2022 Outreach Plan: ENERGY STAR® PRODUCTS

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**BRAND CAMPAIGNS**

- [ ] JAN
- [ ] FEB
- [ ] MAR
- [ ] APR
- [ ] MAY
- [ ] JUN
- [ ] JULY
- [ ] AUG
- [ ] SEPT
- [ ] OCT
- [ ] NOV
- [ ] DEC
- [ ] JAN

**ENERGY STAR BRAND CAMPAIGN**

- **JAN**
  - **EARTH DAY**

**PRODUCT PROMOTIONS**

- **ENERGY STAR HOME UPGRADE**
  - **APR**
  - **HEAT PUMP COOLING & SMART THERMOSTATS**
  - **JUN**
  - **FLIP YOUR FRIDGE**
  - **SEP**
  - **ROOM AC**

**SEASONAL OUTREACH**

- **FEB**
  - **PRESIDENTS’ DAY**
  - **VALENTINE’S DAY**
  - **WORLD WATER DAY**
- **MAR**
  - **NEW YEAR’S DAY**
  - **ENERGY STAR AWARDS**
  - **MEMORIAL DAY**
  - **MOTHER’S DAY**
  - **FIRST DAY OF SUMMER: COOLING, RENOVATION**
- **APR**
  - **FATHER’S DAY**
  - **INDEPENDENCE DAY**
  - **FIRST DAY OF FALL: HEATING**
- **JUN**
  - **BACK TO SCHOOL**
  - **LABOR DAY**
  - **DAYLIGHT SAVINGS ENDS**
  - **BLACK FRIDAY**
  - **RULE YOUR ATTIC**
  - **LIGHT THE MOMENT**

**ENERGY STAR HOME UPGRADE**

- **JUL**
  - **HEAT PUMP HEATING & WATER HEATING, & SMART THERMOSTATS**

**ENERGY STAR HOME UPGRADE**

- **AUG**
  - **HEAT PUMP HEATING & WATER HEATING, & SMART THERMOSTATS**

**ENERGY STAR HOME UPGRADE**

- **SEP**
  - **ENERGY STAR HOME UPGRADE**

**ENERGY STAR HOME UPGRADE**

- **OCT**
  - **FLIP YOUR FRIDGE**

**ENERGY STAR HOME UPGRADE**

- **NOV**
  - **ROOM AC**

**ENERGY STAR HOME UPGRADE**

- **DEC**
  - **FLIP YOUR FRIDGE**

**ENERGY STAR HOME UPGRADE**

- **JAN**
  - **FLIP YOUR FRIDGE**

**ENERGY STAR HOME UPGRADE**

- **FEB**
  - **FLIP YOUR FRIDGE**

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- **MAR**
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- **APR**
  - **FLIP YOUR FRIDGE**

**ENERGY STAR HOME UPGRADE**

- **MAY**
  - **FLIP YOUR FRIDGE**

**ENERGY STAR HOME UPGRADE**

- **JUN**
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- **DEC**
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**ENERGY STAR HOME UPGRADE**

- **JAN**
  - **FLIP YOUR FRIDGE**