



ENERGY STAR[®] Holiday Gift Guide



Dear ENERGY STAR Partners,

The holidays are upon us and ENERGY STAR invites you to join in celebrating with 25 days of Gifts that Do A World of Good. This year, giving the gift of energy savings and a healthy planet for all means so much more. We will start on Cyber Monday, November 30th, and continue on through December 24th with daily social messages on Facebook and Twitter focusing on one of the many product categories that we are promoting this holiday season, as featured in the ENERGY STAR Holiday Gift Guide.

Here is the social calendar.

Holiday Social Calendar	
Dates	Products
Monday, November 30 th – Friday, December 4 th	General ENERGY STAR Products for the holidays and light strings
Saturday, December 5 th – Friday, December 11 th	Appliances and lighting
Saturday, December 12 th – Friday, December 18 th	Electronics, including smart thermostats, computers, and air purifiers
Saturday, December 19 th – Friday, December 24 th	General ENERGY STAR Products

We hope that you will join us on social for any days that are relevant to your products/programs—and/or any other days that suit you. We have many social media posts and creative assets highlighting ENERGY STAR certified products that would make great gifts, and also feature the "Do A World of Good" theme. We have also added social messaging and images in addition to



the snow globe for smart thermostats, recognizing their popularity as holiday gifts.

Get Materials

Last year's paid social campaign featuring Gifts that Do a World of Good resulted in more than 2.5+ million impressions—all driving traffic to the holiday gift guide, with links to partner web pages highlighting holiday deals and rebates on ENERGY STAR certified products. This year, we are planning boosted social every week over the 25 days in December, supplemented with paid Facebook and Instagram ads. We will once again drive traffic to our holiday guide, energystar.gov/holiday, which now includes links to utility partner marketplaces.



Paid Facebook and Instagram

We look forward to your participation to celebrate giving a world of good to your loved ones. Please do not hesitate to reach out to us if you have any questions.

- Utility partners, please contact your account managers at eeaccountmanager@energystar.gov.
- Manufacturer partners, please contact us at changetheworld@energystar.gov.

Happy Holidays from ENERGY STAR,
The ENERGY STAR Communications Team
