ENERGY STAR 2017 Annual National Promotions
Quarter 1 and 2

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National Promotions

Goals:
• Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns
• Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty

Strategy:
• Facilitate POS marketing with national retailers
• Facilitate and leverage promotional support from manufacturing partners
• Provide promotional tools with compelling look and feel
• Push out through media channels that drive impressions and traffic to promotional ENERGY STAR web page hub featuring partner programs
NEW! LED Lighting

• **Tagline / Call-to-Action**
  – Light the Moment

• **Objective**
  – Broadly encourage all consumers to replace inefficient light bulbs with ENERGY STAR certified LED lighting
    • Make an emotional, personal connection to incent behavior change
    • Educate on what makes ENERGY STAR certified lighting the best choice

• **Elements**
  – Retail marketing
    • Retail/Manufacturer co-marketing
  – National media
    • Paid and earned

• **Timing**
  – Year-long with national consumer pushes Earth Day and October
MEDIA RAMP-UP

Social media campaign focused on seasonal moments for customer engagement (see below)

APRIL - HARD CONSUMER LAUNCH

Broadcast PSA/Video (earned, YouTube boosting, digital advertising)**

Retail / Manufacturer Co-Marketing POP***

Influencer Partnership (e.g., IZEA)

OCT – 2ND MEDIA FLIGHT

National Media Partnership (e.g., HGTV)

Retail Event Activation****

SEASONAL MOMENTS FOR SOCIAL MEDIA

JAN / FEB / MAR
- Family gatherings/cozy evenings
- Kids sleepovers
- Valentine’s Day
- Super Bowl parties
- St. Patrick’s Day
- March Madness

APR / MAY / JUNE
- Earth Day
- Bringing home new baby
- Kids indoor on rainy day
- Getting ready for graduation
- Prom date pick-up

JULY / AUG / SEPT
- Outdoor lighting
- Parent putting bandage on a kid’s knee
- First day of school
- College move-in day

OCT / NOV / DEC
- Hallowe’en
- Daylight saving time
- Thanksgiving dinner
- Holiday party
- New Year’s Eve

* Social media assets available January 2017
** Video assets available February 2017
*** Building blocks for POP and other creative available December 2016
**** Retail event activation toolkit available April 2017
Light the Moment

- Opportunities to Participate
  - Retail POP and Consumer Hand Out / Tearpad
  - Digital media
    - First set of “moments” available:
      - Holiday / New Years
      - Valentines
      - Winter themes
    - NEW! Light the Moment seasonal “moment” of the month widget
Light the Moment

- Opportunities to Participate
  - Digital media
    - Choose a Light tool
    - Light the Moment Video available: April
  - Retail events
    - Retail event toolkit available: April
- All participants featured on Light the Moment landing page with links back to partner pages as provided
- Participation notifications due anytime throughout campaign, but no later than 2 weeks prior to launch date (Friday, April 8)
Light the Moment

• Media Mix
  – Year-long Facebook campaign focused on seasonal moments to engage consumers (incent shares)
  – Broadcast PSA
  – Video
    • YouTube boosting
    • Digital advertising
  – Influencer partnership, e.g. IZEA
  – National media partnership, e.g. HGTV
  – Owned channels
    • Social media (Facebook, Twitter)
    • E-newsletter to more than 600,000

• All media will promote energystar.gov/LightTheMoment landing page to connect consumers to participants’ programs
Refrigerators

• Tagline / Call-to-Action
  – Flip Your Fridge

• Objective
  – Encourage consumers who have older (more than 15-year old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators

• Elements
  – Retail marketing
  – Media targeting new home buyers and empty nesters
  – Flip Your Fridge media partnership

• Timing
  – Earth Day through Memorial Day
Flip Your Fridge

- Opportunities to Participate
  - Retail POP and Ruler
  - Coordinated with RPP
Flip Your Fridge

- Opportunities to Participate
  - Digital media
    - Online
      - Widgets
      - NEW! Flip Your Fridge Calculator
  - Social
    - NEW! National Flip Your Fridge promotion with regional plug-in opportunities
- All participants featured on Flip Your Fridge landing page with links back to partner
- Participant notifications due 2 weeks prior to launch date (Friday, April 8)
Flip Your Fridge

• Media Mix
  – Paid online advertising to incent clicks to energystar.gov/flipyourfridge where participating utilities will be featured
    • Google Display Networks
    • Facebook
      – Increase investment to achieve click goal of 100,000
  – NAPS
  – Bob Vila
  – Owned channels
    • Social
    • E-newsletter to more than 600,000
Pool Pumps

• Tagline / Call-to-Action
  – Make a Savings Splash

• Objective
  – Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable
  – Encourage pool contractors to promote ENERGY STAR certified pool pumps based on consumer savings benefit and midstream rebates as applicable

• Elements
  – NEW! Retail POP
  – Geo-targeted media: pool owners and NEW! contractors

• Timing
  – Earth Day through Memorial Day
Make a Savings Splash

• Opportunities to Participate
  – NEW! Retail POP
  – Direct mail / email coordination opportunities
Make a Savings Splash

• Opportunities to Participate
  – Digital media
    • Online
      – Widgets
    • Social
      – Messaging, graphics, and video assets
  – NEW! Contractor outreach support

• All participants featured on pool pumps landing page with links back to partner

• Participant notifications due 2 weeks prior to launch date (Friday, April 8)
Make a Savings Splash

• Media Mix
  – Paid online advertising to incent clicks to energystar.gov/poolpumps
    • Google Display Networks
    • Boosted video on YouTube
  – Direct email campaign
  – Owned channels
    • Social
    • E-newsletter to more than 600,000
Room AC

• Tagline / Call-to-Action
  – The Cool Choice for Room AC

• Objective
  – Encourage consumers who need room AC to choose ENERGY STAR certified models for energy-savings and increased comfort

• Elements
  – NEW! Retail POP
  – NEW! Paid media targeting hard-to-reach consumers (low to mid-income and Spanish-speaking)
  – NAPS

• Timing
  – Memorial Day through summer with proactive geo-targeted, customer segmented pushes during expected heat waves
The Cool Choice for Room AC

- Opportunities to Participate
  - **NEW!** Retail POP
    - Coordinated with RPP
  - Digital media
    - Online
      - Widgets
  - Social
    - Messaging, graphics, and video assets
    - **NEW!** Translating materials, including video assets, into Spanish
- All participants featured on Room AC landing page with links back to partner
- Participant notifications due 2 weeks prior to launch date (Friday, May 12)
The Cool Choice for Room AC

• Media Mix
  – Paid online advertising to incent clicks to energystar.gov/RoomAC where participating utilities will be listed
    • Google Display Networks
    • Facebook
      – Targeting hard-to-reach consumers
    • Boosted video on YouTube
    • NEW! Local Spanish TV and radio advertising in participating markets
  – NAPS
  – Owned channels
    • Social
    • E-newsletter to more than 600,000
Other Tools

• Tip-of-the-week widget
  – In addition to featuring lighting moments in a web-based widget, gauging interest in a tip of the week widget that features a variety of content related to product promotions and more
    • One-time implementation means partner will get fresh content on a regular schedule, without having to do more work
    • Provides web visitors with “snackable” tip content and a place to get more information about the tip topic
    • Fresh content on partner’s web page(s) – helps search engines see the page as “fresh,” giving them a reason to crawl the page more frequently
Marketing Materials Page

Digital Media Kit: Room AC 2016

Participate in EPA ENERGY STAR’s Room Air Conditioners promotion by leveraging your digital media assets: Web site, social media - Facebook, Twitter, e-blasts, blogs, etc.

Category/Product Type: Heating & Cooling, Room Air Conditioner
Promotion/Campaign: Room Air Conditioner Promotion
Resource Type: Digital Media Kit

Room Air Conditioner Widgets

Select from the variety of Web buttons/widgets that can be easily uploaded to your site to promote your ENERGY STAR partnership and that allow you to easily link back to ENERGY STAR’s Room Air Conditioning web page.

Category/Product Type: Heating & Cooling, Room Air Conditioner
Promotion/Campaign: Room Air Conditioner Promotion
Resource Type: Widgets

Dimmable Graphic 1
We want partnership to mean shared success!

- How do you or would you measure success in being part of ENERGY STAR Promotions?
- What types of program information do you track in relation to the marketing and outreach efforts you conduct?
- Would you be willing to share this information with EPA ENERGY STAR?
Thank you!