Marketing Strategies: CFLs
Linda Latham, D&R International

ENERGY STAR Lighting Partner Meeting
Phoenix, AZ
February 25 – 27, 2008
Topics for Today

1. Products
2. Programs
3. Promotions
## Qualified CFL Products

<table>
<thead>
<tr>
<th>Bulb Type</th>
<th>Total #</th>
<th>Since 1/07</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bare (Spiral/Tube)</td>
<td>1,811</td>
<td>616</td>
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<tr>
<td>Reflector</td>
<td>367</td>
<td>132</td>
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<tr>
<td>A-Line</td>
<td>183</td>
<td>54</td>
</tr>
<tr>
<td>Globe</td>
<td>153</td>
<td>41</td>
</tr>
<tr>
<td>Bullet/Candle</td>
<td>51</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>24</td>
<td>14</td>
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<tr>
<td><strong>Total # of Models</strong></td>
<td><strong>2,573</strong></td>
<td><strong>863</strong></td>
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Product Characteristics

- **Average Lifetime**: 8,500 hours
  - 45% of models are 10,000 hours or more
- **Average Color Temp**: 2860K
  - 7% of models are 3500K or above
- **# of 3-way bulbs**: 75
- **# of dimmable bulbs**: 57
Program Trends

- **Long-term Programs**
  - in NW, NE, CA, WI
    - Upstream rebates & instant coupons
    - Co-op marketing funds
    - Field support, POP, store events

- **Awareness & Sales**

- **Evolving Strategies**
  - Smaller per-unit rebates
  - Specialty bulbs
  - Expanded outreach
  - More sophisticated educational messages
Program Trends

• **Newer Players:**
  – Mid-Atlantic
  – Southeast
  – Southwest
  – Midwest

• **Growing Budgets:**
  – Incentives
  – Promotions

VA Sales Tax Holiday
Key Program Goals

- **Energy Savings**: Increase CFL sales
- **Market Transformation**:
  1. Expand product availability in Grocery/Drug and Discount stores
  2. Reach more consumers
  3. Help consumers put the right bulb in the right place
Retail Promotions

• CFLs are available at more retail stores than ever before
• Many retailers have expanded their SKUs, adding more specialty bulbs
• Prices continue to fall
• CFLs are regularly featured in circulars, ads, Web sites
• Expanded signage and displays
Think green—earth-friendly products!

**FREE**
Energy Saving CFL Bulbs
40 to 100 watt equivalent. Felt. Daylight or Ecobulb Plus.
SALE! 2/5.99

**25% Off**
Our Entire Line of Seventh Generation Cleaners
25 oz to 50 oz. Step 2.99 to 6.49
SALE! 2.24 to 6.36

**FREE**
Plastic Jug
1.1 liter (1.99 VALUE) with Brita purchase below

**$15 SALE!**
Brita Water Filtration
• 3 pack Pitcher Replacement Filters
• Faucet Mount Filter
• Pitcher
Produced Brita para filtrar agua
• Filtros de repuesto para jarra, pack de 3
• Jarra para britas + jarra

Grocery and Drug Stores

Walgreens Circular
Grocery and Drug Stores

Whole Foods
Grocery and Drug Stores

Whole Foods
Grocery and Drug Stores

- CVS Drug Store
- Walgreens
- Whole Foods
- Kroger

Rite-Aid
Mass Merchandisers

- More SKU’s
- Lower prices
- New display
- Ads
- 18Seconds.org
- Oct 2007: sold 100 Millionth CFL
“Wow. These are much better than my old bulbs!”
Non-Retail Promotions

- Radio and TV Ads
- Community-based outreach
- Contests
- Special Web sites
Local Campaign

• Incentives
• In-store POP
• Ads
• Bulb giveaway
• Video / PSA Featuring local Seattle celebrities
Working with Schools
Video Contest

Change a Light, Become a Star!
Submit a video of your own creation, for a chance to appear in an SCE Television Commercial!

How to make a video
Grab a digital video camcorder and start filming! We want to see how you save energy in your house, by using CFLs and other power saving techniques.

Rule & Guidelines
Follow these simple rules & guidelines to create a video that will be posted online, for the world to see.

© 2007 Southern California Edison. Privacy Policy. Site Credit.
In the Streets
www.NewBulbInTown.com

- Western-themed educational Web site
- Jesse Watts Video Clip
Right Bulb in the Right Place

• Product Selection
  – Lumens not watts
  – Appropriate fixtures
  – Bulb types
  – Color temperature

• How do you get all this across clearly?
## Where to Use

### Aisle Violator
- Interactive Web tools
  - Newbulbintown.com
  - Nvisioncfl.com

### HOW TO CHOOSE
**THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB**

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<tr>
<th>TABLE/FLOOR LAMPS</th>
<th>PENDANT FIXTURES</th>
<th>CEILING FIXTURES</th>
<th>CEILING FANS</th>
<th>WALL SCONCES</th>
<th>RECESSED CANS</th>
<th>TRACK LIGHTING</th>
<th>OUTDOOR COVERED</th>
<th>OUTDOOR EXPOSED</th>
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**AVOID EARLY BURN OUT:**
- Only bulbs marked “dimmable” or “three-way” will work on dimmers or three-way switches.
- Most photocells and timers are not designed to work with CFLs.
Color Temperature
Color Temperature

• Utilizes Kelvin scale
• Describes the “mood”
• Recommended rooms
• Yellow-White-Blue to reinforce color tones