

# 2007 ENERGY STAR®

## Lighting Partner Meeting

March 12 -14, 2007 • Atlanta, GA

Vicki D. Nichols - Georgia Power

Frank D. Molander - APT

we're **ON** so you can be.



# 2007 ENERGY STAR

## Lighting Partner Meeting

### 2006 ENERGY STAR Appliance and Lighting Program Plan

**Strategy:** Market Entrance – Mass Market Educations & Awareness.

**Partners:** ENERGY STAR Retailers & Manufacturers.

**Target:** Georgia Power Customers, Employees, State of Georgia Residents.

#### Objectives:

- Increase statewide consumer awareness of ENERGY STAR qualified products and increase sales – without the use of product incentives.
- Build industry relationships and secure retail and manufacturer partnerships.
- Generate 10,000 ENERGY STAR Change a Light pledges.
- Establish Georgia Power as a recognized national leader for ENERGY STAR and energy efficiency initiatives.

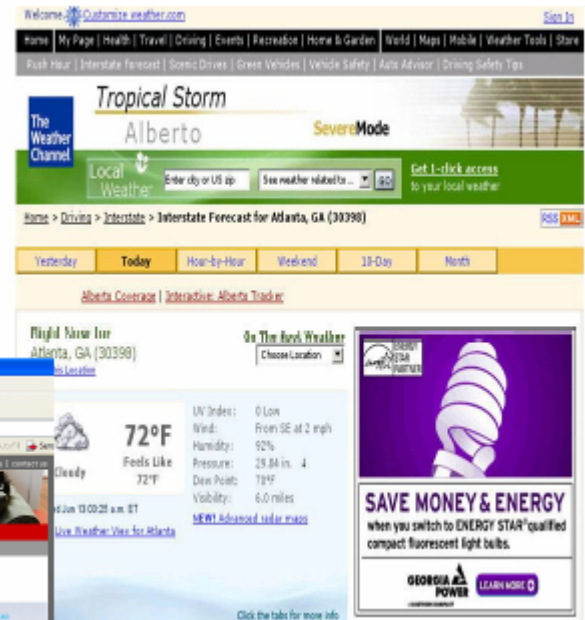




# 2007 ENERGY STAR Lighting Partner Meeting

# Advertising

- Television
- Print Ads
- Radio
- Billboards
- Local Offices
- Online Ads
- Bill Insert
- Electric Living
- CCC VRU messages
- Web site
- Bill Envelopes



## Approximately 293 Million Impressions



**georgiapower.com**



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## October 4<sup>th</sup> Media Event

### Guests:

- DOE
- EPA
- Georgia Environmental Protection Division
- HUD
- Georgia Public Service Commission
- Georgia Environmental Facilities Authority
- Georgia Interfaith Power & Light
- ENERGY STAR<sup>®</sup> Manufacturers



# 2007 ENERGY STAR

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### Pledge Enrollment Channels

- 131 Local Offices
- The Home Depot store events
- Bill Insert
- Corporate Energy Fairs
- Georgia Power Statewide Employee Pledge Drive
- Toll-Free Pledge Line
- Georgia Power Web site
- Non-profit/low-income
- Community Events



Over 70,000 Pledges Collected





# 2007 ENERGY STAR Lighting Partner Meeting


## Local Office Pledge Drive

- 131 Georgia Power local offices
- Prominently placed posters & counter cards
- Generated over 60,000 pledges
- Customers who returned a pledge card received a free 14-watt CFL

**Asuma el compromiso**  
**"Change a Light" (Cambia una luz)**  
**de ENERGY STAR®**

Asumir el compromiso es tan sencillo como cambiar un foco. Simplemente cambie en su hogar al menos un foco estándar por un foco compacto fluorescente calificado de ENERGY STAR y firme un formulario de compromiso.

La suma de los pequeños detalles puede hacer una verdadera diferencia. Si un hogar típico reemplazara los focos estándar en solo cinco artefactos de iluminación de alto consumo por focos de ENERGY STAR, cada uno de esos hogares podría ahorrar hasta \$60 por año en costos de energía.



**Hay tres maneras sencillas de asumir el compromiso:**

- Hágalo en línea, en [georgiapower.com](http://georgiapower.com)
- Llame al 1.800.396.5261
- Complete and return a pledge card

**GEORGIA POWER**  
A SOUTHERN COMPANY

**CHANGE A LIGHT**  
CHANGE THE WORLD  
ENERGY STAR

Una recomendación para el uso eficiente de energía de Georgia Power - The Energy Expert®

**One CFL light bulb  
per customer with  
completion of the  
*Change a Light*  
pledge card**



**Change a Light Pledge Card**

I pledge to do my part to save energy and help America's environment by changing a standard lightbulb in my home to an ENERGY STAR® qualified compact fluorescent bulb.

Name: \_\_\_\_\_

Zip Code: \_\_\_\_\_

E-mail (optional): \_\_\_\_\_

There are three easy ways to take the "Change a Light" pledge:

- 1) Complete the "Change a Light" pledge card and turn it in today or with your Georgia Power bill payment. Georgia Power will forward your pledge to ENERGY STAR.
- 2) Take the "Change a Light" pledge online at [georgiapower.com](http://georgiapower.com)
- 3) Take the "Change a Light" pledge by calling 1.800.396.5261

Your identity information will be used only for the purpose of the ENERGY STAR Change a Light pledge.

GEORGIA POWER is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy, promoting energy efficiency products and practices.

(Insert the top of your Georgia Power pledge card into this slot.)



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## Corporate Energy Fairs

- Georgia Power
- The Home Depot
- Turner Properties (CNN Center)
- Atlanta City Hall



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A SOUTHERN COMPANY





# 2007 ENERGY STAR Lighting Partner Meeting

## Media Coverage

- Press Releases
- Television
- Newspapers
- Internet Articles

### 70,000 ways to save energy

#### Utility gives out free light bulbs

BY MARYMAGUIE FLETCHER  
MEMPHISREPORTER

Georgia Power kicked off a push to get customers to say yes to its product Wednesday as part of a technology conservation campaign.

A bulb-and-whisker rally that included live ice cream, popcorn and spiral-shaped light bulbs for a small crowd of employees, government officials and conservation advocates, company Chief Executive Mike Garrett sought to get the public's attention by offering a treat.

Garrett said Georgia Power will give away more than 70,000 energy-efficient bulbs statewide this month to customers who show up at one of the company's legions of regional offices and sign a pledge to use the bulbs. The free bulb offer is limited to one per household.

The company will give away another 10,000 through long-running programs at 33 radio stations, three hospital systems, shopping centers and will work with Georgia Tech's Power and Light, a state's largest energy conservation agency, to give away 10,000 more bulbs to a low-income residential housing complex.

The bulbs cost more upfront than standard bulbs. A 60-watt bulb can cost \$3.99. A pack of four costs \$12.99.

By dispersing the free bulbs through its regional offices, where many low-income families pay bills in person, the company hopes to reach people who might be turned off by the bulb's higher initial cost.

Over time, the bulbs pay for themselves and then some. The compact fluorescent bulbs Georgia Power will be dispensing last 10 times longer than standard bulbs and use about one-fourth as much energy to produce the same amount of light.

Changing one light bulb to an Energy Star compact fluorescent bulb can save \$60 over the bulb's five-year life in its energy bills alone, according to the DOE.

• Please call 800.865.8686





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## Georgia Sales Tax Holiday

- Two events at Atlanta area The Home Depot stores.
- Over 6,000 customers passed our interactive displays.
- Partnered with TCP Lighting, GE Appliances and Hunter Ceiling Fans.
- Generated a 1,236% increase in CFL sales versus year-to-date daily average sales.



Georgia Power will be sponsoring an ENERGY STAR event at this The Home Depot store.

Visit our interactive displays. Speak to an ENERGY STAR representative.

Save Energy & Money. Buy ENERGY STAR products.



# 2007 ENERGY STAR Lighting Partner Meeting

## ENERGY STAR CAL In-Store Events

- Field services to 39 metro Atlanta The Home Depot locations.
- 10 events at Atlanta area The Home Depot stores.
- Instant coupon "buy one ENERGY STAR qualified CFL and get one 14-watt CFL free."
- Generated a 1,600% increase in CFL sales versus year-to-date average daily sales.



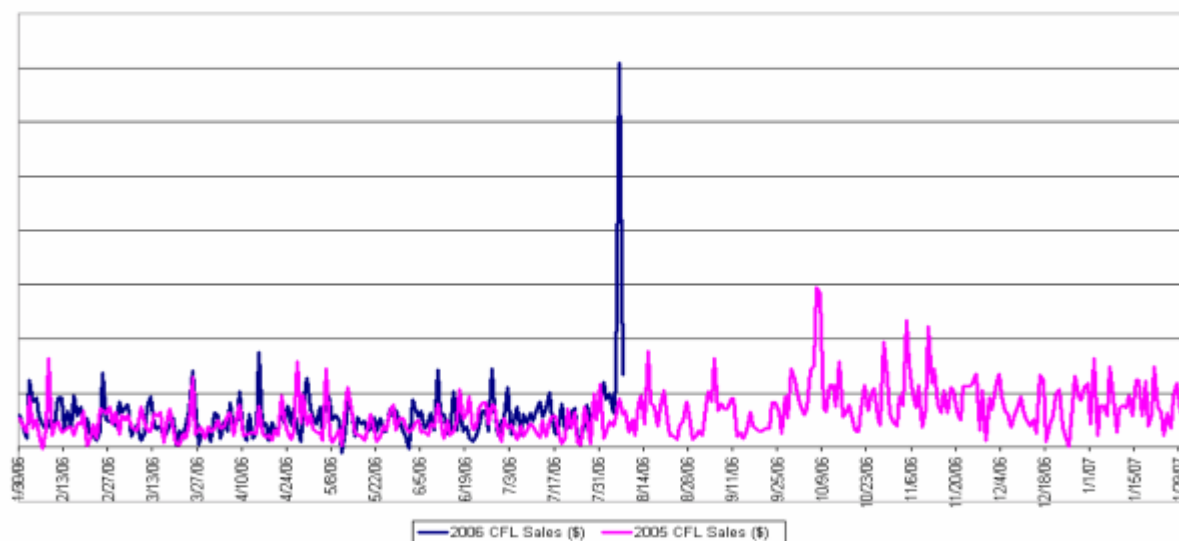
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## CFL Sales: GA Power/APT – ENERGY STAR Event

You can do it. We can help.<sup>SM</sup>

CFL Sales: Store 1755 - Roswell



Results: +1236% vs YTD Avg. and +141% vs Peak Sales Day

1

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POWER**  
A SOUTHERN COMPANY





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### National Pledge Driver (03-05-07)

1

Take the Pledge

2

Act on the Pledge

3

See the Growing Community

[Pledge Map](#) | [Success Stories](#) | [Top Pledge Groups](#) | [Change a Light Day](#)

3

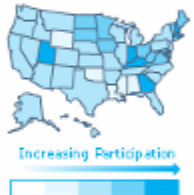
See the Growing Community

**390,314** people like you have already taken the ENERGY STAR Change a Light Pledge!

[See the positive effect](#) your pledge has had across the nation and read about the amazing things individuals and organizations are doing to help protect our environment!

Haven't taken the pledge yet? [Add your pledge to the map.](#)

State by State Results!



Increasing Participation

See Who's Driving the Pledge: The Top Pledge Groups!

Top Five Organizations	Pledges	% To Goal
<a href="#">DE Energy Office</a>	71,347	143%
<a href="#">Georgia Power Company</a>	70,808	106%
<a href="#">GE</a>	31,436	157%
<a href="#">SYLVANIA</a>	13,991	140%
<a href="#">National Grid</a>	6,857	229%

[What's a Pledge Driver?](#)

[View All Pledge Groups](#)

[Leaders: Get Your Organization Involved](#)

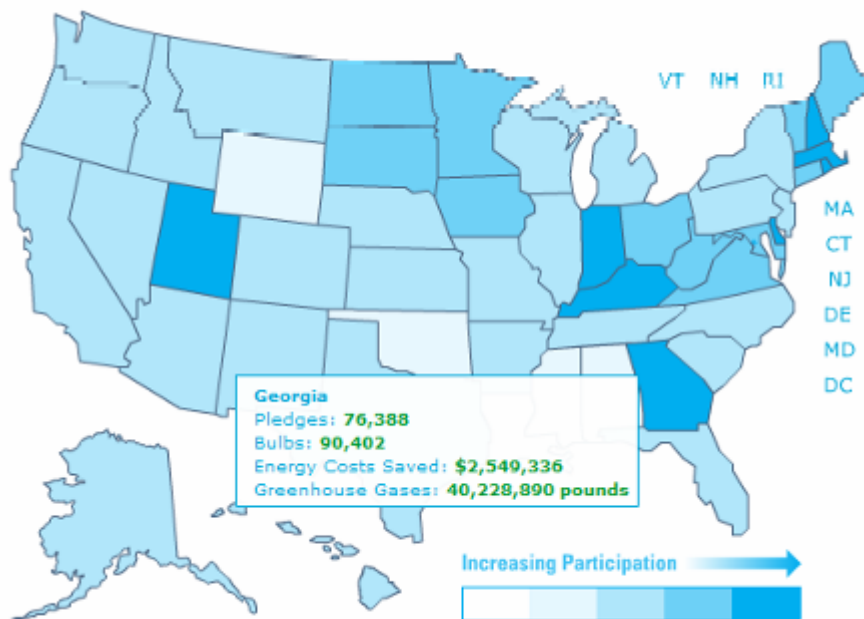
## 70,808 Pledges



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### Georgia Leads the Nation (03-05-07)



## 76,388 Pledges!

