Announcing the ENERGY STAR 2005 Cool Change Campaign

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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

A cool way to save energy and money with Energy Star qualified products.
End-cap at Ace Hardware

Promoted CFLs, thermostats, and ceiling fans in end-cap display
A success story from last year

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