Presenting the 2005 ENERGY STAR® Change a Light, Change the World Campaign
What is the campaign?

• A challenge to every American to help change the world, one light – one step – at a time

• Promotional timeframe: October 1 – November 30
Why do we do it?

• Bring partners together – focus our energies one time each year
• Raise awareness of ENERGY STAR (ES) and lighting
• Increase incremental and baseline sales
• Tremendous collective energy and environmental savings
How’s it going so far?

- Hundreds of partners anticipate and budget for campaign timeframe
- National awareness of ES up to 64%
- Sales consistently spiking during promotional timeframe and baseline sales appear to be up
- 5 years and still growing
  - New and non-partners starting to ask about Change a Light (CAL)
Highlights from ‘04

• 250+ partners – thousands of storefronts
• 2,000+ earned media spots with an audience of over 14 million
  – Print, Radio, TV
• 749 print ad placements
  – Combined circulation: 31+ million
Your critical feedback from ‘04

• Do it again, but...
  – Give us Spanish creative
  – Help us sell product, not just the environment/feel good aspect
  – Provide a national springboard for outreach
Time to expand – to evolve

• 5 years of momentum
• High energy-saving potential – high priority for ES
• Lighting is many consumers’ entry point
• Strong national public relations opportunities with the right story
Campaign evolution

- ENERGY STAR driven elements:
  - Change a Light, Change the World Day
  - Consumer Pledge
  - Print PSA and Poster
  - Dedicated Campaign Web page
  - Partner collateral
Change a Light Day

• Focal point for media and consumer outreach
• October 4th (1st Tuesday every October)
• Proclaim from DC via remote live broadcast and localize with ~5 governors across country
• Opportunities for partner tie-ins
Change a Light Online
Pledge

• Invitation to consumers to be part of the campaign – bridge to the consumer
  1. Pledge to change a light on energystar.gov/changealight
  2. With pledge, receive consumer incentive from participating manufacturers, redeemable at local retailer
     – ES exploring companion premiums
  3. Change a light and change the world
     – See the difference you’re making (Pledge counter)
Print PSA

• “It’s not just a light. It’s a spark.”

• In major magazines during promotional timeframe

• One more planned
Campaign poster

- Consistent campaign promotion
- Link in-store promotions with national campaign
- Co-brandable
• Energystar.gov/changealight
  – Learn about the campaign, take the Change a Light pledge, connect to special deals
  – More to come...!
Partner collateral

• Shift in marketing support
  – From templates to build-your-own materials, using two central components
    • CAL graphic, cyan blue
  – Choose your own imagery
  – Spanish!
Media Kit – English and Spanish

- Campaign Backgrounder
- 10 Ways to Save with Lighting *
- Campaign Boilerplate *
- ENERGY STAR Spokesperson Quotes *
- Talking Points *
- Short Sample Article (“Do Your Part to Help the Environment, Starting at Home”)
Hang tag for fixtures

Turnkey

ENERGY STAR QUALIFIED LIGHT FIXTURES:
- Use 2/3 less energy
- Save time and money replacing bulbs
- Help protect our environment

OR build your own

ENERGY STAR qualified lighting:
uses 66% less energy
Spanish hang tag

LÁMPARAS CON LA ETIQUETA ENERGY STAR®

• Consumen 2/3 partes menos de energía
• Reemplace menos focos y ahorre tiempo y dinero
• Ayude a proteger el medio ambiente

MEJORA EL MUNDO CON UNA LUZ MEJOR DE ENERGY STAR
Bulb-focused danglers

- Use to supplement existing promotional signage or build your own using elements on the CD and Web
Spanish danglers

AHORRE $60
Reemplace sus 5 lamparas o focos más utilizados con productos con la etiqueta ENERGY STAR® y ahorre más de $60 al año en sus gastos de energía.

MEJORA EL MUNDO CON UNA LUZ MEJOR DE ENERGY STAR

ESCOJA FOCOS DE LARGA DURACIÓN CON LA ETIQUETA ENERGY STAR®:
- Duran hasta 6 veces más
- Consumen 2/3 partes menos de energía
- Ahorra tiempo y dinero
- Ayuda a proteger el medio ambiente

MEJORA EL MUNDO CON UNA LUZ MEJOR DE ENERGY STAR
Web banner

Asegúrate que tu próximo foco o lámpara sea Energy Star®

Make your next light an Energy Star®

Partner logo

Web Ready

Co-Brandable

Energy Star
Quick-print lighting handout

- Features lumen chart to help consumers pick the best bulb for their needs
Infographics for anywhere

• Use on the Web, in newsletters, in POP, to illustrate the energy and money benefits

Energy Savings - Fixtures

Money Savings

Energy Efficiency - light vs. heat
Lighting facts

1. CFL Fact Sheet
2. Residential Fixtures Fact Sheet
3. Lighting Technologies Guide
   - Compare different lighting technologies most common to residential use
Background image library

Disclaimer: Images may be used *only* in conjunction with the promotion of ENERGY STAR qualified products
What can you do?

• Manufacturers:
  – Work with EEPS to deliver a consistent lighting promotion for national and/or local retailers

• Utilities:
  – Work with manufacturers – look for flexible ways to move beyond rebates and toward consumer education to create repeat sales

• Retailers:
  – Encourage vendors to deliver CAL promotions – welcome them!
PR opportunities

• Leverage Change a Light Day and online pledge for PR:
  – Invite community organizations to do something on this day
  – Let media know about your involvement
  – Encourage your employees and local leaders to take part
    • EEPS: Use Change a Light Day to engage your Governor to make a statewide proclamation!
Advertising opportunities

• Doing a print ad during CAL?
  – Print PSA can leverage ad buy
  – Want to extend the PSA message to your community? There may be ways for you to sponsor it
Next steps:

• Work together on:
  – Promotional plans – matchmaking
  – Change a Light Day participation?
  – Pledge – which manufacturers and retailers are interested in being part of a pledge incentive
    • Premiums? (other ideas?)
  – PSA – (1\textsuperscript{st}: get final approval) – plan for placement
  – Poster – do you want it? how many?
  – Partner collateral – most found at energystar.gov/nationalcampaigns