ENERGY STAR Change a Light, Change the World Campaign

1. Top-line 2006 successes
2. A growing movement
3. New market dynamics
4. The 2007 campaign
Top-line 2006 Successes
Top-line 2006 Successes: Media Snapshot

• 35M media impressions since kick-off on ENERGY STAR Change a Light Day
  – 1,200 placements so far

  – PRINT ARTICLES
    • 17M+ impressions
    • Parade Magazine, Chicago Tribune, Philadelphia Inquirer, Cleveland Plain Dealer, more

  – TV BROADCASTS
    • 11M+ impressions - thanks to Sylvania and GE!
    • Fox and Friends, Martha Stewart’s Green Week, CNN “In the Money”, Sylvania Video News Release

  – RADIO NEWS RELEASE AIRINGS
    • 7.7M impressions
Top-line 2006 Successes: Print Ads

Record PSA hits with ‘Light the Way’ concept: ~8.2M impressions

- Entertainment Weekly (twice!)
- Better Homes & Gardens
- Money
- Scientific American
- PC Magazine
- U.S. News & World Report (5 regional editions)
- Mother Earth News
- Home Power Magazine
- DC Green Festival Event Guide and Co-op America Newsletter

U Magazine Ad: 1M impressions with college students
Top-line 2006 Successes: Product Marketing

- Sales appear to be up
  - Sales consistently peak after launch

- 4 online offers
  - Progress Lighting and Sea Gull Lighting
  - GE and Sylvania
Top-line 2006 Successes: Product Marketing

- High-visibility in-store product advertising:
  - Costco TV with Philips
  - Home Depot Sweepstakes
  - Menards’ in-store pledge
  - Wal-Mart TV
  - Sam’s Club displays
Top-line 2006 Successes: Product Marketing

– Costco TV with Philips

Philips and Costco
Top-line 2006 Successes: Product Marketing

– Costco TV with Philips
Top-line 2006 Successes: 
Product Marketing

- 1,400+ ALA members reached by LightRays

- 147 lighting showrooms
  - Received ‘promotion-in-a-box’ from ENERGY STAR
  - Sea Gull Lighting brought CAL in-store displays, sales training, and pledge to groups of showrooms
Top-line 2006 Successes: Record Participation

- Expanding our community, driving behavior change
  - **720** organizations – 15-20 new groups / week!
  - **330** activities registered – did YOU register?
  - **390,000** individuals pledge (shooting for 500K by ENERGY STAR Change a Light Day ‘07)
    - 11,000 from Care2.org, a new online partnership
  - **60,000+** individuals sign-up to receive energy-saving tips from ENERGY STAR
    - 1st e-mail to go out by Earth Day
Top-line 2006 Successes: Record Participation

• Top Five Pledge Drivers - Congratulations!
  – DE Energy Office    71,347
  – Georgia Power       70,801
  – GE                 31,361
  – SYLVANIA           13,991
  – National Grid      6,805
Top-line 2006 Successes: Record Participation

720+ Participating Organizations… and growing!

- 5 National Retailers
- 9 Lighting Manufacturers
- 18 Other Sellers of Qualified Lighting
- 20 Religious Non-Profits
- 41 State Government Entities
- 59 EEPS/Utility Partners
- 60 K-12 Education Partners
- 65 Electric Cooperatives
- 67 College/University Groups
- 70 Local Government Entities
- 90 Federal Government Entities
- 107 Non-religious Non-Profits
- 125 Businesses and Corporations

34 Governor Proclamations

- NACo: 238 counties
- 20+ mayors
- DOE-wide competition
- HUD: 30 offices
Our Growing Movement
A Growing Movement – Boy Scouts

Boy Scout Troop #54 in Mandan, North Dakota brought CAL door-to-door in their community
A Growing Movement - State Leaders

Change-out at Governor Schwarzenegger (CA) Mansion with Flex Your Power
McMinnville (TN) Housing Authority celebrated ENERGY STAR Change a Light Day by giving a free bulb to every resident of Spangler Towers, a public housing complex for the elderly.

Kentucky governor event with new owners of a Habitat for Humanity ENERGY STAR qualified home, with local partners.
Our Growing Movement – Religious Organizations

Catholic sisters show “An Inconvenient Truth” in their convent, and sign the pledge afterwards.
New Market Dynamics
New Market Dynamics

• Global warming mainstreamed
  – An Inconvenient Truth
  – Religious community / Creation Care emerges
  – Leaders –
    • US Conference of Mayors – top concern in 2007
  – Individuals motivated to act
    • Ex. Art teacher in New Jersey, ‘Earth Man’ in Florida, retired retail executive in Santa Barbara, etc.
    • Ex. Consumers complained that they want to pledge to change up to 50 lights, not 10! (*What were we thinking?!*
New Market Dynamics

• Energy top-of-mind
  – Increasing energy costs
  – Limited energy resources
  – 17% of America’s energy use from US homes
    • Lighting about 20% of average electric bill
    • Places ENERGY STAR in central role to make a difference
New Market Dynamics

• Talk of banning incandescent bulb
  – Australia, Canada, California, New Jersey
New Market Dynamics

• CFLs: media darling *and* devil
  – Flurry of media activity touting benefits and concerns around mercury
  – Everyone ‘getting it’ – bulbs are *the* entry point
    • Good, but...not all know about the ENERGY STAR on lighting
    • ENERGY STAR working overtime to ensure label is central
The 2007 Campaign
2007 Campaign: Category Marketing

- ENERGY STAR-led:
  
  *Make lighting a considered purchase*
  
  - New Print PSA
  
  - Concerted national and local media outreach
    - National launch event
    - Targeted approach for Hispanic market
  
  - Refreshed templates, tools, and ready-made materials for you
    - Updated ENERGY STAR facts and assumptions
    - How to choose, where to use...
    - Proper disposal messages integrated into materials
    - 101s for groups and individuals new to ENERGY STAR
2007 Campaign: Product Marketing

• Partner-led:
  
  Drive \( \uparrow \) sales of ENERGY STAR lighting

• Retailer, manufacturer, EEPS Change a Light promotions launch in October

• The ENERGY STAR: consumers’ ‘guiding light’
  – ‘Just look for the ENERGY STAR’
2007 Campaign: Social Marketing

• Social marketing:

  *Maintain and build upon our committed community*
  
  – Public commitment
  
  – Rewards / incentives
  
  – Close-to-home involvement
  
  – Once taken the 1\textsuperscript{st}, more likely to take the next
2007 Campaign: Pledge Program

- **2007 Pledge**
  - New entry page
  - More lights
  - Pledge renewals +
  - Organization ‘change-out’ pledge being explored

- **2007 Pledge Drivers**
  - Reset goal
  - Share pledges
  - 2-tiered pledges
  - Top 5 pledge drivers by sector
    - Recognition in trade pubs
    - Be a hero – help your non-competing peers succeed (and position yourself as a leader)
2007 Campaign: Pledge Driver Recruitment

- Community Recruitment
  - Federal, state and local governments and leaders
  - Congregational networks
  - Schools
  - Hispanic communities
  - ENERGY STAR corporate partners
  - Like-minded partners
    - Ex. Green Dimes, Clif Bar, Center for a New American Dream, Girl Scouts of America
    - Retirees

- Activity Registry
  - Improving capability for participant matchmaking
  - Archiving 06 activities
2007 Campaign: Something entirely new

• A Change a Light Bus Tour!
  – Educational bus sweeps across country – coast to coast
    • Interactive displays
    • People can take pledge on the bus
    • National media sponsor/s covers bus from beginning to end
  – 5 stops along the way
    • 2 days / 2 events per stop
    • Day 1: school-based media event
    • Day 2: ‘retailandment’ / customer engagement event
  – Success predicated on sponsorship
    • Springboard opportunity
    • Local sponsorships available to retailers, manufacturers, EEPS
2007 Campaign: Opportunities and Ideas

- Keep up the great work!
  - Plan now to launch activities around ENERGY STAR Change a Light Day, October 3, 2007
  - Register as a pledge driver or prepare to reset pledge goal
    - Consider running a local or national competition
    - Pledge activities happen year-round

- ENERGY STAR Change a Light Bus Tour: Apply to be a local bus event sponsor
  - Competitive and practical selection process
  - Up to 5 EEPS, retail and manufacturers as local sponsors

- energystar.gov/joincal:
  - Register your activity when ready
  - Access all promotional materials, facts, etc.
  - Sign up to receive campaign updates – we’ll let you know when materials are live!
2007 Campaign: Your Contacts

- Campaign contacts (in Participant List):
  - Jessica Steiner, Cadmus Group, main partner campaign contact
  - Molly Brumley, Colehour + Cohen, Bus Tour
  - Janet Fox, D&R, state and local leader outreach contact