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Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency (EPA) is pleased to announce the availability of marketing materials for the 2019 ENERGY STAR smart thermostats promotion. ENERGY STAR certified smart thermostats are “The Smart Choice Made Simple” for consumers because they have been independently tested to deliver reliable performance and energy savings.



Throughout the spring and summer, EPA will emphasize the cooling benefits of smart thermostats, while educating consumers about what differentiates ENERGY STAR certified smart thermostats from traditional ones.

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.

We will also continue to feature our new [ENERGY STAR Product Finder](#) 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 2019 media plans will build off of the success of our 2018 fall promotion and, once again, feature Carley K. Her [product-review video](#) was placed across popular tech-review sites, including CNET, The Wirecutter, The Verge, Engadget, and others, garnering more than 600,000 impressions in select markets in early November. Due to this success, we plan to continue placing the Carley K video starting in late May to coincide with the cooling season and compliment it with display ads on the same sites to draw more clicks – all geotargeted to markets with active programs.

The ENERGY STAR team is excited to continue to expand the audience for ENERGY STAR certified smart thermostats and their energy-saving benefits and look forward to your involvement. If you're interested in participating, please send an email to your account manager at eeaccountmanager@energystar.gov by the end of April, and let us know your promotional plans, so we can optimize our collective impact.

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 today.



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