



ENERGY STAR® Product Marketing/Communications: What's New

**2010 ENERGY STAR Products Partner
Meeting**

Jill Vohr, EPA October 6, 2010

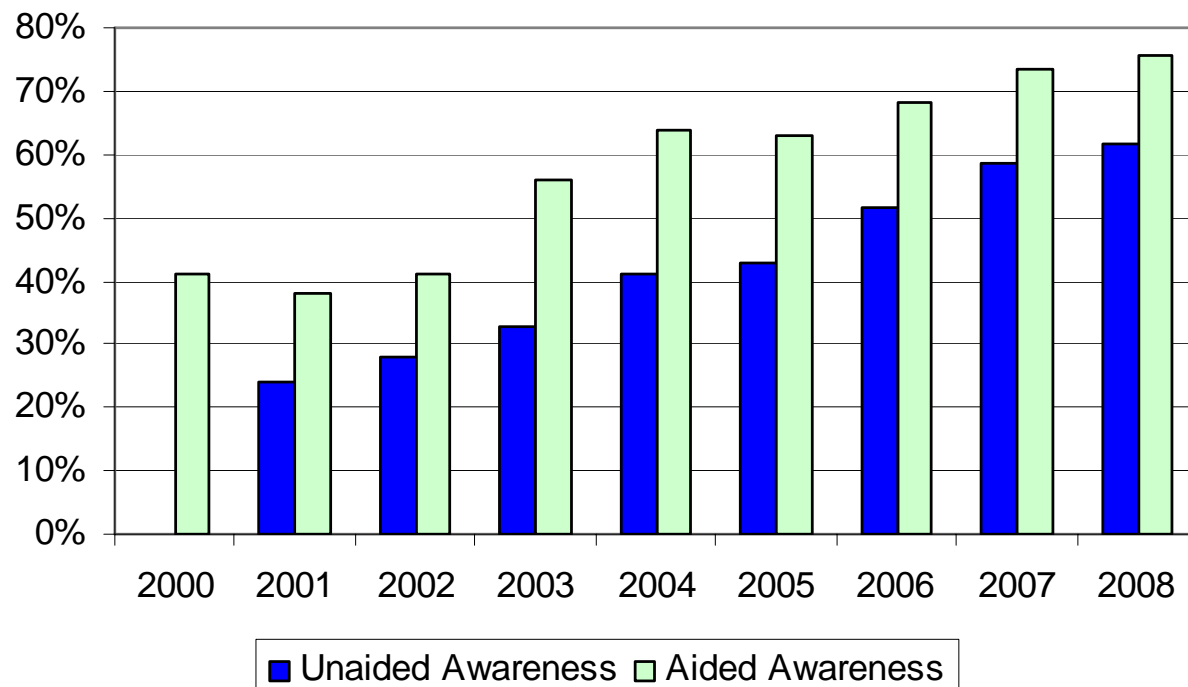


Learn more at energystar.gov

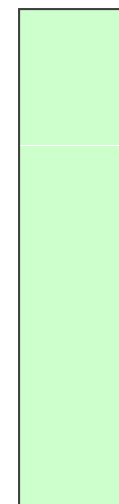
Come a long way baby....



Awareness of ENERGY STAR



77%



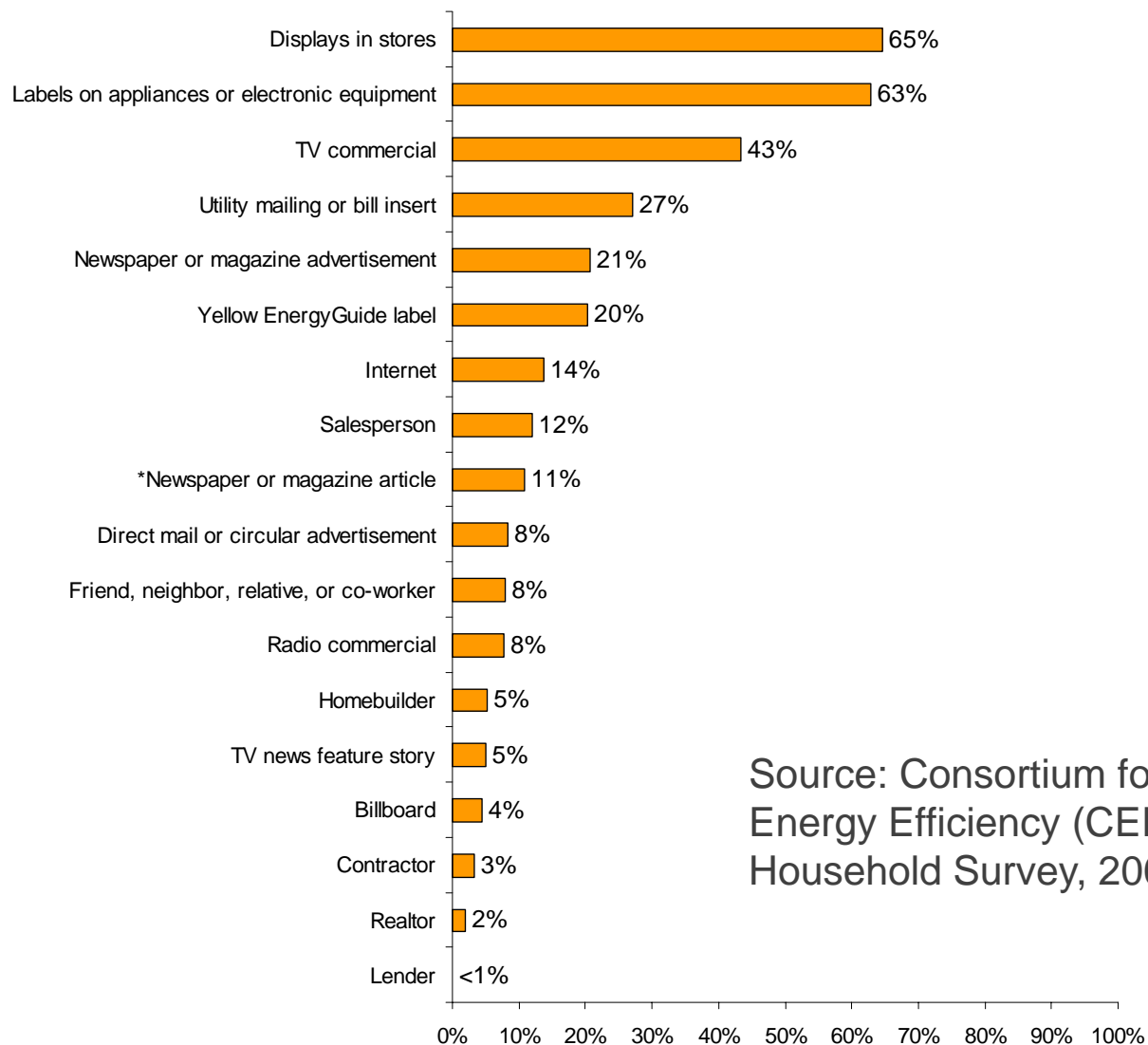
2009

Thank You!

Source: Consortium for
Energy Efficiency (CEE)
Household Survey, 2009

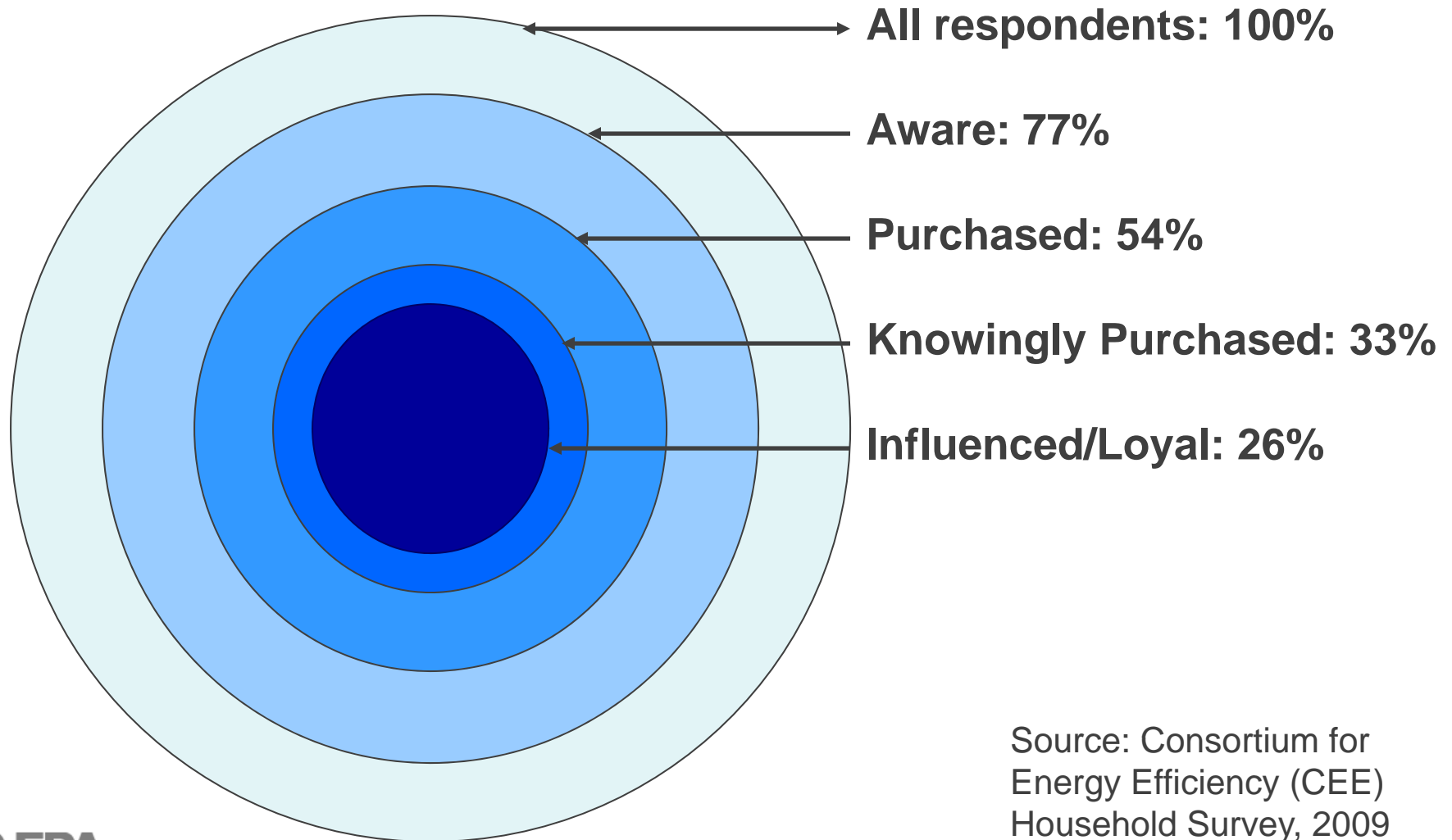


Sources Seen/Heard



Source: Consortium for
Energy Efficiency (CEE)
Household Survey, 2009

Are We a Behavioral Changer?



Source: Consortium for
Energy Efficiency (CEE)
Household Survey, 2009

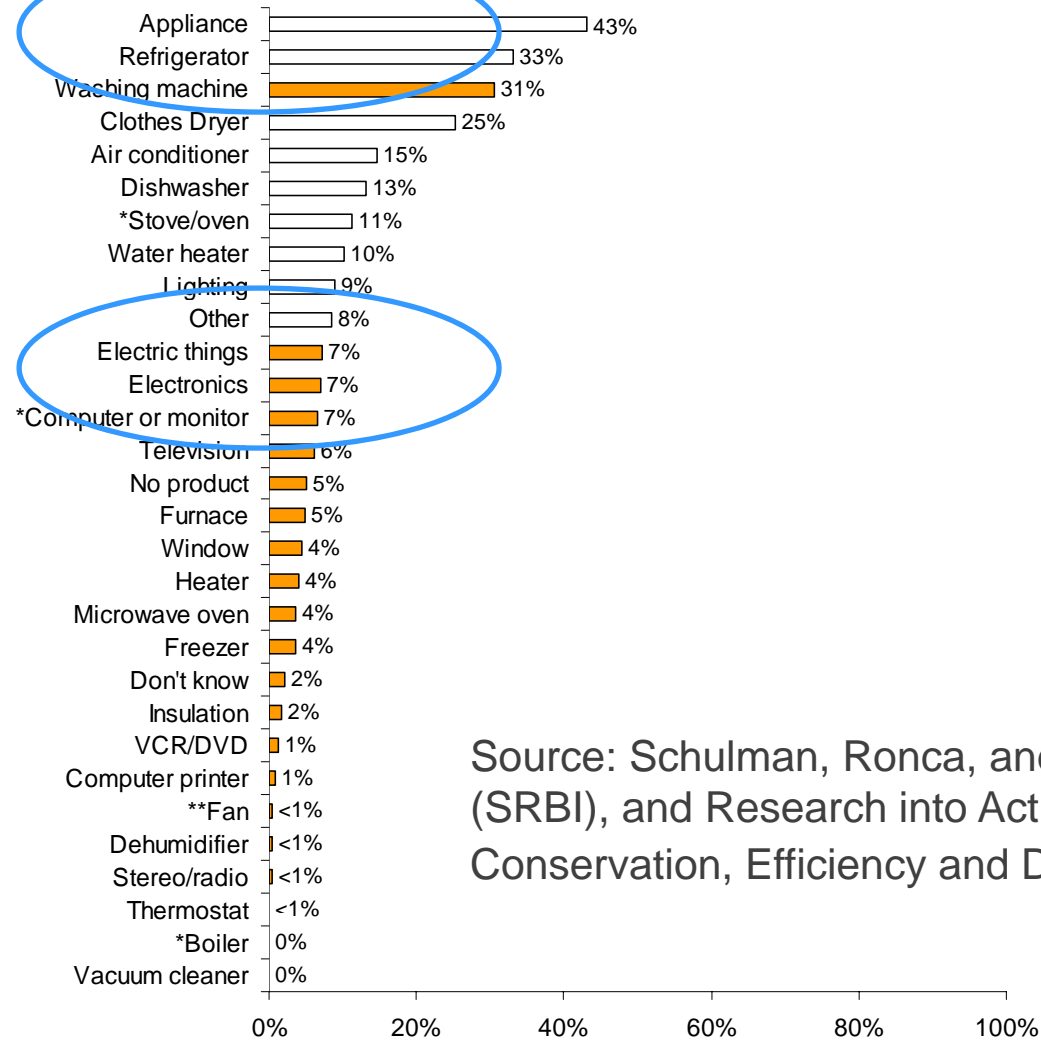
Behavioral Opportunities: Electronics



- 89% of consumers say that energy efficiency will be a factor in choosing their next televisions
- 57% of consumers say that environmental friendly attributes will factor into their next CE purchase decisions
 - Opportunity: better associate energy efficiency and environmental benefits with ENERGY STAR electronics

Source: Consumer Electronics Association. “Going Green: An Examination of the Trend and What it Means to Consumers and the CE Industry” December 4, 2008. Survey size 1,000 U.S. Adults.

Product Association

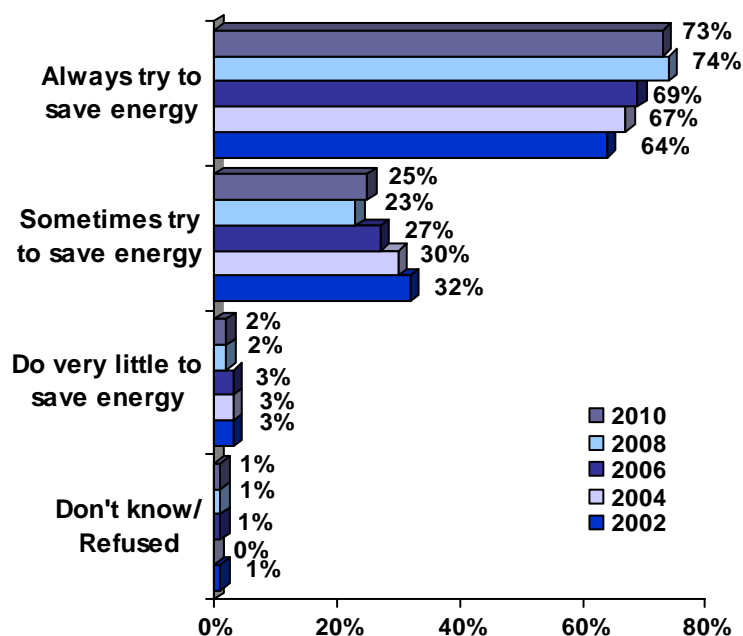


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.

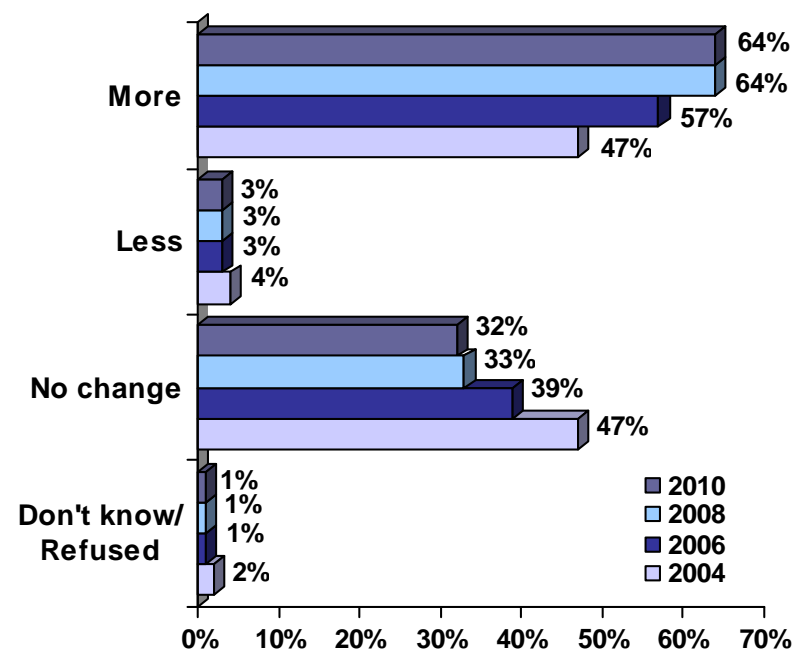
Behavioral Opportunities: Practices



Approach to Saving Energy



Change in Approach to Saving Energy

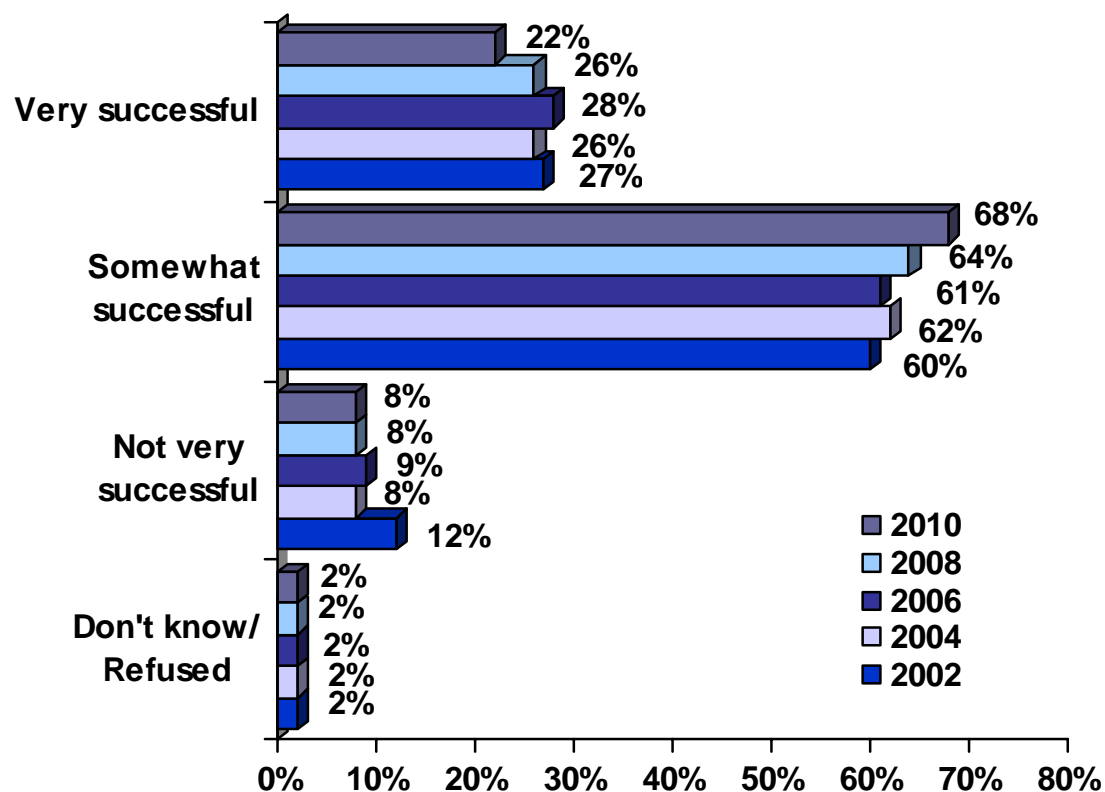


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.

Behavioral Opportunities: Practices



Success of Energy-Saving Efforts



Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.



Behavioral Opportunities: Credibility



- How has increased scrutiny (and, in some cases, criticism) impacted brand trust and loyalty?
 - Await new data
 - In the meantime, we have good news to share
 - Third-party certification/verification
 - Increased attention to specification revisions
 - Growing partner engagement

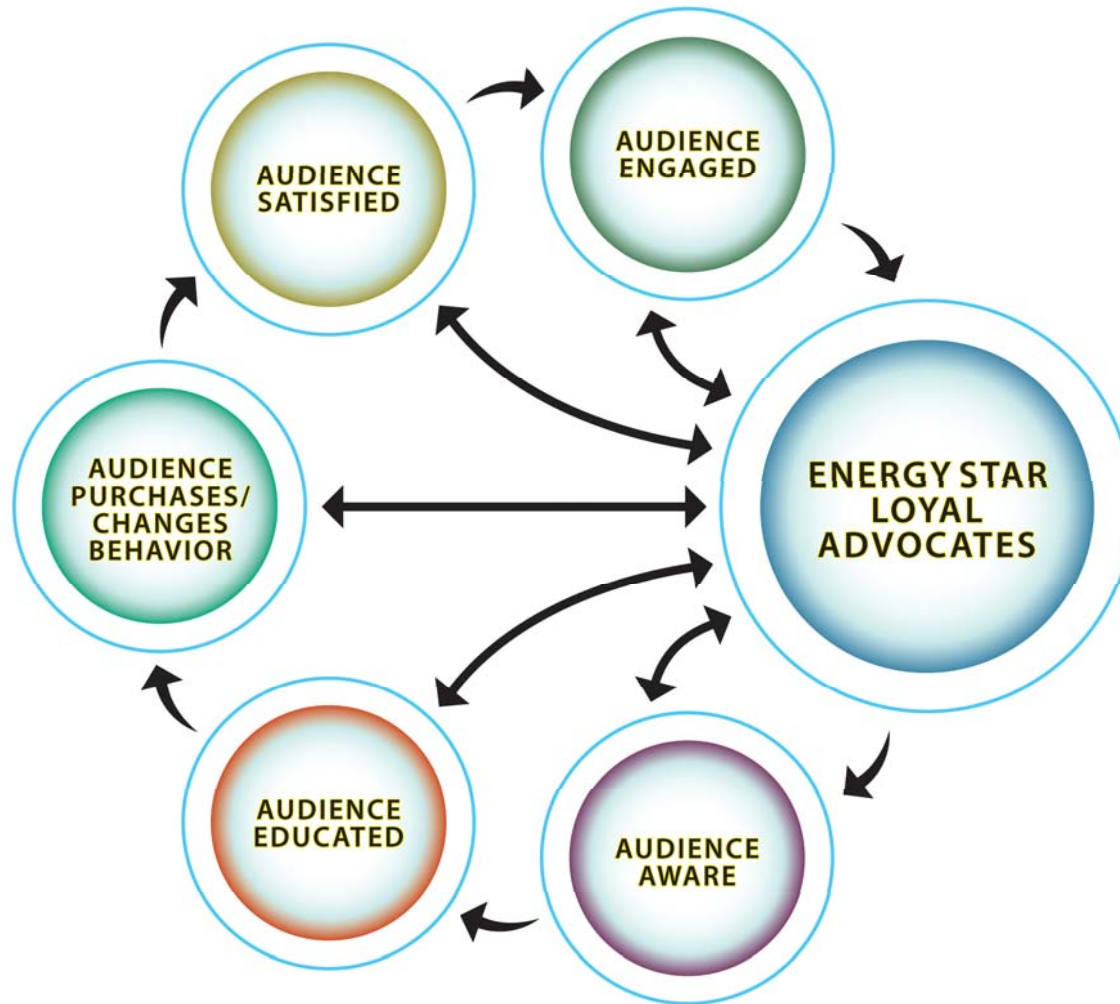
Focus for 2011



- Effecting Behavioral Change
 - Change the World campaign
 - Youth Outreach
 - Agents for change and future users
 - Social Media
 - More....
 - Better understand barriers/motivators
 - Local pilots to test tactics
- Maintaining/Strengthening Brand Trust
 - Leverage influential consumer touch points
 - Cross sell with appliances
 - POS (in-store, online)
 - Better leverage your programs



Let's Get Engaged!

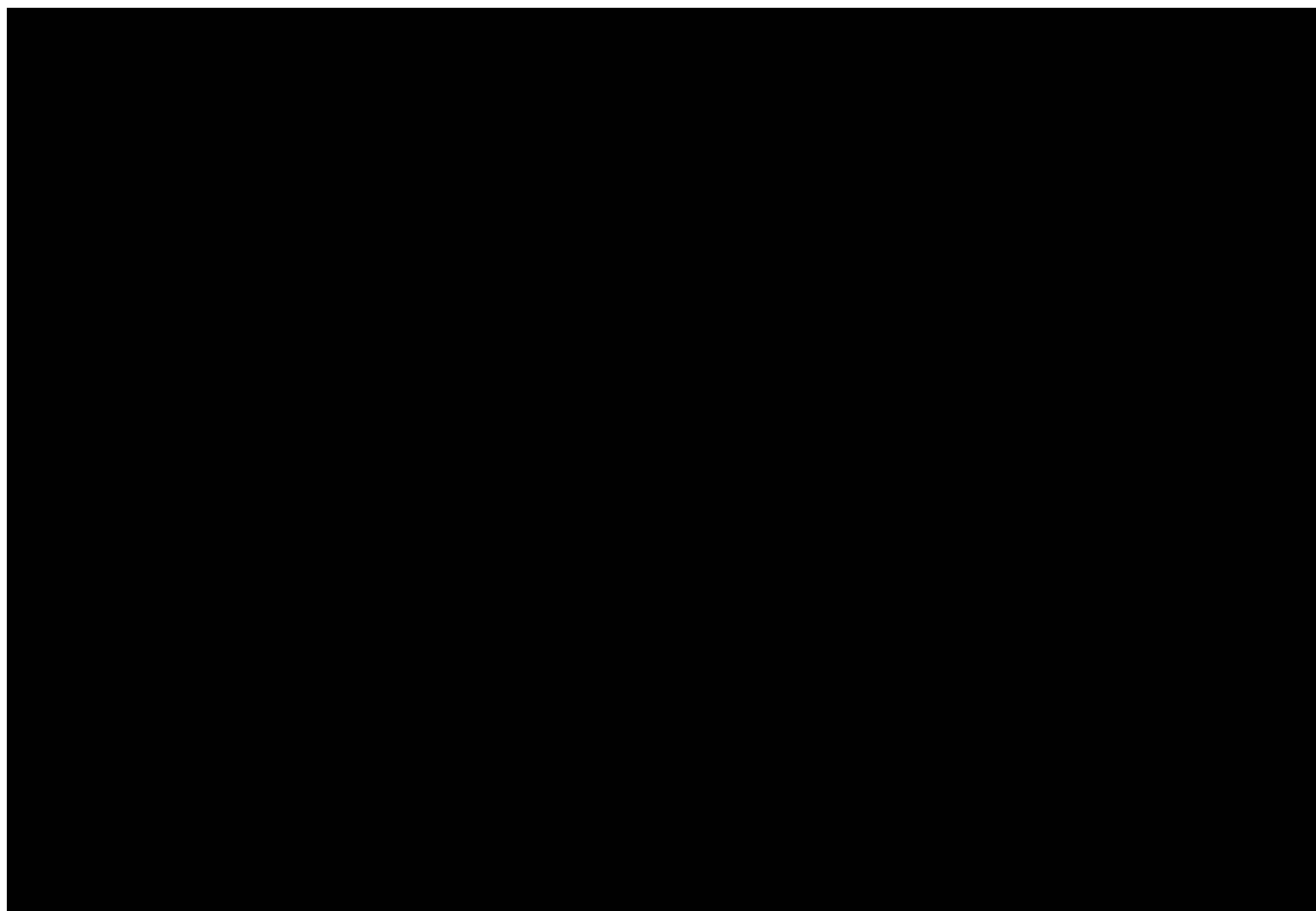


Let's Get Social!



- Change the World with Us
 - Social elements, such as pledge, events, “Tell Us How You Save”, and more...
- 2011 plans to take it further
 - On the Road with ENERGY STAR Testimonials/ Documentary
 - How real people are making a difference in the fight against climate change
 - Join Us





Let's Do Something!



- Exciting new partnership with Do Something.org
 - Teen action advocacy group
 - November 9th launch: Interactive environmental game
 - Taking real-world actions to make a difference



eMission

