



Ingredient Brand Guide Now Available!



Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) would like to share our new comprehensive ENERGY STAR brand resource, the ENERGY STAR Ingredient Brand Guide and Toolkit. The Brand Guide offers resources to help you leverage the ENERGY STAR brand to optimize your product sales, programs, and services to deliver energy savings, including consumer research and customer segmentation data to inform effective outreach strategies as well as enhanced brand tools to use in customer-facing materials.

Partners leveraging the strong brand identity, credibility, and trust associated with ENERGY STAR have been able to drive stronger program marketing and brand-level results. The ENERGY STAR label provides consumers with a shorthand symbol to identify high quality, highly energy-efficient products and make their purchase decisions with trust and confidence. In this way, ENERGY STAR has served as the quintessential Ingredient Brand.

EPA has proactively invested in the evolution of ENERGY STAR as a leading Ingredient Brand in order to succeed in today's changing marketplace and best support its partners in working toward a clean energy future. We've gathered consumer insights, defined target audiences, and used our learnings to inform outreach strategies that can benefit your programs, all of which is contained in the Ingredient Brand Guide.



Sample Display Banner Ad

We will support Ingredient Branding with a substantial brand campaign effort launching today, September 22nd, that includes a broad media mix to maintain and grow our brand value among core audiences, while bringing new audiences into the ENERGY STAR family. We have also added a new brand landing page to provide consumers further information about ENERGY STAR and our partners and how we work collectively to help everyone save energy, money,

and help protect the planet. See energystar.gov/choicesthatcount.

We encourage you to take advantage of these efforts and the [Ingredient Brand Guide](#), now live on the ENERGY STAR marketing materials page, and hope you find these resources useful in support of your partnership and efforts to advance savings for your customers.



Partner Identifiers and Promotional Graphics Available in Toolkit

Please reach out to us if you have any questions or would like to discuss how you can optimize the value of the Ingredient Brand Guide.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

We look forward to our continued partnership in support of a clean energy future.

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).