

New York ENERGY STAR® Products Program



*Allowing Differentiation of Promotions in the
Market Through Co-operative Marketing*





Focus

- Background
- Incentives
- Future



Why Co-Op Marketing?

- Rationale: ***Why Not!***

- *No Bias*
- *Encourages Collaboration*
- *Cost Efficient*
- *Effective*



Program Design

- Components:
 - *Manufacturer Partners*
 - *Gold Retail and Retail Partners*



Manufacturer Partners: Eligibility

- Manufacture one or more ENERGY STAR qualified or energy-efficient product lines
- Sign the Manufacturers Participation Agreement
- Distribute product to retailers in the **New York Energy \$martSM** territory



Manufacturer Partners: Benefits

- Participation in State and selected National campaigns and media events
- Opportunities to create joint promotions with retailers with whom they already enjoy an existing relationship
- Co-operative advertising opportunities up to \$25,000 per Wave
- Listing on the www.GetEnergySmart.org website
- Assistance from a designated ENERGY STAR Representative in forging relationships with new retailers in New York State



Retail Partners: Eligibility

- Be located in the New York Energy \$martSM territory (For a Gold Account: Have at least 15 retailer storefronts)
- Sign the Retailers Participation Agreement or Gold Retailers Participation Agreement (if applicable)
- Stock, prominently display, and sell at least 4 models of qualified ENERGY STAR products
- Submit an accurate monthly Sales Reporting Form by the 15th of each month and continue to report monthly



Retail Partners: Benefits

- Assistance with product labeling and placement of program provided Point-of-Purchase (POP) material
- Co-op funds for traditional advertising, special promotions and select National Campaigns up to \$15,000 for Gold Retailers and \$6,000 per county for Retailers
- Increased consumer visibility with showroom listings on www.GetEnergySmart.org
- In-store sales training
- Media recognition via additional NYSERDA sponsored TV, radio and print campaigns
- Designated, experienced Field Representatives

Field Representatives

- Responsibilities:
 - Provide training
 - Deliver promotional materials and program information
 - Facilitate relationships between the partners and manufacturers or distributors





Incentives

- Option 1 (Print Ads):
 - *Up to 50% cost share*
- Option 2 (Radio/TV/Billboard/Special Promotion):
 - *Up to 50% cost share*
- Market Share
 - *Performance based*



Option 2's

- Popularity

- Lighting Manufacturers
- Retailers

- Educational Component

- Increases consumer's willingness to buy
- Adds value

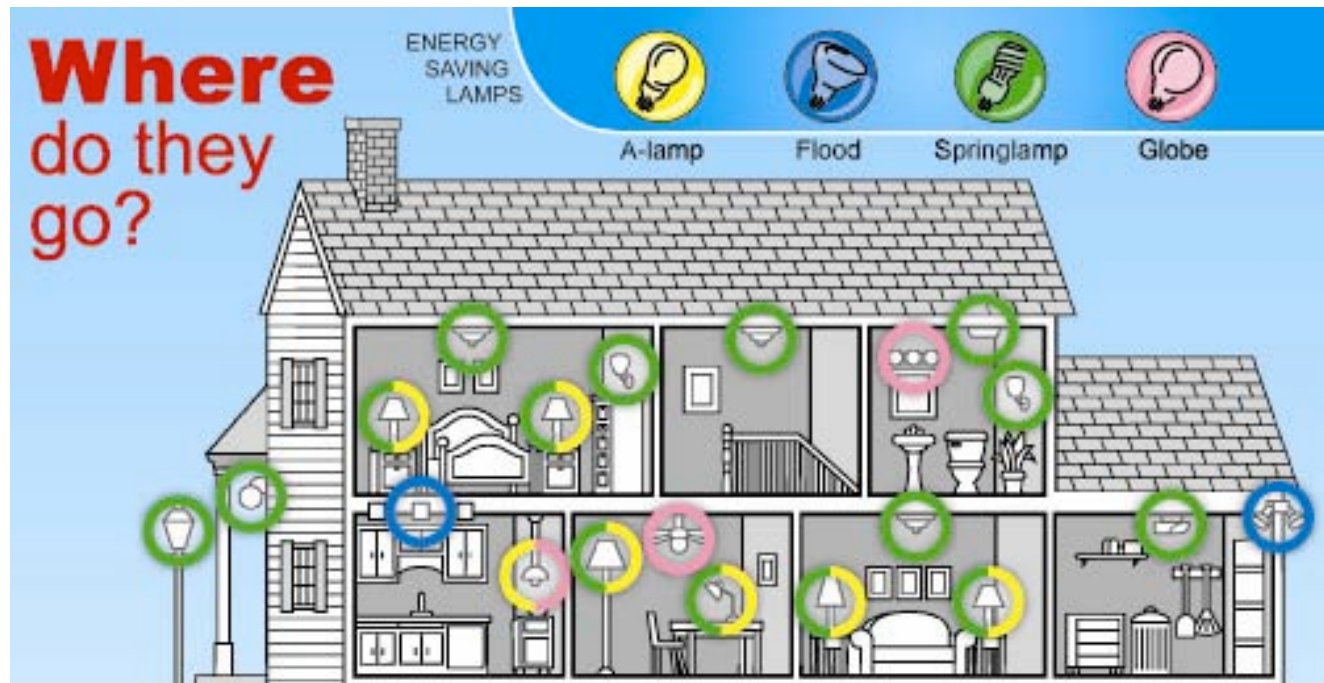


The Manufacturer Option 2

- Educational Material
- Outfitting of ENERGY STAR® Labeled Homes
- Buy-downs

Manufacturer Option 2's

- Example:



Manufacturer Option 2's



WE CAN MAKE A DIFFERENCE
...YOU, US, AND ENERGY STAR®

M MaxLite

ENERGY STAR® qualified bulb

Change your light bulbs and light fixtures to those that are ENERGY STAR® qualified. (Only don't forget to turn the switch off.)

That's not bad, but let's continue the good work together. Pollution and energy, we've got to take 18 million cars off the road. That's not bad, but let's continue the good work together. Pollution and energy, we've got to take 18 million cars off the road. That's not bad, but let's continue the good work together. Pollution and energy, we've got to take 18 million cars off the road.

PROTECTING OUR ENVIRONMENT STARTS AT HOME...

...and you can help!

M MaxLite

ENERGY STAR®

CHANGE 5 LIGHTS!

To cut one trillion pounds of greenhouse gases from our atmosphere, all we have to do is replace 5 light bulbs in every household in America with 5 ENERGY STAR® qualified light bulbs. It seems daunting, but it's really easy to get started: all we have to do, is change one household at a time.

Choose your five most used household light bulbs or light fixtures and replace them with ENERGY STAR® qualified ones. You'll save energy, you'll cut down on pollution and you'll be taking the first next step towards saving our planet from a trillion pounds of greenhouse gases.





CHOOSE THE RIGHT BULB!

Uses less Energy:
Using a MaxLite® ENERGY STAR® qualified bulb means you are using 70% less energy. That not only saves energy, but it means you are protecting the environment by using less resources and by putting less carbon into the atmosphere; a very good thing to do.

Energy Consumption (Watts) using a MaxLite® bulb
15 Watts = 60 Watts

Life (Hours)

10,000 Hours = 10 x 1000 Hours

Lasts Longer:
A MaxLite® ENERGY STAR® qualified bulb will last up to 10,000 hours. That means that it out-lasts approximately 10 incandescent lamps so you change lamps less often.

Saves Money:
A MaxLite® ENERGY STAR® qualified bulb or fixture will save you money. If you use 70% less energy, you'll save 70% on your electric light bill.

Choose from the following chart to find the MaxLite® ENERGY STAR® qualified bulb that's right for your application...

If you normally use:	Then choose this MaxLite® ENERGY STAR® bulb:
40 Watt	11 Watt
60 Watt	15 Watt
75 Watt	20 Watt
100 Watt	25 Watt

M MaxLite

ENERGY STAR®

Join us in protecting the environment "light from home". Our company has teamed up as a Partner with the U.S. Environmental Protection Agency's ENERGY STAR® program. Together, we are supporting a new public education campaign showing how we can all help the environment, through decisions we make at home. It really is true, simple decisions can make a big difference.



The Retailer Option 2

- Billboards
- Logos on transportation
- Staff T-shirts & Sweatshirts
- Customer T-shirt Giveaway
- Reduced/free installation costs
- In-store displays
- Web sites

Retailer Option 2's

- Example:



Retailer Option 2's

■ Example:

Energy Efficient Air Conditioners SALE!!

Energy Star
CHANGE FOR THE BETTER WITH ENERGY STAR

Friedrich X-STAR 20" AIR CONDITIONER
5500 BTU COOLING
3 COOLING SPEEDS
11 EER
115 VOLTS
500 WATTS
#XQ05L 10
\$50 REBATE

Friedrich QUIETMASTER DELUXE 26" SMALL CAPACITY AIR CONDITIONER
10200 BTU COOLING
11.7 EER / 115 VOLTS
872 COOLING WATTS
#RS10L 10
\$40 REBATE

Friedrich QUIETMASTER PROGRAMMABLE SMALL CAPACITY AIR CONDITIONER
11800 BTU COOLING
11.8 EER / 115 VOLTS
1000 COOLING WATTS
#SS12L10
\$75 REBATE

Friedrich QUIETMASTER HEAVY DUTY 28" LARGE CAPACITY AIR CONDITIONER
28000/27700 BTU COOLING
13.0/14.2 COOLING AMPS
9.5/9/5 EER
230/208 VOLTS
2947/2916 WATTS
#SL28L 30
\$25 In-Store REBATE on Qualified Energy Star Air Conditioners

Friedrich UNI-FIT 24" THRU THE WALL AIR CONDITIONER
8000 BTU COOLING
7.5 COOLING AMPS
9.6 EER / 115 VOLTS / 830 WATTS
#US08B 10A
\$40 REBATE

Friedrich WALLMASTER THRU THE WALL 27" AIR CONDITIONER
15800/15000 BTU COOLING
7.8/7.5 COOLING AMPS
9.0/8.8 EER / 230/280 VOLTS
1756/1705 WATTS #WS16B 30
FREE INSTALL ON FRIEDRICH SLEEVE UNITS!

LARGEST ENERGY STAR UNIT!

DID YOU KNOW?
By choosing **ENERGY STAR** you are helping prevent global warming and promoting cleaner air without sacrificing the product quality and performance you expect!

DID YOU KNOW?
ENERGY STAR qualified room air conditioners use at least **10% LESS ENERGY** than conventional models?

HI-DEFINITION TELEVISION HEADQUARTERS!

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Closed Saturday • Sunday 10-6

WE DELIVER! WE INSTALL!! WE DO IT ALL!!!

YOU'VE GOT TO SEE IT TO BELIEVE IT! • HDTV • THE KLEAREST TELEVISION PICTURE EVER!

Wave 11 – Room AC

- **Market Share Incentive**

- Offering an incentive if our partners maintain a specific market share of room air conditioners for the 6 month period

- *So far (as of 9/23):*

- 72.19% of sales are ENERGY STAR for the Wave
- \$131,600 has been disbursed in incentives

STAY COOL!
with ENERGY STAR®



SAVE MONEY

Replacing a 15-year-old room air conditioner with a new ENERGY STAR model could save you up to \$56* a year on your electric bill.

SAVE ENERGY

ENERGY STAR room air conditioners use 10% less energy than conventional models.

SAVE THE ENVIRONMENT

ENERGY STAR appliances are good for the environment because they use less energy, which cuts down on emissions generated by power plants. Remember to properly recycle your old room air conditioner to avoid burdening landfills and releasing dangerous chemicals into the environment.



Next time you're in the market for a new appliance—an air conditioner, clothes washer, or dishwasher—buy ENERGY STAR. To learn how ENERGY STAR products help you save and to find out how to properly recycle your old air conditioning unit, log on to www.GetEnergySmart.org or call 1-877-NY-SMART.




*Savings will vary depending upon air conditioner size, hours of use, and your electric rates.

Wave 12 – Clothes Washers

■ Market Share Incentive

- Offering an incentive if our partners maintain a specific market share of clothes washers for the 6 month period
- Incentive levels are based on reported sales data from partners
- If partners don't reach the level, they will miss out on the dollar incentive



Wash a Load...

\$ave a Bundle!

Buy an ENERGY STAR® Clothes Washer!

- Use up to 55% less energy
- Use up to 50% less water
- Save up to \$117 annually

 CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

All figures are based on replacing a 12 year old non-energy star clothes washer. Estimates are derived from an average 8 loads of wash per week with use of electric water heating system.



Evaluation

- Retailers
 - Mystery shopping
 - Sales Data
 - In-store Survey
 - Option 2 Evaluation

- Program
 - NYSERDA's Energy Analysis Team and Contractors
 - Other national and regional evaluation efforts



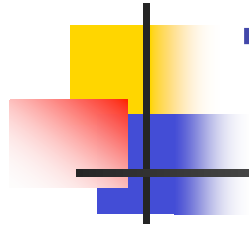
Program Outlook

- Strengths

- Cost effective
- Complementary to retailers' business strategy
- Allows EEPS to influence at point of sale

- Weaknesses

- Obtaining sales data
- National retailers backing away from signing formal agreement



The Future Looks Bright

- *Increasing Consumer Understanding*
- *Increasing Partner Support*
- *Home Electronics Program*
- *Strong Partnerships = Strong Future*