



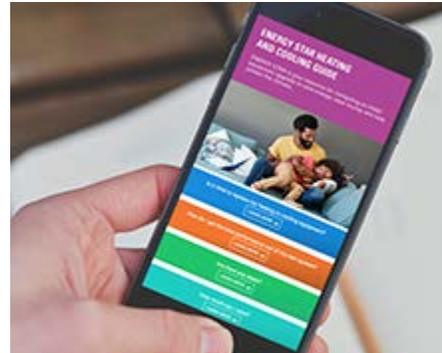
ENERGY STAR® Product Promotion: HVAC 2020



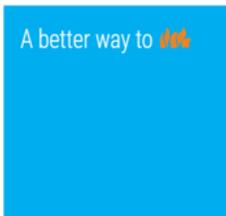
Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to launch our ENERGY STAR HVAC promotion this fall, featuring the new ENERGY STAR Heating and Cooling Guide. Our goal is to help customers navigate a system upgrade to save energy, increase comfort, and help protect the environment.

We encourage all partners to take advantage of this great resource, along with other promotional materials, including web buttons, facts sheets, social messaging and imagery. Check out our [Marketing & Materials](#) deck for an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.



**GET THE HEATING
& COOLING GUIDE** ➔



Spring 2020 Animated Banner Ads: 5.7 Million+ Impressions; \$.38 Cost-per-Click

The fall promotion will build off of our direct-to-consumer introduction to the HVAC Guide last spring which involved a successful digital ad campaign educating consumers about the benefits of heat pump technology for both heating and cooling. A Google Display Network campaign focused on heating will feature the same animated, highly engaging banner ads designed to drive traffic to the [ENERGY STAR HVAC Guide](#).



Users of the guide follow easy steps to learn more about symptoms, purchase and installation guidance, rebates, tax credits, and personalized savings possibilities. We will supplement digital banner ads with paid social and an e-blast reaching our 600,000+ loyal customers with information on another great ENERGY STAR product to add to their growing home portfolio.

We are excited about the opportunity this promotion presents for our partners to leverage the influence of the ENERGY STAR label and a nationally coordinated effort to educate consumers about the benefits of ENERGY STAR certified HVAC equipment. If you haven't already, let us know if you are planning to participate or have any questions.

- Utility partners, please contact your account managers at eeaccountmanager@energystar.gov.
- Manufacturer partners, please contact us at changetheworld@energystar.gov.

The ENERGY STAR Communications and Marketing Team

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).



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