Increasing Demand

Getting Consumers to Ask for ENERGY STAR HVAC

Alex Bradley
C+C
Address Barriers to Consumer Demand

1. Complexity and Cost
   - Product/technology complexity and cost along with navigating the marketplace.

2. Product/Contractor Information
   - Limited access to the right product and contractor information.

3. Consumer Awareness
   - Lack of general awareness among consumers around the benefits of ASHPs vs traditional HVAC.
HVAC Campaign

Goal: Overcome barriers to generate consumer demand and adoption of ENERGY STAR certified HVAC systems, with a focus on ducted and ductless air source heat pumps

1. Complexity and Cost Barrier
   - Develop an ENERGY STAR Heating & Cooling Guide to give consumers access to the replacement guidance they need:
     - Information on equipment replacement
     - Purchase and installation guidance
     - Available Rebates
     - Replacement savings calculator
HVAC Campaign

2. Product/Contractor Information Barrier

- Develop a Product Finder that connects customers to brands and ENERGY STAR certified product lines that facilitate contractor support.

- Update CEE/AHRI links on existing product finder with an ENERGY STAR-focused experience that caters more to the end-use consumer.
HVAC Campaign

- HVAC Product Finder
  - Working toward retaining elements of existing Advanced Product Finders with educational information and rebates integrated.
  - Example: HP Water Heater Product Finder
  - Planned launch date: November, 2019
HVAC Campaign

3. Consumer Awareness Barrier
   - Implement awareness campaign that drives traffic to the HVAC Guide and Product Finder.
     • Campaign leads with symptoms signaling replacement and benefits of ENERGY STAR HVAC:
       • Energy bill savings
       • Comfort
       • Rebates
       • Environmental benefits
HVAC Campaign: Initial Creative Ideas

Are you snuggling your cats for warmth each night? Are those monthly energy bills giving you nightmares? Choose ENERGY STAR certified heating and cooling for a comfier home, lower energy bills, and a happier planet.
Media Plan

• Leverage media mix that combines broad awareness building with strategic targeting.
  – Paid social ads & digital ads on targeted websites
  – Sponsored articles distributed to popular online news sites
  – Supplement with Heating Video
• Target combination of markets with active programs and high penetration of old ASHPs.
• Drive traffic to Heating and Cooling Guide.
Target Markets

- CA
- AZ
- NM
- OK
- MO
- SC
- NC

ENERGY STAR: The simple choice for energy efficiency.
Next Steps

- Work with manufacturing partners to inform brands/product lines for Product Finder
- Complete HVAC Guide, Calculator, and Product Finder
- Awareness campaign launch in November
- Continue to work toward aligning utilities programs with ENERGY STAR certification
- Develop cold climate specification
- Broaden outreach and partner engagement and activation in 2020