LIGHTING EVERYONE’S MOMENTS
With ENERGY STAR Certified Lighting

Jill Vohr, EPA
September 7, 2018
Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- Paid promotion of the Light the Moment video in October and April resulted in more than 3.3 million impressions, with nearly 445,000 video views on YouTube and 162,000 views on Facebook.
Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- Engaged social media influencers to spread the word
  - Ingrid Michaelson, Katie Herzig (singer and co-songwriters of Light Me Up)
  - Ilikeweylie, MommyShorts, Engineer Your Space, Mommy Shorts, Big Green Purse
Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- ENERGY STAR Day 2017 social “flash mob” with our partners to show how ENERGY STAR connects with people’s lives and makes it better!
  - More than 130 shares of the Light the Moment video on ENERGY STAR Day generating more than 11,000 organic views on Facebook and Twitter.
Lighting Promotion 2018: Lighting Everyone’s Moments

- Supplement Light the Moment with targeted outreach that provides the energy-saving benefits of ENERGY STAR certified lighting to those consumers that need it most!
  - Focus on low-income demographic.
  - Inform messaging and creative based on customer segmentation data.
  - Geo-target to markets where low-cost ENERGY STAR certified bulbs are available.
    - Buy-downs
    - Rebates
    - Other – LET US KNOW!
  - Promotion runs October 1st through the end of daylight savings on November 4th.

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Less than $20,000</th>
<th>$20,000 to $39,999</th>
<th>$40,000 to $59,999</th>
<th>$60,000 to $79,999</th>
<th>$80,000 to $99,000</th>
<th>$100,000 to $119,999</th>
<th>$120,000 to $139,999</th>
<th>$140,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most or All Incandescent (number of housing units, millions)</td>
<td>7.7</td>
<td>9.1</td>
<td>5.9</td>
<td>4.8</td>
<td>2.5</td>
<td>2.2</td>
<td>1.2</td>
<td>3.1</td>
</tr>
<tr>
<td>Most or All Incandescent (percent of “Most or All Incandescent” answers)</td>
<td>21%</td>
<td>25%</td>
<td>15%</td>
<td>13%</td>
<td>7%</td>
<td>6%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Takeaway: 46% of all households with ‘Most or All Incandescent’ lighting earn $39,999 or below. National average household income is approximately $53,000. – 2015 RECS
Children in Household: 1-4

High School Diploma/Some College

Mostly Renters

HH Income: < $40K

Neighborhood: Suburban, Second City, Rural, Major City, Small Town

18-54
Age Range

Mostly Unemployed

Single or Divorced

Ethnicity: Black, Hispanic and Caucasian

Total Customer Count: 12,063,963 of 123,914,051
BETTERING BLUES
Using the Data to Reach “Kayla”

Messaging
- Investing in the future, bettering yourself and life for your child
- Getting the most out of your paycheck, making your money go further
- Informational and direct – what are the benefits?

Visual Cues
- Young, ethnically diverse singles or couples
- Urban environment or campus

Media
- Digital media
  - Social media: Facebook, Instagram
  - Mobile display ads
- POP: Wal-Mart & Kmart
BETTERING BLUES
Using the Data to Reach “Kayla”
**BETTERING BLUES**

An In Depth Look at Reaching “Kayla”

### Key Takeaways

- Segment is an **avid social media user**, spending several hours a day on Snapchat, Facebook, and Instagram.

- **Mobile devices** are used as the primary method of communication.

- Based on shopping and purchasing behaviors we know this audience frequents Walmart and Kmart.

- Audience indexes as an above average radio listener, and significantly below average TV viewer, however they frequently use mobile devices to watch cable TV programming.

### Retail Behavior Index

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer electronics: Stores shopped past 12 months - Kmart</td>
<td>152</td>
</tr>
<tr>
<td>Consumer electronics: Stores bought past 12 months - Walmart</td>
<td>139</td>
</tr>
<tr>
<td>Hardware/paint/lawn/garden: Stores shopped past 12 months - Kmart</td>
<td>124</td>
</tr>
<tr>
<td>Items/services HHLD plans to buy in next 12 months - Major appliance</td>
<td>106</td>
</tr>
</tbody>
</table>

### Media Channels

<table>
<thead>
<tr>
<th>Media Channels</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking sites - hours spent in an average day 5 hours or more</td>
<td>185</td>
</tr>
<tr>
<td>No. of text messages sent Quintile 1st Quintile (heaviest)</td>
<td>127</td>
</tr>
<tr>
<td>Internet sites visited/apps used past 30 days Snapchat</td>
<td>123</td>
</tr>
<tr>
<td>Internet sites visited/apps used past 30 days YouTube</td>
<td>111</td>
</tr>
<tr>
<td>Internet sites visited/apps used past 30 days Spotify</td>
<td>109</td>
</tr>
<tr>
<td>Internet sites visited/apps used past 30 days Instagram</td>
<td>107</td>
</tr>
<tr>
<td>Internet sites visited/apps used past 30 days Facebook</td>
<td>101</td>
</tr>
<tr>
<td>TV Quintile 5th Quintile (lightest)</td>
<td>109</td>
</tr>
<tr>
<td>Radio Quintile 1st Quintile (heaviest)</td>
<td>104</td>
</tr>
</tbody>
</table>
Messaging Considerations

- Cost is a driving factor in purchasing decisions, so messaging must address that barrier.
- With less disposable income, this audience is calculated and risk-averse when it comes to spending, often weighing the total cost of a product/service rather than the cost of a single item.
- VALUE is also paramount, so bundling cost savings with other benefits (longevity, quality, energy and environmental savings) will show the total ROI to our savvy shopper and will maximize creative impact.
- Messaging should be informative and direct, using a clear call to action to find cost-effective, high-quality lighting – driving right to purchase.
- While cost savings leads, this audience is also motivated by and values environmental protection, preserving the planet for future generations and other lifestyle benefits associated with ENERGY STAR brand.
Saving money for years and protecting the planet?

BONUS.