
Arizona Public Service (APS) ENERGY STAR® Residential Lighting Program

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Arizona Public Service (APS) ENERGY STAR® Residential Lighting Program

Program Overview – Goals

- Raise awareness and educate the Arizona market on the features and benefits of ENERGY STAR CFLs (first comprehensive campaign in the region)
- Establish manufacturer and retail partnerships
- Move 940,000 CFLs in 2006

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Program Overview – Design

- Utilized an upstream manufacturer buy-down approach
- Featured turn-key marketing and merchandising campaign with field support
- Support the retail initiative with community education, events, and advertising

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Program Overview – Results

- Over 2 million CFLs have been sold since the launch of the Program in October of 2005
 - Over 1.3 million in 2006 alone (38% increase from original goal of 940,000)
- Estimate of more than 500 million kWh in lifetime savings
 - \$50 million in energy costs saved over the life of the bulbs
- More than 300 participating retailers in the Program
- Established a strong Program identity
 - Advertising efforts resulted in an estimated 2,561,000 impressions

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Marketing Efforts – Audience

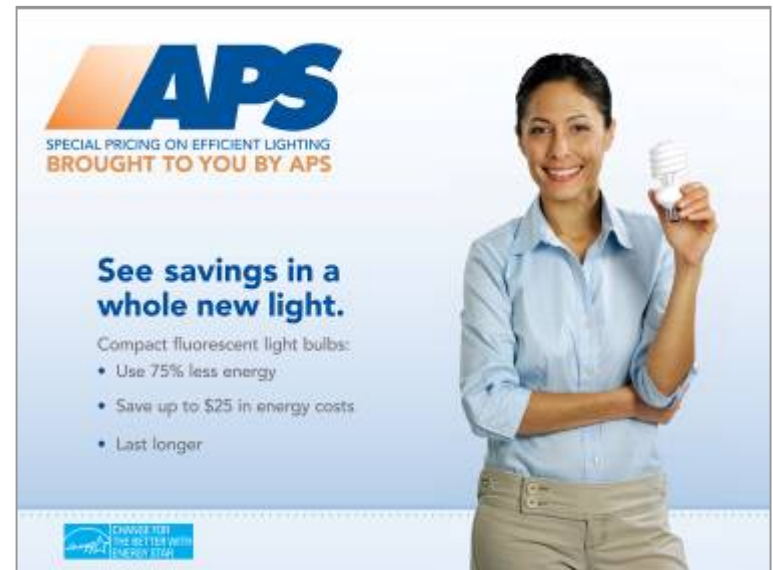
- APS' residential customers
- Hispanic consumers
- Lighting consumers at the retail level



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Marketing Efforts – Messaging

- Developing the campaign involved:
 - a photo shoot
 - the creation of a spokesperson
 - the application of a look-and-feel for collateral
 - creation of boilerplate messaging



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Marketing Efforts – Messaging

- Key Messages:
 - *See savings in a whole new light with ENERGY STAR compact fluorescent light bulbs*
 - main program tagline
 - Save money and make your home comfortable
 - Help keep your home cooler in the summer
 - a benefit that resonates particularly well in this region
 - ENERGY STAR qualified CFLs can last up to 10 times longer than traditional bulbs
 - Use up to 75% less energy

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Marketing Efforts – Messaging

- Marketing collateral in both English and Spanish



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Marketing Efforts – Methods

- The marketing mix included
 - Print ads and radio spots
 - Brochures and handouts
 - Lighting and outreach displays
 - Customer outreach events
 - Bill stuffers
 - Retail point-of-purchase materials
 - Media materials and press releases



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Marketing Efforts – Examples

This Earth Day, see savings in a whole new light.

APS
APS is helping you reduce energy costs and preserve our shared natural resources.

Earth Day reminds us that simple actions can make a difference in the world. Start saving energy by replacing your home's incandescent lighting with ENERGY STAR qualified compact fluorescent lights (CFLs).

SAVE MONEY:
Switch to CFLs and you'll save up to \$25 in energy costs over the life of each bulb.

SAVE ENERGY:
CFLs use 75% less energy than standard incandescent light bulbs.

APS has partnered with local retailers and lighting manufacturers to bring APS customers discounted pricing on CFLs. To find a participating retailer, visit aps.com.

DID YOU KNOW?

- Earth Day has been celebrated on April 22nd around the world since 1970. It's a great time to make a commitment to build a healthier and cleaner world for all of us.
- Take the first step in saving energy – replace your home's 5 highest-use light bulbs with CFLs: the kitchen ceiling light, floor lamps, the bathroom vanity and the outdoor porch light or lamp post.
- If every American home replaced 5 high-use bulbs with ENERGY STAR CFLs, the annual savings would equal the output of 21 power plants.
- In just 15 days, incandescent bulbs waste more money than you paid for the bulb in the first place.

ONE STEP MAKES A DIFFERENCE!
When you buy and install CFLs in your home, it helps reduce the amount of energy needed to light your home. That means there is less demand at the power plant, which ultimately translates into a reduced impact on our region's natural resources.

PSUEDO TO SEE THAT SAVING OUTLIVES!
Incandescent bulbs use 75% more energy than CFLs and last only 100 hours. CFLs use 75% less energy and last 10 times longer.

Light Bulb Type	Energy Use (Watts)	Life Span (Hours)	Cost (Approx.)
Incandescent	60	100	\$0.50
CFL	15	10,000	\$2.50

Findings show right light is saving us

1. Incandescent Bulbs:
APS customers who replaced 5 incandescent bulbs with CFLs saved an average of \$25 in energy costs over the life of each bulb.

2. Energy Savings:
APS customers who replaced 5 incandescent bulbs with CFLs saved an average of \$25 in energy costs over the life of each bulb.

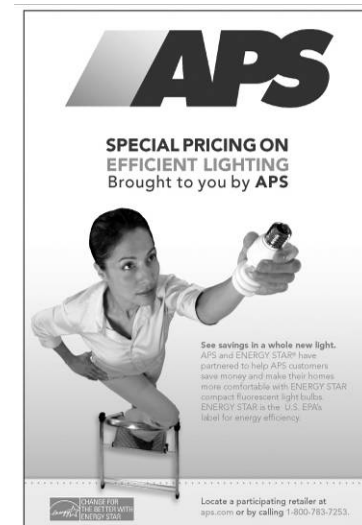
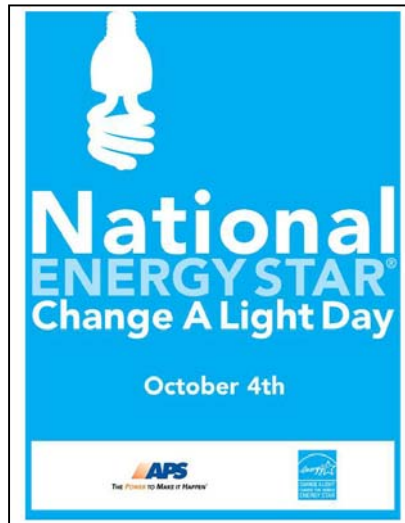
3. Environmental Impact:
APS customers who replaced 5 incandescent bulbs with CFLs saved an average of \$25 in energy costs over the life of each bulb.

See Savings in a Whole New Light

APS
THE POWER TO MAKE IT PLANNED

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Marketing Efforts – Examples



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Takeaways – What worked

- Partnerships between manufacturers and retailers
- Using the ENERGY STAR platform and APS-branded marketing materials to create a Program identity
- Positive message to customers
 - received great feedback
- Positive response from other community leaders and organizations

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Takeaways – Where to improve

- Expand product line
- Utilize existing partnerships and foster new ones
- Enhance Hispanic outreach activities
- Develop more comprehensive PR plan

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Takeaways – Program changes going forward

- Feature a broader selection of ENERGY STAR qualified CFLs
- Increased Hispanic outreach in general – focus more on this market segment
- Capitalize on PR opportunities to gather more media coverage for the Program
- Program set to expand overall education and outreach efforts