The Reach of the Extreme Value Channel

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Presentation Agenda

• Intro
• Reach of the extreme value channel
• Product flow
• #LightTheMoment
• Earth day promo results
• What’s next?
• Closing Thoughts
Mission

To offer innovative and energy-efficient products under trusted brands at affordable prices

About L’Image Home Products

We celebrated 20 years in 2018!

Awards - 2018

US Environmental Protection Agency
Excellence Award in Promotion

National Resources Canada
ENERGY STAR
Manufacturer of the Year – Lighting
Big Players in Extreme Value
Our Retail Customers

Number of stores:

- Dollar Tree: 6,500
- Family Dollar: 8,900
- Dollar General: 14,000
Reach of the Extreme Value Channel

Broad coverage of the country in hard to reach areas
Product Flow in Extreme Value

Flow works best when all partners communicate frequently and manage expectations.

1. MOU budget reviewed
2. Orders sent to UFL stores
3. Inventory ETA sent to PM’s
4. Stock and POP is placed
5. Sales and inventory evaluated/POS

Only possible with sponsor support.
Product Flow in Extreme Value

Winning ingredients

ENERGY STAR product only shipped to participating stores

ENERGY STAR products are the best value items in the entire store, and would not be there without the support of the sponsors

Flow works best when all partners communicate frequently and manage expectations
Leveraging ENERGY STAR Resources

ES Brand recognition is a powerful tool

Converted all retail displays to emphasize #LightTheMoment

The result was a messaging relatable to consumers and utilities.

Used ENERGY STAR and #LightTheMoment at all trade shows
Case Study

EARTH DAY 2018 Promotion

Journey from concept to execution
2003: LHP Begins relationship with ENERGY STAR
2016: LHP establishes rebates team
2017: 900 stores with rebate programs
October 2017: DT/FD Summit – Earth Day promo conceived
Earth Day 2018: 344 stores in promo. 22 utilities. 4 diff. end caps
August 2018: 2200 stores with rebate programs
September 2018: Family Dollar joining the rebates program

Only 6 months!
**EARTH DAY 2018 Promotion**

**Results**

- **Percent lift in sales:** 33
- **Campaign impressions:** 2700
- **kWh saved:** 1,692,833

**Product Mix**
- All dimmable ENERGY STAR products
- LED A19’s
- LED BR30’s
- DESK with touch dimming
Back to school 2018
• 2200 stores
• Expanded product mix: B11’s, APS, BR30’s, A19
• Results next week!

#EEDay2018
October 5th

ENERGY STAR Day
October 23rd

Holiday 2018
Focus on fixtures for home décor

2019 Planning
• Earth Day 2019
• Targeted social media campaigns
• In-store events
Closing Thoughts

Our motivation for entering this space

We know that ENERGY STAR products bring exceptional value to customers.

We feel this positioning allows us to better serve our retail partners.

We excel in this space because we understand the relationships between utilities, retailers, and consumers.
Closing Thoughts
Meeting hard-to-reach customers through extreme value channels

• ENERGY STAR products are the best value items in the entire store, and would not be there without sponsor support

• Easy to execute and gain recognition from consumers

• Room for more opportunities
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