

# 2020 Outreach Plan: ENERGY STAR® PRODUCTS



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

## BRAND CAMPAIGNS

EARTH DAY

ENERGY STAR DAY

HOLIDAY

- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING

## PRODUCT PROMOTIONS

POOL PUMPS

LAUNDRY

WATER HEATERS

LIGHTING

REFRIGERATORS

COOLING

ROOM A/C, SMART THERMOSTATS, HVAC

HEATING

SMART THERMOSTATS, HVAC

## SEASONAL OUTREACH

NEW YEAR'S DAY

PRESIDENT'S DAY

VALENTINE'S DAY

MEMORIAL DAY

FATHER'S DAY

INDEPENDENCE DAY

MOTHER'S DAY

LABOR DAY

BLACK FRIDAY



Materials Available:  
[energystar.gov/marketing\\_materials](https://energystar.gov/marketing_materials)