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## ENERGY STAR<sup>®</sup> Holiday Gift Guide



Dear ENERGY STAR Partners,

The ENERGY STAR Program is looking forward to promoting ENERGY STAR certified products as great gifts during the holiday season. Building on last year, the ENERGY STAR holiday promotion will again feature “The Best Gifts Do Great Things” tagline and inspirational creative along with a call-to-action that encourages consumers to choose ENERGY STAR products for holiday gifts. These gifts come with more than just high-tech features, energy efficiency, and money savings—they give the gift of a better environment.



Raising awareness about these special product attributes will help you differentiate your products during this competitive shopping season. Check out our holiday promotional web page from last year to see how you'll be featured: [energystar.gov/holiday](http://energystar.gov/holiday).

This year, our plan is to do a big push on ENERGY STAR right before the Black Friday, Small Business Saturday, and Cyber Monday gift-shopping weekend that will drive traffic to a holiday web page featuring numerous ENERGY STAR certified products that make great gifts as well as partners that are offering special deals or rebates on ENERGY STAR. Our media plans include working with Brandpoint and NAPS to feature holiday gift guides natively in publications across the country, as well as working with popular YouTuber, [Do It on a Dime](#). We will kick things off right before Thanksgiving with a Twitter Chat showcasing partner activities and highlighting what makes ENERGY STAR certified products the best gifts. We will then continue to promote ENERGY STAR through to December 25 with a social media strategy targeted to our most receptive targets based on customer segmentation data.

Partners are encouraged to participate by:

1. Offering special deals or rebates on ENERGY STAR certified products over the holiday timeframe which we will feature through promotional efforts.
2. Providing us information on holiday deals available on ENERGY STAR certified products and a link to a web page or circular with shopping details (retail/manufacturer partners) and/or rebate details (utility partners) for the customer.
3. Integrating ENERGY STAR holiday messaging and materials wherever possible. Promotional marketing materials and messaging are available at [energystar.gov/marketing\\_materials](http://energystar.gov/marketing_materials).

We are excited to work with you to leverage the holiday season to increase interest in

ENERGY STAR certified products as the best gifts. Please email [voehr.jill@epa.gov](mailto:voehr.jill@epa.gov) if you are interested in joining us.

Thank you!

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit [www.energystar.gov](#)



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