



ENERGY STAR[®] Certified Homes and Apartments

MARKETING AND COMMUNICATIONS UPDATE 11.17.20



Welcome, ENERGY STAR Partners



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ICF – Commercial Energy



Pat Hoag
PARTNER
Creative Services
ICF Next

We've
been busy

Understanding your needs, right now

- + Research
- + Interviews
- + Feedback

WHAT
WE KNOW

ENERGY STAR sets participating builders apart

WHAT
WE KNOW

Opportunity for more consumer marketing to drive demand

WHAT
WE KNOW

Opportunity to promote ENERGY STAR as more than products

WHAT
WE KNOW

**Customers focus on
visible and tangible features
such as open concept floor plans, granite countertops, and finishes**

**SAME
MISSION**

**For 25 years,
EPA's ENERGY STAR
has been cultivating a vision
for whole-home energy-efficient living**



**MORE
OPPORTUNITIES**

**Implement new and
engaging consumer outreach
strategies to increase market share
for ENERGY STAR certified
homes and apartments**

Coming
in 2021

Marketing goal

- + Empower homebuilders and program partners with tools and support to engage consumers with information about the added value, features, and benefits of ENERGY STAR certified homes and apartments, thereby driving and increasing sales and rentals in certified communities.

How we'll achieve it

- + Boost consumer awareness of features and benefits across decision-making milestones
- + Increase frequency of impressions and engagement
- + Enhance quality of interactions with target audiences
- + Expand reach to multifamily and manufactured homes



WHY
THEY'LL
CARE

The Trusted Legacy

- + National symbol for energy efficiency for more than two decades
- + Ranked among top two most trusted certifying brands
- + 2+ million certified homes built and sold

“ENERGY STAR is the proven path to whole-home energy efficiency.”

WHY
THEY'LL
CARE

The Right Choice

- + Something for every consumer
- + Quality construction > durability > peace of mind
- + Sustained economic value

“Enjoy every moment that makes a house a home.”

WHY
THEY'LL
CARE

A Symbol of Pride

- + Elevated status for every certified home or apartment
- + Doing the right thing for family, community, environment
- + Systems that work together for premium performance

“ENERGY STAR certified homes and apartments have quality features that never go out of style.”

Tactics and touchpoints

Homebuying and renting begin online

- + Paid search: BING and Google
- + Digital banner and sidebar ads
- + Paid social media: Facebook, Instagram, Twitter
- + Digital radio: Spotify
- + Educational videos

Customizable tools

Communications kits:

- + Email content
- + Talking points
- + Digital assets
- + Social media posts

Co-brandable:

- + Checklists
- + Fact sheets
- + Direct mail

Sales center displays
and signage

2021 rollout

Early 2021

- + Evergreen collateral
- + Spring communications kit

Mid-year

- + EPA-managed paid social
- + EPA-managed paid search

Late 2021

- + Fall communications kit
- + Homebuyer and renter educational videos

A fresh look





Energy efficient by design.

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When it comes to ranking new homes, there's only one star that matters.

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RESIDENTIAL NEW CONSTRUCTION PROGRAM

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Improve sales with ENERGY STAR® branded marketing materials.

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[Learn More](#)



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[Download Resources](#)

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12:41

ENERGY STAR
11.6K Tweets

Tweets Tweets & replies Media Likes

ENERGY STAR @ENERGYST... · 4d ...
An ENERGY STAR® certified new home puts comfort and savings in the spotlight. Built to a higher standard, it features proven technology that will pay dividends for years to come. Good for your family, good for the environment.
[Learn More](#)



Be the star of your own show.

ENERGY STAR Retweeted El Paso Electric @ElPaso... · 10/27/20
Today's #FallTips Tuesday is done in celebration of National #ENERGYSTARday and #EPElectric's efforts to help customers save energy and money. Take a look!



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ENERGY STAR CERTIFIED HOMES

ENERGYSTAR.GOV/NEWHOMES

When it comes to choosing a new home, there's only one star that matters.

[Learn More](#)

11:17

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ENERGY STAR
Page · 53K like this · Government Organization

Oct 9 · When your home's a star, it deserves the spotlight.



ENERGY STAR CERTIFIED HOMES

ENERGYSTAR.GOV/NEWHOMES

ENERGY STAR certified homes are built to a higher standard.

[Learn More](#)

1K 275 Comments 89 Shares

Like Comment Share



ENERGY STAR CERTIFIED HOMES

ENERGYSTAR.GOV/NEWHOMES

Delivering enhanced comfort, improved air quality, and increased energy savings.

[Learn More](#)

Two million families have made their home a star

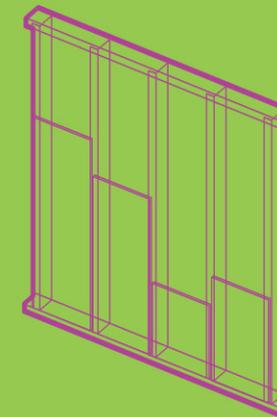




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Let's talk

energystarhomes@energystar.gov

Let's talk

some more