



# LIGHT *the* MOMENT WITH ENERGY STAR®



Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to share expanded messaging and materials for the 2020 ENERGY STAR lighting promotion—Light the Moment with ENERGY STAR—to launch around Daylight Saving Time on November 1st. Our comprehensive "[Marketing & Materials Plan](#)" deck provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.



That moment when...sweet dreams start with a bedtime kiss.



LIGHT *the* MOMENT  
WITH ENERGY STAR®

Per our fall promotions kick-off letter, we plan to continue the Light the Moment with ENERGY STAR call-to-action since partner engagement, particularly manufacturers promoting Light the Moment on packaging and displays at retail, has been steadily growing since its launch. We also plan to expand the Light the Moment theme beyond the basic light bulb to specialty bulbs and easy-to-retrofit downlight fixtures—highly energy-efficient replacements for recessed cans.

Given this expansion, we have new materials, such as additional Light the Moment logo lockups for fixtures with longer lifetimes—20+ years (seen on the right), and a new fact sheet and additional social media posts focused on retrofit downlights. Existing Light the Moment materials include everyone’s favorite seasonal social with new additions to the selection, as well as the ENERGY STAR Choose a Light Guide—a tool that helps customers navigate the often still overwhelming lighting options at point-of-sale.

Last year’s media creative and mix was such a success that we plan to bring it back for 2020. The combination of messaging that features practical energy savings and aspirational benefits alongside special moments in people’s lives resonates with all customer segments. New messaging will promote lighting all your moments throughout your home with an ENERGY STAR certified light perfect for every room.



**ONLY ENERGY STAR®  
LIGHTING  
IS CERTIFIED TO DELIVER:**

- Highest Quality Performance
- Just the Right Brightness & Color
- Big Energy Savings – Lasts 20+ Years!
- A Better Planet



ENERGY STAR's 2019 Light the Moment campaign consisted of static and video social media ads resulting in 2 million+ impressions, 250,000+ video views, and a cost/click of \$.62

We also plan to continue our LMI-focused outreach on ENERGY STAR certified LED bulbs to connect these important audiences to lower cost bulbs available at discount stores across the country as a result of manufacturer/utility/retailer partner coordination efforts.

Similar to past Light the Moment promotions, we are interested in all partners integrating the Light the Moment with ENERGY STAR call-to-action in your outreach activities. We are excited to have you join us in amplifying the value of ENERGY STAR, whether it is at point-of-sale, featured as part of your utility lighting program web pages/outreach materials, or in social media leveraging our seasonal moments posts.

All of the marketing materials to help you get started are [available free for download now](#).

## LIGHTING PROMOTION

**Goal:** Encourage consumers to switch out their old inefficient bulbs with new ENERGY STAR certified bulbs, now including specialty and retrofit downlights.

- Continue to leverage aspirational Light the Moment messaging to engage consumers.
- Drive traffic to Lighting Product Finder with featured special deals.

**Media Mix:**

- Social optimized for clicks (Facebook and Instagram).

**Targets:** Markets with active utility programs/buy-downs at retail.

- Continue low-to-moderate income target for bulbs and extend to general audiences for specialty and fixtures.

**Timing:** Early November.

[Get Materials](#)

As always, we look forward to working with you and coordinating your efforts with ours so together we can light everyone's moments with ENERGY STAR certified lighting. If you are interested in discussing opportunities or have any questions, please contact us.

- Utility partners, please contact your account manager at [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov).
- Manufacturer or retail partners, please contact us at [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).

The ENERGY STAR Communications and Marketing Team

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