



How to Collaborate to Develop Successful ENERGY STAR® Consumer Electronics Promotions

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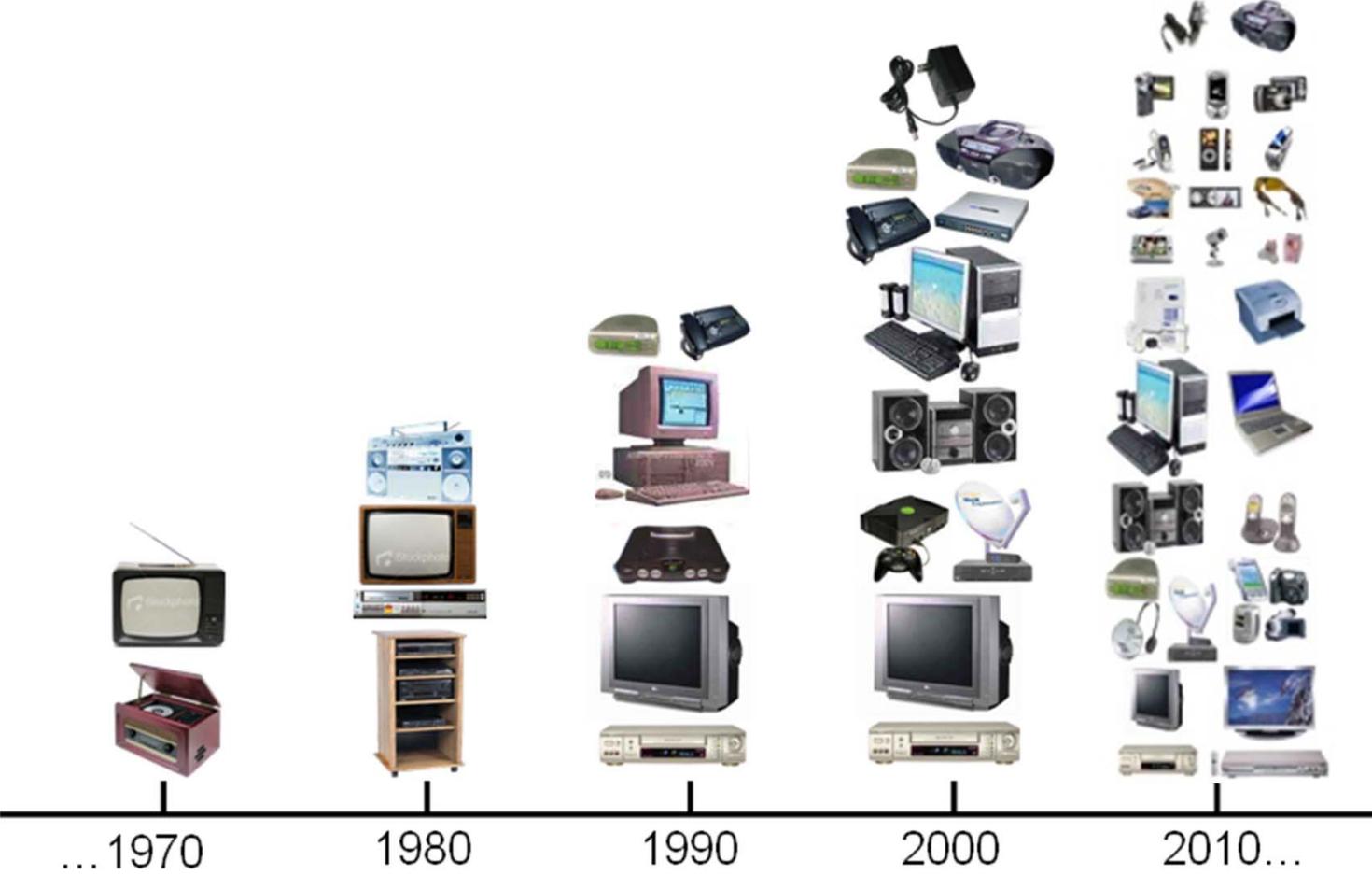
Retail Efficient Products Program Manager

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Overview

- **Why is it important to include Consumer Electronics?**
- **History of Consumer Electronics Incentives**
- **Consumer Electronics Program Model**
- **Consumer Electronics Current Incentives and Potential Future Incentives**
- **Marketing**
- **Key Success Criteria: Retailer Engagement and Manufacturer Product Innovation**

Why is it important to include Consumer Electronics (CE)?



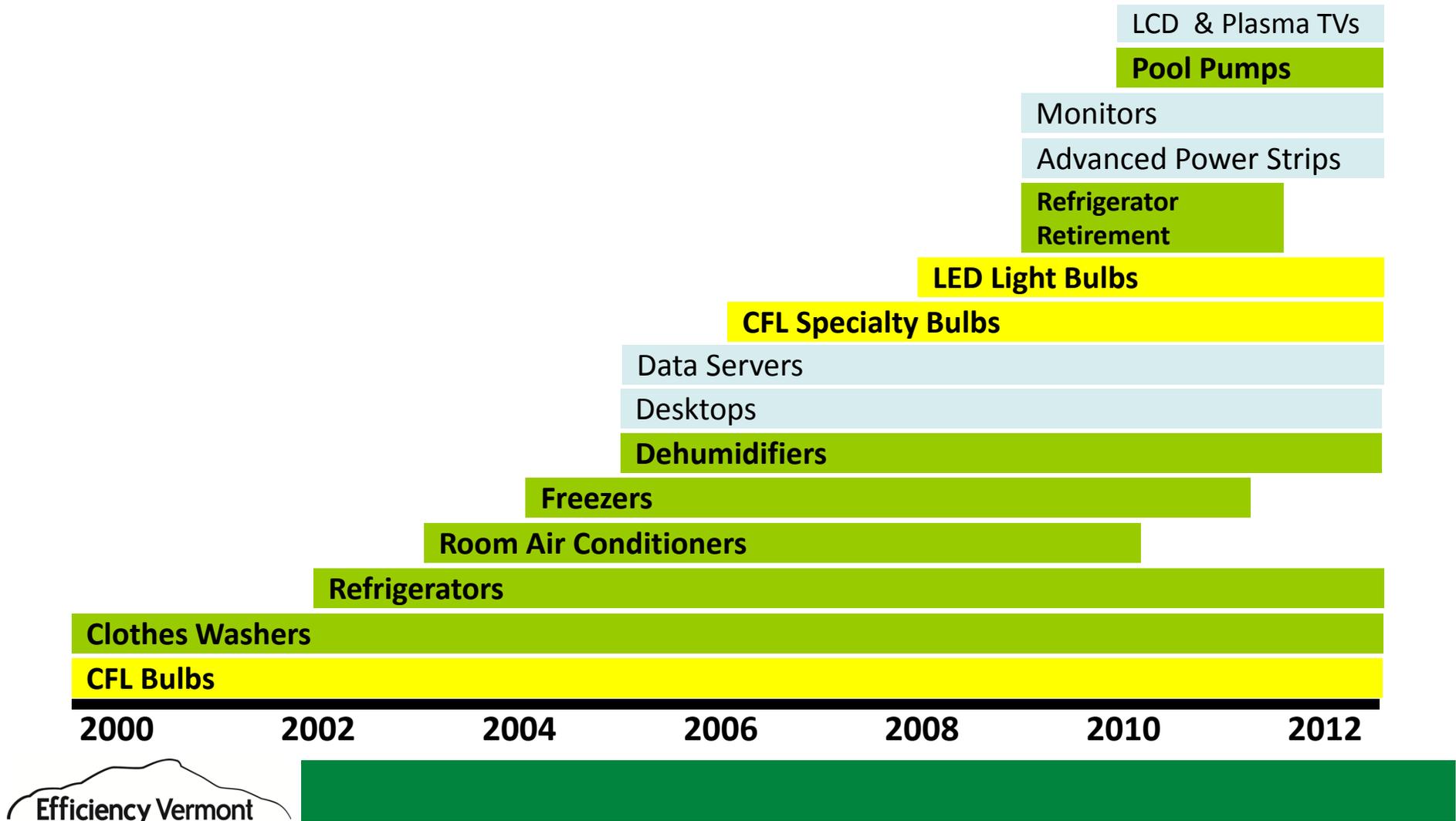
U.S. Market Research (CEA 2010)

- **High Definition (HD) TV ownership has increased to 1.8 sets per household (2010) - up from 1.5 in 2009**
- **Average U.S. household owns 25 CE products**
- **89% (2011 projection) of homes have a computer and continues to increase!**

Vermont Market Research (2010)

- Only 3% of respondents “very knowledgeable” of energy efficiency of home electronics
- ~38% were “not at all knowledgeable”

Efficiency Vermont Program History



History of Consumer Electronics Incentives

- **Business-to-Business Program**
 - Efficiency Vermont started supporting 80 PLUS B2B Program in 2005
- **Retail Consumer Electronics**
 - Efficiency Vermont program was launched on January 1st, 2010



Retail Consumer Electronics Program Model - Midstream

- **Small incentives direct to Retail Partners, not to Customers**
- **Retailers use incentives for greatest impact**
- **Success requires Field Support, Marketing, Customer Education, and Sales Associate Training and most importantly - great collaboration with retail and manufacturing partners!**

CE Current and Potential Future Incentives

Program Measures
ENERGY STAR 5.0 Desktop
ENERGY STAR 5.0+10% LCD Display
ENERGY STAR v5.3 TV
ENERGY STAR v5.3 + 20% TV
Qualifying Advanced Power Strips

Efficiency Vermont CE Partners



Owned by Vermonters. Run by Vermonters.



Advanced Power Strip Promotions

- **Midstream - Retail CE Program**
- **Midstream - Markdown**
 - Range of products discounted through midstream markdown
- **Downstream - Coupon**
 - \$7 Instant Off Coupon available at participating retailers



Marketing and Brand

Marketing and Brand is important in this program model



Energy Guide for TVs

Introducing...

The EnergyGuide for TVs

How to Use the EnergyGuide

Federal law prohibits removal of this label before consumer purchase.

ENERGY GUIDE

XYZ Corporation
Television
Model ABC-L

Estimated Yearly Energy Cost

\$39

\$21 | | | \$67
Cost Range of Similar Models (50" - 54")

- Based on 11 cents per kWh and 5 hours use per day.
- Estimated yearly electricity use of this model: 355 kWh.
- Your cost depends on your utility rates and use.

Visit <http://www.gov/energy>

Do you watch TV for more than 5 hours per day? If so, your energy costs will be higher than on the label.

Look for the lowest estimated yearly energy cost to find the most efficient model.

This energy usage estimate is compared to other TVs in the same size range.

The average cost per kWh in Vermont is 14 cents. Your energy costs will be higher than on the label.

Gain a clear picture of your TV's energy costs!

Efficiency Vermont
www.efficiencyvermont.com

ENERGY STAR

Importance of CE in a Program Portfolio

- **CE Products increasingly efficient BUT growing in number**
- **Consumers need education and understanding (VT data)**
- **Including them in portfolio - holistic approach to efficient products**
- **Great compliment to lighting and appliances - be resource to our customers for all EE choices and Efficiency Vermont can be advisor on all products - solutions provider**

Key Success Criteria: Retailer Engagement and Manufacturer Product Innovation

- **Working together to understand the potential impact**
- **Supporting new efficiency criteria through incentives**
- **Providing the necessary in-store support**
- **Understanding retailer needs**

Recommendations for Future Collaboration

- **Innovative Consumer Interaction**
- **Use the power of ENERGY STAR**
- **Work through Regional Efficiency Organizations (REOs) - CEE and NEEP**
- **Synchronize CE product promotions, at regional and national level**
- **Push the market with ENERGY STAR Most Efficient or Top Ten**

Thank you!

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