ENERGY STAR

Consumer Education & Marketing Update
## Integrated Marketing Strategy and Evaluation

<table>
<thead>
<tr>
<th>Owned</th>
<th>Earned</th>
<th>Paid</th>
<th>Shared</th>
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<tr>
<td>• Website</td>
<td>• Traditional media</td>
<td>• Sponsored blogs</td>
<td>• Partner materials</td>
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<td>• Newsletter</td>
<td>• Online outlets</td>
<td>• Online ad networks</td>
<td>• Social media, i.e., Twitter</td>
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<td>• ENERGY STAR social media sites</td>
<td>• Blogger networks</td>
<td>• YouTube pre-roll</td>
<td>Parties</td>
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<td>• ENERGY STAR blog</td>
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<td>• Facebook sponsored posts</td>
<td>• Shareable content</td>
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Goal: Utilize our owned, earned, paid and shared media to increase customer traction for ENERGY STAR and our partners

- Implement consumer marketing tactics that achieve
  - Impressions
  - Recognition
  - Engagement
  - Consumer loyalty
Review of 2015 Successes

• Clothes Dryers
• LED Lighting
• Refrigerators: Flip Your Fridge
• Summer Cooling Season
• Pool Pumps
• Water Heaters
Dryer Launch

- National media to launch this exciting new ENERGY STAR certified product
  - Advertising and PR
    - Paid search
    - Placements in Associated Press, The Washington Post, Forbes, Consumer Reports, Money Pit
    - “Mommy Shorts” blogger outreach
    - Total impressions = 270.7 million
These are the first dryers to get an Energy Star rating

Washers and dryers that save effort and energy
While they don’t make laundry day fun, they do save work and money

Is your dryer smart enough?

By Jura Koncius February 12

Dryers: Homes’ Biggest Energy Guzzlers Just Got Greener

The Whirlpool Duet front load Energy Star laundry pair, including the new Hydrowave Dryer:

By KATHERINE ROTH

For the first time in six years, Energy Star certification, a standard seal of approval for energy efficiency, has been expanded to include another major household appliance.

Clothes dryers, perhaps the last of the major household appliances to be included in the U.S. Environmental Protection Agency’s program, became available in 45 Energy Star models starting Presidents Day weekend, according
Ask the Expert- ENERGY STAR Clothes Dryers
THANK YOU!
**Flip Your Fridge**

- National promotion encouraging consumers to replace (and recycle) their old refrigerators with an ENERGY STAR certified refrigerator
  - National media
    - ELLEN!
    - Owner IQ, AARP, TheNest.com
    - Total impressions = 42.8 million
    - Nearly 20,000 page views (Earth Day through mid June)
  - Partner Activation
    - In-store signing
    - Rebates
Ellen promotes her ENERGY STAR give-away on Facebook

Partner signage at The Home Depot and Best Buy. Thank you DCSEU and East Grand Forks Water & Light

5-Day “Goal-Post” ads on AARP
THANK YOU!
ENERGY STAR LED Lighting

- Consumer education to emphasize the benefits of ENERGY STAR for LEDs and to get consumers looking for ENERGY STAR
  - Dimming
  - Renovations
  - Color
  - Lifetime Savings
  - Rebates

- Promotional outreach:
  - Dedicated web page and social media
  - Distribution of fact sheets and buyer guides
  - Twitter Party
  - PR
  - “Vlogger” placements
Renovate with ENERGY STAR Certified LED Lighting!

Thinking of cool ways to update your home? Why not start with ENERGY STAR certified LED lighting. Whether it's new pendant lights or under-cabinet lighting, ENERGY STAR can provide you with helpful tips on how to choose the right lighting options for your needs. Get helpful information to assist you with your home make-over.

HELPFUL INFORMATION

HUGGABLE LOVABLE ROMANCEABLE DIMMABLE
ENERGY STAR® LED BULBS

Make sure your LED bulbs are ENERGY STAR certified and dimmable.

What to Know About Switching to LED Lightbulbs

If you've been thinking about changing over to LEDs but aren't sure how to do it and which to buy, this story is for you.

Karen Egly-Thompson
Houzz contributor, former interior designer turned interiors writer. More »

Snapping out your incandescent lightbulbs for LEDs has several benefits. These include saving money on your electric bill, superior light quality, less impact on the environment and replacing bulbs once every decade or two instead of every few months.

But shopping for LEDs can be a dizzying experience. Aside from the bevy of bulb shapes to choose from, there are terms you've probably heard before, such as lumens and Kelvin, but don't exactly understand. On top of that, there's a seemingly endless array of light types and colors, such as daylight, warm white and so on. When you just need a couple of lightbulbs to replace, it all can be overwhelming.
ENERGY STAR Pool Pumps

- Geo-targeted promotion to encourage consumers to purchase ENERGY STAR certified pool pumps this summer season
  - Advertising and PR
    - Google search advertising intercepting active seekers of pool pumps before purchase
    - Media hits included BobVilla.com
    - Total Impressions nearly 2.5 million
THANK YOU!
ENERGY STAR Cooling Season Outreach

- Consumer education about ways to save energy during the hottest months of the year

- Promotional outreach:
  - Dedicated web page and social media
  - New animated graphics on sealing and insulating for summer
  - Twitter Party
  - PR
  - More than 64 million impressions
ENERGY STAR Water Heaters

• Geo-targeted promotion encouraging consumers to replace their old water heater EARLY – before it breaks down – with an ENERGY STAR certified water heater
  – Advertising
    ➢ Owner IQ
  – Partner Activation
    ➢ In-store signing
    ➢ Rebates
Water Heater Owner IQ Ad Example
What’s Coming Up?

- ENERGY STAR Most Efficient
- ENERGY STAR Day
- So much more!
ENERGY STAR Most Efficient 2015

- Geo-targeted, customer segmented media campaign
  - Super Greenies
  - Owner IQ
- Timing: October – November 2015
- Energystar.gov/mostefficient landing page with targeted pop-ups for select cities/regions.
  - Boston, DC, Sacramento
- Performance data to be tracked: impressions, clicks, CTR, visits to landing page (via Google Analytics)
ENERGY STAR Most Efficient 2016

- Geo-targeted, customer segmented media campaign
- NEW! More Markets
- NEW! Timing in coordination with your efforts
- Favor markets with EEPS ENERGY STAR Most Efficient programs
  - Consumer Marketing Toolkit in development
- Let us know your program plans ASAP for consideration

Customizable with Partner Information
Celebrate ENERGY STAR Day!

- Date: October 27, 2015
- Call to Action:
  - Encourage individuals to make a commitment to an energy saving action this ENERGY STAR Day and take the pledge!

- Celebration kicks off with a live streaming event featuring EPA Administrator Gina McCarthy, hosted by ENERGY STAR, DIRECTV and the Discovery Channel!
- How Partners Can Join:
  - Drive the pledge
  - Join the Twitter Party on October 27th
    - Top pledge drivers announced at party
Celebrate ENERGY STAR Day!
Top 5 ENERGY STAR Pledge Drivers 2014/2015

- Georgia Power Company - 3,495,701,311 lbs
- Samsung Electronics - 159,147,570 lbs
- Nissan North America - 101,380,476 lbs
- Food Lion LLC - 53,514,036 lbs
- Verizon - 19,854,112 lbs

(Number equals lbs of greenhouse gas emissions saved)

- Official announcement at ENERGY STAR Day Twitter Party on October 27th!
Annual Outreach Plan: ENERGY STAR® PRODUCTS

JANUARY
- TVs for SUPER BOWL
- Materials Available: JANUARY
  - Earth Day
  - Pool Pumps
  - Cooling
  - Room A/C

APRIL
- EARTH DAY
- NATIONAL PROMOTION
  - FLIP YOUR FRIDGE
- Materials Available: APRIL
  - ENERGY STAR Day

MAY
- COOLING FOCUS
- NATIONAL PROMOTION
  - ROOM A/C
- MAY
  - Black Friday

JUNE
- COOLING FOCUS
- NATIONAL PROMOTION
  - POOL PUMPS
- JUNE
  - Heating
  - JULY
  - TVs for SUPER BOWL

SEPTEMBER
- NATIONAL PROMOTION
  - WATER HEATERS
- SEPTEMBER
  - Heating

OCTOBER
- NATIONAL PROMOTION
  - ENERGY STAR DAY
- OCTOBER
  - Flip Your Fridge

NOVEMBER
- NATIONAL PROMOTION
  - BLACK FRIDAY
- NOVEMBER
  - Room A/C
  - ENERGY STAR Most Efficient
Join Us for Further Activities and Opportunities

• Tour
  – Communications Marketing Working Session today at 4 pm

• Flip Your Fridge
  – Recipes for Success: Flip Your Fridge and Other Appliance Promotions Session at 3:30 pm on Wednesday

• Get Social with Us!
Questions/Feedback?

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  – 202-343-9122