

ENERGY STAR®



2004 Public Service Campaign

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- New Campaign to launch May 2004
- Uses humor to show little known, but compelling fact: the average house is responsible for twice as much GHG emissions as average car
- Directs consumers to 5 easy steps to help protect the environment, save energy at home

# Distribution



- TV (.60/.30/.15), print, radio spots
- National distribution to network & cable TV
- 150 top TV markets
- 50 top daily newspapers
- 5,000 local newspapers/consumer magazines (print)
- radio networks & 1,000 radio stations (radio)

# Builds on Success



- Builds on success of “Change” campaign
  - More than \$20 million in equivalent ad value
  - Supported by 400+ broadcast & cable stations
  - Ran in all states, 168 cities
  - 67% of TV ads aired in best day parts
  - Print ads topped government benchmark (in placements) by 400%
  - Solidified brand presence, credibility, awareness

# Fulfillment



- Centered on 5 actions:
  - Change a Light
  - Look for the ENERGY STAR on products (listed)
  - Seal your home
  - Heat and cool smartly
  - Tell friends and family



PROTECTING OUR ENVIRONMENT STARTS  
AT HOME.

5 STEPS YOU CAN TAKE TO REDUCE AIR POLLUTION.

ENERGY STAR® Action Guide





## Change five lights

Change a light and you help change the world. Replace your five most frequently used lights, or the bulbs in them, with ones that have earned the ENERGY STAR, and you'll use less energy, which means less pollution from power plants. If every household did this, together we'd prevent more than one trillion pounds of greenhouse gases.



## ENERGY STAR Products How many are in your home?

- Compact Fluorescent Light Bulbs
- Table & Floor Lamps
- Indoor Light Fixtures
- Outdoor Light Fixtures
- Ceiling Fans
- TVs
- DVD Players
- Home Audio Systems
- Cordless Phones
- Clothes Washers
- Refrigerators
- Dishwashers
- Dehumidifiers
- Water Coolers
- Central AC & Room AC
- Furnaces & Boilers
- Thermostats
- Ventilating Fans
- Windows
- Computers & Monitors
- Printers
- Copiers
- Scanners
- Fax Machines



## Look for products that have earned the ENERGY STAR

Ask for us by name. You'll get the features and performance you want AND help reduce air pollution. Look for ENERGY STAR qualified products in more than 40 product categories, including lighting, home electronics, heating and cooling equipment, and appliances. If you are building or buying a new home, ask about ENERGY STAR—we qualify those too.

# PSA Leveraging/Integration



- No usage restrictions -- many opportunities to leverage campaign
  - Tagging TV spots (state and non-profit groups)
  - Airing TV spots in-store
  - Incorporate educational messages/ 5 steps into your ongoing communications activities
    - Websites
    - Product info/catalogs/POP
    - Box/bag/credit card inserts/direct mail
    - Employee e-mails
  - contact: Jill Abelson (202) 343-9485