SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

Look for the ENERGY STAR® Label and Start Your Savings!
Today’s Topics

• Introduction to Ingredient Branding
  – Guest Speaker, Cindy Jolicoeur, C+C
• What makes ENERGY STAR a quintessential ingredient brand and how can you, our partners, can benefit?
• The role of product promotions in providing partner value through ingredient branding.
• Quick recap of 2019 and what’s coming up in Q4.
• Preview of 2020 and EPA ENERGY STAR’s plans to take the “ENERGY STAR Inside” to the next level.
Ingredient Brands: The Importance of “What’s Inside.”
What is an Ingredient Brand?

- A brand within a brand
  - Complements “main” brand/product
  - Gives component of the brand its own identity to make overall product more appealing/valuable to consumer
  - Especially relevant to technical products, but also other categories like food, apparel and retail
- Intel was the pioneer ingredient brand, and others followed
A Symbiotic Relationship

"By branding an ingredient, you are drawing attention to it… You are telling consumers that this particular thing is particularly important."

– Martin Bishop

• Role of Ingredient Brand:
  – Entice users, independent of host
  – Position as an essential component that makes Partner brand worth purchasing

• Role of Host or Partner Brand:
  – Effectively merchandise the ingredient brand to consumers
The Quintessential Ingredient Brand

America’s Trusted Resource for Energy Efficiency

- 5.8 BILLION products
- 35,000 buildings
- 190 industrial plants
- 1.9 MILLION homes
Ingredient Brand “Must Haves”

- Strong brand identity
- High brand awareness
- Clear, functional benefit
- Significant enhancement to brand/product in which embedded
- Compelling and profitable business strategy
- Visible feature on product and packaging
- Mutually beneficial relationship
  - Enhances both brands’ desirability and awareness

“Ingredient brands are less susceptible to changing tastes, and therefore less likely to lose value.”

– Richard Kestenbaum
Strong Brand Identity & Awareness

In American Households:

- **MORE THAN 90%** recognize the ENERGY STAR® label.
- **NEARLY 85%** understand what it means.
- **IN THE PAST YEAR 45%** purchased ENERGY STAR-labeled products.

Of these purchasers:

- **74%** were influenced by the label in their decision.
- **80%** are likely to recommend ENERGY STAR to a friend.
Clear, Functional Benefit

- Tremendous Influence/Great Deal of Influence
- Some Influence
Clear, Functional Benefit

- Expert content on energy-efficiency
  - Product data sets
  - Product Finders
- Educational content
  - Savings facts
  - Buying guidance
  - Product tools
  - Water Heater Replacement Guide
  - Choose a Light Guide
  - NEW! Heating and Cooling Guide
  - Calculators
  - Lighting & Water Heaters

next up!

"Today, ingredient brands need to sell their smarts… create a content strategy that demonstrates their value as a visionary partner."

– Kathy Baughman
Significant Enhancement to Partner Brand

- A 2017 study found partners’ JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
Significant Enhancement to Partner Brand

- Recent A/B testing conducted by Focus on Energy shows that using ENERGY STAR logo on ads drove a 60% increase in click-through-rate.
Among those who purchased an ENERGY STAR product at Lowe’s, over half stated that the label definitely made them more likely to purchase the product.

Lowe’s also found significant impact of the ENERGY STAR Award on both “store go to first”, “retailer of choice”, as well as likelihood to shop at Lowe’s.
Mutually Beneficial Relationship

- 2017 study demonstrates that when a utility partners with ENERGY STAR, it results in increases in Google searches for related items.
Visible Feature on Product & Packaging
ENERGY STAR: The Quintessential Ingredient Brand

- Serves as implicit seal of approval
  - Enhances Partner brand though association
- Provides short cut to understanding your brand’s full value proposition
  - Differentiates product
  - Builds consumer willingness to invest in premium product
- Forges deeper connection with customers
  - Functional: quality, performance
  - Emotional: confidence, trust, loyalty
Adding Value: Building Trust in a Post-Trust World

In a post-truth world, consumers are putting their dollars where their trust remains intact.

- Trust has become one of the strongest drivers in how consumers choose products, services and which organizations and politicians to support.
- Product innovation that meets the changing needs of apprehensive consumers can build trust, including adding more information to packaging.
- Consumers expect brands to take a stand, speak out and prove that they’re trustworthy.
Ingredient Branding: Roles & Responsibilities

**Ingredient Brand**

Create ingredient brand awareness, interest and desirability

- Surface early in the customer purchase journey
- Be fluent in all channels across customer purchase journey
- Promote discovery of Partner brands

**Partner Brand**

Leverage ingredient brand to build trust, credibility and business results

- Feature prominently in sales/marketing materials
- Rely on ingredient brand to simplify the purchase process
- Reinforce ingredient brands on their websites and other communications
ANNUAL PRODUCT PROMOTIONS

Creating Brand Awareness, Interest, and Desirability
What Are the Annual Product Promotions?

• Bring together partner efforts across the country in united, product-focused, co-branded, campaigns – timed with product seasonality.
  ✓ Reward ENERGY STAR partners by promoting their ENERGY STAR 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.
  ✓ Point-of-sale, social media, and other co-marketing efforts.

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 online and social to more traditional advertising.

What EPA Will Be Doing in the Market

• Push out through a variety of media channels that drive impressions and traffic to ENERGY STAR Product Finder featuring utility-branded program incentives.
  ✓ Unites customer with products and deals to effect conversion.
Q1-Q3 2019 Activation

**Pool Pumps (March)**
- Display Ads on Oath
- Video Ads
- Paid Facebook ads

**Earth Day (April)**
- Shareable social content
- Paid & Organic Social campaign
- Twitter Party

**Flip your Fridge (May)**
- Display Ads on Google Display
- YouTube Video Ads
- Paid Social
- Remarketing

**Lighting (May - June)**
- Mobile Display on GroundTruth
- Mobile Video
- Paid Instagram and Facebook
Q1-Q3 2019 Activation

Laundry (June)
- Display Ads
- Video Ads
- Paid Facebook & Instagram
- Fun organic social content
- YouTube Influencer Partnership

Cooling: Room A/C & Smart Thermostats (June - July)
- Mobile & Google Display Ads
- Video Ads on YouTube
- Paid Facebook & Instagram
- “Ask the Expert” Video on YouTube
Campaign Impacts:

Promotional pages had more than **3.3 MILLION pageviews**

MORE THAN **1.3 BILLION IMPRESSIONS** in print, social, and online media from 2017 to date

MORE THAN **35,000 PLACEMENTS** through NAPS and Brandpoint

**5.3 MILLION VIDEO VIEWS**

Promotional Product Pages **12.5 MILLION newsletters delivered**
Nearly 400 Energy Efficiency Program Sponsors representing more than 100 million homes!
ENERGY STAR: The simple choice for energy efficiency.
In Store Promotions
Online Promotion of Water Heaters: Washington Gas

Is your water heater over 10 years old? It’s time to replace it with an @ENERGYSTAR model for your home before it fails! Washington Gas customers in Maryland can even receive a rebate on select high-efficiency models. bit.ly/2Tf87d
Pool Pumps

Summer vacation is in full swing and so is your pool. Take advantage of our $275 rebate to improve its efficiency with an Energy Star® certified variable-speed pool pump. amerenillinoissavings.com/for-my-home/ex...
Laundry

ENERGY STAR® certified clothes washers use about 25% less energy and 45% less water than regular washers. For example, American laundry washers in 2010 used an estimated 150 billion gallons of water. ENERGY STAR® certified washers save billions of gallons of water and millions of dollars for consumers each year.

Energy Saving Tips - USG Utilities

Wondering how you could save money with energy efficiency? Get energy saving tips for your home or business from ENERGY STAR® and start saving energy today.

Energy Saving Tips - USG Utilities

Did you know that ENERGY STAR® certified washers use up to 25% less energy and 33% less water than traditional models? Upgrade today and save money and energy with every cycle!

Make Laundry Better

Replace your old clothes washer with an ENERGY STAR® model to make laundry better for your clothes, your family, and the environment.
Room AC

Hot days driving up your summer energy costs? You still have time to switch to an @ENERGYSTAR certified room air conditioner that’ll save you money and energy. bddy.me/33qR9x6 #energyefficiency

Looking for a great way to lower your monthly Entergy bill? Upgrade your air conditioning unit and get incentives of up to $1,000 on select @ENERGYSTAR certified equipment. Visit entergysolutionsms.com/heatingcooling or call 844-523-9980 to find a participating trade ally.

It looks like the heat is finally here to stay. ENERGY STAR® room air conditioners use about 9% less energy and cost less than $75 a year to run. ow.ly/YH650x3eV6s

As temperatures heat up, keep your energy costs down with a room air conditioner! ENERGY STAR® room air conditioners use 9% less energy and, on average, cost about $70 per year to run. We think that's pretty cool! https://nhsaves.com/programs/room-air-conditioners/

Be a superhero this summer. Upgrade your HVAC equipment.
Smart Thermostats

Get better control over your electricity bill by installing a programmable thermostat and set up an around-the-clock schedule that saves you energy too.
#energyefficiency #saveenergy

Smart Thermostat Rebates

Start managing your home’s heating and cooling costs with an ENERGY STAR® certified smart thermostat. Connected to your Wi-Fi, a smart thermostat lets you monitor and control your home’s temperature from any web-enabled device so you can save energy and money whether you’re at home or on the go.
Refrigerator

Have you done your spring cleaning yet? Don’t forget to replace your old, inefficient fridge with an @ENERGYSTAR certified model to save energy and money - and get $20 in return from Focus on Energy. Schedule your free pickup: focusonenergy.com/fridge #FlipYourFridge

It’s time to #FlipYourFridge! Replacing your old refrigerator with an @ENERGYSTAR certified model will save you big bucks and benefit the environment. Win your own @Bob Vila’s giveaway. One lucky PPL Electric customer is guaranteed to win! Learn more: ow.ly/zhIB50pREBa.

Win a new Energy Star fridge from Bob Vila!

BGE’s Flip Your Fridge Contest Is Over!

But the fun goes on because everyone wins by recycling old appliances. Get $50 for an old, working fridge or freezer and $25 for an oldroom A/C unit or dehumidifier. Details at BGERecycleMyOldFridge.com.

Find more ways to save energy and money at BGESmartEnergy.com.
Television News Coverage

“Flip Your Fridge:” Program encourages recycle outdated refrigerators

MILWAUKEE (WITI) – Have you ever thought about how much money your refrigerator is costing you? Older models can suck up three times as much power as new ones. But, there’s an easy way to recycle it.

Focus on Energy, Wisconsin utilities’ statewide program for energy efficiency and renewable energy, is partnering with the Energy Star on a nationwide campaign called “Flip Your Fridge.” The program encourages people to recycle and replace outdated.

CT LIVE Home Energy Efficiency

Energy Star Day

We are going green today because October 23rd is being celebrated across the country as Energy Star Day. It’s all about protecting our environment through energy efficiency. Hawaii Energy’s Bob Dahilig and Tammy Burk joined us in studio. For more information on Energy Star Day, log onto https://www.energystar.gov/
Annual Product Promotions Q4
Q4 2019 Plans: Water Heaters and Lighting

• Repeat successful tactics from 2018:
  – Water Heaters: Leveraging touch points at every step of the customer purchase journey to effect adoption.
    • Display ads on Google Display Network
    • Video ad on YouTube
    • Both driving traffic to HPWH promotion page featuring Water Heater Replacement Guide
  – Lighting: Combining aspirational Light the Moment theme with practical benefits targeting LMI customer.
    • Mobile display on Groundtruth
    • Social media on Facebook and Instagram
    • Video on ShareThrough and Groundtruth
    • All driving traffic to Lighting Product Finder featuring deals
Lighting Product Finder

- Featuring Light the Moment Feature Deals

**LIGHT the MOMENT Featured Deals**

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**Manufacturers**

- Globe
- L’Image Home Products Inc
- GE

- Look for GE Brand Light Bulbs
  - Available at: Walmart

- Look for Globe Brand Light Bulbs
  - Available at: Dollar General, Ocean State Job Lot, Shaw’s

- Look for Sunbeam Brand Light Bulbs
  - Available at: Dollar Tree Stores

**Additional light bulbs rebates & incentives**

- Light bulbs: Up to $3.50
- Buy-One, Get-One at Walmart (Code: SELLWWON)
- Eversource (CT) 877-WSE-LSE

Valid: 01/01/2019 - 12/31/2019

Visit website to learn more
Q4 2019 Plans: Smart Thermostats

• New positioning focused on environmental benefits to appeal to eco-conscious homeowners.
  – Increase adoption among consumers most likely to seek smart thermostats for their homes.
  – Ramp-up media with a focus on environmental benefits and a mix that engages at key points along the customer journey to purchase.
    • Research: Influencer and review sites
    • POS: Online and Bricks and Mortar
  – Collaborate with leading partners to promote ENERGY STAR differentiation.
Q4 2019 Plans: HVAC Awareness

• Touch point at every step along the journey to purchase and installation.
• Leverage media mix that combines broad awareness building with strategic targeting.
  – Paid digital ads place on targeted websites
  – Native online articles in tier 2 newspapers
  – Supplement with Heating Video
• Target combination of markets with active programs and regions with high penetration of old ASHPs.
• Drive traffic to NEW! Heating and Cooling Guide
Q4 2019 Plans: Rule Your Attic

• What is the Rule Your Attic promotion?
  – A direct-to-consumer promotion to increase awareness of poor home insulation levels and encourage homeowners to take action.

• Consumer call-to-action:
  1. Check (measure) your attic insulation levels to see if you have a problem.
  2. If you find a problem, get it fixed. Do-it-yourself (DIY) or hire a contractor. Here’s how…. (point to ENERGY STAR or local program/contractor content).

• Rule Your Attic Toolkit
  – www.energystar.gov/ruleyourattic/stakeholders
  – www.energystar.gov/ruleyourattic/contractors

• Timing
  – Nov – Dec 2019; Jan – mid-Feb 2020
Brand Campaigns Q4
Q4 2019 Plans: ENERGY STAR Day

- Celebrate the benefits of energy-efficiency with ENERGY STAR through collaborative broad public awareness campaign coupled with complimentary targeted outreach to underserved customers that can benefit the most.

- Continue to leverage aspirational appeal of Save Today, Save Tomorrow, Save for Good.
  - Utilize customer segmentation data for underserved targeting

- Collaborate with partners to expand reach and to offer relevant services
  - All-day social celebration on October 22nd!
  - Drive traffic to energystar.gov/SaveForGood featuring partner efforts and ways to save.
  - Toolkit is available at energystar.gov/marketing_materials under ENERGY STAR Day
ENERGY STAR. The simple choice for energy efficiency.

SMUD shared a post. October 23 at 12:36 PM

Today is ENERGY STAR Day! We offer rebates on ENERGY STAR-certified products, including LED Lighting, Smart Thermostats, Heat Pump Water Heaters, Pool Pumps and Appliances. In addition to mail-in and online rebates, you can save with SMUD Instant Rebates at participating retailers and on http://www.smuenergystore.com/ENERGYSTARday

PG&E @PGE4Me - Oct 23

We're proud to celebrate ENERGY STAR Day and help PG&E customers save energy and money. Look for the @ENERGYSTAR label when shopping. Learn more at energystar.gov/SaveForGood.

Southern California Gas Company (@SoCalGas) shared a post. October 23 at 2:30 PM

Please join us in celebrating ENERGY STAR Day! Find information on available appliance rebates at socalgas.com/rebates.

Hawaii Energy @HawaiiEnergy - Oct 23

We're live on @KHON2 tv! Join us as we spread the word about ENERGY STAR Day @ENERGYSTAR at KHON2.

Hawaii Energy @HawaiiEnergy - Oct 23

Save Today. Save Tomorrow. Save for good with ENERGY STAR.

ENERGY STAR Day: It's time to celebrate this time with ENERGY STAR. By choosing products that have the ENERGY STAR label, you'll be saving today, tomorrow and for good. We offer rebates on ENERGY STAR products.

SoCalGas @soCalGas - Oct 23

Celebrate ENERGY STAR Day by getting cash back through one of the many appliance rebates we offer at socalgas.com/rebates. Plus, your @ENERGYSTAR certified products will help lower your energy bill every single month! LetTheSavingsBegin #EnergyRebate

Save for Good with Learn More
**Consumers Energy** posted an offer.

October 18 at 3:40 PM

Did you know ENERGY STAR® certified LED bulbs use 70-90 percent less energy than incandescent bulbs? In honor of ENERGY STAR Day on Oct. 23, take advantage of instant rebates on energy-saving products by ordering online at ConsumersEnergyStore.com.

We’ll even donate one LED bulb to a Michigan foodbank for every LED bulb purchased through the end of October.*

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**ComEd**

October 23 at 10:26 AM

Celebrate saving energy and money on #EnergyStarDay with great deals on select ENERGY STAR certified products. Start your savings today and save for good: energystar.gov/SaveForGood

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**Central Hudson**

Central Hudson is a proud partner of ENERGY STAR Day. Products certified to use less energy from ENERGY STAR certified products, your savings start today with a great low price, and continue with lower energy bills every day!

Learn more at energystar.gov/SaveForGood.

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**Columbia Gas of Ohio**

We’re proud to celebrate ENERGY STAR® Day and offer rebates on certified products like water heaters, smart thermostats and furnaces year-round. Find your savings at http://www.columbiagasohio.com/savingmatters

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**Con Ed**

October 23 at 4:02 PM

Celebrate saving energy and money on #EnergyStarDay with great deals on select ENERGY STAR certified products. Get $35 in STAR clothes washers and $50 on dishwashers. Start your savings today and save for good! Find your savings at http://www.columbiagasohio.com/savingmatters

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**Unitil**

October 23 at 5:46 PM

Switch to ENERGY STAR certified products to start saving money and energy. #ENERGYSTARDay

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**ComEd**

Yesterday at 9:01 AM

Replacing your home’s five most frequently used incandescent light bulbs with ENERGY STAR certified LEDs could save you about $40 yearly. #SaveToday and #SaveForGood: bit.ly/2afHv2t

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**CenterPoint Energy**

October 23 at 5:56 PM

We’re proud to celebrate ENERGY STAR Day today and every day! Did you know that with ENERGY STAR certified products, you can save 30% or about $75 in household energy costs? Look for the label on lighting, appliances, electronics, heating and cooling equipment, and more. With ENERGY STAR certified products, your savings start today with a great low price, and continue with lower energy bills every day!

Learn more at energystar.gov/SaveForGood.
#Samsung is proud to celebrate #ENERGYSTARDay and help to save for good. With Samsung's 698 @ENERGYSTAR certified products, you can save with a great low price, lower energy bills and help to protect the planet from climate change.

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

We're proud to celebrate #ENERGYSTAR good. With @ENERGYSTAR certified products at a great low price, and continue with low energy bills at energystar.gov/SaveForGood

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

Lowe's offers 21,000 @ENERGYSTAR products in stores and online. We've committed to saving customers more than $40B in energy costs by 2025 through the sale of those products low.es/2EO9vQK #ENERGYSTARDay

Best Buy for Good @BestBuyCSR · Oct 23, 2018
We helped our customers save $45 million on their utility bills last year with @ENERGYSTAR products!
Learn more here: bestbuy.com/ENERGYSTAR

#ENERGYSTARDay
**Q4 2019 Plans: Holiday (New Creative)**

- Promote ENERGY STAR certified products during the holiday season as the perfect gifts for your loved-ones world and our world.
- Raise awareness about the benefits of ENERGY STAR certified products as holiday gifts.
- Leverage the holiday spirit by making the connection between great gifts that also help protect the environment.
- Drive clicks to the ENERGY STAR Holiday Gift Guide, energystar.gov/holiday.
WHAT’S NEW FOR 2020

Enhancing Partner Value with the “ENERGY STAR Inside”
Creating Ingredient Brand Awareness, Interest and Desirability

- Surface early in the customer purchase journey.
  - Strategic media targeting to reach the right customer at the right time.
- Be fluent in all channels across the customer purchase journey.
  - Strategic media mix to hand hold them along the path to purchase.
Promote discovery of Partner brands
- Product promotions driving traffic to Product Finder featuring:
  - Participating partners
  - Partner rebates

Creating Ingredient Brand Awareness, Interest and Desirability
2020 Outreach Plan: ENERGY STAR® PRODUCTS

BRAND CAMPAIGNS
- EARTH DAY
- ENERGY STAR DAY
- HOLIDAY
- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING

PRODUCT PROMOTIONS
- POOL PUMPS
- LAUNDRY
- COOLING
- WATER HEATERS
- LIGHTING
- REFRIGERATORS
- ROOM A/C, SMART THERMOSTATS, HVAC
- SMART THERMOSTATS, HVAC

SEASONAL OUTREACH
- NEW YEAR’S DAY
- PRESIDENT’S DAY
- MEMORIAL DAY
- FATHER’S DAY
- INDEPENDENCE DAY
- LABOR DAY
- BLACK FRIDAY
- VALENTINE’S DAY
- MOTHER’S DAY

Materials Available: energystar.gov/marketing_materials
How it All Works Together

- Create awareness, interest & desirability
- Educate customers to “Look for the ENERGY STAR”

- Create shopper relevance with seasonal themes
- Offer Partners value with broad, cross-category focus

- Educate shoppers about specific products
- Support Partners with promotional tools

- Support Partner discovery by driving traffic to energystar.gov where partners are featured

- Use the ENERGY STAR to benefit from EPA marketing push and differentiate products
Creating Ingredient Brand Awareness, Interest and Desirability

- EPA ENERGY STAR
  - Increased market presence.
  - Bolder, aspirational positioning.
  - Consistent call-to-action: Look for the ENERGY STAR label to save energy.
  - Driving traffic to products and programs.
- Our Partners
  - Co-brand all ENERGY STAR certified product promotional materials with the ENERGY STAR logo.
  - Experience the benefits
    - Increased customer engagement
    - Increased conversion
    - Increased customer satisfaction
THANK YOU!

Jill Vohr

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ENERGY STAR EE Account Manager

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