Accessing “Hard to Reach” Markets

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What are “Hard to Reach” Markets?

- Markets (consumers) not typically reached through conventional retail channels
  - Lower income demographics
  - Ethnic
    - Hispanic
    - Asian
    - Other
  - Rural locations
Typical Channels for purchase of ENERGY STAR ® CFLs

- MASS/DIY
- Hardware
- Grocery/Drug
- Lighting Showroom
Accessing Ethnic and Low Income Markets/Demographics

The Keys
- Availability
- Affordability
- Education
- Creativity (nontraditional channels)
Availability

Hispanic
Asian
Other
Affordability

Retailer Commitment
Discount stores
Energy Saving Bulbs

- Use 75% less energy than ordinary light bulbs
- Last up to 10 times longer
- Save money on electric bills
- Create less waste in our landfills
- Help our environment by using less energy

Size: 18" W X 14" H
Using Nontraditional Marketing Channels

- School fundraisers
- Institutional
  - Community
  - Church
  - Outreach events
  - Bulk Sales