



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

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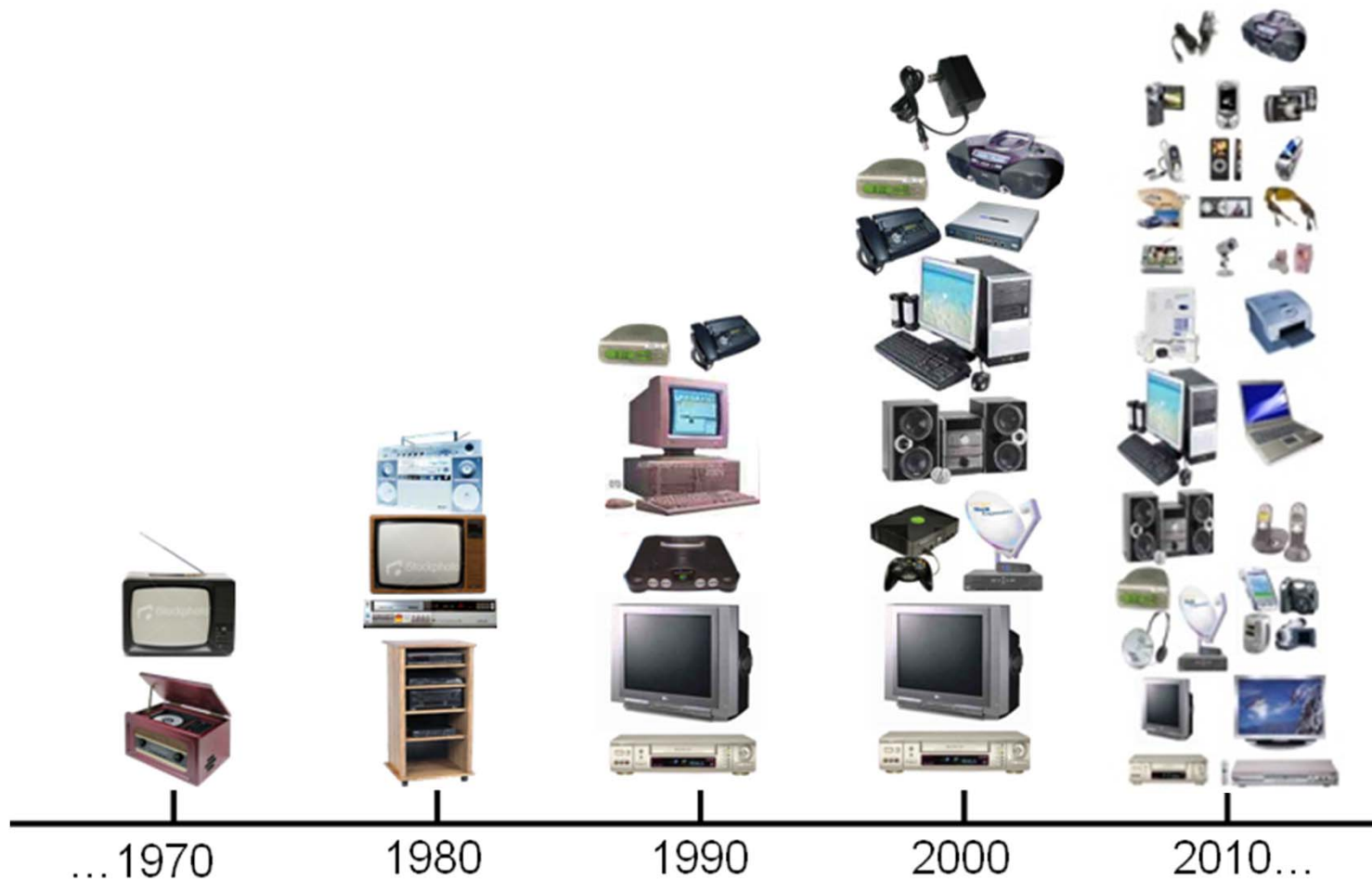
Retail Efficient Products Program Manager

October 24, 2012

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)?



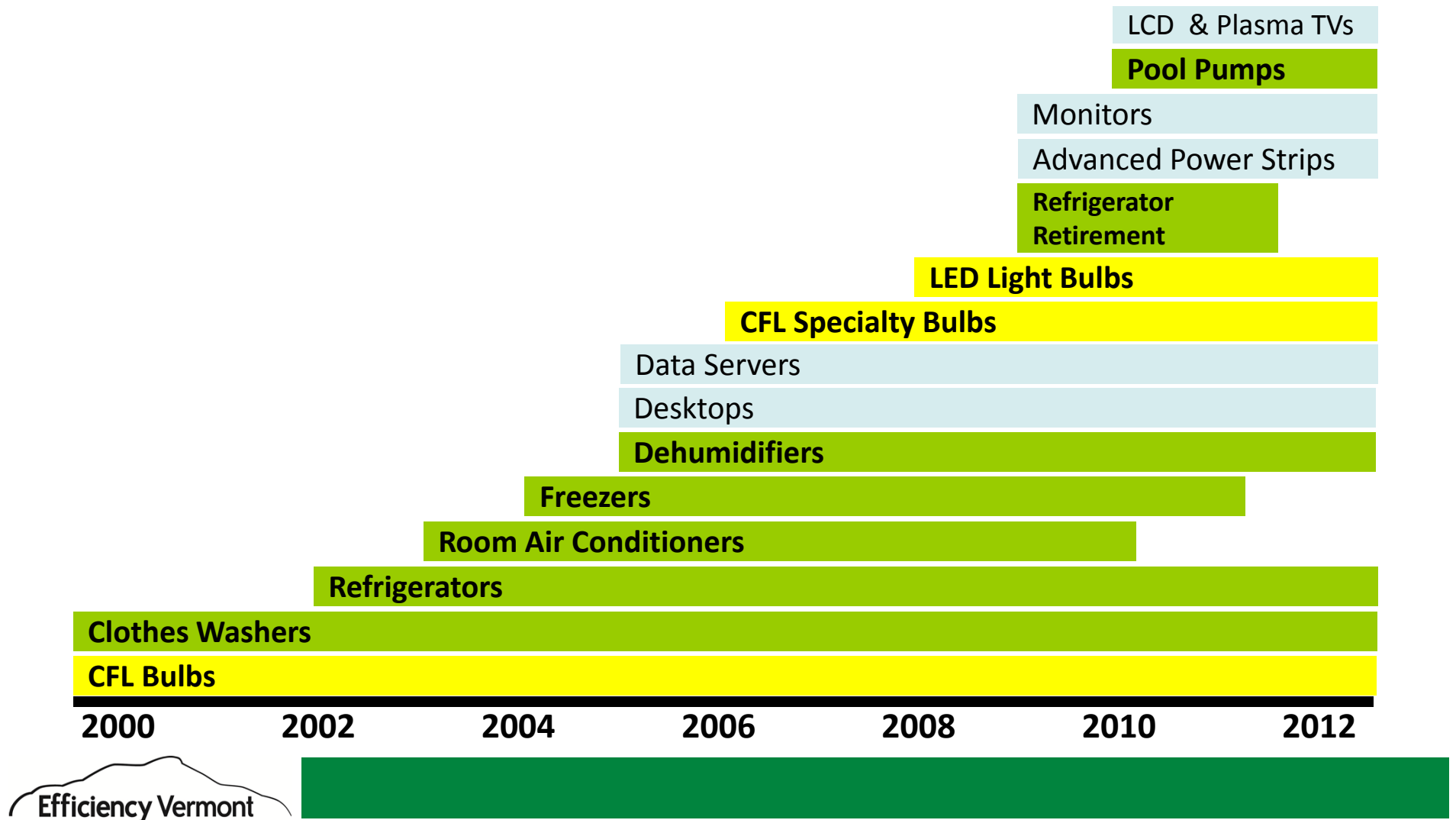
U.S. Market Research (CEA 2010)

- **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



sears®



**The
SuperStore**

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

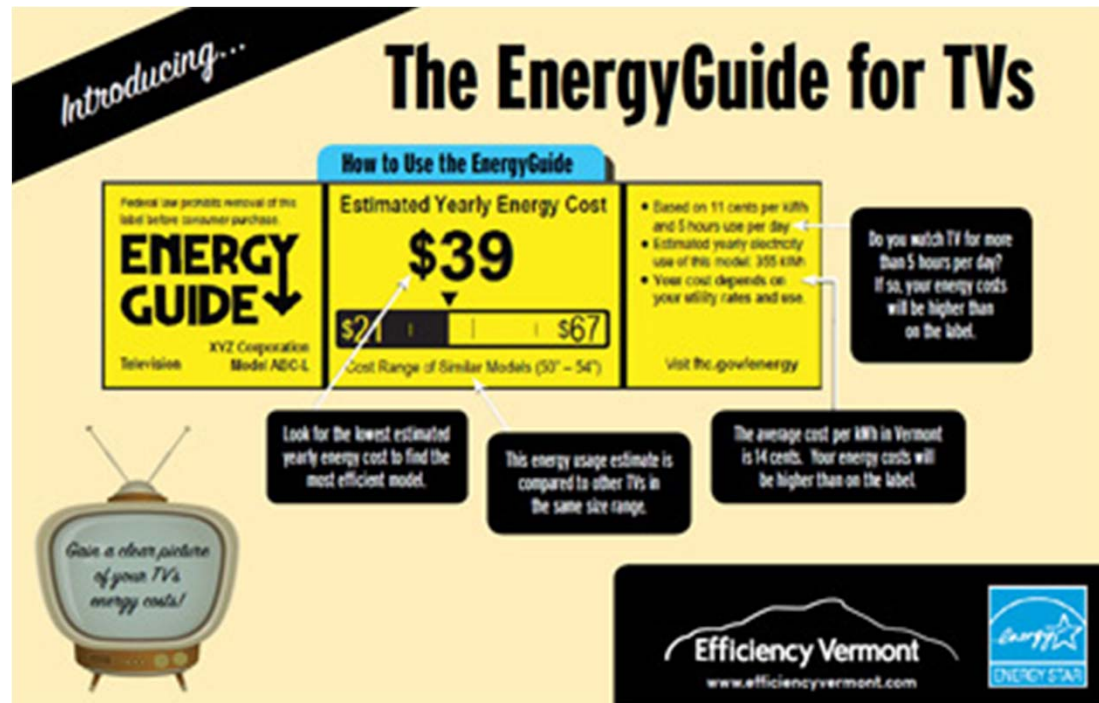


Marketing and Brand

Marketing and Brand is important in this program model



Energy Guide for TVs



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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