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ENERGY STAR® Product Promotions: Water Heaters



Dear ENERGY STAR Partners,

The third annual ENERGY STAR water heater promotion, “Upgrade Now & Warm Up to Savings,” is gearing up for its launch, with a focus on the significant energy savings benefits associated, in particular, with ENERGY STAR certified heat pump water heaters. This year, we offer several consumer tools, as well as a media activation plan, to address the existing challenges associated with expanding heat pump water heater adoption.

Featured tools include our new ENERGY STAR Water Heater Product Finder web page, which serves as a one-stop-shop for education, product lists, and rebate information, as well as links to installers across the US that are well-versed in heat pump technology. The centerpiece of the promotion will be the new, mobile-friendly ENERGY STAR Water Heater Replacement Guide (energystar.gov/waterheaterguide). This tool guides the user through a simple check list to see if a heat pump water heater is right for their home and links them to the product, rebate, and installer finders to complete the process. A variety of marketing materials, including infographics and co-brandable web buttons, are now available for your use on our Marketing Materials web page.

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Our 2018 media plans will focus on promoting ENERGY STAR certified heat pump water heaters and will target new home buyers in markets where there are older homes in order to reach consumers potentially ready to make an upgrade. We will also geo-target regions where our partners are actively marketing ENERGY STAR certified heat pump water heaters. Our asset mix includes an engaging digital ad spot with companion display ads that humorously feature the benefits of both heat pump water heaters and early replacement. We are also planning to work with an influencer family as a testimonial to both ease of replacement and benefits—including big energy savings and rebate savings now available. We are very excited about the potential impact of this approach and are looking forward to working with you to make it even stronger.

Thanks to the many of you who have plans in motion to participate. To date, we have 12

NEED A NEW WATER HEATER?

Find out if ENERGY STAR® is right for your home. Visit EPA's **Water Heater Replacement Guide** for a simple list of installation considerations, with links to products, rebates, & installers in your area.

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energy efficiency program sponsors involved, representing more than 17 million households!

- Pacific Gas and Electric Company (PG&E)
- SoCalGas
- Eversource (CT)
- The United Illuminating Company
- Hawaii Energy
- Entergy Mississippi
- Con Edison Company
- Columbia Gas of Ohio
- Efficiency Smart
- PECO
- Texas Gas
- Hot Water Solutions, an initiative of the Northwest Energy Efficiency Alliance (NEEA)

There is still time to join us and benefit from our big push on ENERGY STAR heat pump water heaters. We look forward to working with you on this great energy-saving opportunity!

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 [www.energystar.gov](#)



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