Leveraging Industry Support for Cooperative ENERGY STAR Lighting Promotions

Presented by:
Matthew Kok
Wisconsin Energy Conservation Corp.

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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.weccusa.org](http://www.weccusa.org) ~ Information on Wisconsin Energy Conservation Corp.

• [mattk@weccusa.org](mailto:mattk@weccusa.org) or 888.509.3247 ext. 230 ~ Matthew Kok contact information.