



Marketing for Lighting

What Works & What Doesn't

ENERGY STAR Products Partner Meeting 2011

Charlotte, NC
November 8, 2011

Taylor Jantz-Sell, EPA



Learn more at energystar.gov

Efficiency Vermont: Comprehensive CFL Campaign



- Focus on savings
- Replacement of 6 most used incandescent light bulbs



- Variety of shapes & sizes, indoor & outdoor use
- Early replacement of incandescent light bulbs




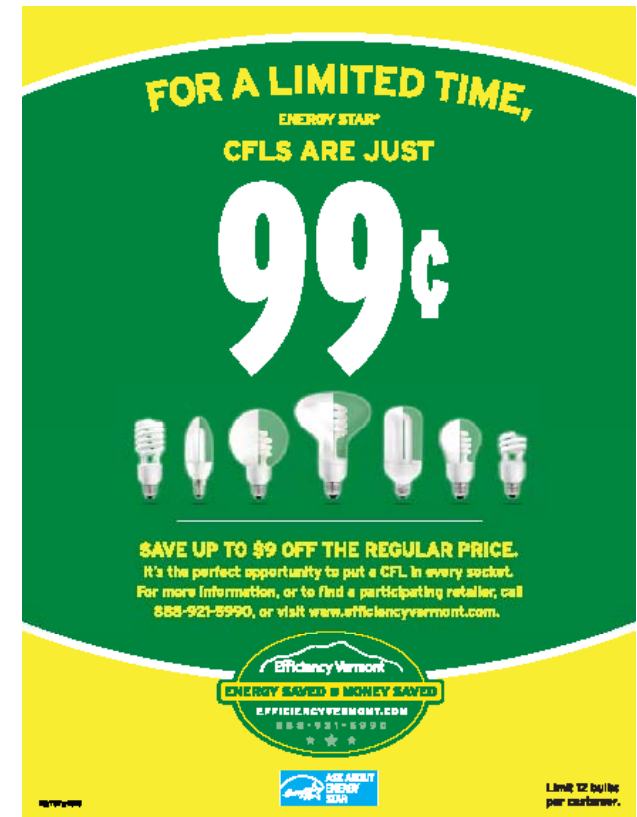
- Replacement of all incandescent light bulbs
- Variety of shapes & sizes, indoor & outdoor use

<http://www.newbulbintown.com/meetJesseWatts/>

Efficiency Vermont: Comprehensive CFL Campaign



- \$.99 Spiral and Specialty CFL Campaign
 - Radio: TV Campaign, foundation for \$.99 campaign 
 - Key Messaging:
 - \$.99 spiral and specialty light bulbs
 - For a Limited Time (While Supplies Last)
 - Save up to \$9 per bulb
 - Bulb for Every Socket
 - Evaluation: October/November 2011

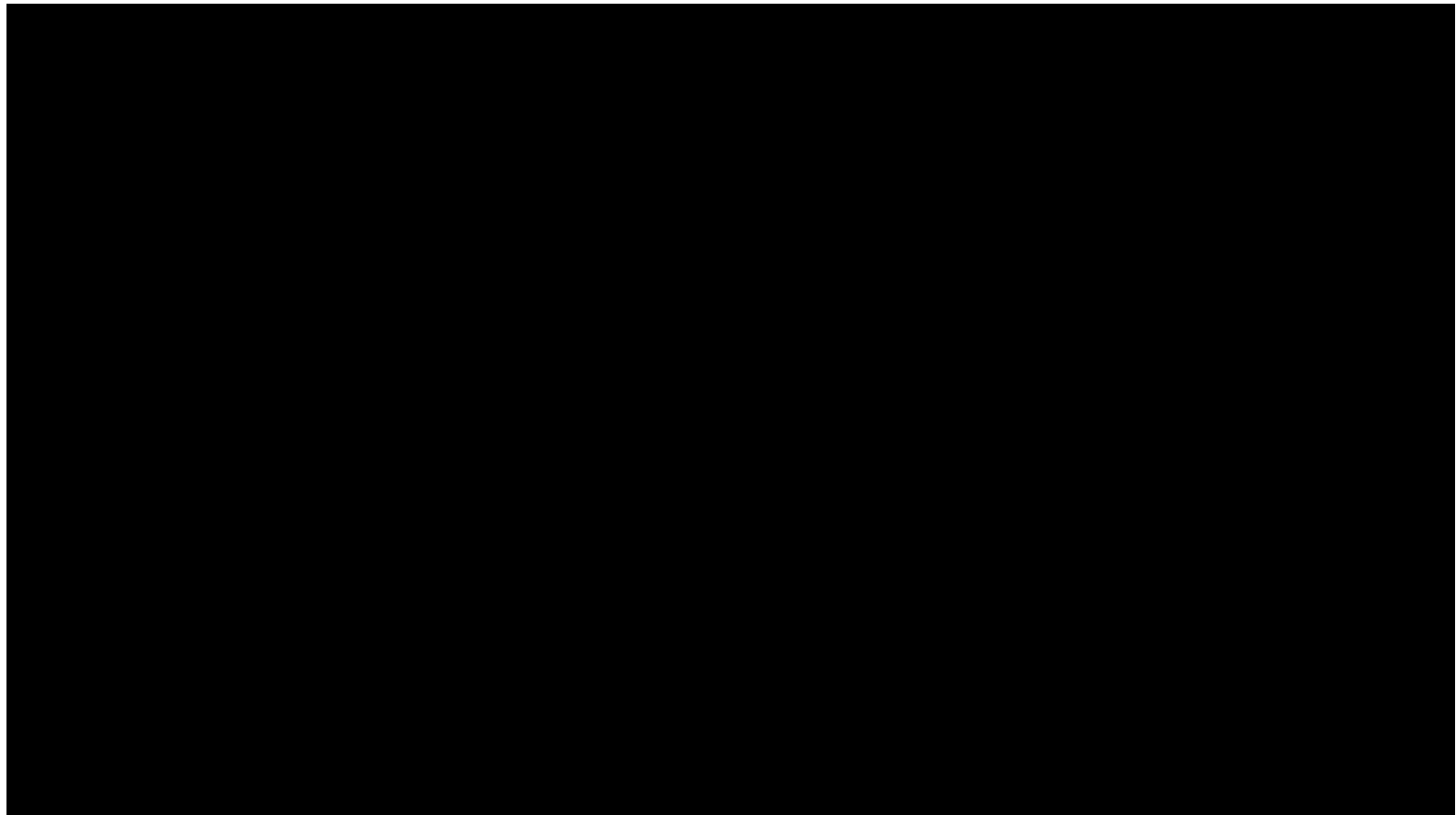


For additional information, contact Sharon Bay (sbay@veic.org)

Xcel Energy: TV and Radio Ads



- Currently running these radio and TV ads; tracking impact



Xcel Energy: Domino's Partnership



- Goal/Objective:
 - To reach a larger, hard-to-reach customer base at their homes. Believe customers were more likely to use and install CFLs if they were free and didn't have to leave their homes
- Challenge:
 - Cost of going door to door was prohibitive so looked to leverage who was already visiting homes.
- Overview:
 - Xcel Energy partnered with Domino's to deliver a free two-pack of CFLs to customers who ordered a pizza during a six-week period.

The advertisement features a smiling man and a young child eating a pizza. Below them is a compact fluorescent bulb (CFL) and the text: "Xcel Energy and Domino's Pizza bring a bright idea to your door step." The ad is divided into two columns of text. The left column states: "With each Domino's Pizza order, you will receive two free energy saving compact fluorescent bulbs." and "When it comes to efficiency, compact fluorescent lights (CFLs) are deliciously efficient. Each and every one is designed to save you energy and money!". The right column states: "Install a CFL and you'll save up to \$5 per bulb per year. Even better, with a 7 - 10 year life span—it puts up to \$50 back in your pocket. Not only are you saving money, you are making a difference in New Mexico's environment. Don't wait to order your pizza and your free CFLs!". At the bottom, it says: "Offer only available while supplies last at participating stores. Don't forget to recycle your old CFLs." Below this is a coupon for "Large Doubles Two Large 1-Topping Pizzas \$17.99 Plus Tax XCEL". The coupon lists several Domino's locations in New Mexico with their phone numbers: Artesia (575-745-0030), Carlsbad (575-687-3030), Clovis (575-769-3030), Hobbs (575-393-3030), Portales (575-359-2020), Roswell North (575-623-3030), and Roswell South (575-622-3030). The coupon also includes the Domino's logo, the Xcel Energy logo with the tagline "RESPONSIBLE BY NATURE", and social media icons for Facebook, Twitter, and YouTube. At the bottom right, it says "Printed on recycled paper."

Xcel Energy and Domino's Pizza bring a bright idea to your door step.

With each Domino's Pizza order, you will receive two free energy saving compact fluorescent bulbs.

When it comes to efficiency, compact fluorescent lights (CFLs) are deliciously efficient. Each and every one is designed to save you energy and money!

Install a CFL and you'll save up to \$5 per bulb per year. Even better, with a 7 - 10 year life span—it puts up to \$50 back in your pocket. Not only are you saving money, you are making a difference in New Mexico's environment. Don't wait to order your pizza and your free CFLs!

Offer only available while supplies last at participating stores. Don't forget to recycle your old CFLs.

Large Doubles
Two Large 1-Topping Pizzas
\$17.99 Plus Tax
XCEL

Deep Dish Extra. Limited Time Offer.

Artesia 575-745-0030
Carlsbad 575-687-3030
Clovis 575-769-3030
Hobbs 575-393-3030
Portales 575-359-2020
Roswell North 575-623-3030
Roswell South 575-622-3030

Domino's Pizza

Xcel Energy
RESPONSIBLE BY NATURE

Printed on recycled paper.

Xcel Energy: Domino's Partnership



- Outcome:
 - Delivered 70,000 CFLs in a six week period.
 - Satisfied the NM PRC.
 - Spent less than \$100,000 on the promotion, which included \$91,000 in incentives and \$9,000 in materials, training, promotion.
 - Extremely cost effective promotion at \$1.43 per unit, when historical cost per sale in NM was \$2.75.



For more information, please contact Kim Sherman (kim.sherman@xcelenergy.com)

APS: Shoot for a CFL in every socket



- Goal/Objective:
 - To promote the sale of specialty and multi-pack CFL bulbs from APS-partners; program goal to sell **3.1 million bulbs in 2010.**
 - To drive interest in purchasing bulbs, there was a contest for customers to enter to win **Suns VIP Experience—including meeting Steve Nash.**
- Campaign timeline:
 - Planning: July –September
 - Launch: October –November
- Overview:
 - The APS event team conducted educational events within retail, community and other outreach environments to personally interact with APS customers.



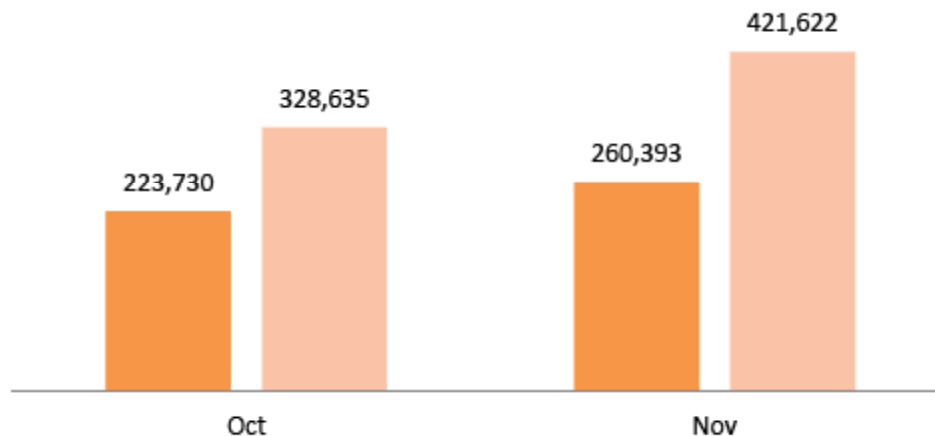
APS: Shoot for a CFL in every socket



- Results:
 - The campaign succeeded in boosting CFL sales by 55%, compared to 2009
 - In November, the campaign succeed in moving a record-breaking 421,622 CFLs! 62% more compared to November 2009 sales!

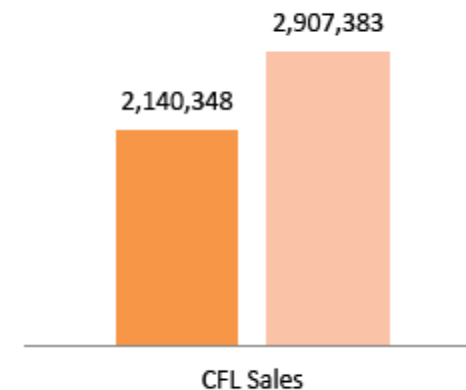
Fall Campaign Results

■ 2009 CFLs Sold ■ 2010 CFLs Sold



CFL Sales YTD as of November 30

■ 2009 ■ 2010



For more information about the campaign, please contact:

Tom Hines (Tom.Hines@aps.com) or Charlene Saltz (Charlene.Saltz@aps.com)

Kmart: Lessons Learned



- Coupons and circulars generally do not work.
- Getting CFLs in front of the customer does.
- Best thing that utilities can do for Kmart is to bring their field reps in to merchandise the CFLs.



For more information, please contact Janet Xu
(Janet.Xu@searshc.com)

ComEd



- What works:
 - Attractive incentives
 - Wide range of models
 - Large range of retail participants
 - POP and in-store demos.
 - Bright color of the POP contrasted well with major DIY store colors and helped it to stand out.



Alicia Forrester alicia.forrester@comed.com

PPL Electric Utilities:



- October 2010 “Try Five this Fall”
- Methods used:
 - Point of purchase advertising (stickers on packages and shelves), events were in-store, bag stuffers, buy one get one free and radio advertising
- Result: October had the highest megawatt hour savings
 - Success attributed to experienced contractor & high visibility in an unsaturated market



Try Five This Fall

Installing just one CFL can save you up to \$30 in energy costs over the lifetime of the bulb. Use CFLs in your five highest-use fixtures and you can save even more.

<input checked="" type="checkbox"/> Kitchen ceiling light	<input checked="" type="checkbox"/> Living room table lamp
<input checked="" type="checkbox"/> Bathroom vanity light	<input checked="" type="checkbox"/> Living room floor lamp
<input checked="" type="checkbox"/> Front porch light	

And with CFL discounts funded by PPL Electric Utilities, your savings just keep adding up.

Three different types of compact fluorescent light (CFL) bulbs are shown: a standard screw-in bulb, a U-shaped bulb, and a wedge-base bulb.

For more information, please contact Tammy A Albenzi (taalbenzi@pplweb.com)



For more information, visit www.pplelectric.com/e-power
or call 1-888-217-2332.



PECO: Smart Ideas, the Ogres



Take the Bite out of Bulbs. Install CFLs Today.

Save now with PECO discounted CFLs! The longer you wait to purchase and install CFLs, the more energy you waste on inefficient lighting. PECO Smart Lighting Discounts make it easier to make the switch right now. CFLs:

- Could save an average of \$30 on lighting costs during the lifetime of each bulb
- Use up to 75 percent less energy
- Last about 10 times longer

We put our energy into saving you money. Find more ways to save at www.peco.com/SmartIdeas or 1-888-5-PECO-SAVE (1-888-573-2672).

Discounts on CFLs available while supplies last. Savings may vary depending on individual use.



Save now with
PECO discounted CFLs!

www.peco.com/SmartIdeas

- What works:
 - A fun character that gets your attention and also gets the message across: Customers recognized the bat, understood the savings they could realize from buying energy-efficient CFLs (supported by the ENERGY STAR logo), but they did not realize PECO was providing the savings.
 - Helping retailers with bulb recycling: By providing pails and information retailers got into CFL recycling
 - PO with bright green backgrounds & Pre & Post discount information
- What doesn't work:
 - pop that doesn't clearly indicate the discount or the connection to the utility
 - "Strengthened" materials to lead with a statement that customers can save with "PECO discounted bulbs/CFLs" and brighter color for better contrast



For more information, contact Michele Wells-Bates
(MICHELE.WELLSBATES@exeloncorp.com)

PacifiCorp: CFL Point of Purchase Materials



- The end caps were used to address a deficit in sales of CFLs in 2010
- New header boards on end caps increased sales month over month in California by 115%
- In-store CFL events and end caps
 - Doubled CFL sales at Costco: 133% increase year over year



For more information, please contact Elizabeth Freeman (efreeman@peci.org)

PacifiCorp: Home and Garden Shows



- **Central Washington Home and Garden Show**
 - **Attendance:** 3,528 (20.8% increase year over year)
 - **Coupons used:** 383 (190.2% increase over last year)
 - 10.9% of attendees used bill insert or direct mail coupons from our program.
- **Utah Home and Garden Show**
 - **Attendance:** 34,693
 - **Coupons used:** 333 paper coupons from the RMP billing insert at the facility box office. 639 tickets were purchased with the online promo code. 2.8% of attendees used the coupon.



DTE: Success with CFL Saturday



- Annual Promotion
 - web site, e-communications, press release
 - Posters at The Home Depot stores
 - On site demos and education materials
 - 4pk for \$0.85
- Sales increase about 30% each year during the event
- What works: Tradition, face to face interactions
- What doesn't work as well: print, direct mail



CFL Saturday is October 22, 2011

Special discounts on selected ENERGY STAR® CFLs brought to you by **DTE Energy**.

Participate in CFL Saturday on October 22 by visiting The Home Depot stores below:

Home Depot	25870 Huron Road	Warren	MI
Home Depot	30825 Ford Rd	Canton	MI
Home Depot	20500 Kirby Rd	Harper Woods	MI
Home Depot	3300 Carpenter Road	Wyandale	MI
Home Depot	355 Haggerty Hwy	Westland	MI
Home Depot	225 W. Jovan Road	Rochester Hills	MI
Home Depot	650 W 12 Mile Road Hwy	Madison Heights	MI
Home Depot	4185 24th Avenue	Port Huron	MI
Home Depot	18700 Meyers Road	Detroit	MI



SAVE ENERGY. SAVE MONEY. USE CFLs.



For more information please contact Denise Allard
(allardd@dteenergy.com)

OSRAM SYLVANIA: 40 for the Future Earth Day Challenge



- **External national challenge**
 - E-mail blast to registered sylvania.com users
 - News You Can Use to sales reps to promote to customers
 - E-mail/newsletter by Disney to Disney Cast Members
- **Internal challenge – same challenge, different prizes**
 - Lightweb announcement
 - E-mail communications announcement
 - Promoted through Siemens intranet and newsletter
- **Other Activities at Headquarters**
 - Earth Day/Take Your Child to Work Day
 - North Shore Transportation Management Association promotion in cafeteria for “Green to Work”



OSRAM SYLVANIA: 40 for the Future Earth Day Challenge



- The SYLVANIA 40 for the Future Earth Day Challenge asked residents to commit to one or more energy-saving acts for a period of 40 days.
 - Obtained commitments to change 29,586 incandescent lamps to CFLs (for a total annual energy savings of 1,994,201 kWh);
 - Commitments to turn off 26,010 incandescent lamps (for a total annual energy savings of 4,504,011 kWh) and 27,295 CFLs (for a total annual energy savings of 1,030,203 kWh).



For more information please contact Jennifer Dolin (Jennifer.Dolin@sylvania.com).