New Jersey’s
2003 Change-a-Light, Change-the-World Campaign

Prepared for the
2004 National ENERGY STAR Lighting Partner Meeting
April 26-28, 2004
Austin, Texas
NJ CAL Background

• September 2001 - ENERGY STAR Product’s Program launched;
  – Limited CAL activity; focused on Torchiere turn in and limited buy down events with 3 major big box retailers;

• October 2002 – CAL Retailer/Manufacturer Solicitation;
  – Industry proposed offerings, retailer-manufacturer driven, 16 proposals selected, 1.2 M in funding, limited products (CFL’s & Fixtures);

• September 2003 – CAL Retailer Manufacturer Solicitation;
2003 CAL Program Design

- Liked manageability of Manufacturer/Retailer Solicitation;
- Requirement for firm commitments between Manufacturers and Retailers;
- Looked to neighboring REPS’s offerings to build consistency;
- Interview of market actors supported;
  - Leveraging manufacturers resources to support buy down approach;
  - Prescribed and consistent incentive price points;
  - Ability to use Co-Op marketing funding;
  - Reach all market segments (big box, grocery, pharmacy, etc.)
Marketing & PR Campaign

• Utilized EPA Templates and Building Blocks to create NJ specific in-store POP Materials;

• Program received additional advertising through manufacturer and retailer co-op advertising;
  – Full and half page ads in major NJ newspapers by various partners – over 1,000,000 placements;
  – Direct mail, 4-color, 4 page circulars mailed to NJ residents featuring only ENERGY STAR lighting products;
  – New Jersey CAL messaging in retailer circulars of various storefronts, including ethnic grocery stores, electrical supply houses, and lighting showrooms.
Marketing & PR Campaign

- Joined the National CAL PR Campaign;
  - Supported the use of Steve Thomas as spokesperson;
  - Recorded a customized Radio News Release with Governor McGreevey and Steve Thomas;
  - RNR was picked up by several NJ local stations.

- Program received mention in New Jersey newspaper articles about energy efficiency;
- njcleanenergy.com updated with CAL web banner, retailer search feature, and program goal “thermometer”;
- Press Release sponsored by the NJ Board of Public Utilities.
Marketing & PR Campaign

Change a Light, Change the World with ENERGY STAR® for future generations.

Changing the world starts with simple actions. Like changing a light. The New Jersey Clean Energy Program and Governor James E. McGreevey are encouraging residents in your community to help you save energy and money and reduce the impact of major electric rate rate increases. Thanks to this innovative initiative you’ll benefit from discounted pricing on select ENERGY STAR compact fluorescent bulbs and lighting fixtures from September 1st through the end of the year. Look for the New Jersey Clean Energy Program logo on ENERGY STAR lighting products to help protect the environment and lower your energy bill. Join the national “Change a Light, Change the World” campaign.

Special promotion made possible by Governor James E. McGreevey and the New Jersey Board of Public Utilities

President Jeanne M. Fox
Commissioner Frederick F. Butler
Commissioner Carol J. Murphy
Commissioner Connie O. Hughes
Commissioner Jack Alter

www.bpe.state.nj.us
www.nlcleanenergy.com

Special promotion made possible by Governor James E. McGreevey and the New Jersey Board of Public Utilities
now until December 31, 2001

FACT: If just one room in every home in the U.S. used ENERGY STAR qualified lighting, the changes could keep one trillion pounds of greenhouse gases out of our air.

www.energy.gov
Marketing & PR Campaign
Solicitation’s Response

• Overwhelming Response!
  – Received 49 Proposals by August 1st;
  – Total Funds Requested - $7.6 Million (only $4M available!);
  – Proposed Products - 2.2 Million CFL’s and 127,000 Fixtures;
  – Proposals represented 15 manufacturers and over 20 different retailers with 871 New Jersey storefronts!
Selection Process

• Development of a Criteria Rating Form to grade proposals on:
  – # of retail locations, consumer awareness factor, new or increased shelf presence, furnishing of sales data, diversity (under represented retailer), long lasting impact, partner’s committed resources, reasonableness;

• Tried to give everyone something! Were willing to revisit funding based upon actual results.
Approved Projects

- 47 Projects Approved by August 8\textsuperscript{th};
- $3.9 Million in Allocated Funds;
- $380,000 in Allocated Co-op Funds;
- 1.2 Million CFL’s and 70,000 Fixtures Proposed;
- 80% of projects scheduled to begin in September.
Program Results/Highlights

- Nearly 1.5 million ENERGY STAR Lighting Products distributed!
  - 1,305,829 Standard CFL’s;
  - 153,402 Specialty CFL’s;
  - 1,704 Dimmable CFL’s;
  - 18,533 Indoor Hardwired Fixtures;
  - 8,528 Indoor Portable Fixtures;
  - 8,343 Outdoor Hardwired Fixtures;
- 76,320,920 kWh Saved!

- Major NJ grocery chain (112 stores) to continue stocking ENERGY STAR CFL’s and participate in any future NJ promotions;
- ENERGY STAR Fixture displays set up in lighting showrooms;
- Program provided discounted Specialty and Dimmable CFL’s;
- Multiple market segments served;
- Early requests for 2004 Participation!

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Lessons Learned

Lessons

• Customer frustration caused by lack of product availability due to delivery delays, retailer display, or quick sell-out;
• Price points at certain retailers were higher than indicated by the proposal;
• Program in-store materials, although displayed during quality assurance visit, would not be retained once product was sold out;
• Some scheduled PR events never materialized.

Future Considerations

• Regular updates from manufacturers as to exactly when product will be in the stores;
• Better communication from retail corporate offices to store locations on promotion information;
• Understand how the products will be merchandised in the retail location to achieve better program recognition;
• Undertake PR campaign specific for NJ, create a better ratio of local vs. national coordination.
And In Conclusion…

• The National Change-a-Light Campaign provides NJ a specific time and platform to call out and promote ENERGY STAR Lighting products;
• The National Change-a-Light Campaign provides the catalyst whereby SBC funded programs can leverage industry resources, modify consumer buying habits, change store stocking practices and create the incentive for manufactures to offer more efficient products;
• The National Change-a-Light Campaign is an essential component in making New Jersey residents next light an ENERGY STAR!