
SEARS HOLDINGS



Marketing CE with ENERGY STAR – What Success Looks Like

Martina Dimova-Martinez

Manager, Business Development

Consumer Electronics - Sears Holdings Corporation

11.9.11

Retailer's role in Electronics Utility Programs

All about the customer:

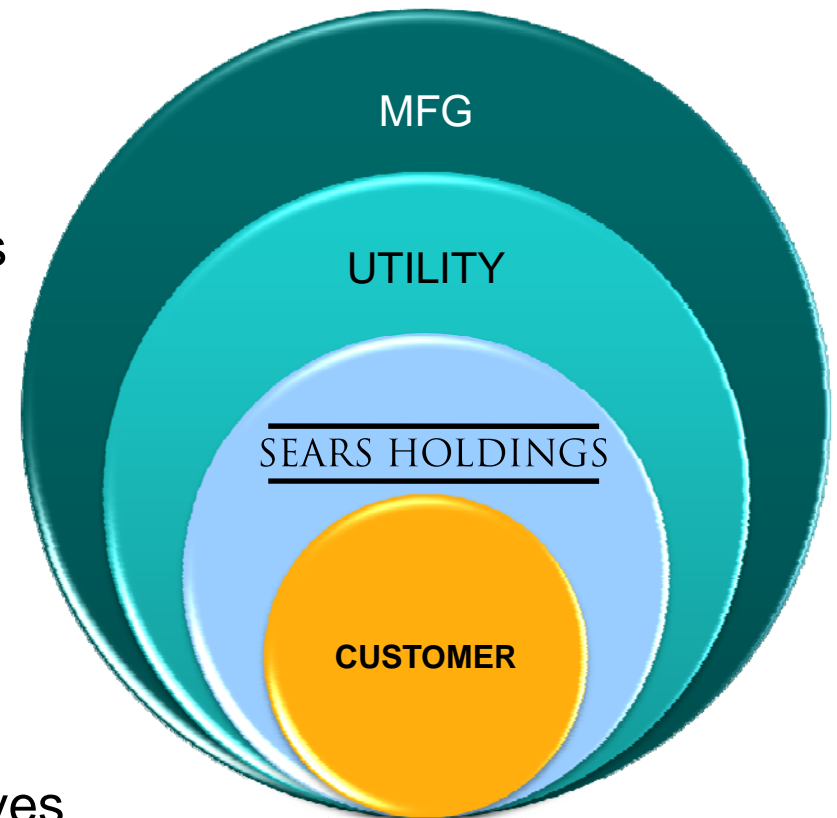
Their needs, choices, and desires

Local excitement with over
3,800 full-line & specialty retail stores
(US/Canada)

Look, touch, and engage with
Associates on efficient CE products

Create an emotional bond for
customer loyalty

SHC is committed to improving the lives
of our customers by **providing quality products**, services, and
solutions that **earn their trust** and **build lifetime relationships**



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SHC Marketing, Program, and Product Support

The most extensive marketing programs available:

Kmart/Sears - meet needs of different demographics

Income brackets, Multicultural, Urban/Suburban

Co-branded Store Programs and Events

Household Print Circulation:

Combined Sears and Kmart has one
of the largest circulation in print

Email marketing / Digital Ads / QR Codes

In-Store Promotions - Sears Video Wall

Training and Support

Dedicated Associate Portal (Roadshow, in-store, online)

Sales Today magazine

Our Merchants collaborate with utilities on qualifying products & work with manufacturers



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Data, Benchmarking, and Why Partner with Sears

We provide data and information for your EM&V

- Provide customer level sales information
- Access to CE Merchant Teams
- Access to Benchmarking information
- Prior periods and comparable regions
- Timely program information
- Measure success for your programs



“What does Success Look Like?”

- Working together
- Defining **mutual success** up front
- Single point of contact for programs / accountability
- Monthly touch base for continuous improvement

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