



Announcing the ENERGY STAR 2005 Cool Change Campaign



Wendy Reed
US EPA

But first, let's look at 2004



- Cool Change '04: HVAC, programmable thermostats, ceiling fans
- Timing: Summer, with Memorial Day weekend press release from EPA
- Summer PR overlay
- Materials featured "Pool Boy"

What actually happened...



- Retailers capitalized on campaign
 - Lowe's, Home Depot, Ace Hardware +
 - Sears handed out 10,000 HVAC Guides
 - Bundled summer cooling products
 - POP, Web, newsletters, training, PR

End-cap display at The Home Depot



End-cap at Ace Hardware



Promoted CFLs, thermostats, and ceiling fans in end-cap display

Save up to \$150 a year
on your energy bill
with these ENERGY STAR® qualified products.

Protecting our environment
starts at home.

ENERGY STAR® is sponsored by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

PROTECTING OUR ENVIRONMENT STARTS
AT HOME.
5 STEPS YOU CAN TAKE TO REDUCE AIR POLLUTION.
ENERGY STAR Action Guide

The advertisement features a photograph of a father in a yellow sweater and a young child in a blue shirt and khaki pants playing outdoors. The father is holding the child's hands, and the child is being swung in the air. In the background, there is a yellow house and a white picket fence. The text is overlaid on the image. In the bottom right corner, there is a small inset image showing the same scene, but with a blue overlay containing text about protecting the environment and a link to an action guide.

A success story from last year



Ceiling Fan Box Insert delivered to more than 500,000 customers by The Home Depot and Westinghouse



Congratulations! Your new ceiling fan has earned the ENERGY STAR® for high efficiency, which means it can save you money on your energy bills.

By properly installing and operating your ENERGY STAR qualified ceiling fan, you can save even more!

PROPER FAN USE = MORE SAVINGS. Follow these three energy saving steps:

1. Operate the fan in a counter-clockwise direction in the summer to maximize circulation.
2. Raise the temperature on your thermostat when using your ceiling fan to save on air conditioning costs.
3. Turn the fan off when you are not in the room.

The ENERGY STAR is now featured on more than 40 product categories.

IF HALF OF ALL CEILING FANS IN THE UNITED STATES WERE ENERGY STAR® QUALIFIED, THE CHANGE WOULD PREVENT AIR POLLUTION EQUIVALENT TO REMOVING MORE THAN ONE MILLION CARS FROM THE ROAD FOR ONE YEAR.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.
www.energystar.gov



**ASK ABOUT
ENERGY
STAR**

What actually happened...



- PR took off with “Beat the Heat” stories
 - Single AP article reached 4M+ in 22 markets
 - 4 min. Today Show story mentioned ENERGY STAR cooling products
 - Radio News Release reached 8M
 - Redbook and Natural Home Magazine mentions: 3.5M+ circulation
 - TV footage picked up by 28 stations, reaching more than 1M viewers
 - Interviews with spokespeople in 6 markets reached add'l 500,000+

What actually happened...



- PR took off with “Beat the Heat” stories
 - 850,000+ reached in 4 Hispanic markets with superb print features



Introducing Cool Change 2005



- Summer campaign to encourage Americans to learn how to cool their homes “smartly”
- Retail product focus: Programmable thermostats, room a/c, dehumidifiers, ceiling fans (w/lighting), and possibly air cleaners
- PR focus: All ENERGY STAR qualified cooling products and associated messages
- Who: Energy Efficiency Program Sponsors (EEPS), manufacturers, retailers, +

Introducing Cool Change 2005



- It's flexible: Bundle products or promote separately to meet your goals
- It's cool: Cool Change continues to evolve to meet partner and ENERGY STAR needs
- It's creative: New, free marketing and PR templates
 - New creative available on CD by beginning of next year
 - Examples include campaign message icon, bill stuffer, print ad, marketing language, and more... (what do you need???)
 - Considering offering in Spanish, too, budget allowing

Introducing Cool Change 2005



- It's about working together: Consider a co-marketing approach this year -- manufacturers and retailers, consider approaching EEPs with a simple, flexible way to co-promote regionally!
- It means partner support -- your account reps and teams at EPA and DOE help bring partners together and offer ENERGY STAR product marketing and PR ideas
- It keeps you in the loop -- regular e-mail updates go out to Cool Change participants on PR progress, materials availability, promotional ideas, and more...

Introducing Cool Change 2005



- In a nutshell: a way to capitalize on the consumer's need to save energy and money in the summer without sacrifice -- and a way for them to feel good about their choices
 - Be their in-store educational resource for summer savings
 - Be a resource to media on summer savings messages

Get involved



- All: Express interest to your acct rep
- Go to energystar.gov/nationalcampaigns and click on Cool Change 05 for more info (site up soon!)
 - Or, send an e-mail to CoolChange@drintl.com
- Retailers/manufs: talk to Jill Vohr, EPA, vohr.jill@epa.gov (especially about co-marketing ideas!)