

## New York ENERGY STAR® Products Program

# *Transforming Markets through Effective Partnerships*

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NYSERDA



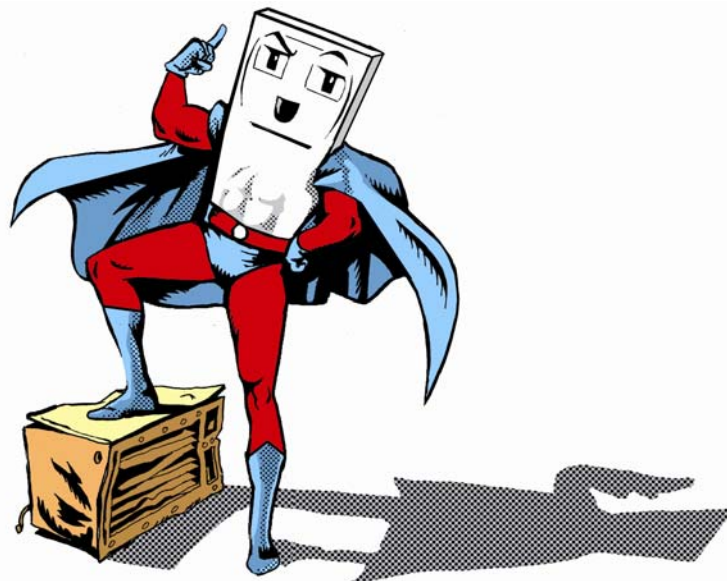
# Overview

- Program Structure
- Recruiting Partners
- Differences in Working with Appliance vs Lighting Partners
- Examples of Promotions
- Results and a Look Ahead



# Market Transformation – the Premise

- Made aware of the multiple benefits of energy efficiency, consumers will respond.
- Hearing demand, service providers and retailers will respond.
- Convinced of the additional benefits and cost savings of one product, consumers will extend that notion to other energy efficient products and services.



- Market-based approach:
  - Drive consumer demand,
  - Work to establish supply.
- Establish a brand that consumers can trust.
- Identify the value proposition.
- Educate, educate, educate!
- Work within business models.
- Make a long-term commitment to supporting the marketplace.
- Change over time to meet market needs.
- Provide a local spin.

## Strategies



# Strong Commitment to the **ENERGY STAR®** Platform



- New York ENERGY STAR Labeled Homes
- Home Performance with ENERGY STAR
- ENERGY STAR Products
- Multifamily Building Performance with ENERGY STAR

# Products Program Structure

- Components:
  - Manufacturer partners
  - Retail partners
  - Partner incentives
  - Few consumer incentives
  - Training, sales tools and promotional materials
  - Field support
  - Heavy consumer marketing and education
  - Data reporting and evaluation





# Field Representatives

- Responsibilities:
  - Provide training to retail partners
  - Check and help with displays and labeling
  - Deliver promotional materials and program information
  - Collect data, including feedback
  - Build relationships



# Multi-Media Marketing

- Public service advertising on donated TV and radio time for brand awareness.
- Paid TV, radio, on-line and print for brand awareness and action-oriented tips.
- Paid local TV programming with high added value for education.
  - Community newspapers, web site, and traditional public relations strategies for education.
  - Point-of-purchase, brochures, sales tools.
  - Listing of partners on [GetEnergySmart.org](http://GetEnergySmart.org).





# Promotional Materials

a **better** way to  
**listen**



CHANGE FOR THE BETTER WITH ENERGY STAR



ENERGY STAR® qualified audio and stereo equipment use up to **67% less energy** in stand-by mode compared to standard units.

[www.GetEnergySmart.org](http://www.GetEnergySmart.org)

It's **Right...**



...and Right at Home.

New York **Energy Smart**  
PUBLIC SERVICE COMMISSION

Wash a Load...



**Save a Bundle!**

CHANGE FOR THE BETTER WITH ENERGY STAR

[www.GetEnergySmart.org](http://www.GetEnergySmart.org)

Buy an ENERGY STAR® Clothes Washer!

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

All figures are based on modeling a 15-year old non-energy star clothes washer. Estimates are derived from an average 15-year old water per year with use of standard water heating system.

Spring Savings No. 1  
**FREE**

**SOCKET BOY** FIGHTING HIGH ENERGY COSTS!



STAND BACK, HIGH ENERGY BILLS!

Socket Boy is a superhero who fights high energy costs. He is a small, round, red and blue character with a large head and a small body. He is shown in various poses, including flying through the air, holding a glowing energy ball, and standing on a rooftop. The comic book panels show him in action, fighting high energy costs. The first panel shows him flying through the air, holding a glowing energy ball. The second panel shows him standing on a rooftop, looking down at a city. The third panel shows him holding a glowing energy ball. The fourth panel shows him standing on a rooftop, looking down at a city. The fifth panel shows him holding a glowing energy ball. The sixth panel shows him standing on a rooftop, looking down at a city. The seventh panel shows him holding a glowing energy ball. The eighth panel shows him standing on a rooftop, looking down at a city. The ninth panel shows him holding a glowing energy ball. The tenth panel shows him standing on a rooftop, looking down at a city.

use it. \*



or lose it.




If you're not using ENERGY STAR® lighting fixtures and bulbs in your home, you're losing money every day!

CHANGE FOR THE BETTER WITH ENERGY STAR

[www.GetEnergySmart.org](http://www.GetEnergySmart.org)

Take the  
Change a Light Challenge



**And \$ave!**

CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

**Save Money.  
With Style.**

ENERGY STAR  
WE SELL  
ENERGY STAR

**DEALER  
LOGO HERE**

# Recruiting Partners

- Continuous process – partner can enter program at any time
- Notice on [nyserda.org](http://nyserda.org) web site
- Notice in New York State Contract Reporter
- Direct outreach at conferences, events
- Cold calls



# Retail Partner Eligibility

- Stock, prominently display, and sell at least 4 models of target products
- Sign the Partnership Agreement
- Submit an accurate monthly Sales Reporting Form by the 15th of each month and continue to report monthly



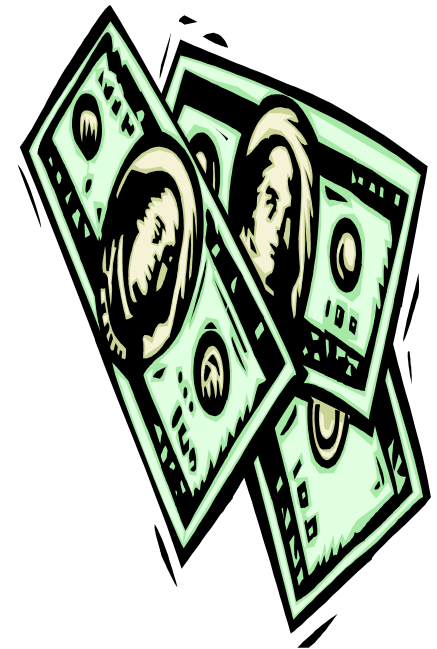
# Manufacturer Partner Eligibility



- Manufacture one or more ENERGY STAR qualified or target energy-efficient product lines
- Sign the Partnership Agreement
- Distribute product to retailers in the Program territory
- Report shipments quarterly

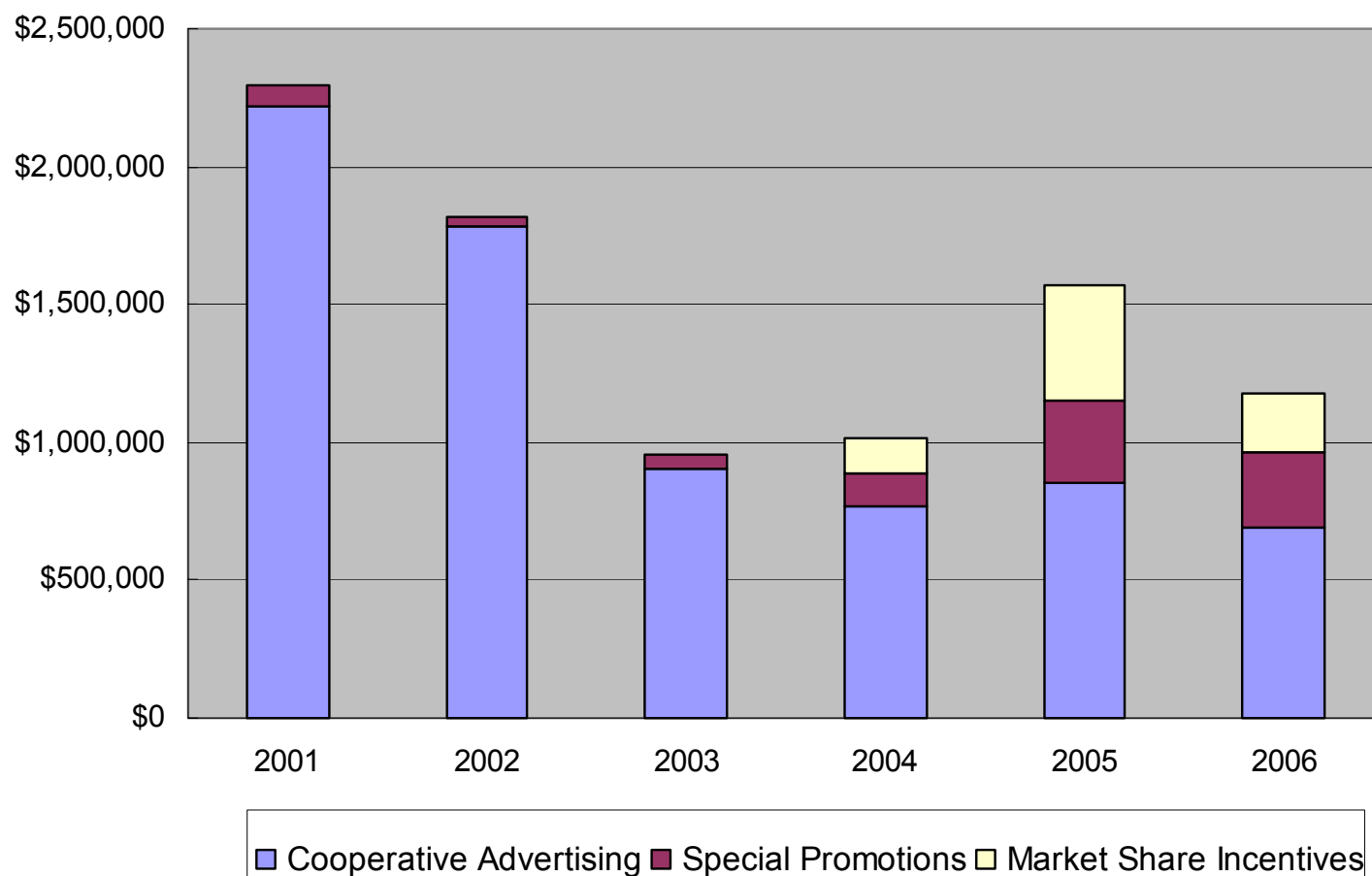
# Incentives

- Co-op Advertising for Print – has specific requirements to obtain reimbursement
- Co-op Radio, TV, Billboard, Special Print, **Special Promotions\*** – pre-approval required, special promotions must include educational component
- Market Share Incentive for achieving and maintaining a specific percentage of ENERGY STAR sales for a target product



*\*preferred activity – growing participation*

# Transition of Incentive Strategy





# Special Promotions

- Popularity
  - Retailers
  - Lighting Manufacturers
- Educational Component
  - Explains the value proposition
  - Key to market transformation



# The Manufacturer Special Promotion



- Special displays with educational material
- Outfitting of New York ENERGY STAR® Labeled Homes with lighting fixtures
- Buy-downs to introduce products to a new retail outlet

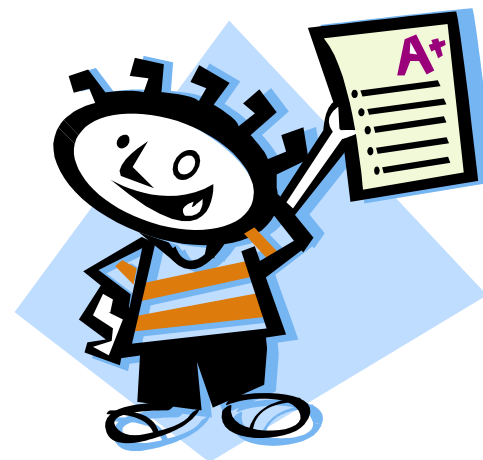
# Retailer Pre-approved Promotions

- Logos on vehicles
- Staff T-shirts & Sweatshirts
- Customer T-shirt Giveaway
- Reduced/free installation costs
- In-store displays
- Web sites that can display all ENERGY STAR products
- Dinner and training for builders and contractors



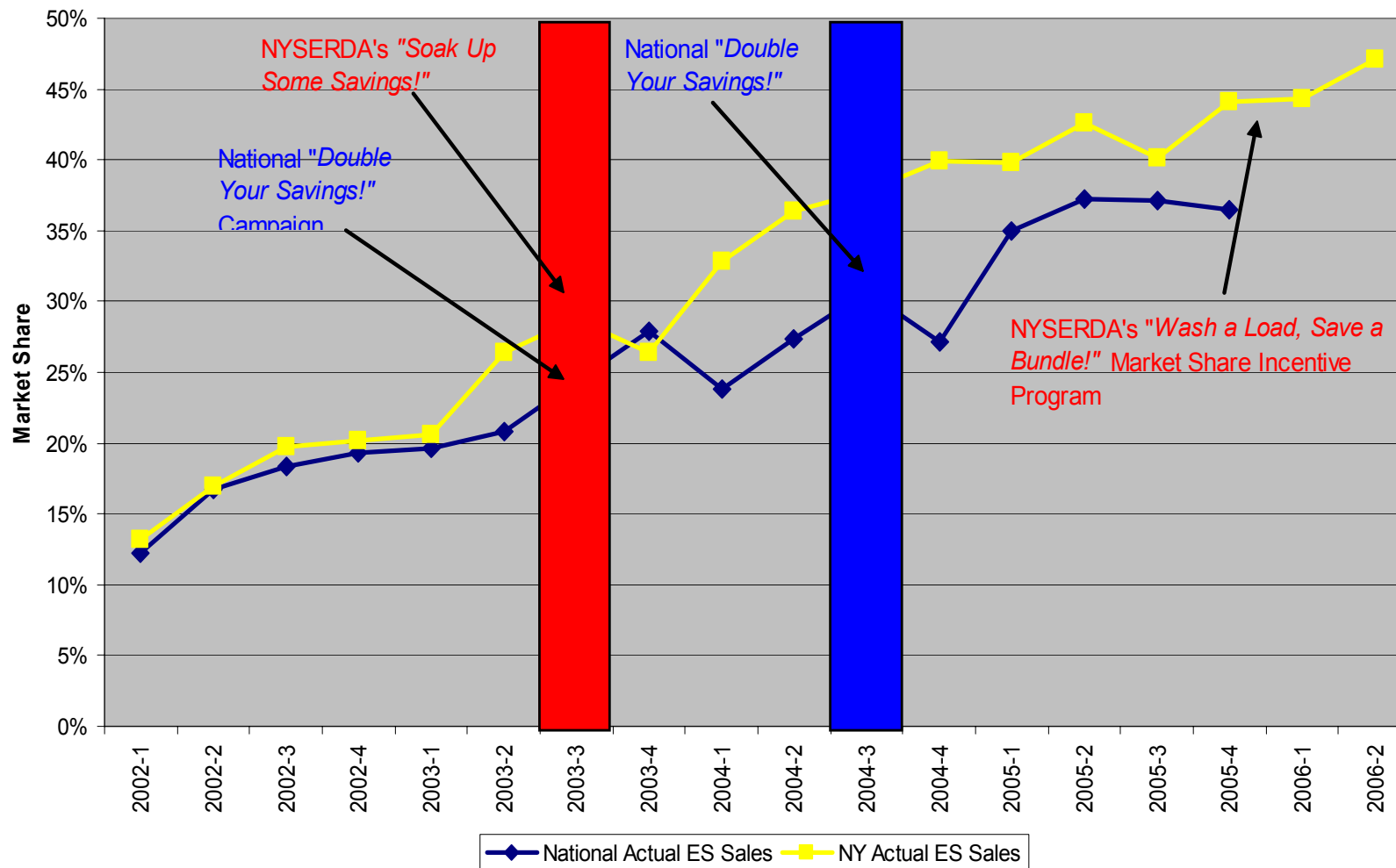
# Evaluation

- Retailers
  - Mystery shopping
  - Sales Data
  - In-store Survey
  - Special Promotion Evaluations
- Program
  - NYSERDA's Energy Analysis Team and Contractors
  - Other national and regional evaluation efforts

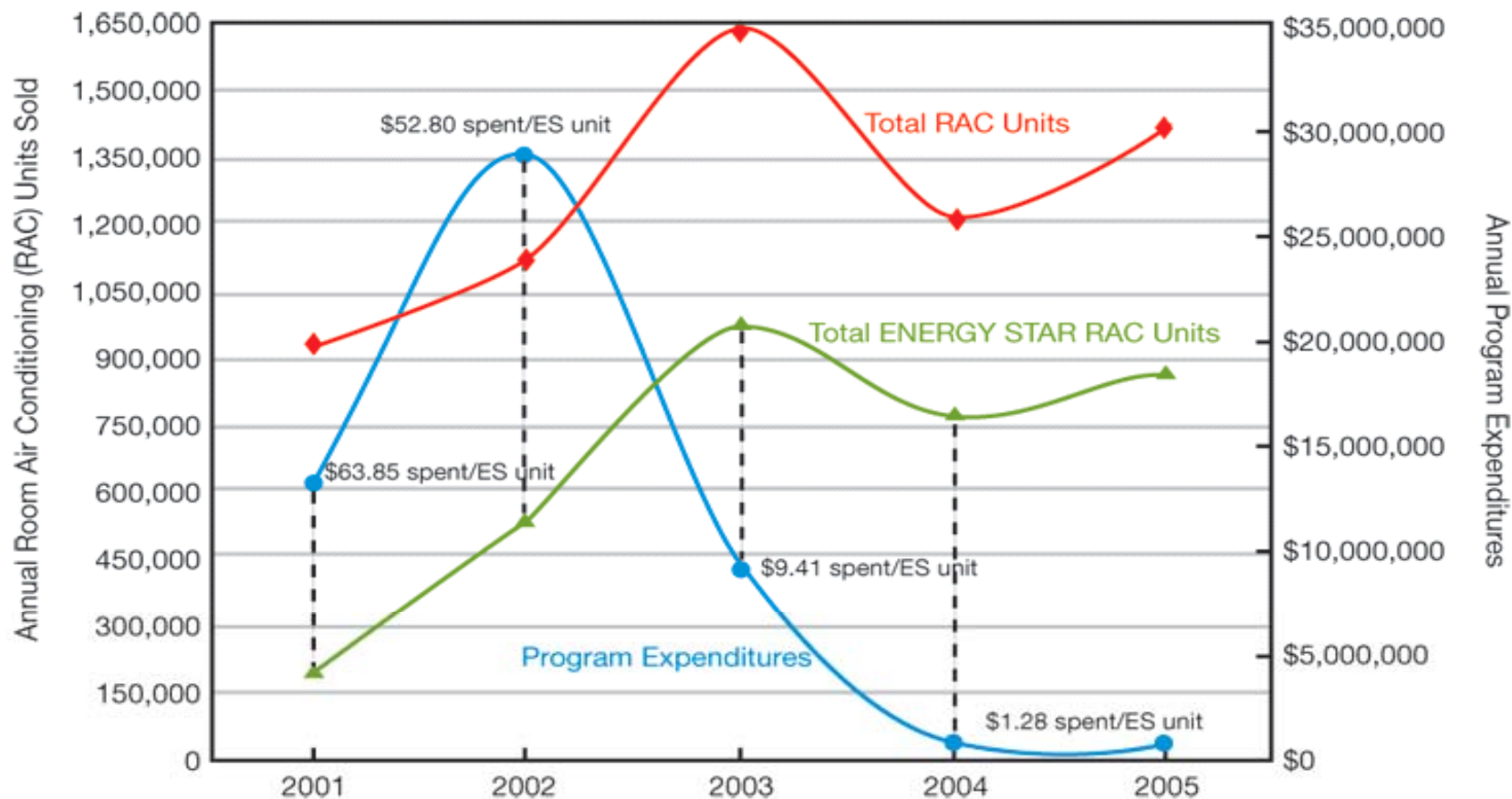




## ENERGY STAR® Clothes Washers NYSERDA vs. National Campaigns



# Transformation of Room Air Conditioner Market





## A Look Ahead

- More consumer education leading to permanent behavior changes
- Consumer electronics and energy management education
- Increased partnerships with manufacturers
- Partnerships with other retailers and better understanding of retail partner needs and business models
- Increasing partner responsibility for marketing products