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

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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

- LCD & Plasma TVs
- Pool Pumps
- Monitors
- Advanced Power Strips
- Refrigerator Retirement
- LED Light Bulbs
- CFL Specialty Bulbs
- Data Servers
- Desktops
- Dehumidifiers
- Freezers
- Room Air Conditioners
- Refrigerators
- Clothes Washers
- CFL Bulbs

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

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<tr>
<td>ENERGY STAR 5.0 Desktop</td>
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<tr>
<td>ENERGY STAR 5.0+10% LCD Display</td>
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<tr>
<td>ENERGY STAR v5.3 TV</td>
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<td>ENERGY STAR v5.3 + 20% TV</td>
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<td>Qualifying Advanced Power Strips</td>
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Efficiency Vermont CE Partners

BEST BUY

SEARS

COSTCO WHOLESALE

Total HOME CENTER

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

Introducing...

The EnergyGuide for TVs

How to Use the EnergyGuide

Estimated Yearly Energy Cost

$39

Cost Range of Similar Models (37” - 54”)

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.

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

Visit the.gov/energy

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

Efficiency Vermont

www.efficiencyvermont.com
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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