



Consumer Education and Marketing UPDATE



Jill Vohr

U.S. Environmental Protection Agency



**ENERGY STAR Day is a
celebration of how we are all
coming together to prevent
climate change by saving energy**



ENERGY STAR. The simple choice for energy efficiency.

CHANGE THE WORLD TOUR 2016

JOIN US IN BRIGHTENING A LIFE

THE COOL CHOICE FOR ROOM AC

2016



UPGRADE NOW FOR HOT SAVINGS ON A NEW WATER HEATER

DON'T GET CAUGHT OFF GUARD!

If your water heater is more than 10 years old, you could be risking leaks and flooding.



WATER HEATERS ARE THE 2ND HIGHEST ENERGY USER IN THE HOME.

Upgrade now to a new ENERGY STAR certified water heater and you could save \$3500 over its lifetime. Water heaters that have earned the ENERGY STAR are independently certified to save energy and protect the environment.



GIVE ENERGY STAR THE CREDIT FOR THIS TAX CREDIT!

There's a federal tax credit in 2016 of \$300 for ENERGY STAR certified heat pump water heaters.



CHOOSE YOUR HOT SAVINGS WITH ENERGY STAR

An ENERGY STAR certified electric storage water heater uses half the energy of a standard model and can save a family of four more than \$3,500 over its lifetime by heating water with a highly efficient heat pump (an air conditioner run in reverse).

An ENERGY STAR certified gas storage water heater uses 8% less energy through better insulation, heat traps and more efficient burners.

An ENERGY STAR certified tankless water heater can save a family of four more than \$1,800 over its lifetime on gas bills compared to a standard gas storage model by heating water only when you need it.

GOOD FOR YOU. GOOD FOR THE PLANET.

If all residential water heaters sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to nearly \$10 billion annually, preventing more than 100 billion lbs of greenhouse gas emissions—equal to the emissions from 11 million vehicles, every year!



To learn more and find big rebates in your area, visit energystar.gov/waterheaters

The simple choice for energy efficiency.

CELEBRATE ENERGY STAR DAY OCTOBER 21

ENERGY STAR Day is coming. Make a commitment to save energy today. **Take the Pledge.** Protect the planet.

energystar.gov

FLIP YOUR FRIDGE

REPLACE AND RECYCLE

Cool for You. Cool for the Planet.

Flip Your Fridge to ENERGY STAR® and save up to (\$500)! (Utility name) is now offering incentives to replace and recycle your old fridge. Visit (URL) for details.

LOGO HERE

The best gifts do great things.

DID YOU KNOW?

- More than **60 MILLION** refrigerators are over 10 years old, costing consumers \$4.7 billion a year in energy costs.
- Replace your old refrigerator with a new ENERGY STAR certified unit and save about **\$40 A YEAR** in operating costs.
- Refrigerators 15 years or older use twice as much energy as a new **ENERGY STAR** refrigerator.

Learn more at energystar.gov

WHEN ONLY THE BEST WILL DO.

The best of ENERGY STAR® for your home and for the planet.

Most Efficient 2016

www.energystar.gov

energystar.gov/mosteconomical

0:30 / 0:49



National Promotions

Goals:

- Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns
- Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty

Strategy:

- Facilitate POS marketing with national retailers
- Facilitate and leverage promotional support from manufacturing partners
- Provide promotional tools with compelling look and feel
- Push out through media channels that drive impressions and traffic to promotional ENERGY STAR web page hub featuring partner programs



Media Mix

- Paid Online Advertising
 - Paid Search
 - Google Display Network
 - Facebook
- Sponsored “Native” Articles
- Targeted E-mail Marketing
- Boosted content
- NAPS
- Earned Media
- Owned channels
 - Social media
 - Newsletters
- Partner supported



ENERGY STAR. The simple choice for energy efficiency.





Participation

Campaign	Target # of Program Sponsors	# Program Sponsors Participating	# Households served (% of total US households)
Flip Your Fridge	15	31	16,586,980 (14.3%)
Room Air Conditioners	17	15	11,191,112 (9.6%)
Pool Pumps	17	18	24,736,540 (21.3%)
ENERGY STAR Most Efficient	10	10	16,022,654 (13.8%)
Water Heaters	25	21	25,314,025 (21.8%)
Change the World Tour	21	17 EEPS (plus 4 non-EEPS)	15,220,201 (13.1%)





RESULTS

Refrigerators

- Total Impressions = 110,500,000
 - GDN and Facebook Combo = 4.6 mm impressions and 74,000 clicks
 - NAPS alone = 7.5 mm impressions
 - Email campaign



Save \$260 in energy costs plus more with a rebate.



It's time to Flip Your Fridge!
Replacing an old refrigerator with a new ENERGY STAR certified model will save energy, save money, and help protect the climate. Save \$260 in energy costs over the next five years. Save even more with a utility rebate. Double the environmental benefit by properly recycling your old fridge.
Visit energystar.gov/flipyourfridge for info on offers near you.

Find rebates and special offers »



Flip Your Fridge
REPLACE AND RECYCLE
ENERGY STAR

Cool for You. Cool for the Planet.



ENERGY STAR ✓
Published by Lily Rau [?] · May 13 · 🌐

It's time to Flip Your Fridge! Recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model. You'll save money and help protect the climate.



Flip Your Fridge
REPLACE AND RECYCLE

Cool for You. Cool for the Planet.

Now's the Time to Flip Your Fridge and Save!
Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the climate – plus benefit from the many rebates available for purchases and recycling.



Refrigerators

- More than 51,000 pageviews
 - Nearly triple the 2015 number

Now is the time to Flip Your Fridge and save!

Save energy, money and the environment by replacing your old refrigerator with ENERGY STAR.

[FLIP AND SAVE NOW →](#)



Certified Products Your source for energy efficient product information

All Certified Products Appliances Lighting Office Equipment Electronics Product Specifications Search

REFRIGERATORS For Partners

OVERVIEW SPECIFICATION BUYING GUIDANCE PROMOTIONS



Now's the Time to Flip Your Fridge and Save!

It's time to Flip Your Fridge! Why not recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the climate – plus benefit from the many rebates available for purchases and recycling. Cool for you and cool for the planet!

PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS

FEATURED BRANDS AND RETAILERS

Please note that links in this section take you away from energystar.gov [EPA](#)

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

[START HERE](#)

REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

[SUBMIT](#)

DID YOU KNOW?

i Refrigerators 15 years or older use twice as much energy as a new ENERGY STAR refrigerator.

You can save as much as \$200 over the next five years and reduce your carbon footprint by 8,200 pounds when replacing an old refrigerator with ENERGY STAR.

Recycle your old one to save even more plus keeping old refrigerant and foam from getting into the environment can prevent an extra 18,000 pounds of carbon pollution!

6 Easy Ways to Go Green, as seen on Rachael Ray

[PLAY VIDEO →](#)

Southern Minnesota Municipal Power Agency (SMMPA) shows off Flip Your Fridge signage in The Home Depot and Best Buy and leveraged the logo on its website



FLIP YOUR FRIDGE
REPLACE AND RECYCLE
Cool for You. Cool for the Planet.
energystar.gov/FlipYourFridge

\$25 on the purchase of ENERGY STAR Refrigerators
MAIL-IN REBATE

Must be an electric customer of a utility listed below:

Austin Utilities	Owensboro Public Utilities
Bloomington Public Utilities	Preston Public Utilities
Fairmont Public Utilities	Princeton Public Utilities Commission
Grand Marais Public Utilities Commission	Rochester Public Utilities
Lake City Utilities	Saint Peter Municipal Utilities
Litchfield Public Utilities	Spring Valley Public Utilities
Mora Municipal Utilities	Wisconsin Utilities
New Prague Utilities Commission	Windsor Public Utilities
North Branch Water & Light	

Rebate forms are available from your retailer or online at www.SaveEnergyInMyCommunity.com.



- MEMBERS**
- Austin Utilities
 - Bloomington Public Utilities
 - Fairmont Public Utilities
 - Grand Marais Public Utilities
 - Lake City Utilities
 - Litchfield Public Utilities
 - Mora Municipal Utilities
 - New Prague Utilities Commission
 - North Branch Municipal Water & Light
 - Owatsonna Public Utilities
 - Preston Public Utilities
 - Princeton Public Utilities
 - Rochester Falls Public Utilities
 - Rochester Public Utilities
 - Saint Peter Municipal Utilities

ENERGY STAR® Flip Your Fridge Promotion

It's time to Flip Your Fridge! Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and you can save even more with a utility rebate!

We offer rebates of \$25 on the purchase of new ENERGY STAR Refrigerators, plus an additional rebate up to \$50 to pay for recycling your old working refrigerator.

ENERGY STAR Rebate Application (also available from area retailers)

Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR certified refrigerator. Replacing that old energy-wasting refrigerator with a new ENERGY STAR certified refrigerator could save you as much as \$260 in energy costs over the next five years.

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!

For more information on the ENERGY STAR Flip Your Fridge promotion click [HERE](#).



Hawaii Energy was an active social media participant and included Flip Your Fridge in a customer newsletter

Hawaii Energy Like Page
 April 22 at 2:00pm · 🌐

#FACT: An ENERGY STAR certified refrigerator uses less energy than two 60-watt light bulbs! Join us in the #FlipYourFridge campaign. #FlipYourFridge today and we'll give you \$150 in cool cash! Visit www.hawaienergy.com/for-homes/rebates/appliances to learn more.



Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

WATT'S UP NEWS FROM HAWAII ENERGY

Water + Energy: Their "Hidden" Connection

When it comes to things we depend on daily, electricity and water are likely to make the top tier of the list. In fact, you've probably done a few things that

appliances we use and love. Bottom line? It's easy to forget how many interwoven parts allow us to consume these resources each day...and that makes them even more valuable.

With over 1 million people in Hawaii, every step we take to conserve water and energy matters. Making it a part of your daily routine can be easy and could even save you some money! Here are some helpful links to help you get started:

- [Seven Easy Ways to Save Water](#) (Honolulu Board of Water Supply)
- [Tips on Lowering Your Water Heating Costs](#) (Hawaii Energy)
- [Saving Water Saves Energy](#) (U.S. Environmental Protection Agency)

Happy Earth Month from all of us at Hawaii Energy!

ENERGY STAR® Wants You To #FlipYourFridge!

Replacing an old refrigerator with a new ENERGY STAR certified model will save you energy and money and help protect the climate. Now until June 16, Hawaii Energy will give you \$150 to purchase a new ENERGY STAR fridge* and trade in your old one! For more information, call 837-6577 (Oahu) or 1-877-231-8222 (toll-free) or visit HawaiiEnergy.com.

Don't forget to follow #FlipYourFridge and ENERGY STAR on social media to join the campaign!

*Must be 18 or older and purchased from a Participating Retailer. This rebate is currently suspended in Hawaii County (read more here).



Hawaii Energy
 Published by Shayna Doi · Like This Page · April 22 · Edited · 🌐

#FACT: An ENERGY STAR certified refrigerator uses less energy than two 60-watt light bulbs! Join us in the #FlipYourFridge campaign. #FlipYourFridge today and we'll give you \$150 in cool cash! Visit www.hawaienergy.com/for-homes/rebates/appliances to learn more.

Tag Photo | Add Location | Edit

Like | Comment | Share

Hawaii Energy @MyHawaiiEnergy Follow

#FlipYourFridge this Spring! Replace your old fridge with an @ENERGYSTAR model to save energy & earn \$150! ow.ly/4mXTm2

2:31 PM - 25 Apr 2016

Room AC

- Total Impressions = 8,600,000
 - Earned Media = nearly 700,000
 - GDN and Facebook combo = nearly 4 mm impressions and 40,000 clicks
 - NAPS alone = 3.7 million impressions
 - YouTube boosting of video = 206,037 impressions and 45,000 views





Room AC

- First to appear as tab on RAC product pages
- More than 157,000 combined pageviews

Make the Cool Choice for Room AC

Get cool comfort and energy savings with new ENERGY STAR certified room air conditioners.

[COOL DOWN NOW →](#)

ROOM AIR CONDITIONER For Partners

OVERVIEW SPECIFICATION BUYING GUIDANCE PROMOTIONS

The cool choice for room AC

When the weather heats up, make the cool choice of a new ENERGY STAR certified room air conditioner. You'll get cool comfort, energy savings, and improved sealing and insulation around the unit — and it'll cool less than seventy dollars per year to run! Some ENERGY STAR models come with smart functionality offering you even more control. Be sure to choose the right size for your space and install it properly to get the coolest savings this summer.

Ask the Expert: How to Buy a Room or Window Air Conditioner

PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS

FEATURED BRANDS AND RETAILERS

Learn about special deals and more from participating partners.

THE COOL CHOICE FOR ROOM AC

PRODUCT FINDER
Looking for a specific ENERGY STAR certified product model?
[START HERE](#)

REBATE FINDER
ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

[SUBMIT](#)

Room AC

- Apartment Therapy article out performed their own benchmarks, 9% over impression benchmark and 146% over time spent
 - 1 mm impressions



HOUSE TOURS DESIGN LIFESTYLE DIY ORGANIZING & CLEANING REMODELING MONEY SHOPPING VIDEO

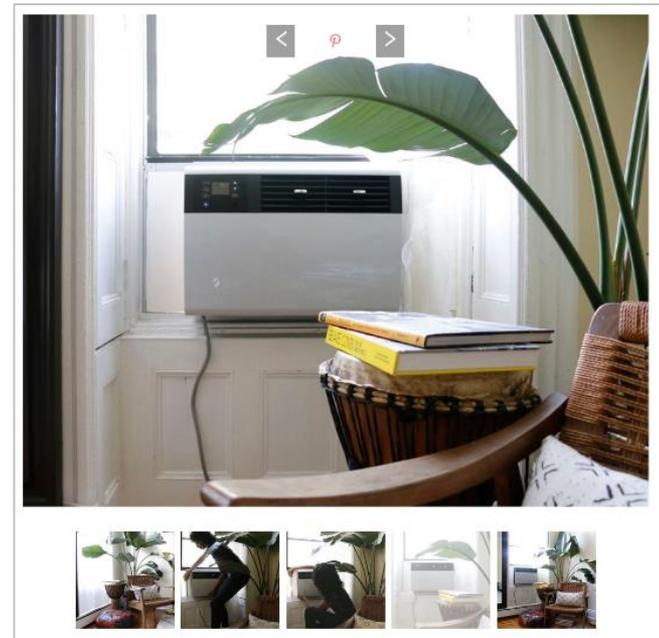
ENERGY STAR

How to Achieve Brooklyn Cool (Literally)

That's when I got an ultimate cooling game-changer: an **ENERGY STAR** certified room AC. It came with clear installation instructions (that's one of the new requirements for an ENERGY STAR certification) and was super easy to install. (If you have questions on how to choose a size and what to look for in a room AC, they've created a **three-minute "Ask the Expert" video** to answer them!)

Once I got it in and turned it on, I found its higher-quality insulation materials allow for a better seal of the area between the unit and the window opening. Using 10 percent less energy and costing less than \$70 a year to run, this is definitely the coolest choice as far as Brooklyn bills go.

Plus, now that I have my ENERGY STAR certified room AC unit, I no longer have to hide out in my 7-year-old son's room all summer, as his room had been the only one with a unit. Finally after eight summers in this apartment, I now also get to keep out the incessant din of the buzzing summer city with the windows closed.





THE COOL CHOICE
FOR ROOM AC



\$20 Mail-In Rebate

with the purchase of select ENERGY STAR® room air conditioners

Did you know?



ENERGY STAR room air conditioners
use 15 percent less energy
and, on average, cost less than \$70 per year to run.

Remember!



Bigger is not always better! Make sure your room air
conditioner is the **right size for your space**.
An oversized unit is less effective and wastes energy.

Apply online at NHsaves.com/rebate

NHSAVES
we all win

New Hampshire
Saves incorporated the
ENERGY STAR identifier
and messaging in a
program advertisement

ComEd promoted its brand-new ENERGY STAR certified Room AC through in-store signage, social media, and a radio spot

\$25 ComEd **REBATE**
on this ENERGY STAR®
room air conditioner



ComEd.com/Rebates

© Commonwealth Edison Company, 2016

The ComEd® Energy Efficiency Program is funded by ComEd customers in compliance with Illinois law.



powering lives



ComEd

July 5 · 🌐

👍 Like Page

ℹ️ Learn More

Cool off this summer with a \$25 rebate from ComEd on your room air conditioner. View rebate details: bit.ly/299j5KC



👍 3

👍 Like

💬 Comment

➦ Share



Radio Spot

Pool Pumps

- Total Impressions = 5,900,000
 - GDN alone = 3.68 mm impressions
 - YouTube video boosting
 - Nearly ½ mm impressions
 - More than 80,000 combined views

ENERGY STAR Pool Pumps
Save \$340 a year or more with available rebates for pool pumps.
energystar.gov/poolpumps





Pool Pumps

- Targeted email campaign to pool owners delivered open rate and click through rate well above industry standards
 - Industry standard for this type of prospect email is 4% and 5% respectively

Emails Sent	Opens	Open Rate	Clicks	Click-thru-rate
760,928	110,232	14.49%	13,241	12.01%

MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.

Save \$340 per year plus more with rebates!

[Start Saving Now »](#)

Is it time to take the plunge?

Does your pool pump show these warning signs of wearing out and wasting energy?

- Runs with less power
- Makes more noise
- Overheats and shuts off
- Is seven or more years old

Pull the plug on a big energy drain.

Your old pool pump could be costing nearly \$500 in energy every year. A new ENERGY STAR certified model will use up to 70% less energy than a standard unit. You could save up to \$340 per year in energy bills, and see payback on your investment in just two years.

With ENERGY STAR, smarter tech runs deep.

Certified pool pumps are available in two-speed or variable speed models, which means they can run at lower speeds for tasks like filtration to save energy and have quieter operation.

Dive into your savings today with utility rebates.

Many utilities are offering rebates toward your purchase of a new ENERGY STAR certified pool pump. It could be the perfect time to make a savings splash.

ENERGY STAR pool pumps save money, save energy, and protect the climate.

[Visit energystar.gov/poolpumps today.](http://energystar.gov/poolpumps)

Pool Pumps

- More than 23,000 pageviews
 - 4 times the 2015 number

Make a Savings Splash

Save \$340 a year with ENERGY STAR certified pool pumps plus more with a rebate.

[MAKE A SPLASH →](#)

MAKE A SAVINGS SPLASH!

Nothing says summer like cooling off in the pool. But, paying to run a pool pump adds up to a lot more than the cost of burgers and hot dogs at your next pool party. In fact, your pool pump could be the second largest energy user in your home. If your pool pump is 7-10 years old, losing power or making noise, it may be time to replace it. Tell your contractor that you want an ENERGY STAR certified pool pump, and save energy, save money and help protect the environment this summer.



[SEE REBATES FROM PARTICIPATING PARTNERS >](#)

TAKE THE PLUNGE WITH ENERGY STAR POOL PUMPS

POOLS OF OUR LIVES

TWIN BEARS

ASK THE EXPERT



[FIND POOL PUMP REBATES](#)

MY ENERGY STAR

Your personalized tool for saving energy.

START SAVING NOW



Choose an ENERGY STAR Certified Pool Pump



Choose an ENERGY STAR certified room air-conditioner



Try the Home Energy Advisor



[GET STARTED](#)

PSEG Long Island co-branded its program web page with ENERGY STAR

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

HOME > FOR HOME > SAVE ENERGY & MONEY > APPLIANCES & PRODUCTS > POOL PUMPS

Appliances & Products

- 66 Ways to Save Energy
- Appliances & Products
 - Advanced Power Strips
 - Air Conditioners
 - Air Purifiers
 - Appliance Recycling
 - Clothes Dryers
 - Clothes Washers
- Pool Pumps**
 - Frequently Asked Questions
 - Refrigerators
 - Cooling & Heating
 - Energy Affordability
 - Home Efficiency
 - Lighting & Fixtures
 - Renewable Energy

\$150-\$350 Rebate

ENERGY STAR® Pool Pumps

Save up to \$350 on a new ENERGY STAR Pool Pump

By replacing your old pool pump, you can save over 50% of your annual energy costs equaling hundreds of dollars each year.

Pool pump upgrades must be installed by an approved contractor, so you can have the confidence of knowing your new system will be properly installed. Replacement costs are lower with the newer efficient pumps, since they last up to three times longer than your old single-speed pool pumps.

Pool Pump Dealer/Installers
Call 1-877-654-5472 to find out more about participating in the Pool Pump Program.

Rebate Qualifications & Details

Have a question? Call the Energy Efficiency Infoline at 1-800-692-2626.

There is one (1) pool pump rebate limit per PSEG Long Island residential electric account per calendar year.

- \$350 rebate on [eligible ENERGY STAR variable-speed pool pumps](#)
- \$150 rebate on [eligible ENERGY STAR two-speed pool pumps](#)

Baltimore Gas and Electric added a web widget to its program web page

BGE SMARTENERGY savers PROGRAM

Residential | Business | Service Providers | Events

Home > Residential > Appliances & Rebates > Pool Pump Rebate

Pool Pump Rebate

Get a \$150 or \$400 rebate when you purchase an ENERGY STAR® certified pool pump.

- Get a **\$150 rebate** on the purchase of an ENERGY STAR® certified two-speed (multi-speed) pool pump. View a list of ENERGY STAR certified models [here](#). Only models listed as having a multi-speed motor design are eligible for this rebate.
- Get a **\$400 rebate** on the purchase of an ENERGY STAR certified variable speed pool pump. View a list of ENERGY STAR certified models [here](#). Only models listed as having variable speed or variable flow motor designs are eligible for this rebate.

Two Ways to Get Your Rebate:

- Work with one of our Participating Contractors who are specially trained on the installation of ENERGY STAR certified pool pumps. [Get started.](#)
- Purchase your ENERGY STAR certified pool pump directly from a retailer and fill out a rebate application yourself. [Apply online](#) or [print a rebate form](#) to complete and mail-in.

Why Choose an ENERGY STAR Certified Pool Pump?

An ENERGY STAR certified pool pump can save you up to \$340 a year on energy costs compared to a standard pool pump. In addition to using 70% less energy than standard pumps, ENERGY STAR models run quieter and prolong the life of your pool's filtering system.

	Standard Pool Pump	ENERGY STAR Certified Two-Speed	ENERGY STAR Certified Variable Speed
Annual Energy Cost	\$466	\$176	\$116
Annual Savings	\$0	\$280	\$340
Lifetime Savings	\$0	\$2,000	\$2,200

Renters and Landlords

If you are a renter or landlord applying for an appliance rebate, you may need to send in an additional form with your appliance rebate, or you may need to use a different form altogether. [Learn More.](#)

Home > Residential > Appliances & Rebates > Pool Pump Rebate

Appliance Rebates

- Clothes Washers
- Electric Clothes Dryers
- Hybrid Heat Pump Water Heaters
- Pool Pumps**
- Refrigerators
- Rebate Forms
- FAQs

Appliance Recycling

Heating & Cooling

Home Performance

Lighting Discounts

Limited Income

Natural Gas Connection

New Homes

Pool Rewards

Quick Home Energy Check-up

Smart Energy Rewards

FAQs

SHARE | F | T | E

Find a Participating Contractor

Become a Participating Contractor

Participating Contractor Resources

Get an Appliance Rebate

DID YOU KNOW?

If all pool pumps sold in the U.S. were ENERGY STAR certified, we could save about **\$155 MILLION** and avoid 1.2 billion pounds of greenhouse gas emissions every year!

ENERGY STAR pool pumps use **70% LESS ENERGY** than standard pool pumps.

Converting pool pumps to the new variable speed pumps (VSP) will save energy, reduce noise, and run at lower speeds for longer and less costly to own.

RUN AT LOWER SPEEDS for longer and less costly to own.

Learn More: [bge.com/energy2016/08/17](#)

Website Feedback

f | t | y | r

Sacramento Municipal Utility District encouraged customers to “Make a Savings Splash” with ENERGY STAR infographics on social media

MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.

ENERGY STAR certified pool pumps save money, save energy, and protect the climate.

PULL THE PLUG ON YOUR HOME'S NUMBER 2 ENERGY DRAIN

Your pool pump could be your home's second largest energy user, adding an average of \$480 every year to your energy bills.

- ENERGY STAR certified pool pumps use up to 70% less energy than standard pool pumps, costing up to \$340 less to run each and every year.
- The big savings mean you'll see the payback on the additional investment in an ENERGY STAR pool pump in less than two years.

The Simple Choice for Energy Efficiency.
ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.

www.energystar.gov/poolpumps

SMUD
Like This Page · May 28 · Edited ·

We offer a \$150 rebate on select variable-speed pool pumps! See the list of eligible models here: <https://www.smud.org/en/residential/save-energy/rebates-incentives-financing/pool-and-spa.htm>

Karen Wright, Morjana Coffman and Derek Le like this.

SMUD @SMUDUpdates
Follow

And learn more about our Pool Pump rebates at smud.org/en/residential

ENERGY STAR @ENERGYSTAR
Does your pool pump continually make noise? Check out the warning signs that it may be time to replace it.

8:27 AM - 28 Jun 2016

Arizona Public Service helped customers choose ENERGY STAR certified pool pumps with a co-branded savings calculator

aps

How big is your pool?
SELECT POOL GALLONS: **15,000**

Your current single-speed pump:

RUN TIME IN HOURS	TURNOVERS ¹	EST. COST PER DAY
10	3.12	\$2.42

PUMP HORSEPOWER: **1.5 HP**

Your NEW variable-speed pump:

RUN TIME IN HOURS	TURNOVERS ²	EST. COST PER DAY
10	1.65	\$0.86

¹ Why are these numbers different than my single-speed pump

total estimated savings per year: **\$569.40**

[find retailer](#)

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Water Heaters

- Total Impressions = 7,900,000+
 - Influencer native content = 4.2mm impressions (with articles still running)
 - GDN and Facebook Combo = 3.4mm impressions and 32,000 clicks
 - YouTube boosting of video = 195,500 impressions and 49,000 views



Replace Your Old Water Heater with ENERGY STAR®: Now Is the Time for Big Savings

By StoryStudio on September 1, 2016 5:00 PM



Do you have an old electric water heater? If your electric water heater is more than 10 years old, now is the time to plan your replacement because the savings are hotter than ever with ENERGY STAR! Your water heater is probably the second largest energy user in your home. By choosing an ENERGY STAR certified heat pump water heater to replace an old electric unit, you can save hundreds on your electric bill each year compared to a standard electric unit, and up to \$3,500 over the lifetime of the water heater depending on utility costs. Plus you can save even more with utility rebates and 2016 federal tax credits.



Most people wait until their water heater breaks down and they are in an emergency situation before they bother to replace it. The problem with this scenario is that not only are you inconvenienced by no hot water and potentially costly clean up when your old unit fails, but you can't afford the time to make a smart replacement choice.



Seriously, there is no downside, only upside to early replacement – take the time now to research and find the right model and contractor for your situation. And the right model is one that is ENERGY STAR certified, for a number of reasons.

First, the savings: Since ENERGY STAR certified heat pump water heaters use less energy, you can save hundreds on your electric bill each year compared to a standard electric water heater. A family of four can save about \$330 a year and bigger families save even more! There are ways to save on the upfront purchase cost, too. More than 65 utilities in this region are offering rebates ranging from \$120 to \$1,000. To find out if your utility offers a rebate, visit energystar.gov/rebatefinder.

All ENERGY STAR certified heat pump water heaters are eligible for a federal tax credit through 2016. If you complete your installation before December 31, 2016, you may be eligible for the \$300 credit with your 2016 tax return. Learn more about these federal tax credits at energystar.gov/taxcredits. Oregon and Montana also offer state tax credits of varying amounts. With these tax credits, markdowns and rebates, there is often no extra cost for the heat pump water heater.





Water Heaters

- Total pageviews = 23,000 (and counting)
 - Promotional tab on Heat Pump Water Heater and High Efficiency Gas Storage product pages



Upgrade Now for Hot Savings

An ENERGY STAR certified water heater can save you \$3,500 plus even more with rebates and 2016 federal tax credits.

[SEE MORE SAVINGS →](#)



HIGH EFFICIENCY GAS STORAGE WATER HEATERS

[For Partners](#)

OVERVIEW | SPECIFICATION | BUYING GUIDANCE | **PROMOTIONS**



If your water heater is more than 10 years old, now is the best time to plan its replacement. A new ENERGY STAR certified gas storage water heater can save in energy costs over its lifetime AND now you can save even more with rebate incentives and a \$300 federal tax credit for 2016. All those energy savings add up to big savings for the environment by helping prevent climate change. ENERGY STAR is the right choice, right now!

[PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS >](#)
[FEATURED BRANDS AND RETAILERS](#)

Please note that links in this section take you away from energystar.gov.



Water Heater Savings

[SEE SAVINGS →](#)



START SAVING WITH MY ENERGY STAR

Looking for ways to save energy at home? My ENERGY STAR makes it easy to browse energy saving tips, and to see how your actions can make a difference. Here are a few tips to get you started.

[GET STARTED](#)

See all the ways to save



UPGRADE NOW FOR HOT SAVINGS ON A NEW WATER HEATER

PRODUCT FINDER

Looking for a specific ENERGY STAR certified product model?

[START HERE](#)

REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

[SUBMIT](#)

DID YOU KNOW?

Choosing an ENERGY STAR qualified gas storage water heater instead of a standard model can save a family of four about \$25 per year.

UPGRADE NOW FOR HOT SAVINGS

ON A NEW WATER HEATER

DON'T GET CAUGHT OFF GUARD!

If your water heater is more than 10 years old, you could be risking leaks and flooding.



WATER HEATERS ARE THE 2ND HIGHEST ENERGY USER IN THE HOME.

Upgrade now to a new ENERGY STAR certified water heater and you could save **\$3500** over its lifetime. Water heaters that have earned the ENERGY STAR are independently certified to save energy and protect the environment.

GIVE ENERGY STAR THE CREDIT FOR THIS TAX CREDIT!

There's a federal tax credit in 2016 of \$300 and a \$200 rebate from Carteret-Craven Electric Co-op for ENERGY STAR certified heat pump water heaters.



To learn more and find big rebates in your area, visit energystar.gov/waterheaters

The simple choice for energy efficiency.



Carteret-Craven Electric Cooperative

Like This Page · September 5 ·

ENERGY STAR certified water heaters save you money every month on your electric bill, plus there's a \$300 federal tax credit and a \$200 rebate from CCEC in 2016 if you buy a qualified heat pump water heater.

Like Comment



Washington Gas
@washingtongas



Follow

Replacing an old water heater? Don't miss out on savings—upgrade to an @ENERGYSTAR model! bit.ly/2cEOozu



RETWEET
1

LIKES
5



12:16 PM · 20 Sep 2016



1



5



Carteret-Craven Electric Cooperative and Washington Gas leveraged messaging and web widgets on social media

[Outage Center](#) | [About Us](#) | [Newsroom](#) | [Contact Us](#)

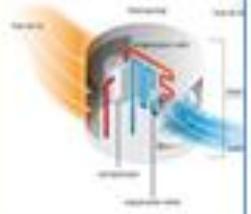


IS A HYBRID WATER HEATER RIGHT FOR ME?

What is a Hybrid Water Heater?

A hybrid water heater, also known as a hybrid heat pump water heater or electric heat pump water heater, works like a refrigerator but in reverse. While a refrigerator removes heat from an enclosed box and releases it to the surrounding air, a hybrid water heater captures heat from the surrounding air and then transfers it to water in a tank. *A hybrid water heater is a more efficient way to heat water.*

Because it moves heat from one place to a more efficient way to heat water.



MY HOME

EFFICIENCY REBATE AND INCENTIVE PROGRAM

- SEE CUSTOMERS
- SEE CUSTOMERS

EndPOWER Maryland

- Energy Wise Rewards
- Peak Energy Savings Credit
- Lighting Program
- Appliance Rebate Program
- Appliance Recycling Program
- WABC Efficiency Program
- Gas & Home Energy Check-up Program
- Home Performance with ENERGY STAR

Delmarva Power linked to the web widget to educate customers on their water heater options

Learn More



THE OFFICIAL ENERGY EFFICIENCY

WATER HEATER FACTS FROM ENERGY STAR



1. More than **41 MILLION** households in the U.S. pay over 10 cents on their heating bills.



2. A water heater is typically the **SECOND BIGGEST** household energy cost.



3. A new ENERGY STAR certified water heater could save up to **\$330 PER YEAR** in energy costs.

[Learn More About Energy Star](#)

These programs support the EndPOWER Maryland Energy Efficiency Act.

A promotional poster for the "Change the World Tour 2016". It features a young girl with curly hair, wearing a yellow polo shirt, holding a golden torch. The torch's flame is a bright sun with rays, set against a background of rolling green hills under a golden sky. In the top left corner of the poster is the Energy Star logo. The text "CHANGE THE WORLD TOUR 2016" is written in large, white, bold, sans-serif font at the top. In the bottom right corner, the text "JOIN US IN BRIGHTENING A LIFE" is written in the same font style.

 **CHANGE THE WORLD
TOUR 2016**

**JOIN US IN
BRIGHTENING
A LIFE**



CHANGE THE WORLD TOUR 2016

Brighten a life with ENERGY STAR®



Choosing an ENERGY STAR certified bulb saves you money and makes a difference for the planet, but this October it can also help benefit communities across America.



Make your bulb choice count! Choose an ENERGY STAR certified LED bulb and organizations across the country will support local community service projects.



Nationwide

MaxLite will make a donation to a home building organization for families in need based on ENERGY STAR certified LED bulbs purchased on Amazon.com

If your state is not listed, click here to see how you can help anywhere.

[More >](#)



AZ

APS will make a donation to an emergency response charity
Tucson Electric Power will make a donation to a local food bank

[More >](#)



AR

TCP will make a donation to a home building organization for families in need

[More >](#)



CA

PG&E will make a donation to a home building organization for families in need
SMUD will make a donation to breast cancer organizations

[More >](#)



CO

Xcel Energy will make a donation to numerous local charities

[More >](#)



MS

Energy Mississippi will make a donation to local food bank

[More >](#)



NM

TCP will make a donation to a home building organization for families in need
Xcel Energy will make a donation to numerous local charities

[More >](#)



OH

TCP will make a donation to a home building organization for families in need

[More >](#)



OK

TCP will make a donation to a home building organization for families in need

[More >](#)



CT

Enbridge Connecticut will make a donation to a home building organization
TCP will make a donation to a home building organization

[More >](#)



FL

TCP will make a donation to a home building organization for families in need

[More >](#)



GA

Eaton will make a donation to a local charity

[More >](#)



IL

ComEd will donate to local nonprofits
GE will donate to a home building organization
TCP will donate to a home building organization

[More >](#)



PA

TCP will make a donation to a home building organization for families in need

[More >](#)



RI

National Grid will make a donation to a veterans support organization

[More >](#)



VT

Efficiency Vermont will make a donation to local schools

[More >](#)



VA

ProVia with **Thompson Creek Window Company** will donate to a home building organization
TCP will donate to a home building organization

[More >](#)



LA

Sears, partnered with **Rebuilding Together**, will make a donation to retrofit three homes

[More >](#)



MA

Mess Save will make a donation to a veterans support organization

[More >](#)



MI

Consumers Energy will make a donation to local food bank
TCP will make a donation to a home building organization for families in need

[More >](#)



MN

Xcel Energy will make a donation to numerous local charities

[More >](#)



WA

TCP will make a donation to a home building organization for families in need

[More >](#)



DC

DC Sustainable Energy will make a donation to local food bank

[More >](#)



WI

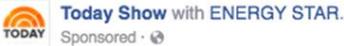
Focus on Energy will make a donation to a local charity that addresses senior hunger and isolation

[More >](#)



TODAY.com

- Total Impressions = 7,260,000



Like Page

Even though the leaves are changing colors, October is the best time to go green #BrightenALife

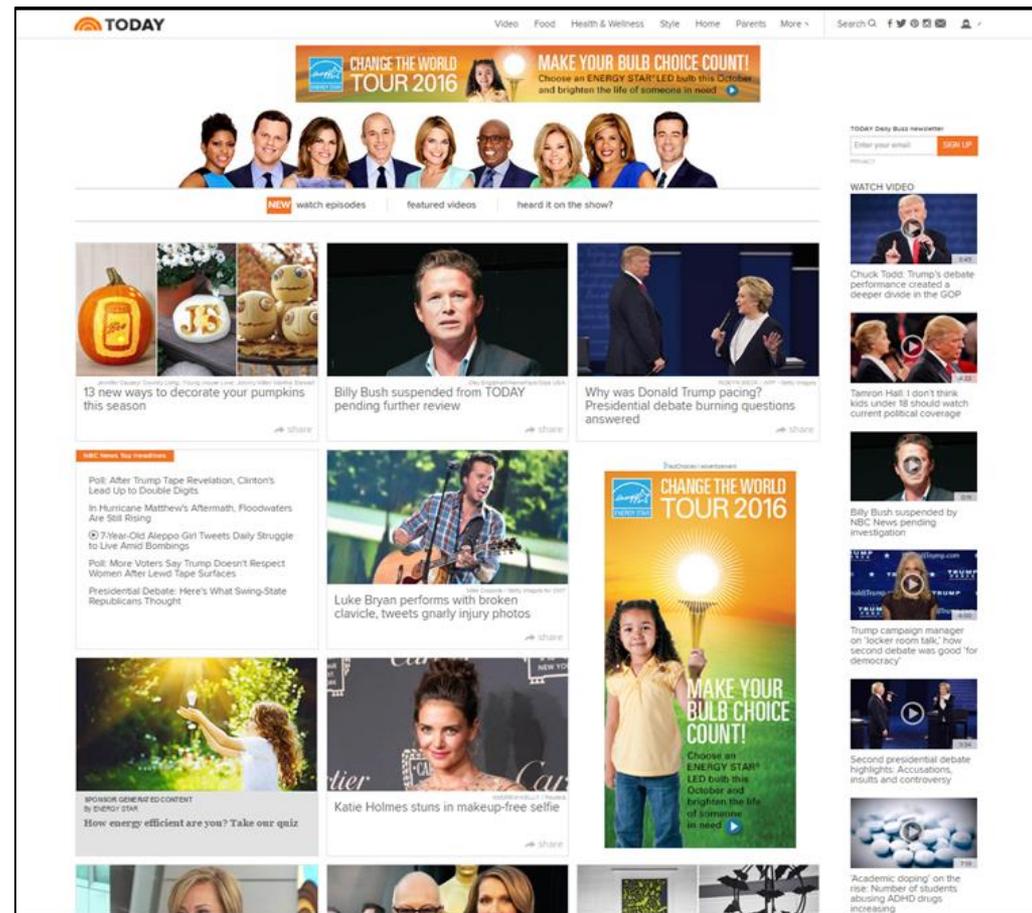
By NBC News Brand Studio and ENERGY STAR



The 1 change to make in your house today to help climate change

Test your energy efficiency knowledge with our quiz!

TODAY.COM



The screenshot shows the TODAY.com homepage with various news articles and promotional banners. At the top, there are navigation links for Video, Food, Health & Wellness, Style, Home, Parents, and More. A search bar is located on the right. Below the navigation is a banner for the 'CHANGE THE WORLD TOUR 2016' and 'MAKE YOUR BULB CHOICE COUNT!'. A row of photos of the Today Show hosts is displayed below the banner. The main content area features several article thumbnails with titles such as '13 new ways to decorate your pumpkins this season', 'Billy Bush suspended from TODAY pending further review', and 'Why was Donald Trump pacing? Presidential debate burning questions answered'. On the right side, there is a 'WATCH VIDEO' section with several video thumbnails. At the bottom, there are more article thumbnails and a 'Academic coping' article.



TODAY.com

TODAY Video Food Health & Wellness Style Home Parents More Search [icon] [icon] [icon] [icon] [icon] SHOP

31 days to a greener you
Easy tips and tricks to green your way to a better day

CHALLENGE YOURSELF

CHANGE THE WORLD TOUR 2016 **MAKE YOUR BULB CHOICE COUNT!**
Choose an ENERGY STAR® LED bulb this October and brighten the life of someone in need

OCT 1 10 ways to transform your walls without paint

OCT 2 10 eco-friendly brands that are taking care of the planet on Earth Day — and beyond

OCT 3 Composting 101: How to compost with or without a yard

OCT 4 Fall decorating: 7 easy DIY ideas you can try at home

OCT 5 This woman hasn't thrown anything away in 3 years — and she's no hoarder

ADVERTISEMENT
CHANGE THE WORLD TOUR 2016
MAKE YOUR BULB CHOICE COUNT!
Choose an ENERGY STAR® LED bulb this October and brighten the life of someone in need

OCT 6 **SPONSOR GENERATED CONTENT**
What does energy efficiency have to do with

OCT 7 Do natural makeup and skincare products

OCT 8 Remove crayon from the wall with toothpaste? 7 cleaning hacks you need to

Home Video Food Health & Wellness Style Home Parents More Search [icon] [icon] [icon] [icon] [icon]

CHANGE THE WORLD TOUR 2016 **MAKE YOUR BULB CHOICE COUNT!**
Choose an ENERGY STAR® LED bulb this October and brighten the life of someone in need

Fall decorating: 7 easy DIY ideas you can try at home
See: 10, 2016 at 6:30 AM

Emily Senech TODAY

With summer fading into fall, and the holidays on the horizon, it's the ideal time to get into a decorating state of mind.

Not sure where to start? We can help. We've combed the TODAY archives for our favorite seasonal decorating tips, tricks and ideas. Here are just a few we think can help everyone fancy up their digs for fall.

Pine cone centerpiece, toilet paper pumpkins: Fall decor hacks to DIY

Chris & Peyton Lambton
CAPE COO, MA

MORE VIDEO

- Masters of Fligi share DIY tips to make simple home improvements
- How to get your house and yard ready for fall in just a few quick steps
- New users for vodka around the home
- 3 surprisingly dirty places in the home and how to clean them

These decorating hacks are easy and make a great style statement.

CHANGE THE WORLD TOUR 2016 **MAKE YOUR BULB CHOICE COUNT!**
Choose an ENERGY STAR® LED bulb this October and brighten the life of someone in need

From the Web Sponsored Links

Sheets That Always Feel Like The Cool Side Of The Pillow

DMV

Universal City, California Residents Born Between 1936 And 1966 Are In For a Big Surprise

More from TODAY.com

By Tatiana

5 big fall fashion trends for men and women: Fall looks for cooler weather



Chris & Peyton Lambton

CAPE COD, MA





Shout Out

Consumers Energy

**BUY AN ENERGY STAR® LED
AND WE'LL DONATE ONE.**

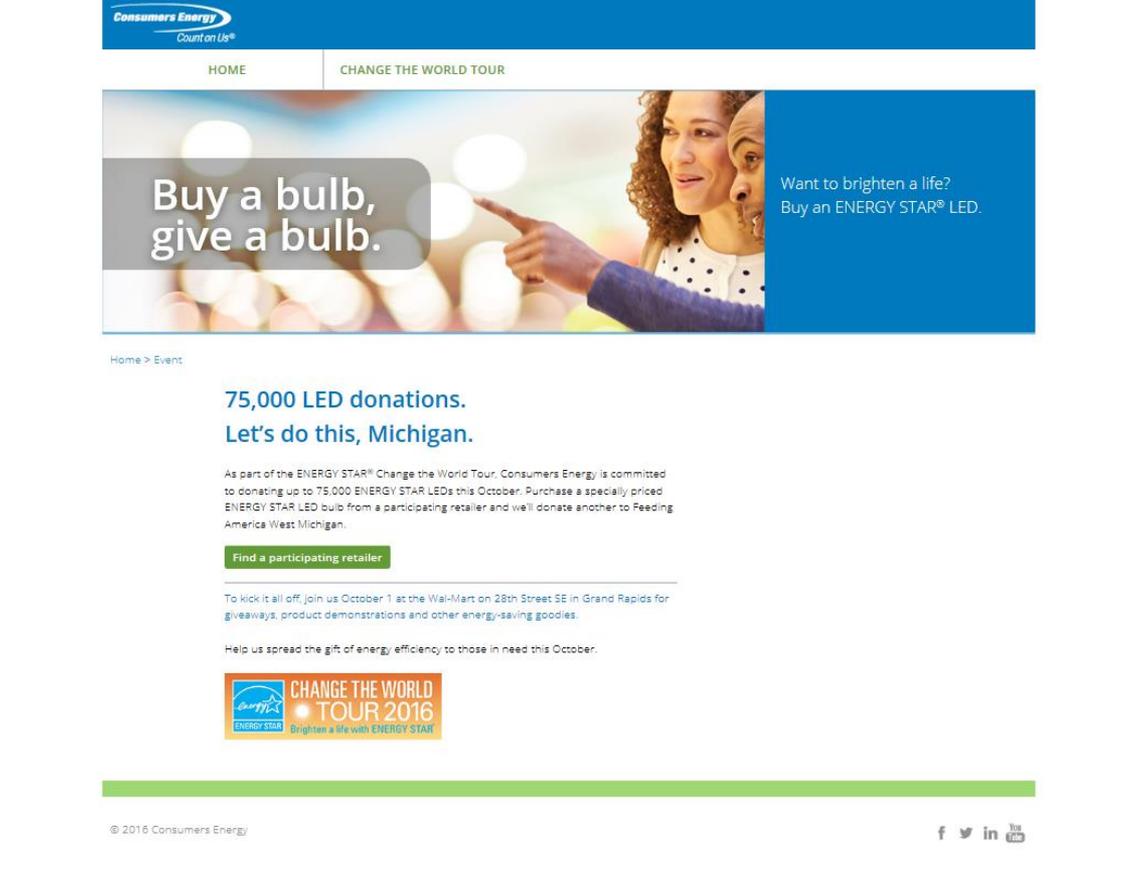
Visit xcelenergy.com/DonateLEDs




Xcel Energy®
ALWAYS delivering.

© 2016 Xcel Energy Inc.

Xcel Energy



Consumers Energy
Count on Us®

HOME | CHANGE THE WORLD TOUR

Buy a bulb,
give a bulb.

Want to brighten a life?
Buy an ENERGY STAR® LED.

Home > Event

**75,000 LED donations.
Let's do this, Michigan.**

As part of the ENERGY STAR® Change the World Tour, Consumers Energy is committed to donating up to 75,000 ENERGY STAR LEDs this October. Purchase a specially priced ENERGY STAR LED bulb from a participating retailer and we'll donate another to Feeding America West Michigan.

Find a participating retailer

To kick it all off, join us October 1 at the Wal-Mart on 28th Street SE in Grand Rapids for giveaways, product demonstrations and other energy-saving goodies.

Help us spread the gift of energy efficiency to those in need this October.



© 2016 Consumers Energy

f t in

Shout Out

SMUD

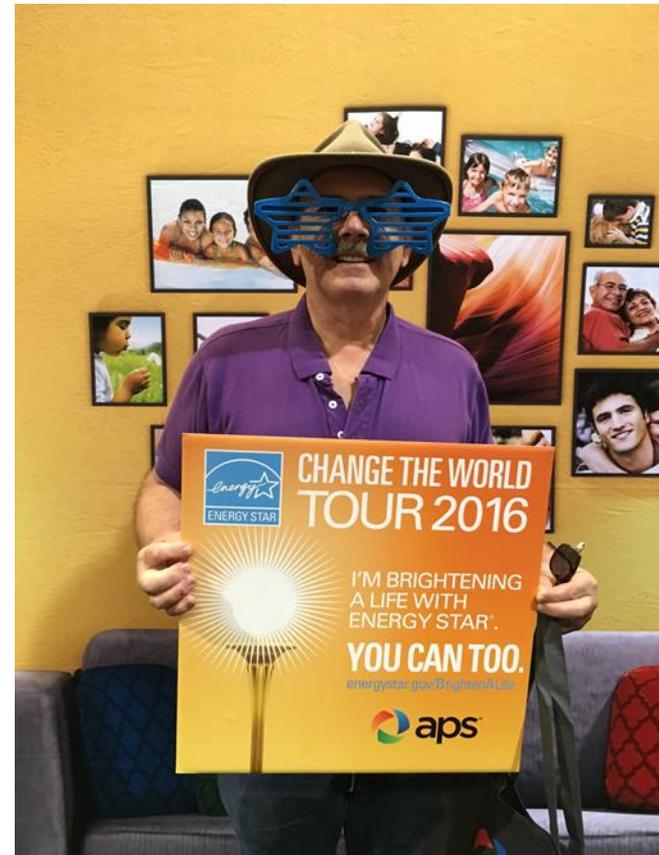
For every ENERGY STAR certified LED bulb sold in October, SMUD is donating 50 cents per bulb to two local Sacramento breast cancer nonprofit organizations.



Shout Out

Arizona Public Service

APS customers who have proudly replaced ALL of their bulbs with ENERGY STAR LED bulbs



Shout Out

Mass Save

For every \$10 specialty 6-pack of ENERGY STAR LED bulbs purchased, \$5 will be donated to Massachusetts Fallen Heroes, with the goal of raising \$25,000.



Shout Out

ProVia

ProVia taught students about the importance of energy efficiency through their “Sammy the Star” ENERGY STAR educational program. Each of the 400 students went home with an LED!



Shout Out

ComEd

ComEd's Energy Force ambassadors encouraged customers to make a commitment to choosing ENERGY STAR certified LEDs. Energy Force is the country's first energy efficiency education program designed for and taught by people with disabilities.



Shout Out

Sears

Sears brought together volunteers to provide transformative home repairs, energy efficiency updates, and installation of new and much needed ENERGY STAR certified appliances to three neighborhood homes in new Orleans



ENERGY STAR. The simple choice for energy efficiency.





ENERGY STAR Day

A promotional graphic for Energy Star Day. On the left, a green and blue badge with a white border contains the text "CELEBRATE ENERGY STAR DAY OCTOBER 25". The background is a green field under a sunset sky. On the right, white text reads "Brighten a Life with ENERGY STAR® this October. **Save Energy. Protect the Planet.**" Below this is the Energy Star logo and the URL "energystar.gov/BrightenALife".

Twitter Party Results

- More than 2.7 million impressions
- 200 unique participants
- 700 tweets on #BrightenALife

ENERGY STAR. The simple choice for energy efficiency.



2017

Annual Outreach Plan: ENERGY STAR® PRODUCTS



JANUARY

ENERGY STAR
MOST EFFICIENT

APRIL

MAY

JUNE

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
ROOM
A/C

NATIONAL PROMOTION
POOL PUMPS

EARTH
DAY

COOLING

STREAMING

SEPTEMBER

OCTOBER

NOVEMBER

NATIONAL PROMOTION
WATER HEATERS

NATIONAL PROMOTION
SMART THERMOSTATS

NATIONAL PROMOTION
LIGHTING

HEATING

RULE YOUR ATTIC

ENERGY STAR
DAY

BLACK FRIDAY

- Materials Available:
- MARCH
- Water Heaters
 - Smart Thermostats

- Materials Available:
- NOVEMBER
- Room A/C
- DECEMBER
- Laundry

- Materials Available:
- OCTOBER
- Flip Your Fridge
 - Lighting
 - Pool Pumps

2017 Enhancements

- Timing
- Materials availability & flexibility
- Activation flexibility & clarity
 - Rules of engagement
- Enhanced social media opportunities
- Retail deployment
 - Signing options
 - RPP coordination
- Direct mail and other “hooks” to support participation





2017 Enhancements

- Flip Your Fridge
 - Social media-based consumer “share your old fridge” kit:
 - Social messaging and graphics with calendar of coordinated activities with EPA support
 - Facilitation of manufacturer support
- Pool Pumps
 - Consumer direct mail for programs with consumer incentives
 - Contractor outreach for programs with mid-stream incentives
- RAC
 - Strategic media outreach targeting hard-to-reach (e.g. low-income and/or Spanish-speaking) consumers with your message
- Water Heaters
 - Consider direct mail targeting homes with > 10 year-old water heaters
 - Contractor outreach support

ENERGY STAR Most Efficient

- 2017 is the year to take ENERGY STAR Most Efficient to the next level with consumers
 - From geo-targeted marketing in active, Super Greenie markets...
 - ...To broad sweeping education among green-leaning consumers (based on buying profile and interests) across the country to incent action and advocacy
 - Leverage Facebook proprietary database of user demographics, behaviors and interests for customer segmentation
 - Drive traffic to energystar.gov/moste efficient with specific product and retail location information
 - January, 2017



The Year's Best of ENERGY STAR for Energy Efficiency and Innovation

WHEN ONLY THE BEST WILL DO

Introducing ENERGY STAR Most Efficient 2016, a new distinction that recognizes products that deliver cutting edge energy efficiency along with the latest technological innovation. It is an award that truly represents the best of ENERGY STAR.



New Price and Location Information

EPA is adding new price and location information for ENERGY STAR Most Efficient products to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Please share any issues or feedback with the features by reporting it here.

There are currently no Canada only models.



LG
WT7700H*A

Volume (cu. ft.)	5.7
Annual Energy Use (kWh/yr)	150
Annual Water Use (gallons/yr)	5381

Low High
\$1,145.30 - \$1,277.99 at 10 Online stores

- Retail Locations
- Pricing
- Product Specs

CLICK FOR
PRODUCT DETAILS



Samsung
WF56H91**A*

Volume (cu. ft.)	5.6
Annual Energy Use (kWh/yr)	135
Annual Water Use (gallons/yr)	4429

Low High
\$1,295.99 - \$1,399.99 at 10 Online stores

- Retail Locations
- Pricing
- Product Specs

CLICK FOR
PRODUCT DETAILS

ENERGY STAR Most Efficient 2016 — Large Clothes

Washers (larger than 2.5 cubic ft)

Kenmore 4107#



Kenmore
4107#

Load Configuration	Front Load
Volume (cu. ft.)	5.2
Integrated Modified Energy Factor (IMEF)	2.92
US Federal Standard (IMEF)	1.84
Annual Energy Use (kWh/yr)	120
Integrated Water Factor (IWF)	3.2
US Federal Standard (IWF)	4.7
Annual Water Use (gallons/yr)	4880
Connected	No
Paired ENERGY STAR Clothes Dryer Available	No

- Steam Treat Cleaning
- SmartMotion Auto Tumble
- NSF-certified Sanitize Option
- Kids Wear Wash Cycle

New Price and Location Information

EPA is adding new price and location information for ENERGY STAR Most Efficient products to enhance the consumer experience and make it easier to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Prices may vary in store or online. Please share any issues or feedback with the features by reporting it here.

There are currently no Canada only models.

Find Online

Clicking on the "Go" link below will take you to web sites external to the energystar.gov domain. [EXIT](#)

kmart

Kmart

41072
white
41073
black

In Stock
Free to score
In Stock
Free to score

\$1,199.99
\$1,299.99



sears

Sears

41072
white
41073
black

In Stock
Free to score
In Stock
Free to score

\$1,199.99
\$1,299.99





Laundry



MAKE YOUR
CLEAN GREEN
WITH ENERGY STAR®

Edis eum simeniendis eunto
dolendi lorem excepudita venihic

Partner
Logo Here

Good for You. Good for the Planet.





4,390,540,000



ENERGY STAR

2017 Lighting Campaign

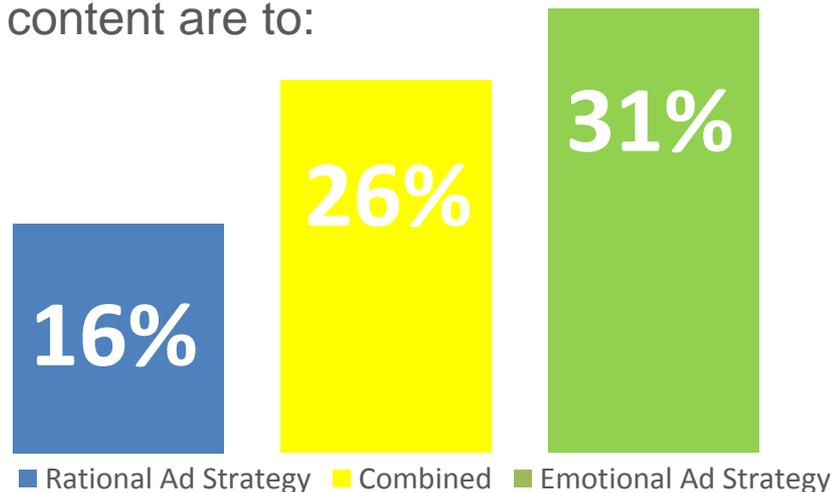




2017 Lighting Campaign: Background

- Many exciting changes in the lighting category
 - Provide opportunity for a fresh approach
- Connecting consumers with their lighting purchase emotionally can help create engagement, drive sales and build loyalty
 - Buying decisions are heavily influenced by emotion
 - Content that evokes high-arousal positive emotions is more viral¹
 - Top reasons consumers share content are to:
 - 44% Entertain
 - 25% Educate
 - 20% Reflect their identity

“Emotional campaigns are more effective and more profitable than rational campaigns—even in “rational” categories.”





Approach

- Focus on the emotional and rational aspects of lighting
 - Capture consumers' interest, attention and imagination by addressing product benefits in emotional wrapping
 - Quality → Beautification
 - Variety → Flexibility
 - Long-life → Reliability
 - Energy efficiency & environmental protection
- Drive sales and adoption with a clear and simple call to action for consumers, and meaningful engagement opportunities for partners



EPA Communication Strategies

- Build Awareness
 - PSA Campaign
 - Earned Media & Influencer Outreach
 - Digital Advertising
- Create Engagement
 - Social content
 - EPA online educational tools
- Educate
 - energystar.gov/Lighting



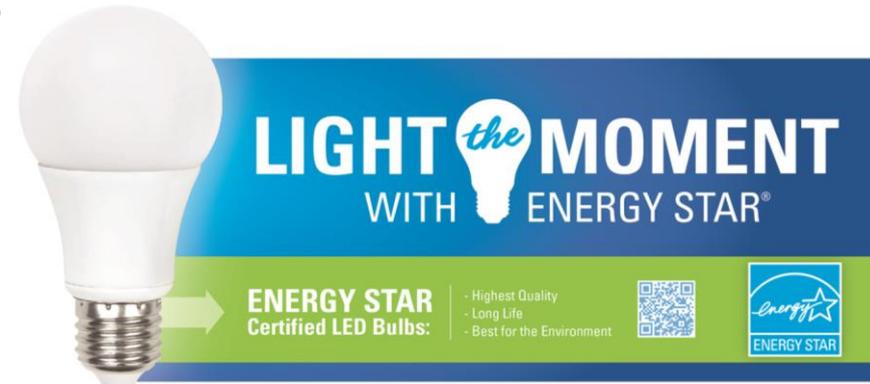
Partner Activation Strategies

- Provide tools and assets to help partners participate in a way that supports their business goals
 - Digital
 - Light the Moment Assets: Video content, web icons, social graphics, key messages, web buttons, quizzes, etc.
 - Online educational tools: Choose a Light Guide, Infographic
 - Promotional
 - Customer Engagement Activities
 - “You provide the moment” user-generated content (UGC)
 - Shopper
 - Retail toolkit: Co- brandable in-store signage, banners, Fact sheets, Infographic
 - Display concept: Working with retailers ahead of time, pave way for EEPS to partner with local retailers to create a moment within a store



In-Store Engagement Ideas

- Feature Light the Moment POS materials to engage customers,
 - Lifestyle
 - Seasonal





Light the Moment Communications Model

National Call to Action

PSA

Earned Media

Digital

Engagement & Education Tactics

Social
Media

Influencer
Activation

Email

Energystar.gov
Tools & Resources

Partner Assets for Regional Activation

Digital

Promotional

Shopper



Timeline

Timeframe	Activity
ENERGY STAR DAY: October 25, 2016	Campaign Announcement <ul style="list-style-type: none"> • EPA press release • ENERGY STAR Day Twitter Party
November 2016 – March 2017	EPA social media activity Partner recruitment & networking
Earth Day: April 22, 2017	PSA Launch Partner Activation
May – September 2017	Partner promotions Earned media Influencer activity
October 2017	Campaign culmination/ Recognize accomplishments