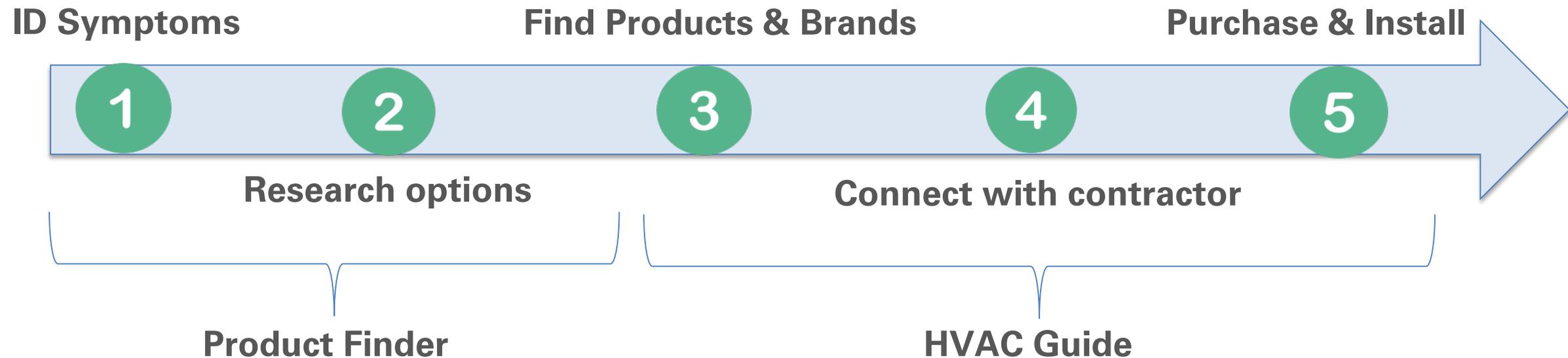




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Media Plan

- 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.





Ingredient Branding Strategy – Introducing Cindy Gage, C+C





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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





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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





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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. //

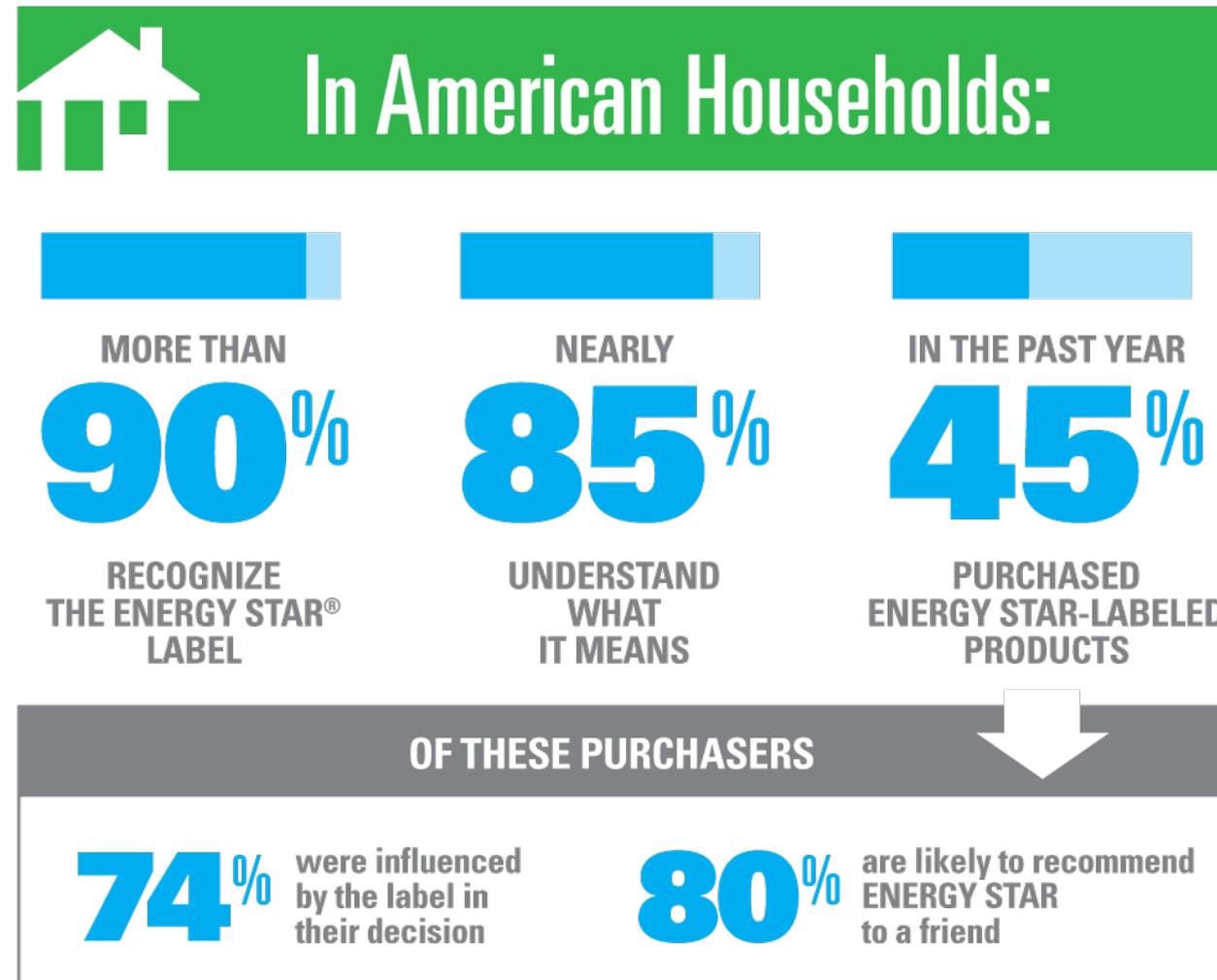
– Richard Kestenbaum





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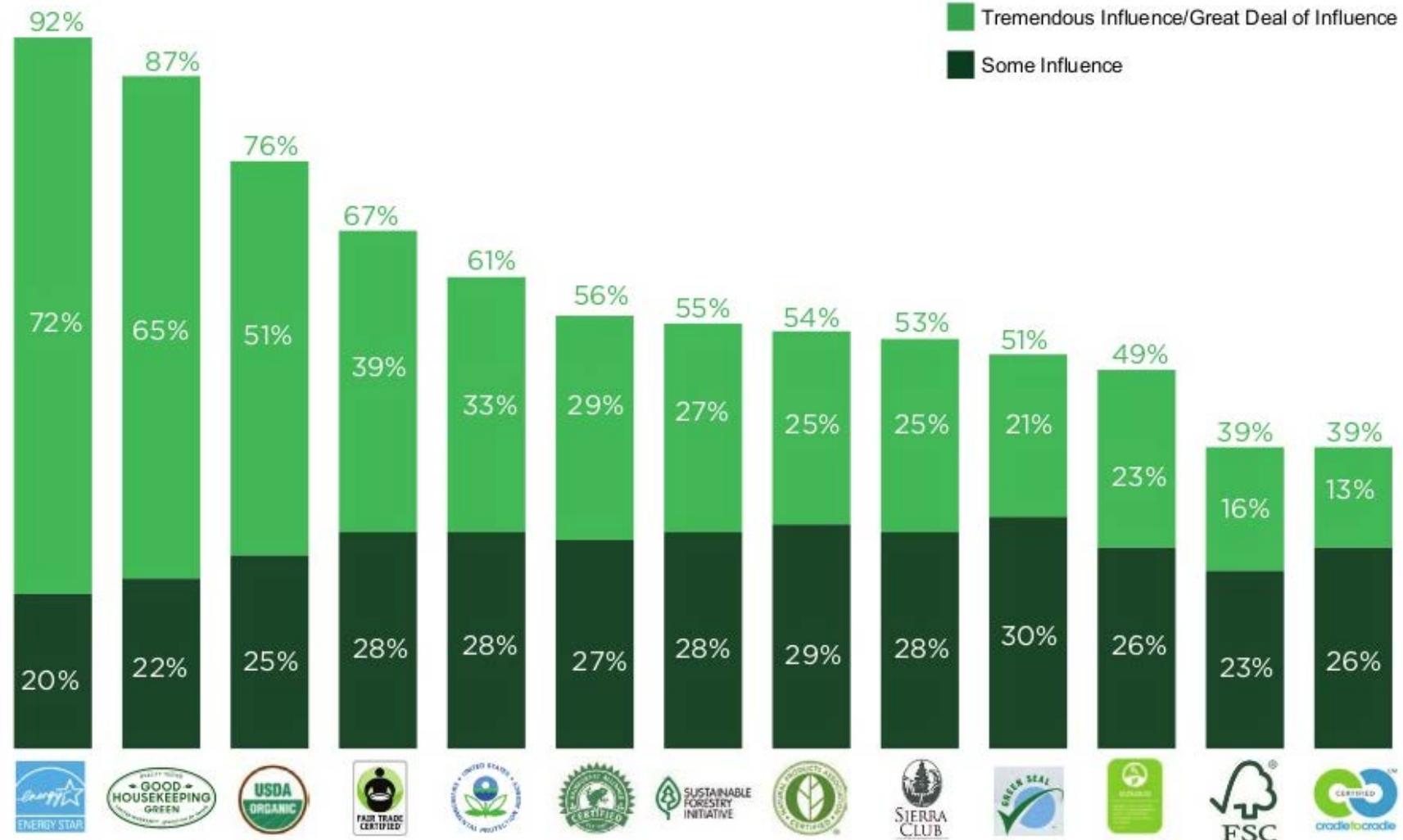
Strong Brand Identity & Awareness





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Clear, Functional Benefit





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Clear, Functional Benefit

- Expert content on energy-efficiency
 - Product data sets
 - Product Finders
 - 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 next up!

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

– Kathy Baughman

The screenshot displays several key components of the Energy Star website's content strategy:

- Choose a Light Guide:** A large banner featuring a child holding a lightbulb, with the text "CHOOSE A LIGHT GUIDE". Below it, a section titled "Looking to replace a light bulb?" provides a three-step guide: 1. Choose the shape, 2. Choose the color, 3. Choose the brightness. A "FIND YOUR LIGHT BULB" button is also present.
- Why Choose ENERGY STAR?:** A section listing benefits:
 - Independently certified to deliver efficiency and performance
 - Same brightness (lumens), 90% less energy (watts)
 - Last 15 times longer = big \$ savings
 - Help protect the environment and prevent climate change
- Ways to Save Tips:** A popup window titled "WAYS TO SAVE TIPS" with the Energy Star logo. The text reads: "Light the Moment with an ENERGY STAR certified LED bulb. Only LED bulbs with the ENERGY STAR label are certified to deliver the highest quality performance, just the right brightness and color, big energy savings (last 15 years), and environmental benefits. Your moments. Your world. Both deserve the best."
- Clothes Washers:** A section titled "ENERGY STAR Certified Clothes Washers" highlighting that certified washers use 25% less energy and 33% less water. It includes a "SEE GUIDANCE" button and "BUYING GUIDANCE" and "TAKE THE PLEDGE" options.
- Filter Results:** A partial view of a retail filter interface showing "Filter Results" and "rated Modified Energy Factor".





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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.**





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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**.



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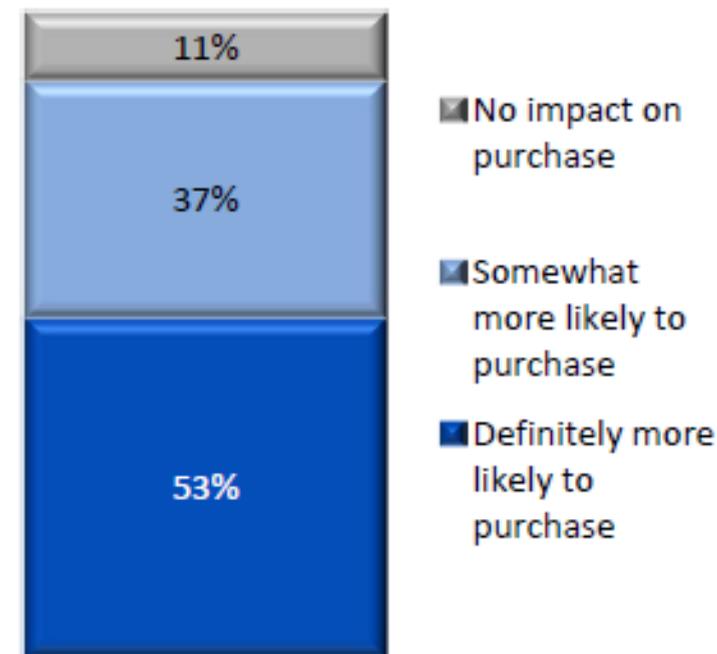
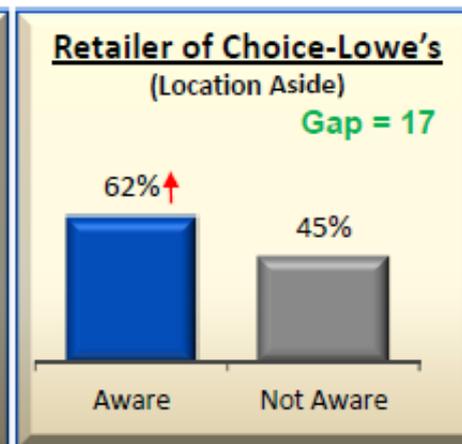
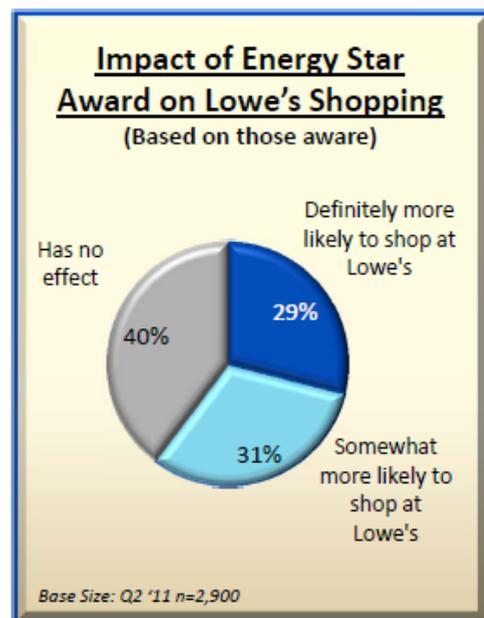
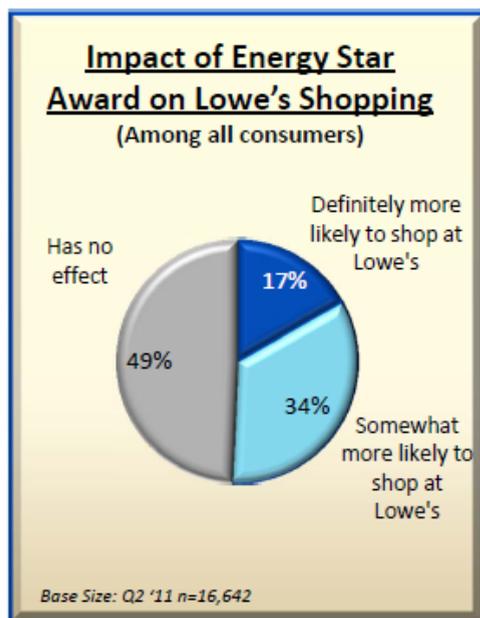




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Mutually Beneficial Relationship

- 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.

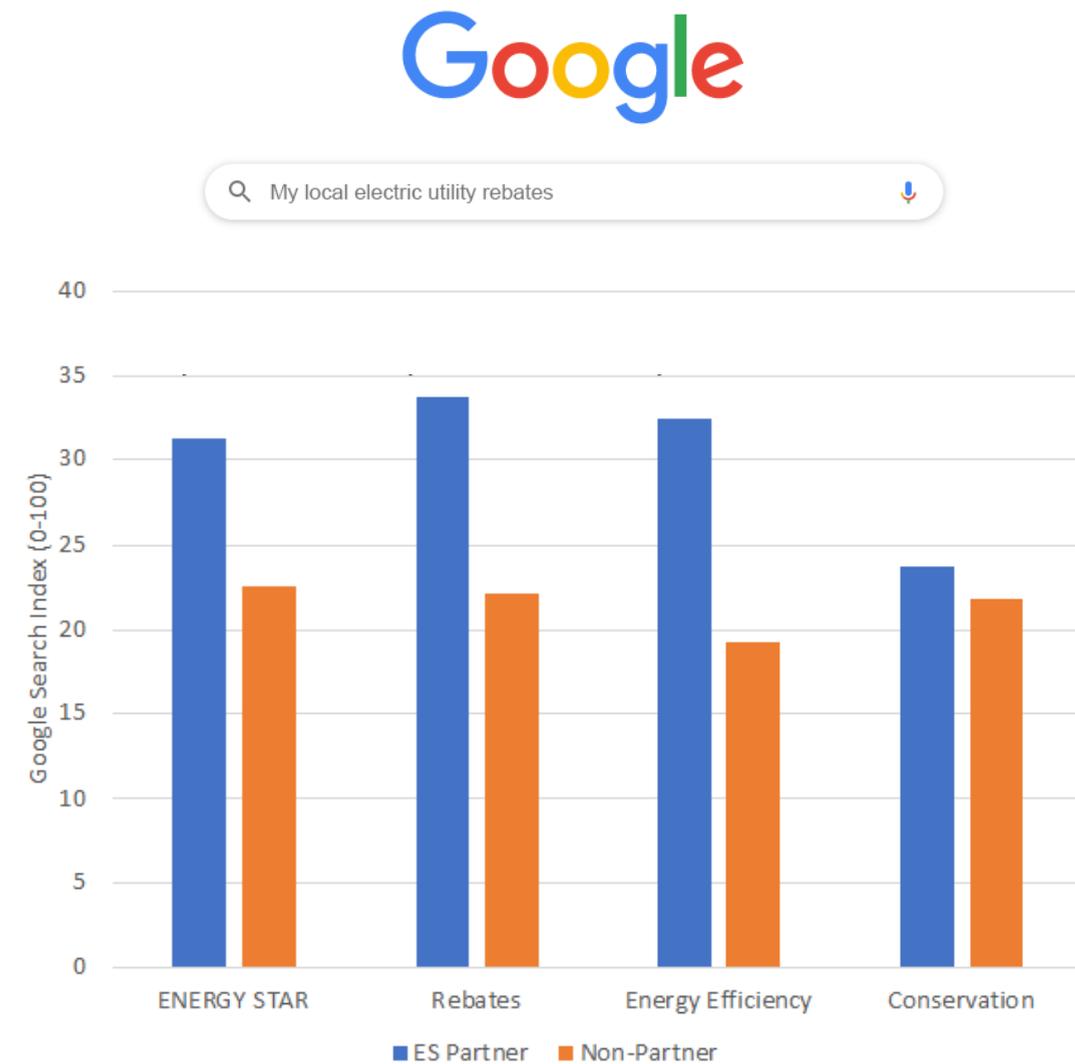




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Mutually Beneficial Relationship

- 2017 study demonstrates that when a utility partners with **ENERGY STAR**, it results in **increases in Google searches** for related items





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Visible Feature on Product & Packaging

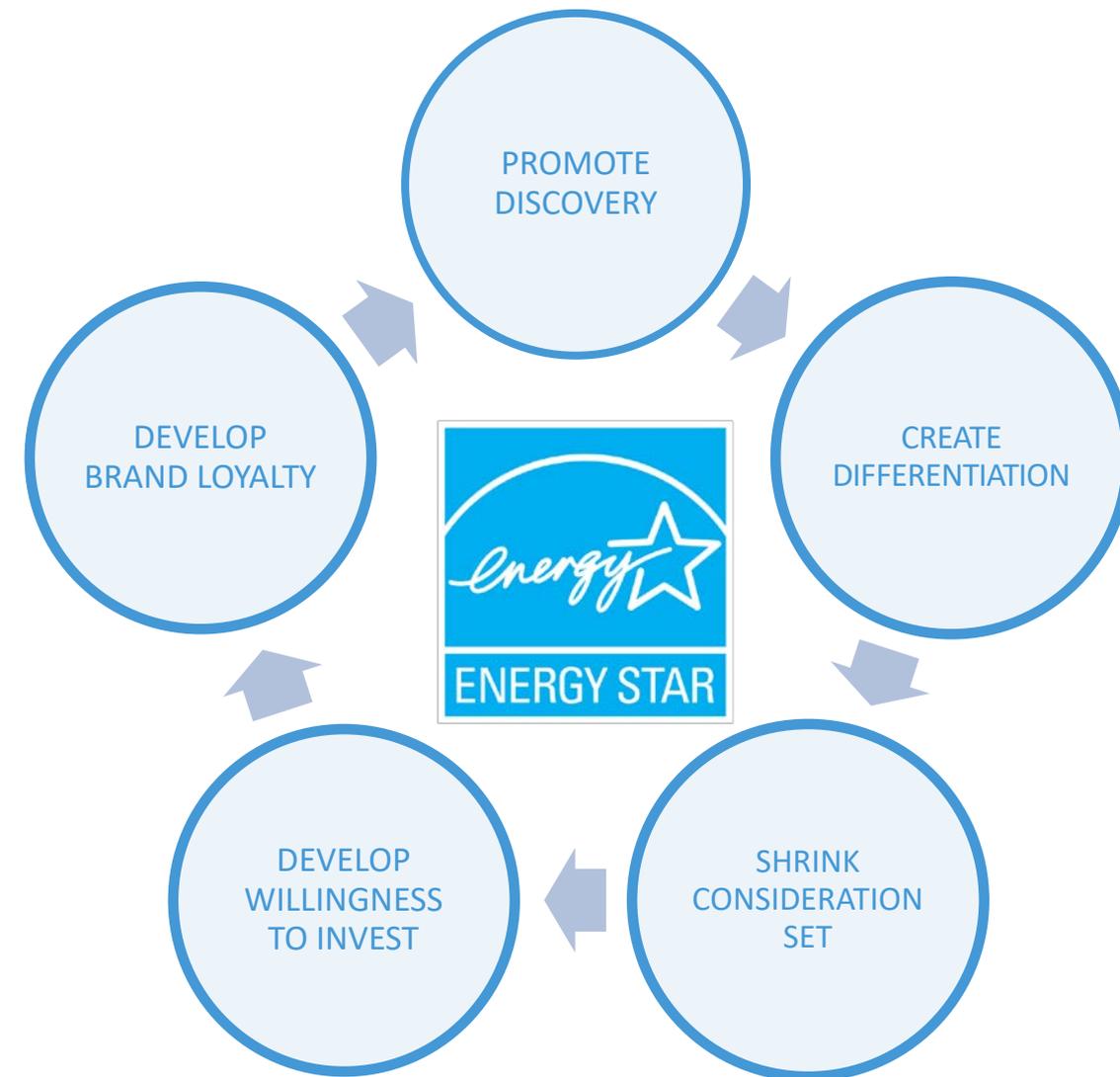




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ENERGY STAR: The Quintessential Ingredient Brand

- Proven impact on Partner marketing efforts
- Serves as implicit seal of approval
 - Enhances Partner brand through 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





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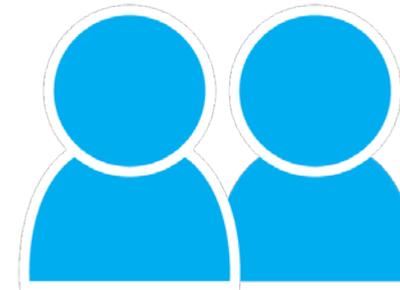
Ingredient Branding: Roles & Responsibilities



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



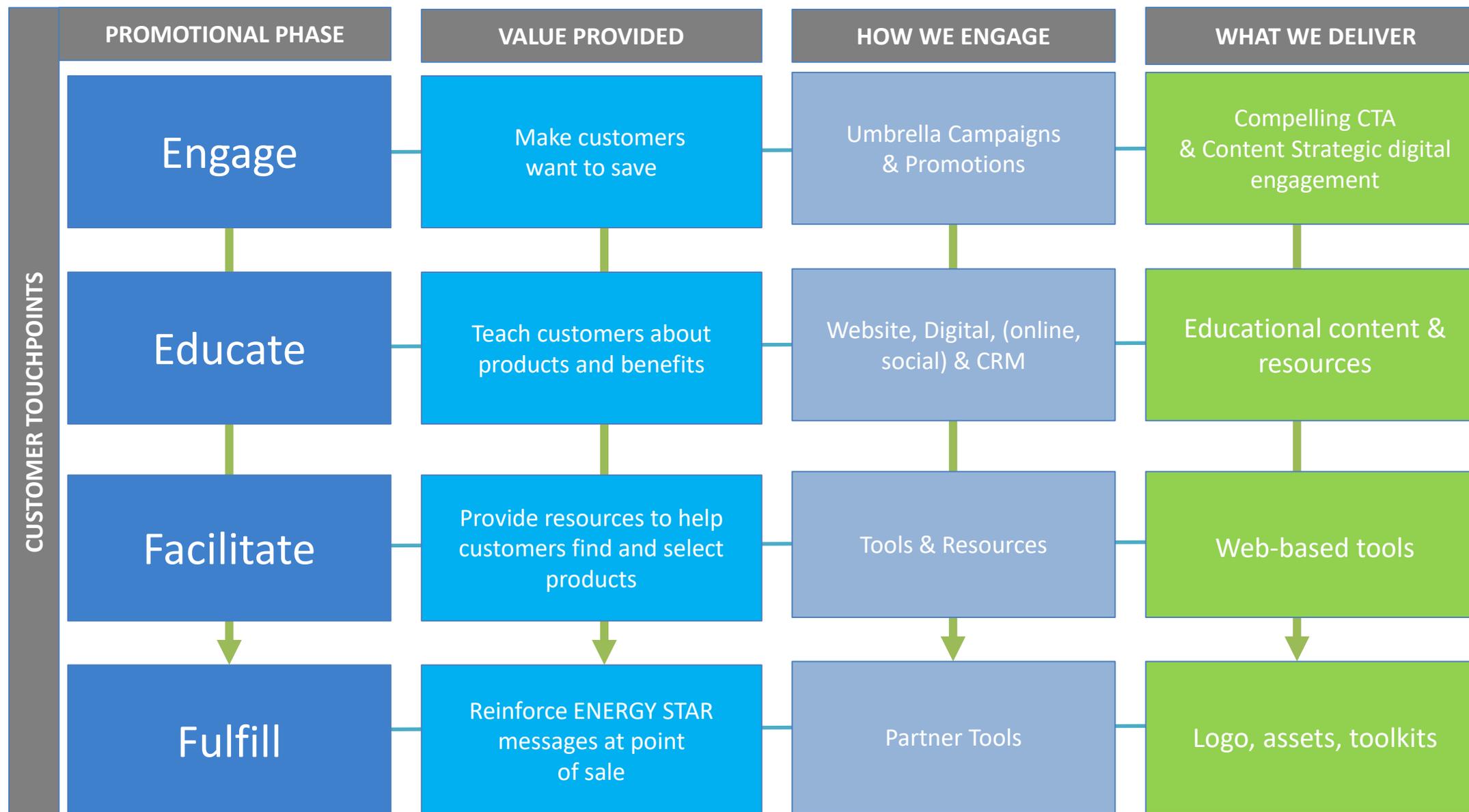
Partner Brand

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



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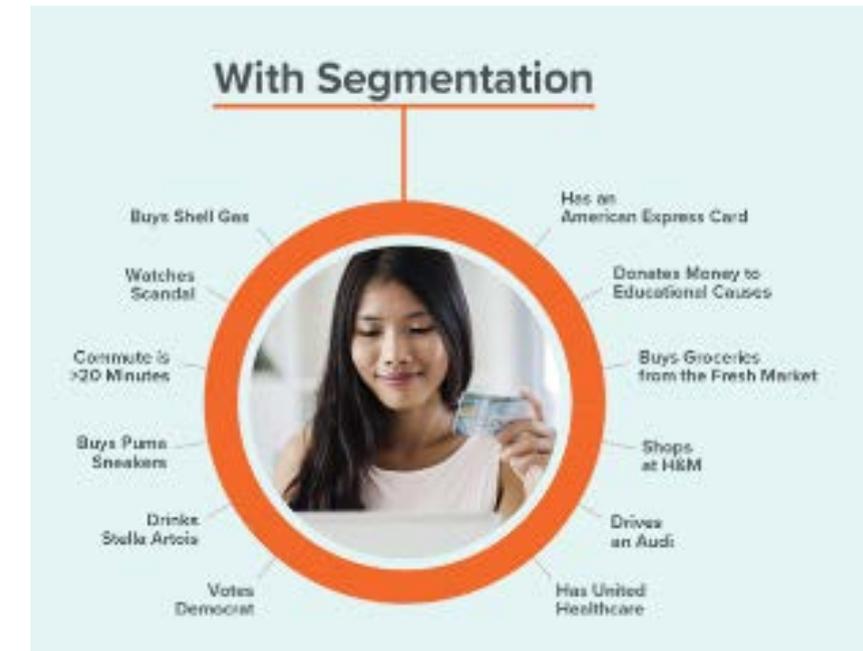
Customer Segmentation

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.

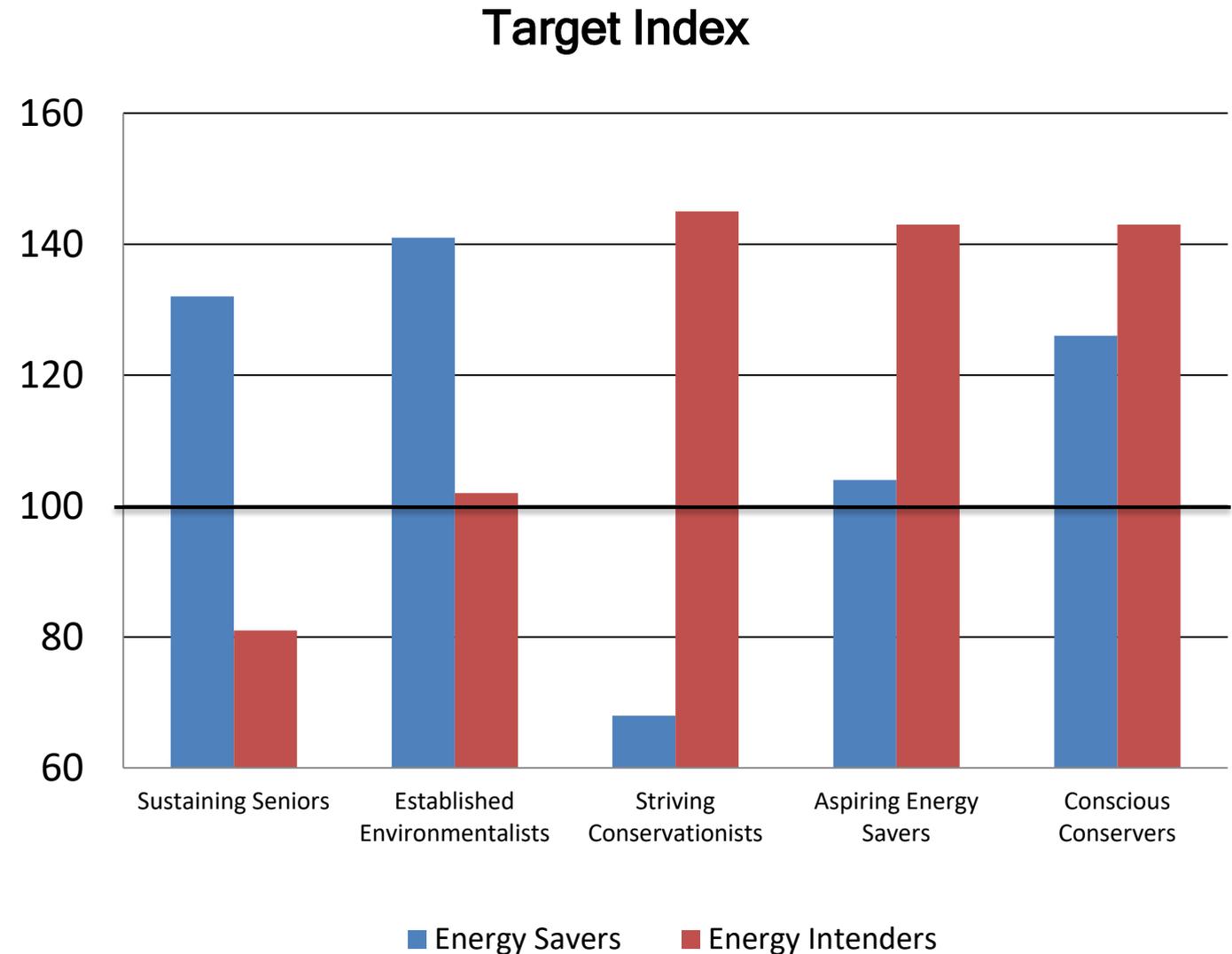




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Target Audience Index: Energy Savers vs. Energy Intenders

- 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.





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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

STRIVING CONSERVATIONISTS



ASPIRING ENERGY SAVERS



CONSCIOUS CONSERVERS





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Content Pillars

1

How-to: Step-by-step guides related to ENERGY STAR certified products (buying, installing/inspecting etc.)

2

Tips: Quick tips related to ENERGY STAR certified products (when to replace products, optimizations to make for energy savings, etc.)

3

Ask the Expert: Widget to let audience submit questions, Answer common questions about energy saving (Does the time of day matter? Is “off” really off?)

4

Product Profiles: Robust information about each type of ENERGY STAR certified product (energy use, energy/money)

5

Innovation & Technology: What’s coming up, trends, EVs, Smart Homes, Understanding different technologies.



Earth Day 2020





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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





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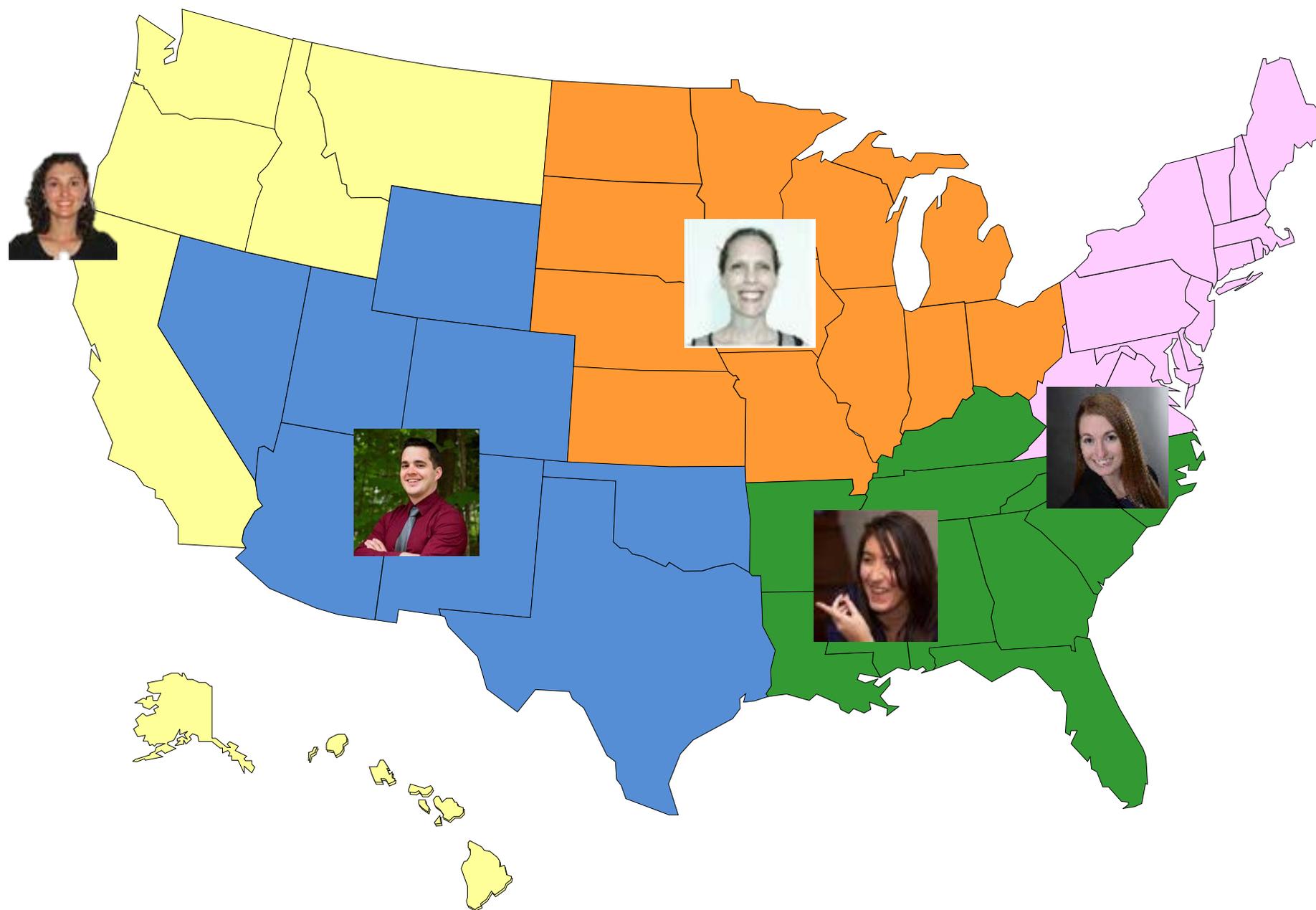
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