



Leveraging Industry Support for Cooperative ENERGY STAR Lighting Promotions

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Change a Light, Change the World

CFL Promotion Objectives:

- Educate consumers
- Spur initial purchase
- Increase retailer participation
- Increase market penetration
- Encourage competition



Leveraging Objectives

- Stretch limited budgets
- Increase participation
- Tap industry marketing expertise
- Maximize market preparation
- Encourage competition



Competitive RFP Process

- RFP outlines promotion
- RFP outline types of support that will be scored
- Manufacturers and retailers partner on proposals
- Proposals scored ~ support offered
- Partners selected
- Budget allocated



Results of Leveraging

- Endorsements
- Cooperative advertising/PR
- POS design and production
- In-store support
- Cooperative incentives
- Logistics
- Sales data



Promotion Results

- 1,339,551 CFLs purchased
- 68,610,366 kWh
- 2,079 kW
- Over \$520,000 in direct financial contributions from industry
- Increased competition



For More Information

- www.focusonenergy.com ~ Information on the Focus on Energy Program.
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