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# SEARS HOLDINGS

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## **Marketing CE with ENERGY STAR – What Success Looks Like**

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Martina Dimova-Martinez

Manager, Business Development

Consumer Electronics - Sears Holdings Corporation

11.9.11

# Retailer's role in Electronics Utility Programs

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## All about the customer:

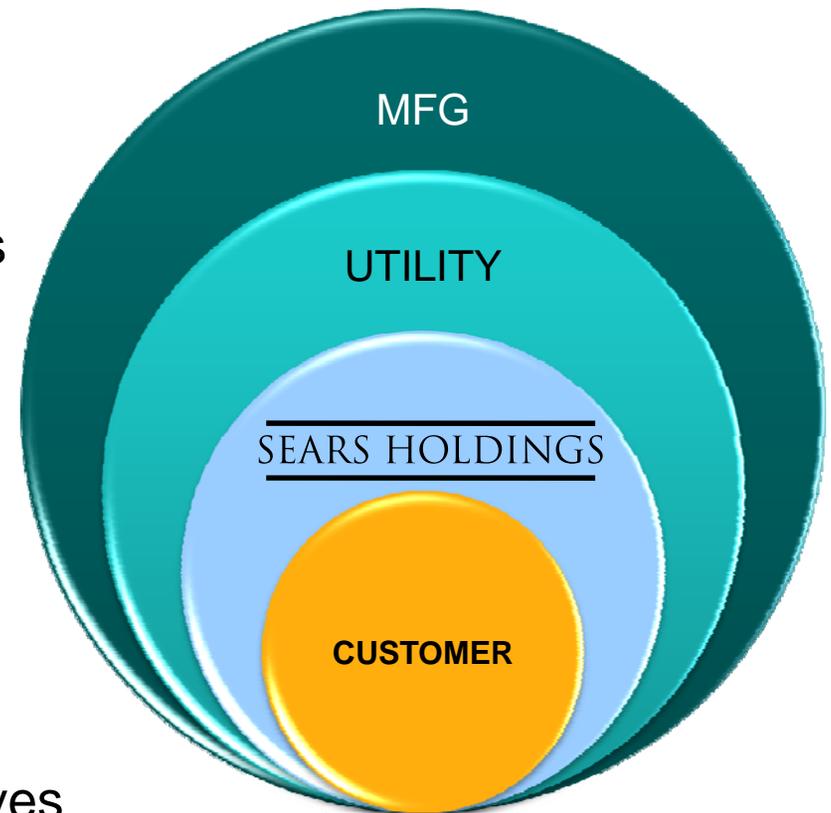
Their needs, choices, and desires

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

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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

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## 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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