The ENERGY STAR® Brand

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Overview

ENERGY STAR – *the* symbol of superior energy efficiency

- Building a Successful Brand
- ENERGY STAR Today
- The Future
Building a Successful Brand

“Who Dared Imagine?”
(play video)
Building: Who Dared Imagine

- Who Dared Imagine 20 years ago?
- 15 years ago?
- 10 years ago?
- 5 years ago?
- 1 year ago?
Managing ENERGY STAR on the brand continuum
People must trust the ENERGY STAR brand before they can become loyal customers.

We establish this trust by staying true to the program goals of energy savings and environmental protection.

And through our partners delivering on this promise to consumers.
We protect the brand’s integrity through a number of activities, including:

• Monitoring use of the registered name and trademark.
• Issuing a new Brand Book (formerly known as the Identity Guidelines) to ensure proper use of the logo.
• Ensuring 3rd party certification.
• Assessing consumer experiences with, and perceptions of, ENERGY STAR when shopping
• Updating stringency of specifications as needed to ensure that the label continues to deliver value in the marketplace
• Tracking ENERGY STAR in traditional and social media
Building: Results

$24 billion
But we’ve only just begun.

ENERGY STAR will remain committed to partners like you, will continue brand awareness initiatives, and will continue to protect program integrity, while evolving our marketing and communication campaigns with the times.
Creating Impact & Deepening Understanding Through National Print PSAs
Today: National Brand PSA

This is the front line of one of the most successful energy conservation movements in history. For the past 20 years, simply by saving energy with EPA’s ENERGY STAR® program, people across America have come together to reduce the greenhouse gases that cause climate change. The results are amazing—more than 1.8 billion metric tons of greenhouse gas emissions prevented and over $230 billion saved on utility bills. Real results in the face of the real challenge of climate change. Join the movement at energystar.gov.
Today: Targeted Placements
Today: Reaching Fans

Sports Illustrated
August 2013

Circulation: 3,174,888
Value: $396,600
Today: Reaching Business

Forbes
June 2013
Circulation: 925,051
Value: $142,520
Today: Reaching Hispanics

Latina
August 2013
Circulation: 504,783
Value: $44,948
Today: Value for Our Partners

Nearly 100 million total impressions generated over the past three years

Total Advertising Value: $7.7 million
There’s no doubt that energy-efficient appliances are good for the planet—they use less power and lower greenhouse gas emissions.”

“Look for the ENERGY STAR label (the government-backed symbol for energy efficiency).”

“Visit energystar.gov/DIME to browse a database of consumer programs available across the U.S.”
Today: Overall Media Value

128,000 mentions of ENERGY STAR in print, broadcast and online outlets in 2012

Accounting for $54 million in publicity value
Today: energystar.gov

The New Face of energystar.gov
Today: Before & After

Before
Today: Before & After

Before

After
Today: Priority Site Features
Today: Site-wide Navigation
Today: Outcomes

1. Steady increase in traffic.

2. More users stay on site.

3. Reinforced energystar.gov as the premier online resource for energy saving information and tips.

4. Created a platform for delivering fresh content.
Today: Social Media

ENERGY STAR’s Approach to Social Media

1. Give back
2. Participate
3. Have fun
Today: Facebook & Twitter

- More than 40k Twitter followers
- More than 22,000 Facebook likes
Today: Photo and Video Contests

Video and photo contests encourage families to join Team ENERGY STAR, share their energy-savings stories, and offer cross-promotion opportunities with high-profile media, blogger, entertainment, non-profit, manufacturer, and retailer partners.
Today: Twitter and Facebook Parties

- ENERGY STAR hosts Twitter and Facebook parties to increase engagement and conversation around specific events and topics.
- A Twitter Party in June yielded:
  - More than 1,100 tweets using #TeamENERGYSTAR from 135 unique Twitter handles
  - 750,000 unique impressions and 2.5 million total impressions.
  - 101 followers on the day of the party
Today: Do 1 Thing ENERGY STAR

- Launched for ENERGY STAR Day as a call to action
- 3-month call-to-action asking consumers to “Do 1 Thing ENERGY STAR” to fight climate change and improve energy efficiency.
- We are sending weekly tips to consumers through social media, with an emphasis on fun, simple, and sharable ideas.
The Future
Future: GHG Emissions

The end result of a successful ENERGY STAR program is a reduction in the GHG emissions that contribute to climate change.

• To date, we have saved more than 1.8 BILLION metric tons of GHG emissions.

But we can do even more in the next 20 years.
Future: Partner Input

• We’ll continue to protect the core of the program while also expanding ENERGY STAR to be the go-to resource for energy efficiency.

• As we set our goals ever higher, as we refine the vision of the ENERGY STAR brand, we’ll be looking to you.
If you have any questions or feedback after today, please contact me at: leonhart.kristinn@epa.gov, (202) 343-9062.