ENERGY STAR 2018 Annual Product Promotions

KICK OFF WEBINAR
9/7/17
Product Promotions

What Are the Annual Product Promotions?

• Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns – timed with product seasonality.
• Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty.

Co-Marketing Opportunities

• Facilitate and leverage promotional support from manufacturing and retail partners.
  ✓ Media partnerships and other paid efforts, POS marketing, vast reach from earned and owned channels (including contractor outreach, where relevant), and more.

Resource Leveraging and Co-branding Opportunities

• Provide promotional materials and tools with compelling look and feel for effective consumer engagement and, ultimately, adoption.
  ✓ Resources to support multiple media channels from retail and community events to digital (online and social).

What EPA Will Be Doing in the Market

• Push out through a variety of media channels that drive impressions and traffic to promotional ENERGY STAR webpage hub featuring partner programs.
  ✓ POS, online advertising, media partnerships, owned channels, and more!
Benefits of Participating

• Leverage ENERGY STAR’s trusted brand, reputation, popularity – as well as strong network of supporting manufacturers and retailers.
• Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team.
• Benefit from a strategic, effective mix of targeted earned, owned, and paid media that will drive exposure for your program among EPA ENERGY STAR’s broad consumer base.
  – Geo-targeted to your market when you participate.
  – Driving clicks to promotional pages where your programs are featured.
  • Combined pageviews from promotions exceeded 350,000 pageviews!
How to Participate

- Integrate ENERGY STAR promotional messaging and graphics into your materials and leverage your existing outreach channels – and you will reap the benefits of 1) a united outreach umbrella effort, and 2) increased consumer engagement.
  - If you have a retail program, integrate building blocks from our promotion into your retail-facing materials.
  - Promote our graphics and messaging throughout your digital platforms (online/social)
    - Integrate the certification mark and other web graphics into your relevant web pages
    - Leverage our social media graphics and messages through your social channels
  - Integrate our messaging and graphics into other tactics
    - Earned and paid media (PR, advertising, etc.)
    - Newsletters or direct mail (electronic or hard copy)
    - Consumer events, etc.
  - Let us know how you plan to participate / share your co-branded tactics and we will include your logo and link to your program on our promotional page.
  - Share post-promotion feedback / results so we can improve on our value to you.
Way to Save Tips Web Service

• **Ways to Save Tips** is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

• Tips include:
  – All ENERGY STAR vetted, energy-saving tips for certified consumer products, including content from all annual product promotions.

• Tips are customizable for your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

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Join EPA and light your moments with ENERGY STAR

Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join EPA in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about $15 billion in annual energy costs and prevent 17 billion pounds of greenhouse gas emissions. Your moments. Your world. Both deserve the Best.

Find savings and rebates in my area

Use the ENERGY STAR Rebate Finder to look for special offers or utility rebates on ENERGY STAR certified products. These offers are sponsored by ENERGY STAR partners or local utilities. Partners also occasionally sponsor recycling incentives for the proper disposal of old products.

Choose an ENERGY STAR certified electric heat pump water heater

Water heating can account for 12 percent of a home’s energy use. When replacing your water heater, look for models that have earned the ENERGY STAR. A certified heat pump water heater can save a household of 4 about $330 annually on electric bills.
Way to Save Tips Web Service

Partner Benefits

- Fresh and Frequent Content
  - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
  - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
  - Give visitors more options for engaging with your page.

- ENERGY STAR Brand Affiliation
  - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
  - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.

- Once the web service is adopted, you’re done! You do not have to think about it again.

Get Started

- Ways to Save Tips web service is available at: energystar.gov/waystosavetips
  - Choose the header size that works best for your site from three available widths.
  - Select your preferences related to the tips in your feed, such as product type.
  - Product specific selections provide you with a custom URL for relevant tip content.

- Terms of use:
  - Must use one of the three header graphics above the content feed.
  - Content feed must use a white background color.
  - Content feed should be aligned with the left edge of the ENERGY STAR Certification Mark.
  - Full tip content must be displayed, with any accompanying hyperlinks.
  - Feed must show at least one and at most five tips at all times.
NEW! Marketing Materials Page

- www.energystar.gov/products/tools_resources
  - SNEAK PEEK!
  - Making final adjustments
- Thumbnails and filters make materials easy to find and access
  - Browse resources by: Audience, Product Category, Promotion/Campaign, Resource Type

ENERGY STAR Marketing Materials

NEW & NOTEWORTHY

- Light the Moment with ENERGY STAR
- 2017 Water Heater Promotion
- 2017 Smart Thermostat Promotion

Annual Outreach Plan: ENERGY STAR PRODUCTS
NEW! Marketing Materials Page

- Light the Moment marketing materials results page.
Pool Pumps

- **Tagline / Call-to-Action**
  - Make a Savings Splash!
- **Objective**
  - Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable.
  - Encourage pool contractors to promote ENERGY STAR certified pool pumps based on consumer savings benefit and midstream rebates as applicable.
- **Timing**
  - **NEW!** Initiate promotions in February
  - Will customize our regional outreach with your plans.
Pool Pumps

Make a Savings Splash: Promotional Opportunities

- Retail POP building blocks and factsheet
- Direct mail / email coordination opportunities
- Digital media
  - Online / Social
    - Web buttons, digital graphics, and educational content
    - Video assets (Ask the Expert & short promotional videos)
- Contractor outreach
  - Facilitate manufacturer support for geo-targeted contractor outreach where midstream rebates are available.
- Notification of Participation: Due 2 weeks prior to web-page launch date (Mid-January).
Pool Pumps

Make a Savings Splash: Proposed Media Mix

- Google Display Network-focused campaign featuring video and static ads.
  - Geo-targeting your region
  - NEW! Timed with your outreach efforts
- NEW! Coordinated pool-service contractor outreach with midstream programs.
- Connect participating utilities with manufacturer partners for increased impact.
Refrigerators

• Tagline / Call-to-Action
  – Flip Your Fridge

• Objective
  – Encourage consumers who have older (more than 15-year old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators.
    • Integrate ENERGY STAR Most Efficient refrigerators as well as Best Value promotions.

• Timing
  – Earth Day through Memorial Day
Flip Your Fridge: Promotional Opportunities

• Retail POP building blocks, ruler, and factsheet
  – Coordinated with ESRPP

• Digital media
  – Online / social
    • Web buttons, digital graphics, educational content
    • Flip Your Fridge Calculator

• Plan to, once again, pursue manufacturer-sponsored contest with regional plug-in opportunities. STAY-TUNED!

• Notification of Participation: Due 2 weeks prior to launch date (Friday, April 6)
Flip Your Fridge: Proposed Media Mix

• NEW! 2-prong strategy targeting both hard-to-reach as well as ENERGY STAR Most Efficient audiences.
  – Work with influencer vloggers to create video content targeted to hard to reach audiences, e.g. low-income and Spanish-speaking.
    • Supplement vlogger outreach with Google Display Network advertising.
  – Identify media partnership (influencer media or other) promoting ENERGY STAR Most Efficient refrigerators among early adopters via Facebook.
  – Feature Best Value finder and ENERGY STAR Most Efficient Product finder on promotional landing page that integrates geo-customized rebate information.
  – NEW! Develop set of supporting materials in Spanish, as well as materials highlighting ESME.
Room AC

- **Tagline / Call-to-Action**
  - The Cool Choice for Room AC

- **Objective**
  - Encourage consumers who need room AC to choose ENERGY STAR certified models for energy-savings and increased comfort.

- **Timing**
  - **NEW!** Earth Day through June with proactive, geo-targeted, customer segmented pushes during expected heat waves.
The Cool Choice: Promotional Opportunities

- Retail POP building blocks and factsheet
  - Coordinated with ESRPP
- Digital media
  - Online / Social
- Web buttons, digital graphics, educational content
- Ask the Expert video
- All materials available in Spanish
- Notification of Participation: Due 2 weeks prior to launch date (Friday, April 6)
The Cool Choice: Proposed Media Mix

- Geo-targeted Google Display Network video ads targeting low-income and Spanish speaking audiences in regions with high RAC sales.
  - Proactively coordinate with relevant utilities
  - Time placements with heat waves for maximum impact

When the weather heats up, make the cool choice and save!

energystar.gov/roomac

Google Display Network
Laundry

• Tagline / Call-to-Action
  – Laundry Made Better

• Objective
  – Leverage the partner interest and consumer traction inherent for the laundry category – particularly now that EPA has a dryer specification – to reap the energy-saving benefits associated with ENERGY STAR
  – Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment: Dads who do laundry
    • Integrate ENERGY STAR Most Efficient laundry including heat-pump dryers.

• Timing
  – June through 4th of July weekend to coincide with Father’s Day 2018 (Sunday, June 17th) and 4th of July weekend appliance promotions.
Laundry Made Better: Promotional Opportunities

- Retail POP building blocks and factsheet
  - Alternative imagery available, if necessary
- NEW! Shareable 30-second visual compilation starring real Dads being great Dads
  - Similar to Light the Moment 30-second shareable video
- Digital media
  - Online / Social (Web buttons, digital graphics, and educational content)
- Second annual SuperSTAR Dad Contest timed with Father’s Day
- Notification of Participation: Due 2 weeks prior to launch date (Friday, May 12)
Laundry Made Better: Proposed Media Mix

- Paid online advertising leveraging 30-second video.
  - Google Display Network
- Media partnership with Fatherly to host outreach and work with manufacturing partner to sponsor sweeps.
- Coordinated ESME heat-pump dryer outreach with partners that have downstream programs.
LED Lighting

• Tagline / Call-to-Action
  – Light the Moment

• Objective
  – Broadly encourage all consumers to replace inefficient light bulbs with ENERGY STAR certified LED lighting
    • Make an emotional, personal connection to incent behavior change
    • Educate on what makes ENERGY STAR certified lighting the best choice

• Timing
  – Focus outreach in October to leverage lighting seasonality, ENERGY STAR Day, and the end of daylight savings (November 5).
LED Lighting

**Light the Moment: Promotional Opportunities**

- Retail POP (building blocks) and Factsheet
- Light the Moment Video
- Digital media / graphics
  - Seasonal “moments” graphics and messaging
  - Choose a Light tool
- Retail events toolkit
- **Notification of Participation:** Due 2 weeks prior to launch date (September)
LED Lighting

Light the Moment: 2017 Media Mix

• Broad awareness building through native article placements featuring “dark” regions where there are still broad opportunities for LED adoption.
• GDN / YouTube boosting combo driving traffic to promotional page.
  – Includes consumer call-to-action to Share Your Moments on social media
• Ingrid Michaelson influencer leveraging
  – Ingrid sharing video with potential for supplemental boosting
• ENERGY STAR Day focus!
Light the Moment: Proposed 2018 Media Mix

• 60-second video celebrating Americans who made the change!
  – Explore more high-profile placements (broadcast TV, movie theatres, etc.).
  – Explore further opportunities to partner with Ingrid Michaelson.
  – Explore additional influencer partnerships?
Smart Thermostats

• **Tagline / Call-to-Action**
  – The Smart Choice Made Simple

• **Objectives**
  – Launch a new ENERGY STAR certified product category.
  – Raise awareness of the benefits of smart thermostats, in general, and those that have earned the ENERGY STAR, in particular.
  – Encourages consumers most likely to seek smart thermostats for their homes to choose ENERGY STAR smart thermostats.

• **Timing:** September 1st – October
Smart Thermostats

Smart Thermostats: Promotional Opportunities

- Retail POP building blocks and factsheet
  - Featuring customized temperatures
  - Product brand imagery available, as needed

- Digital media
  - Online / Social
    - Web buttons, digital graphics, educational content

- Notification of Participation: Due 2 weeks prior to launch date (late August)
**Smart Thermostats**

**Media Mix**

**2017**

- General awareness building through broad online placement of infographic and articles.
  - Brandpoint
  - NAPS
- Geo-targeted Google Display Network and Paid Search ("thermostats") outreach in regions where participating utilities promote appropriate ENERGY STAR differentiation.
- Holiday outreach as part of holiday promotion featuring BobVila.com media partnership.
  - Coordinating with manufacturers on supplemental sweeps

**2018**

- Broader online outreach across more regions as programs align with ENERGY STAR.
- Bigger holiday media partnership.
Holiday Promotion

- Bringing back Black Friday promotion leverage 2016 look and feel
  - Adding ENERGY STAR Smart Thermostats
  - Promotions start right after Halloween
- Working with BobVila.com
  - Hoping to offer regional tie-ins on sweeps similar to Flip Your Fridge
  - STAY-TUNED!
Water Heaters

• **Tagline / Call-to-Action**
  – Upgrade Now and Warm Up to Savings

• **Objective**
  – Raise awareness of the energy-savings potential of ENERGY STAR water heaters
  – Encourage consumers to replace their old (>10 years) water heaters with ENERGY STAR.
    • Encourage early replacement, but also provide helpful guidance for emergency replacement (particularly with heat-pump technology)

• **Timing:** October
Promotional Opportunities

- Retail POP building blocks and factsheets
  - NEW! Separate sets focused on electric or gas
  - Product brand imagery available, if needed
- Digital media
  - Online / Social (also separate sets focused on electric or gas)
    - Web buttons, digital graphics, educational content
    - Ask the Expert video
- NEW! Water Heater Replacement Guide
- Notification of Participation: Due 2 weeks prior to launch date (mid-September)
**Media Mix**

**2017**

- Focus on heat-pump water heaters
  - With supplemental outreach to enthusiastic gas utility partners (LET US KNOW!)
- Proposed Media Mix:
  - Geo-targeted, customer-segmented Google Display Network ads to home owners likely to have old homes (and old water heaters) in regions actively promoting heat-pump water heaters with down- and mid-stream rebates.
  - Feature **NEW! Water Heater Replacement Guide**
  - **NEW!** Paid search “broken water heater”; “water heater replacement”
  - **NEW!** General awareness building around heat-pump water heaters through broad online placement of infographic
  - **Brandpoint, NAPS**

**2018**

- Broaden promotion of Water Heater Replacement Guide
  - With added link to Installer Finder
- Launch midstream RPP program
Thank You!

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