



# Welcome!

## We will begin shortly

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- There will be a Q&A session at the end of the presentation.
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### Presentation Slides & Recording

- Presentation slides will be sent to all participants.
- **This session will be recorded.** A link to the recording will be sent to all attendees.

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- There will be polling questions at the end of the webinar.



# **ENERGY STAR ®**

## **Certified Clothes Dryer Webinar**

### **July 23, 2015**



# Agenda

- 1:00 – 1:05 Welcome
- 1:05 – 1:20 ENERGY STAR Dryer Update and Resources

## Presenters from:

- 1:20 – 1:30 PSEG Long Island
- 1:30 – 1:40 Baltimore Gas and Electric
- 1:40 – 1:50 New Jersey Clean Energy Program
- 1:50 – 2:00 Q & A  
Discussion

## Clothes Dryers Market Opportunity

- **Market Opportunity**

- Consumers spent \$2.5 billion on dryers in the U.S. in 2012, continues to increase each year
- 90 million U.S. households use a clothes dryer at home – 80% are electric
- Over 50 million U.S. households have a washer or dryer older than average product lifetime\*

- **Savings Potential**

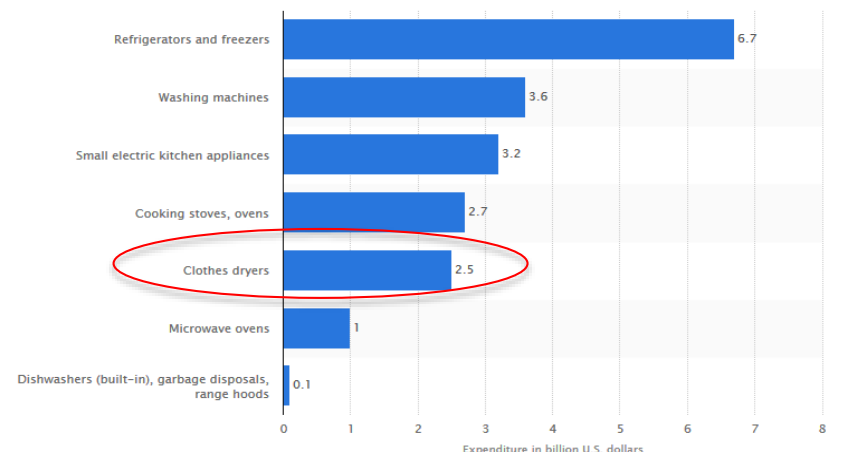
- ENERGY STAR residential clothes dryers will use, on average, approximately **20% less energy** than required by minimum efficiency standards effective in 2015

- **Differentiation**

- ENERGY STAR certified dryers provides your customers with a leading edge product with out trade-offs in features and functionalities

**Consumer expenditure on household appliances in the United States in 2012, by category (in billion U.S. dollars)**

This statistic shows total consumer expenditure on household appliances in the United States in 2012, by category. In 2012, Americans spent about 6.7 billion U.S. dollars on refrigerators and freezers.



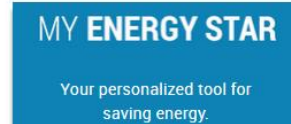


## Educating About ENERGY STAR Dryers

- Webpage featuring:
  - Ask the Expert video
  - Energy saving tips
  - Featured brands and retailers
  - [energystar.gov/newdryers](http://energystar.gov/newdryers)

### Save Even More with New ENERGY STAR Certified Dryers – Available Now!

Now, for the first time, you can purchase an ENERGY STAR certified clothes dryer. Clothes washers have seen a 70 percent drop in energy use since 1990, but until now, dryers have largely remained inefficient. Dryers that have earned the ENERGY STAR use 20% less energy and deliver \$245 in lifetime savings. You can save even more with an ENERGY STAR washer/dryer pair. Get yours today!



#### FEATURED BRANDS AND RETAILERS

Please note that links in this section take you away from [energystar.gov](http://energystar.gov). [EXIT](#)



#### ENERGY STAR ASK THE EXPERT

##### ASK THE EXPERT: CLOTHES DRYERS HAVE EARNED THE ENERGY STAR!

Check out this video to get expert advice on saving energy with an ENERGY STAR certified clothes dryer! Qualifying dryers use 20 percent less energy than conventional models, delivering financial savings and a reduced carbon footprint.



- Sales associates clothes dryer training at [energystar.gov/training](http://energystar.gov/training)

## Promoting ENERGY STAR Dryers

- Ask the Experts video on YouTube:
  - **More than 53,000 views** (views defined as watching 30 seconds or more of the video)
  - Reach on **Facebook - 248,000**
- Major media outlets reporting on ENERGY STAR dryers: Washington Post, Associated Press, Consumer Reports, Forbes and Money Pit



Ask the Expert - Clothes Dryers Have Earned the ENERGY STAR!



33,172

Home & Garden

### These are the first dryers to get an Energy Star rating



## ENERGY STAR Dryer Rebates

State	Utilities	Est. Customers	ENERGY STAR Dryers Rebate	ENERGY STAR Emerging Tech Award Dryers Rebate
NY	PSEG Long Island	1,000,000	\$150	\$300
NJ	New Jersey Clean Energy	8,700,000	\$100	\$300
CT	Energize CT	1,200,000	\$100	\$200
VT	Efficiency Vermont, Burlington Electric	377,000	\$50	\$400
DC	DC Sustainable Energy Utility	220,000	\$50	\$400
MD	BG&E, Delmarva Power, Potomac Edison, Potomac Electric, SMECO	2,000,000	\$50	
MA, RI	National Grid, Unitil	3,500,000	\$50	
IL	Commonwealth Edison	3,400,000	\$50	
CA	SMUD	600,000		\$300
CA	Silicon Valley Power, City of Santa Clara	120,000		\$100, \$300
MN	Alexandria Light & Power, Barnesville Municipal Power	10,000	\$80	
MN, IA, ND, SD	Missouri River Energy Services	150,000	\$80	
MN	Minnesota Municipal Power Agency, Minnkota Power Cooperative	135,000	\$50	
MN	Southern Minnesota Municipal Power Agency	111,000	\$25, \$50	
MI	Efficiency United - up to 20 utilities	Varies	\$50	
WA	NEEA (Puget Sound Energy)	1,100,000		Up to \$600
Total Customers		22,263,000		
% of US Market Share		19%		

## Activity Around ENERGY STAR Dryers

- **Rebates**

- Rebates of up to \$600 available to nearly 23 million customers in the U.S market
- List of the program rebates and contacts can be found at [energystar.gov/dime](http://energystar.gov/dime)

- **Brands and Retailers**

- Total of 70 dryer models are ENERGY STAR certified from 9 major brands and offered through major retailers and independent dealers
  - 56 electric and 14 gas certified models
  - 42 of the models are paired with ENERGY STAR clothes washers
- List of qualified models can be found at [energystar.gov/dryers](http://energystar.gov/dryers)





## Whirlpool and Maytag ENERGY STAR Dryers

Brand	ENERGY STAR Dryer Models	Fuel Type	Top or Front Load	Matching ENERGY STAR Washer Models	ENERGY STAR Washer Efficiency Level
Whirlpool	WED72HED*+	Electric	Front	WFW72HED*+	ENERGY STAR Most Efficient
Whirlpool	WED8000D*+	Electric	Top	WTW8000D*+	ENERGY STAR
Whirlpool	WED81HED*+	Electric	Front	WFW81HED*+	ENERGY STAR Most Efficient
Whirlpool	WED8500D*+	Electric	Front	WTW8500D*+	ENERGY STAR
Whirlpool	WED8700E**	Electric	Top	WTW8700E**	ENERGY STAR
Whirlpool	WED8740D*+	Electric	Front	WFW8740D*+	ENERGY STAR
Whirlpool	WED87HED*+	Electric	Front	WFW87HED*+	ENERGY STAR Most Efficient
Whirlpool	WED95HED*+	Electric	Front	WFW95HED*+	ENERGY STAR Most Efficient
Whirlpool	WED97HED*+	Heat Pump	Front	WFW97HED*+	ENERGY STAR Most Efficient
Whirlpool	WED99HED*+	Heat Pump (ETA)	Front	WFW95HED*+	ENERGY STAR Most Efficient
Maytag	MED3100D*+	Electric	Front	MHW3100D*+	ENERGY STAR
Maytag	MED4100D*+	Electric	Front	MHW4100D*+	ENERGY STAR
Maytag	MED5100D*+	Electric	Front	MHW5100D*+	ENERGY STAR Most Efficient
Maytag	MED7100D*+	Electric	Front	MHW7100D*+	ENERGY STAR Most Efficient
Maytag	MED8100D*+	Electric	Front	MHW8100D*+	ENERGY STAR Most Efficient
Maytag	MEDB835D*+	Electric	Front	MVWB835D*+	ENERGY STAR
Maytag	MEDB855D*+	Electric	Front	MVWB855D*+	ENERGY STAR



- Contact
  - Sean Southard, [sean\\_m\\_southard@whirlpool.com](mailto:sean_m_southard@whirlpool.com), (269) 923-7258

## Whirlpool and Maytag Promotion Examples

In-store POP for Whirlpool ENERGY STAR air-vented electric dryer



**SAVE OVER \$500**

in lifetime energy costs compared to our non ENERGY STAR® qualified dryer\*

\*Versus model WED4800B, average use, normal cycle, 12-year dryer life, electric only. ©/™ ©2015 Whirlpool. All rights reserved. 5/15. Form No. WL150063C



WED95HED



WED99HED

In-store POP for Whirlpool HybridCare ENERGY STAR ventless electric dryer

UPGRADE TO TRUE VENTLESS DRYING AND  
**SAVE AN ADDITIONAL \$480**

in lifetime energy costs compared to our vented ENERGY STAR® qualified dryer\*

Look for our Duet® HybridCare® dryer | model WED99HED


\*Versus model WED97HED, average use, normal cycle, 12-year dryer life, electric only. ©/™ ©2015 Whirlpool. All rights reserved. 5/15. Form No. WL150063B

**SAVE \$980**

in lifetime energy costs compared to our non ENERGY STAR® qualified dryer\*

\*Versus model WED4800B, average use, normal cycle, 12-year dryer life, electric only. ©/™ ©2015 Whirlpool. All rights reserved. 5/15. Form No. WL150063A

## LG ENERGY STAR Dryers

	ENERGY STAR Dryer Models	Fuel Type	Top or Front Load	Matching ENERGY STAR Washer Models	ENERGY STAR Washer Efficiency Levels
1	DLHX4072	Heat Pump (ETA)	Front	WM4270HWA WM4270HVA	ENERGY STAR Most Efficient
2	DLE3170	Electric	Front	WM3170CW	ENERGY STAR Most Efficient
3	DLEX3370	Electric	Front	WM3370HWA WM3370HVA WM3370HRA	ENERGY STAR
4	DLEX4270	Electric	Front	WM4270HWA WM4270HVA	ENERGY STAR
5	DLEX5780	Electric	Top	WT5680HWA WT5680HVA	ENERGY STAR
6	DLEY1701	Electric	Top	WT1701C	ENERGY STAR
7	DLG3171	Gas	Front	WM3170CW	ENERGY STAR Most Efficient
8	DLGX3371	Gas	Front	WM3370HWA WM3370HVA WM3370HRA	ENERGY STAR
9	DLGX4271	Gas	Front	WM4270HWA WM4270HVA	ENERGY STAR Most Efficient
10	DLGX5781E	Gas	Top	WT5680HWA WT5680HVA	ENERGY STAR
11	DLGY1702E	Gas	Top	WT1701CW WT1701CV	ENERGY STAR



**DLHX4072  
Heat Pump  
Dryer**



**DLEX4270  
Electric  
Dryer**



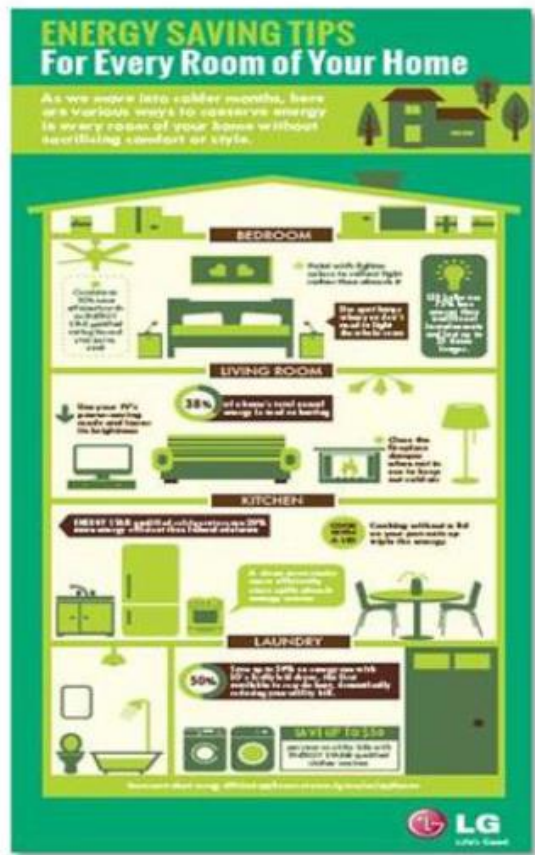
**DLGX3371  
Gas  
Dryer**

### Contact

- John Taylor, [John.Taylor@lge.com](mailto:John.Taylor@lge.com)

## LG Promotion Examples

**Infographic Release highlighting ENERGY STAR dryers as a savings tip**



**Ongoing Social Media engagement Highlighting LG ENERGY STAR dryers**



**Daily Buzz Earth Month segments highlighting ENERGY STAR dryers**



**In-Store Product Stickers**





## Puget Sound Energy's Heat Pump Dryer Promotion

- PSE launched the Upgrades Campaign that includes an ENERGY STAR heat pump dryer promo
- Offers an utility rebate of \$150 for online or in-store purchase
- Created special in-store rebate form and POPs

**YOU'VE BEEN UPGRADED!**

Take advantage of this special offer from Puget Sound Energy only on these brands:

 **LG**  **MAYTAG**  **KitchenAid**  **JENN-AIR**  **Whirlpool**

Limited time appliance offer on select qualifying brands purchased between 5/30/2015 through 8/2/2015.

		
<b>\$100 OFF</b>	<b>\$100 OFF</b>	<b>\$150 OFF</b>
Select refrigerator brands ENERGY STAR CEE Tier II or III	Select clothes washer brands ENERGY STAR CEE Tier III	LG Electronics or Whirlpool brand heat pump dryer, models: WED39HEDC, WED39HEDN, DLH84072W, DLH84072N

 Valid on select qualifying brands, purchased between 5/30/2015 through 8/2/2015  
Visit [smartenergy-zone.com/pse](http://smartenergy-zone.com/pse) to submit your application online  
Limit one rebate per appliance type, per PSE household

[pse.com/upgrades](http://pse.com/upgrades) Provided by  **PUGET SOUND ENERGY**

Partners: Whirlpool, LG, & Northwest Energy Efficiency Alliance

- Whirlpool-NEEA – additional \$450 mail-in rebate 3/15 – 8/16
- LG-NEEA – additional \$350 markdown rebate at Best Buy and \$350 mail-in rebate at THD and Lowe's 5/30 – 8/30
- Both manufacturer partners donated heat pump dryers as prize giveaways for the PSE Upgrades Campaign



## Kenmore ENERGY STAR Dryers

- 78 certified models available at Sears
  - 57 electric, 21 gas

### Educating and Creating Awareness

#### Customers

- Kenmore Elite Heat Pump Video on Sears.com  
[Link to Product Page](#)
- ENERGY STAR messaging on item level POP (1)
- ENERGY STAR dryer filter on Sears.com (2)
- ENERGY STAR and rebate specific tent cards (3)

#### Sales Associates

- ENERGY STAR training materials
- Home Appliances Road Show training on Kenmore Elite Heat Pump dryers
- ENERGY STAR callout on item level feature/benefit signing

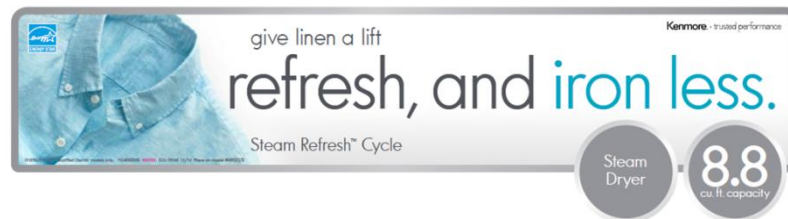
#### Contact

- Sears: Stephanie Sanders,  
[Stephanie.Sanders@searshc.com](mailto:Stephanie.Sanders@searshc.com)
- Kenmore: Leo Steinys,  
[Leo.Steinys@kcdbrands.com](mailto:Leo.Steinys@kcdbrands.com)



Refine Your Search

- Brand
- Price
- Dryer Interior Size
- Color Family
- ENERGY STAR Compliant
  - ☐ No (40)
  - ☐ Yes (45)
- Stackable With Matching Unit
- Height To Top Of Control
- Depth
- Width
- Dryer Power Source



ENERGY REBATE SAVINGS!		ENERGY REBATE SAVINGS!		ENERGY REBATE SAVINGS!	
buy this washer	save \$	buy this dryer	save \$	buy this pair	save \$
4.5 cu. ft. front-load steam washer #202445583	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$	7.3 cu. ft. electric hybrid heat pump dryer #20245591	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$	4.5 cu. ft. front-load steam washer #202445583	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$
7.3 cu. ft. electric hybrid heat pump dryer #20245591	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$	4.5 cu. ft. front-load steam washer #202445583	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$	7.3 cu. ft. electric hybrid heat pump dryer #20245591	reg. price \$ instant savings \$ Sears card savings \$ final price \$ ENERGY STAR® rebate \$ final value \$
SAVE MORE WHEN YOU BUY THE PAIR!		SAVE MORE WHEN YOU BUY THE PAIR!		SAVE MORE WHEN YOU BUY THE PAIR!	
Kenmore Elite		Kenmore Elite		Kenmore Elite	



## Blomberg ENERGY STAR Emerging Tech Award Winning Dryer



### Design solutions for small-space living

- ENERGY STAR ventless heat pump dryer allows builders and designers the flexibility to place the new dryer, along with its stacking washer, anywhere in the home, from the kitchen to hall closet.
- Provides architects and designers with flexible design solutions for small-space living.
- ENERGY STAR Emerging Technology Award dryer model DHP24412W and matching ENERGY STAR washer model WM98400SX
- Available through major independent appliance dealers and distributors
- Contact
  - Salih Bugay, [salih.bugay@arcelik.com](mailto:salih.bugay@arcelik.com),
  - 1-704-491-9854

## Samsung ENERGY STAR Dryers

ENERGY STAR Dryer Models	Fuel Type	Top or Front Load	Matching ENERGY STAR Washer Models	ENERGY STAR Washer Efficiency Level
DV48J7700EW	Electric	Top	WA48J7700AW	ENERGY STAR
DV48J7700GW	Gas	Top	WA48J7700AW	ENERGY STAR
DV48J7770EW	Electric	Top	WA48J7770AW	ENERGY STAR
DV48J7770GW	Gas	Top	WA48J7770AW	ENERGY STAR
DV48J7770EP	Electric	Top	WA48J7770AP	ENERGY STAR
DV48J7770GP	Gas	Top	WA48J7770AP	ENERGY STAR
DV52J8060EW	Electric	Top	WA52J8060AW	ENERGY STAR
DV52J8060GW	Gas	Top	WA52J8060AW	ENERGY STAR
DV52J8700EW	Electric	Top	WA52J8700AW	ENERGY STAR
DV52J8700GW	Gas	Top	WA52J8700AW	ENERGY STAR
DV52J8700EP	Electric	Top	WA52J8700AP	ENERGY STAR
DV52J8700GP	Gas	Top	WA52J8700AP	ENERGY STAR



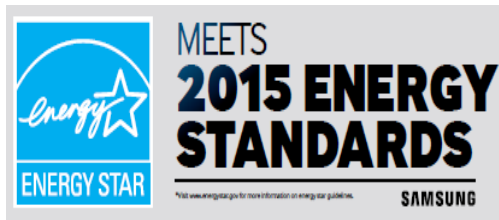
### Contact

- Jenni Chun, [j1.chun@samsung.com](mailto:j1.chun@samsung.com)



## Samsung Promotion Examples

### In-Store Product Stickers



### Social: 2013 / 2014 Emerging Technology Award

### Digital: 2015 Website Energy Star Filters



## Samsung Market Research: Consumer Purchase Behavior Lags Energy Use Concerns

### Consumer Behavior

- 72% own electric dryers.
- 74% dry every load they wash.
- 54% regularly use timed dry saving no energy.
  - Timed dry cycle second only to Normal cycle in usage.
- Less than 40% of consumer loads use low/no heat settings.
- Approximately 25% of installed dryers have a moisture sensor.
- **Yet, 69% of consumers are concerned about energy use of clothes dryers.**

### Purchase Behavior

- Washers drive purchase intent for consumers.
- Dryers purchased on the same ticket as washers ~50-55% of the time.
- Many consumers are willing to mismatch dryers (trading down in price).
- **Consumer opportunity of promoting replacement / upgrade of old inefficient dryer.**



**PSEG** LONG  
ISLAND

# **ENERGY STAR®** **Electric Dryer Program**

**Date 7/23/15**

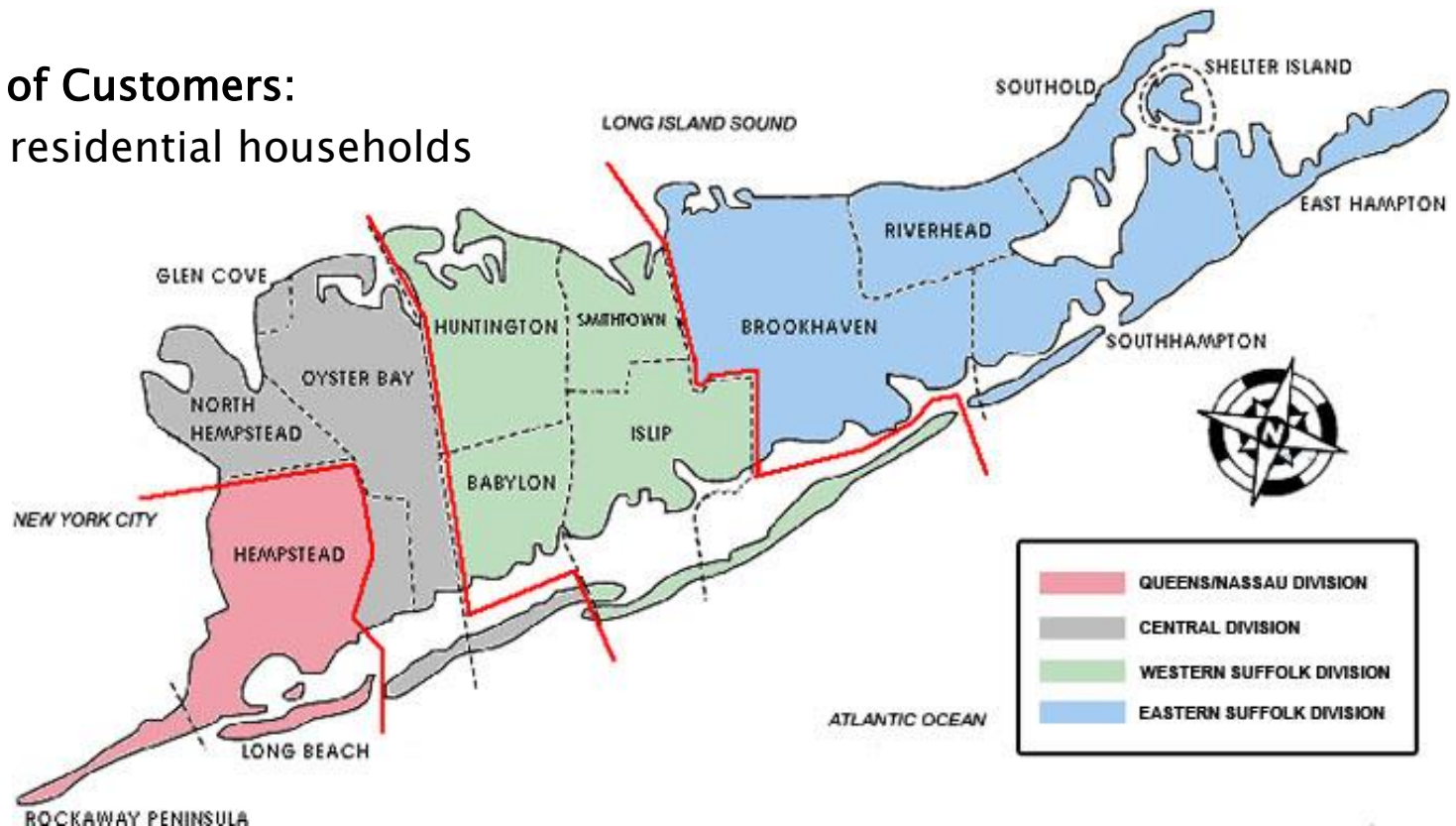
# PSEGLI Regional Perspective

## Territory Size:

- Nassau and Suffolk Counties, excluding municipals of Freeport, Greenport, and Rockville Centre
- The Rockaways Peninsula in Queens

## Number of Customers:

- 996K residential households





# Promoting 2015 Program Rebates and Rebate Availability

Program runs January 1, 2015 through December 31, 2015

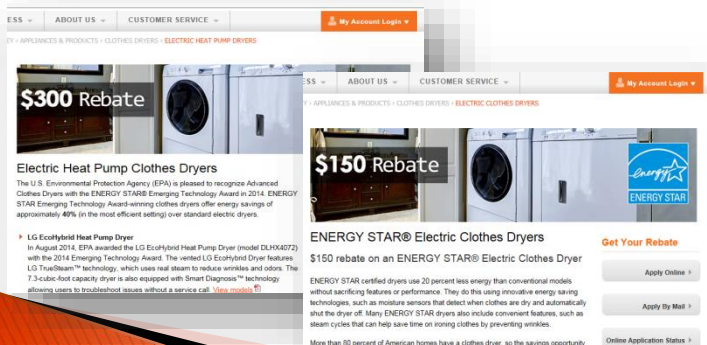
ENERGY STAR® Dryer	Target Units	Rebate Level	Claimed Savings Per Unit
Electric Heat Pump	200	\$300.00	200 kWh/ Unit
Electric Dryer	1,000	\$150.00	32.69 kWh/Unit

- Mail in rebates available at retail locations.
- Printable PDFs are available at [www.psegliny.com/efficiency](http://www.psegliny.com/efficiency)
- Apply for rebates online (Began in March 2015)
- Bill inserts


## Online Rebates

## Retail Rebates

## Bill Inserts



# PSEGLI Website Carousel

**PSEG** LONG ISLAND  
*We make things work for you.*

Contact Us (800) 490-0025

Report an Outage

FOR HOME ▾

FOR BUSINESS ▾

ABOUT US ▾

CUSTOMER SERVICE ▾

My Account Login ▾

## Save Energy & Money, Choose ENERGY STAR®

Lower your electric costs with energy efficient products and appliances for your home.

[Learn More ▸](#)

[Register Now](#)  
[Forgot Password?](#)  
[Unable to Log In Using Safari?](#)  
[Login ▸](#)

[Report an Outage ▸](#)

[Pay Your Bill ▸](#)

[Storm Center ▸](#)

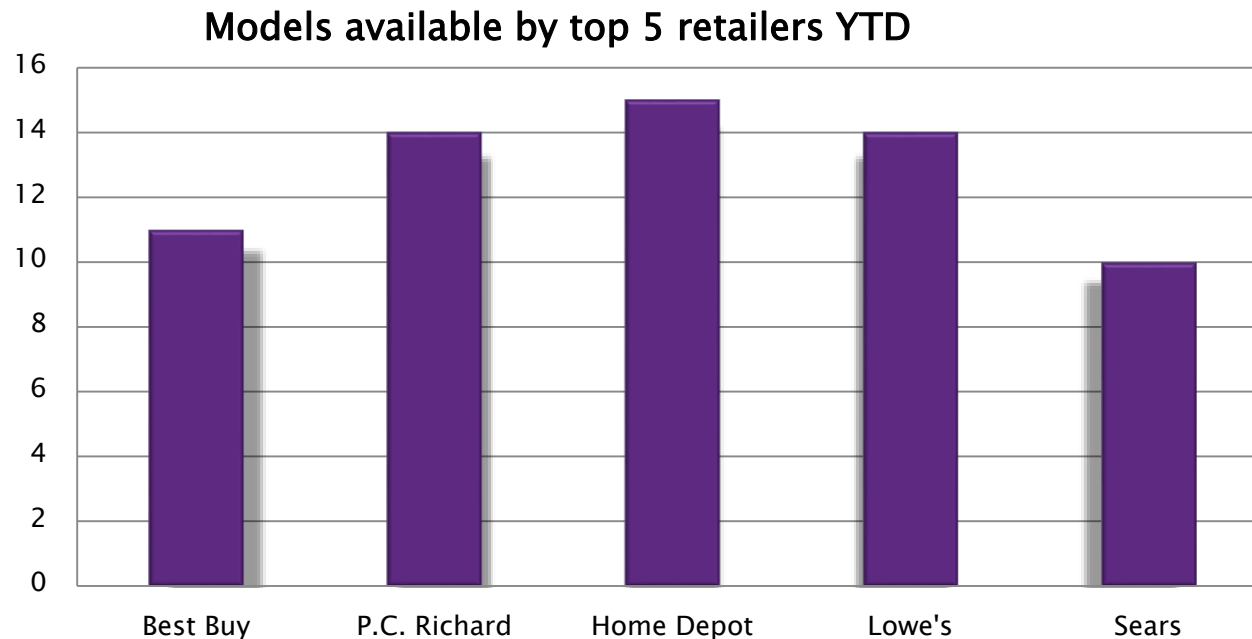
# Product Availability

## Currently in the following retailers:

- Best Buy, Home Depot, Lowe's, PC Richard and Son, and Sears  
*(continually expanding retailers with additional qualified models)*

## Manufacturers on sales floor:

- Whirlpool, LG, Bosch, Kenmore, Maytag, Samsung



# Results YTD

Broken Down by Rebate Amount	QTY
\$150= ENERGY STAR	966
\$250= HP- WED99HED* (Pilot incentive for kickoff in December)	6
\$300=HP- DLHX4072*	1
\$300=HP- WED99HED*	9
<b>YTD Total</b>	<b>982</b>

By Manufacturer	QTY
KENMORE	33
LG	147
Maytag	119
Samsung	55
Whirlpool	627

Top 5 Retailers YTD	QTY
P.C. Richard	462
Home Depot	143
Lowes	126
Sears	100
Best Buy	57



# Retail Marketing Materials

- Rebates
- Easel back stands
- Appliance clings
- Appliance displays (LAMÁ)



# Past and Planned Marketing Promotions

December 19, 2014 product launch



Cross promoting the appliance program with lighting promotions.





# Challenges

## ➤ Availability

- ✓ *Increased availability on the retail sales floor since January 2015*

## ➤ Visibility

- ✓ *Additional signage to draw attention to models*

## ➤ Increased signage from manufacturers

- ✓ *Designed free standing marketing material*

## ➤ Awareness

- ✓ *Bill inserts for customers*
- ✓ *Increased sales associate and customer trainings*
- ✓ *Utility website [www.psegliny.com/efficiency](http://www.psegliny.com/efficiency)*

## Retail sales by zip code



## Manufacturer POP placement



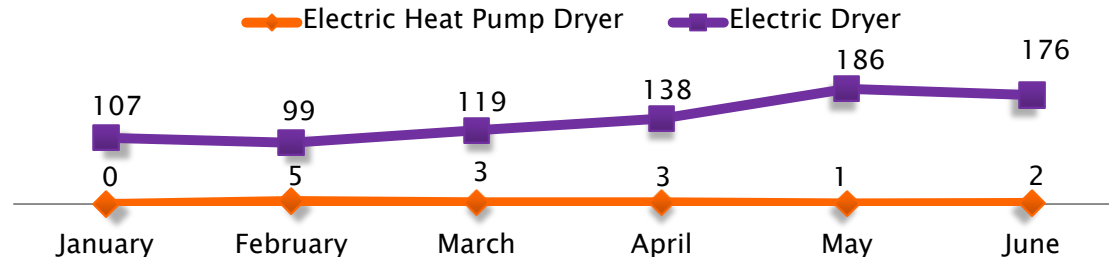
# Successes

- Increased selection of qualified models:

ENERGY STAR® Electric Dryer	ENERGY STAR Heat Pump Dryer
25 certified models in January	1 certified model in January
33 certified models in June	4 certified models in June

- Growing presence on retail sales floor
- Nearly 1,000 sales associate and store manager trainings YTD
- Increased numbers in redemptions

January Through June Redemption





# **Residential Energy Efficient Products Program**

## **Contact Information:**

**Brian Loughlin – Manager, Residential  
Energy Efficiency Programs**  
516-404-7596  
Brian.Loughlin@pseg.com

**Linda Schwantner – Program Manager**  
516-426-9772  
Linda.Schwantner@pseg.com

# BGE Clothes Dryer Rebate

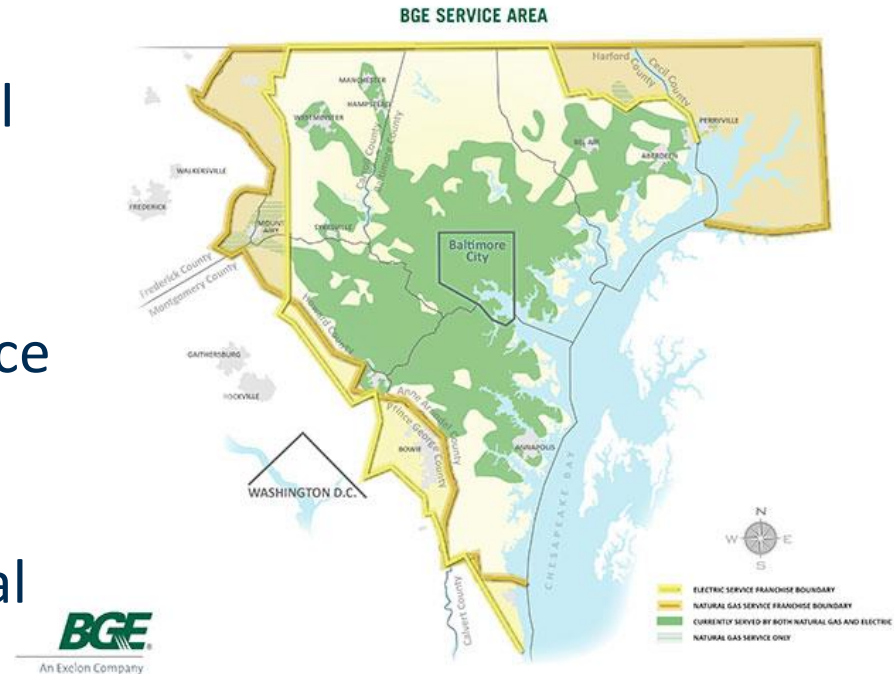
July 23, 2015

# Agenda

- BGE Territory
- Clothes Dryer Rebate
- Marketing
- Results through Q2
- Lessons Learned
- Next Steps

# BGE Territory

- BGE is the largest utility in MD, and serves more than 1.25 million business and residential electric customers, and more than 650,000 gas customers.
- The economically diverse service territory is a 2,300 square mile area encompassing Baltimore City and all or part of 10 Central Maryland counties.



# Clothes Dryer Rebate

- **Offer:** \$50 rebate on any ENERGY STAR certified clothes dryer. Rebate is available to all residential electric customers.
- **Start/End Dates:** February 1, 2015 – December 31, 2017 (or while funds last)
- **Delivery Method:**
  - mail in paper rebate form
  - submit rebate via online appliance rebate application system



# Clothes Dryer Rebate

- **Incentive Rational:**

- Assess average incremental cost of non-ENERGY STAR vs. ENERGY STAR certified clothes dryer
- Set incentive levels at 50-75% of the incremental cost

- **Claimed Savings:**

- Average of varying sizes and models in accordance with the NEEP Mid-Atlantic Technical Reference Manual and Third Party Evaluation

Deemed Savings	kWh	kW
Electric Clothes Dryer	83	0.0083

# Marketing – Digital Ads

BGE SMARTENERGY  
savers  
PROGRAM

- Campaign promotes appliance rebates with clothes dryer rebate callout
- Mixture of desktop, smartphone and tablet delivery
- Geographic, behavioral, demographic, and contextual targeting

**SUN TIMES**

**\$50 Rebate on Clothes Dryers**  
Ask your retailer about this rebate and other offers.

**BGE**  
An Exelon Company

**Learn more.**

**OPEN FOR Beautiful**  
The box is so exciting, the beauty discoveries are so wonderful.

**JOIN TODAY**  
\$10/MONTH

**Partner up and save with us today.**  
**0.90% APY**  
Accounts offered by American Express Bank, FSB, Member FDIC.

**Baltimore Business**

**Royal comp**

**WITTEN**

**The Royal So**  
that updated rooms. The h  
rooms to 203  
also includes

**More from B**

**Answers**  
Ask us anything

**\$50 Rebate on Clothes Dryers**  
Ask your retailer about this rebate and other offers.

**Learn more.**

**BGE**  
An Exelon Company

**Home**  
New questions  
Recent site activity  
Random question  
Promoted questions  
Community forums  
Advanced search

**Douglas Tait Q&A**  
Actor and stuntman. Known for his work in 2009's "Star Trek" and "Land of the Lost"

**Don't Miss Out!**  
**Shop Tax Free for Select Appliances**  
**February 14-16**  
Save even more with rebates from \$30-\$500.

**BGE**  
An Exelon Company

**Print rebate form.**

**Don't Miss Out!**  
**Shop Tax Free for Select Appliances**  
**February 14-16**  
Save even more with rebates from \$30-\$500.  
Print rebate form.

**BGE**  
An Exelon Company

35



# Marketing – Maryland Tax Free Weekend



Direct mail post card mailed to 9,000+ customers the week of February 2<sup>nd</sup>



**Buy ENERGY STAR® Certified Appliances *Tax Free* Presidents' Day Weekend!**

**February 14–16, 2015**

Save \$125 to \$150 in rebates when you buy a clothes washer and dryer at the same time!

Plus, get rebates from \$30 to \$500 on select appliances. Visit your local retailer for details!

**BGE SMARTENERGY savers PROGRAM**

**BGESmartEnergy.com**

**BGE**  
An Exelon Company

Shop Presidents' Day Weekend and save more!  
Get rebates from **\$30–\$500** on select\*  
ENERGY STAR certified appliances.

**BGE SMARTENERGY savers PROGRAM**  
7125 Thomas Edison Drive  
Suite 100  
Columbia, MD 21046

Hybrid Water Heaters		<b>\$500 Rebate</b>
Refrigerators	<b>Tax free!</b>	<b>\$100–\$150 Rebate</b>
Clothes Washers	<b>Tax free!</b>	<b>\$75–\$100 Rebate</b>
Electric Clothes Dryers	<b>Tax free!</b>	<b>\$50 Rebate</b>
Room Air Conditioners	<b>Tax free!</b>	<b>\$30 Rebate</b>

\*Not all ENERGY STAR certified models qualify for a rebate. See [BGESmartEnergy.com](http://BGESmartEnergy.com) for qualifying models.

## Act Now!

Ask your retailer how much you could save by combining these rebates with Presidents' Day sales and promotions during Maryland's Tax-Free Weekend **February 14–16, 2015**. Get rebate applications and more information at [BGESmartEnergy.com](http://BGESmartEnergy.com) or call **877.685.7377**.

This program supports EmPOWER Maryland.  
REB-01232015





# Marketing – Maryland Tax Free Weekend



Free standing Insert dropped to ~100,000 customer homes week of February 2<sup>nd</sup>

**Buy ENERGY STAR® Certified Appliances**  
***Tax Free* This Presidents' Day Weekend!**

**February 14–16, 2015**



Save **\$125 to \$150** in rebates when you buy a clothes washer and dryer at the same time!

Plus, get rebates from **\$30 to \$500** on other appliances.

Visit your local retailer for details!

**BGE SMARTENERGY savers PROGRAM**

**BGE**  
An Exelon Company

[BGESmartEnergy.com/TaxFree](http://BGESmartEnergy.com/TaxFree)

**Shop Presidents' Day Weekend and save more!**  
**Get rebates from \$30 to \$500 on select ENERGY STAR certified appliances.**

High-efficiency appliances use less energy to do their jobs, which means you'll save energy and money all year long. Purchase your new ENERGY STAR certified appliance during Maryland's Tax-Free Weekend, February 14–16, 2015, to take advantage of Presidents' Day sales and rebates from \$30 to \$500 available from BGE's Smart Energy Savers Program. Select ENERGY STAR certified refrigerators, clothes washers, dryers and room air conditioners are all tax free.

Ask your retailer how much you could save by combining these rebates with Presidents' Day sales and promotions!

**Tax Free**

**HIGHER OFFER**

**Clothes Washers!**

**\$75–\$100 Rebate**



**NEW OFFER**

**Clothes Dryers!**

**\$50 Rebate**

**Tax Free**

**Save \$125 to \$150 in combined rebates when you buy an eligible ENERGY STAR certified clothes washer and dryer at the same time!**

Rebates are available on other select ENERGY STAR certified appliances.

Hybrid Water Heaters	<b>\$500 Rebate</b>
Refrigerators	<b>\$100–\$150 Rebate</b>
Clothes Washers	<b>\$75–\$100 Rebate</b>
Clothes Dryers	<b>\$50 Rebate</b>
Room Air Conditioners	<b>\$30 Rebate</b>

\*Not all ENERGY STAR certified models qualify for a rebate. See [BGESmartEnergy.com/TaxFree](http://BGESmartEnergy.com/TaxFree) for qualifying models.

REB-01142015 This program supports EnPOWER Maryland.

**Act Now!** Visit your local retailer to take advantage of these rebates and other sales and discounts available during Maryland's Tax-Free Weekend. Get rebate applications and more information at [BGESmartEnergy.com/TaxFree](http://BGESmartEnergy.com/TaxFree) or call 877.685.7377.

**BGE SMARTENERGY savers PROGRAM**

**BGE**  
An Exelon Company

[BGESmartEnergy.com/TaxFree](http://BGESmartEnergy.com/TaxFree)

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# Marketing – Maryland Tax Free Weekend



- Featured washer and dryer offers highlighting the combined savings with a dual purchase
- Point-of-Purchase stickers and hang tags placed in participating retailers e.g., Sears, Home Depot, Lowe's, etc.
- Messaging promoted clothes dryer and clothes washer incentive combined with the Presidents' Day sales and tax-free shopping (for clothes washer).
- Traffic to the clothes dryer webpage on BGESmartEnergy.com was up 48% during the advertising campaign period.



# Results – 2015 Q1, Q2



- Slow sales in Q1 due to launch of program starting on February 1, 2015. BGE expects continued increases in sales in Q3 and Q4 2015.
- Clothes dryer rebates have helped offset decreases in rebates from other appliance rebate program measures.

	Q1 2015	Q2 2015	Q3 2015	Q4 2015	2015 Total
Goal	1,185	1,228	1,396	1,191	5,000
Actual	14	375	n/a	n/a	389
% to Goal	1%	31%	n/a	n/a	8%

# Results – Top Retailer Rankings

Rank	Retailer
1	Sears
2	Lowe's
3	Best Buy
4	The Home Depot
5	hhgregg
6	Bray & Scarff
7	Pacific Kitchen & Home



# Lessons Learned

- Challenges:
  - Clothes Washer/Clothes Dryer stacked sets in which only the Clothes Washer is ENERGY STAR certified
  - High incremental cost of Heat Pump Clothes Dryers compared to standard ENERGY STAR clothes dryers, small incremental energy savings
  - Not seeing a 1:1 ratio between the number of received clothes washer rebates vs. clothes dryer rebates
- Successes:
  - Marketing message focused on bundled clothes washer/clothes dryer purchase

# Next Steps

- Continue marketing during key retail holidays with message focused on bundled clothes washer/clothes dryer purchase
- Continue to inform customers' online research by leveraging online search and display messaging and ads. Customers who are actively searching for clothes dryers will be targeted.
- Consider adding a separate higher rebate for heat pump clothes dryers.

# Contact Information



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202-862-1248

# New Jersey's Clean Energy Program™

## Promotion of ENERGY STAR® Clothes Dryers

Kevin Burke / Honeywell

Kim Hoff / CLEAResult

Chris Badger / VEIC

Honeywell Market Manager Team

ENERGY STAR Clothes Dryer Webinar

July 23, 2015



# FY2016 New Jersey Dryer Program



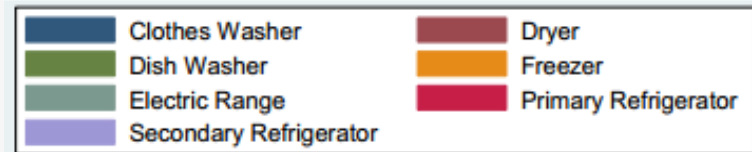
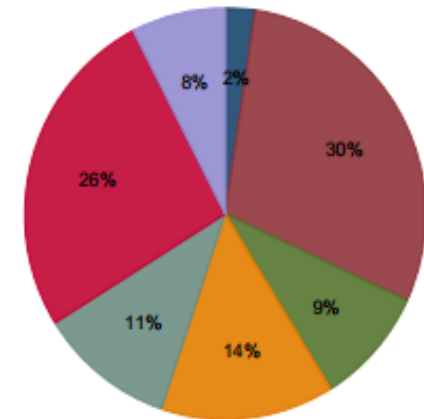
- Fiscal calendar – July 1, 2015 thru June 30, 2016
- Two tier rebate structure
  - Mail-in and Instant Rebates (With participating retailers)
  - Tier 1 \$100 – ENERGY STAR V1
  - Tier 2 \$300 – ENERGY STAR 2014 Emerging Technology Award
- Primary delivery in retail; New multifamily efforts for FY2016
- Claimed savings –
  - Tier 1 (Electric) 186 kWh
  - Tier 1 (Gas) 9 kWh; 0.90 MMBTU
  - Tier 2 (Electric) 388 kWh
- Annual Goals – 750 Tier 1 Units (600 Electric); 50 Tier 2 Units

# New Jersey – Market Snapshot



- 3.2 Million Households
  - 72% Single Family / 28% Multifamily
- ~ 80% with dryers
  - 56% Natural Gas / 44% Electric
- Estimated Average Age ~ 7 years
- Retail Storefronts
  - National Retailers (316) / PC Richards (16)
- Annual Historical Dryer Sales (AHAM)
  - 135,000 Natural Gas
  - 53,000 Electric

Average House Appliance Energy Distribution  
2298 Total Annual kWh



Source: 2014 NEEA Residential Building Stock Assessment

# Marketing Tactics

- Direct Marketing
  - Retailer Point-of-Purchase Materials
    - Applications
    - Tent Cards
  - Direct Mail Campaigns
    - Past Products Program Participants
    - New Movers
    - Residential Solar Participants
  - Digital advertising
    - Contextual Targeting by Zip Code Using Keyword Search
    - Extended Reach (News Network)
    - Search Retargeting by Zip Code Using Keyword List



**Tent Card**

# Marketing Tactics



- Engagement
  - Events (Home Shows and NJ Associations)
  - NJ Clean Energy Outreach Team
- Awareness
  - Press Release
  - Radio Advertising
  - Movie Advertising
  - Minor League Baseball

## How Heard Results for Dryers

- Retailers 48%
- Website 36%
- Friend, digital, events etc. 16%



Digital Ad



# Program Results to Date

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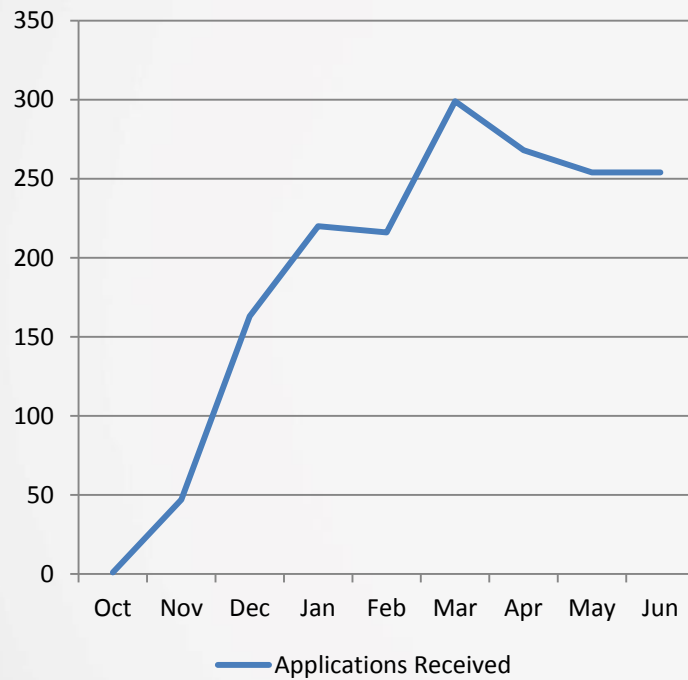


- FY2015 Preliminary Results
  - Units Goal -1,500
  - Units received - 1,722
  - Rebates Completed – 531
  - Units currently processing – 117
- Independent retailers ~ 1/3 of program ENERGY STAR dryers
  - Leaders - HH Gregg and PC Richards
- National Retailers ~ 2/3 of program
  - Leaders – Sears, Lowes & Best Buy

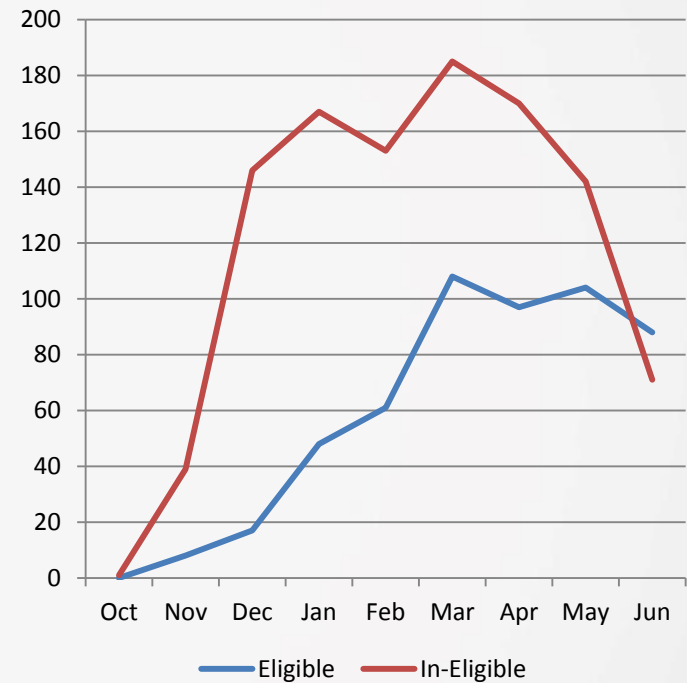
# Program Challenges & Solutions

- Challenges
  - Deactivation rates
    - Not unique to dryers
    - Non-ENERGY STAR dryers paired with eligible ENERGY STAR washers
    - Market share qualification gap between gas and electric units
    - Retail sales associates suggest customers “try” getting the rebate
  - Limited flooring of qualified models at national retailers
    - % of ENERGY STAR Natural Gas models does not match market sales
- Solutions to overcome challenges
  - Training sales associates to identify qualified models
  - Educating sales associates to improve communication with customer
  - Support for Consumers - “Appliance Finder” tools
  - Support for increasing number of eligible gas / flooring of ENERGY STAR models

# Successes



Applications have increased



Majority of applications now qualifying

# New Jersey Clean Energy Program Contacts

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# Q & A

## Discussion





- Opportunities to interact with ENERGY STAR stakeholders, including energy efficiency program sponsors and retailers
- Custom tracks focus on:
  - Appliances
  - Water Heaters
  - Lighting
  - Consumer Electronics
- Looking for your input on key topics for Appliance Road Mapping Session

**For more information:** [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting)



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