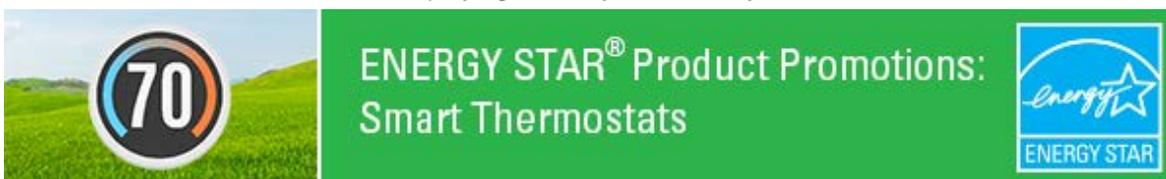


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Dear ENERGY STAR Partners,

The second annual ENERGY STAR smart thermostat promotion is getting ready to launch later this October. ENERGY STAR smart thermostats are “The Smart Choice Made Simple” for consumers because they have been independently tested to deliver reliable performance and energy savings.

Since smart thermostats are mostly researched and purchased online, our partner materials feature robust online educational content and assets including product images, infographics, and web widgets and buttons in numerous sizes for use on your websites, as well as the traditional in-store materials including retail fact sheets and point-of-sale materials.



This year we are especially pleased to add a new ENERGY STAR Product Finder resource for smart thermostats, which provides a one-stop-shop for educational information and buying guidance, as well as certified product information and rebates.



[Get Materials](#)

Our 2018 media plans also take into account the strategic importance of the online channel for reaching consumers with a mix of both digital content, tech influencer reviews, and display ads featured on top of retailer and other shopper / influencer sites, such as CNET. Specifically, we will be working with tech influencer Carley Knobloch to develop content, including a video and blog, that encourages customers to look for ENERGY STAR when choosing a smart thermostat for their home. And, to emphasize what makes ENERGY STAR certified smart thermostats a great gift for the holidays, we are planning to also feature smart thermostats with “Do it on a Dime,” a popular YouTuber, as part of our 2018 holiday promotion, The Best Gifts Do Great Things, in November.

Thanks to those of you who are participating in the 2018 smart thermostat promotion. To date, we have 13 energy efficiency program sponsors involved, representing over 14 million households.

- Burbank Water & Power

- Pacific Gas and Electric Company (PG&E)
- SoCalGas
- Hawaii Energy
- Ameren Illinois
- Delmarva Power
- Potomac Electric Power Company (Pepco)
- Entergy Mississippi
- New Mexico Gas Company
- Central Hudson
- Columbia Gas of Ohio
- Efficiency Smart
- Focus on Energy

There is still time to join us in increasing the adoption of this new and exciting energy-saving technology, so please let us know how we can be of assistance as you plan your own marketing activities.

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit [\\_\\_\\_\\_\\_](#)



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