

2021 Outreach Plan: ENERGY STAR® PRODUCTS



JAN | FEB | MAR | APR | MAY | JUN | JULY | AUG | SEPT | OCT | NOV | DEC | JAN

BRAND CAMPAIGNS
PRODUCT PROMOTIONS
SEASONAL OUTREACH



- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING



- NEW YEAR'S DAY
- PRESIDENTS' DAY
- VALENTINE'S DAY

- MOTHER'S DAY
- MEMORIAL DAY
- FATHER'S DAY
- INDEPENDENCE DAY
- BACK TO SCHOOL
- LABOR DAY

- BLACK FRIDAY

 Materials can be used year-round and are available at: energystar.gov/marketing_materials