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

Presented by
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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
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
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
Marketing Efforts – Messaging

- Developing the campaign involved:
  - a photo shoot
  - the creation of a spokes-icon
  - 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
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Marketing Efforts – Examples

[Images of APS promotional materials for National ENERGY STAR® Change A Light Day and special pricing on efficient lighting brought to you by APS.]
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