



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

2010 ENERGY STAR Products Partner  
Meeting

Jill Vohr, EPA October 6, 2010

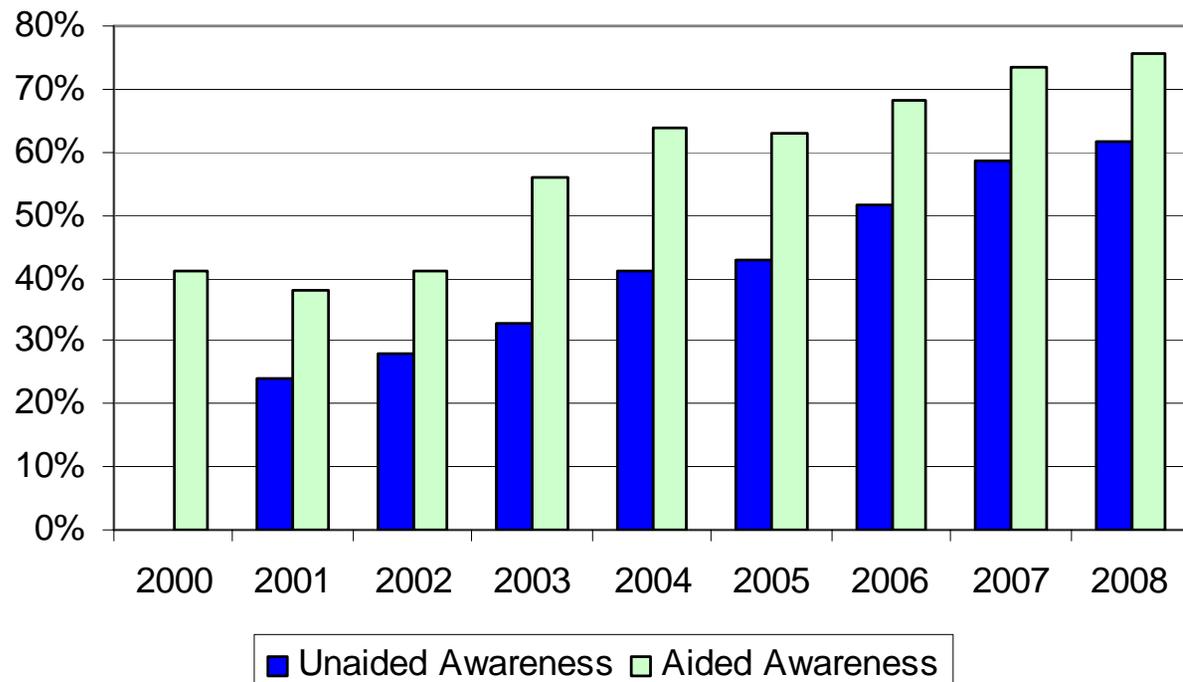


Learn more at [energystar.gov](http://energystar.gov)

# Come a long way baby....



Awareness of ENERGY STAR



77%



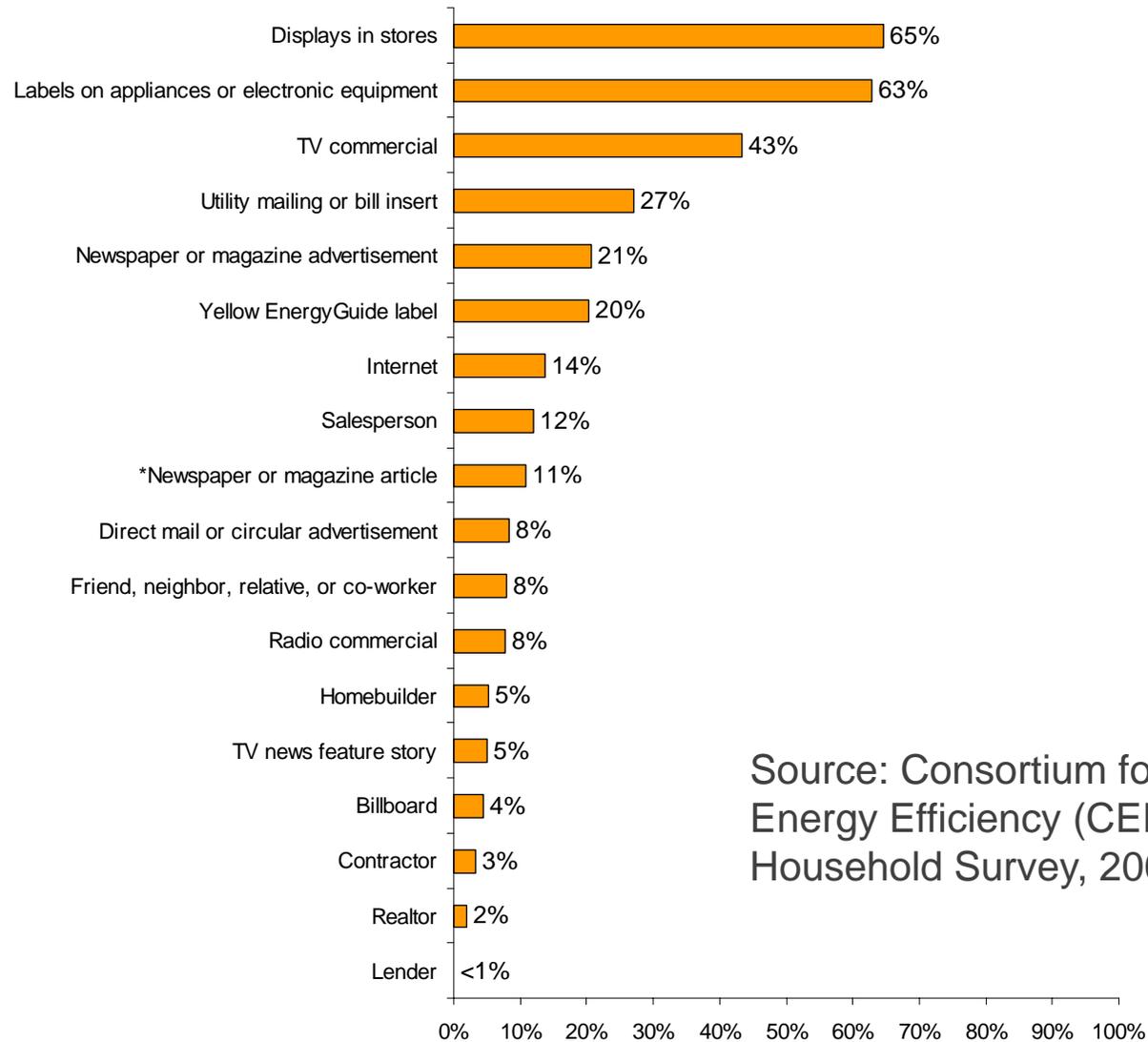
2009

## Thank You!

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



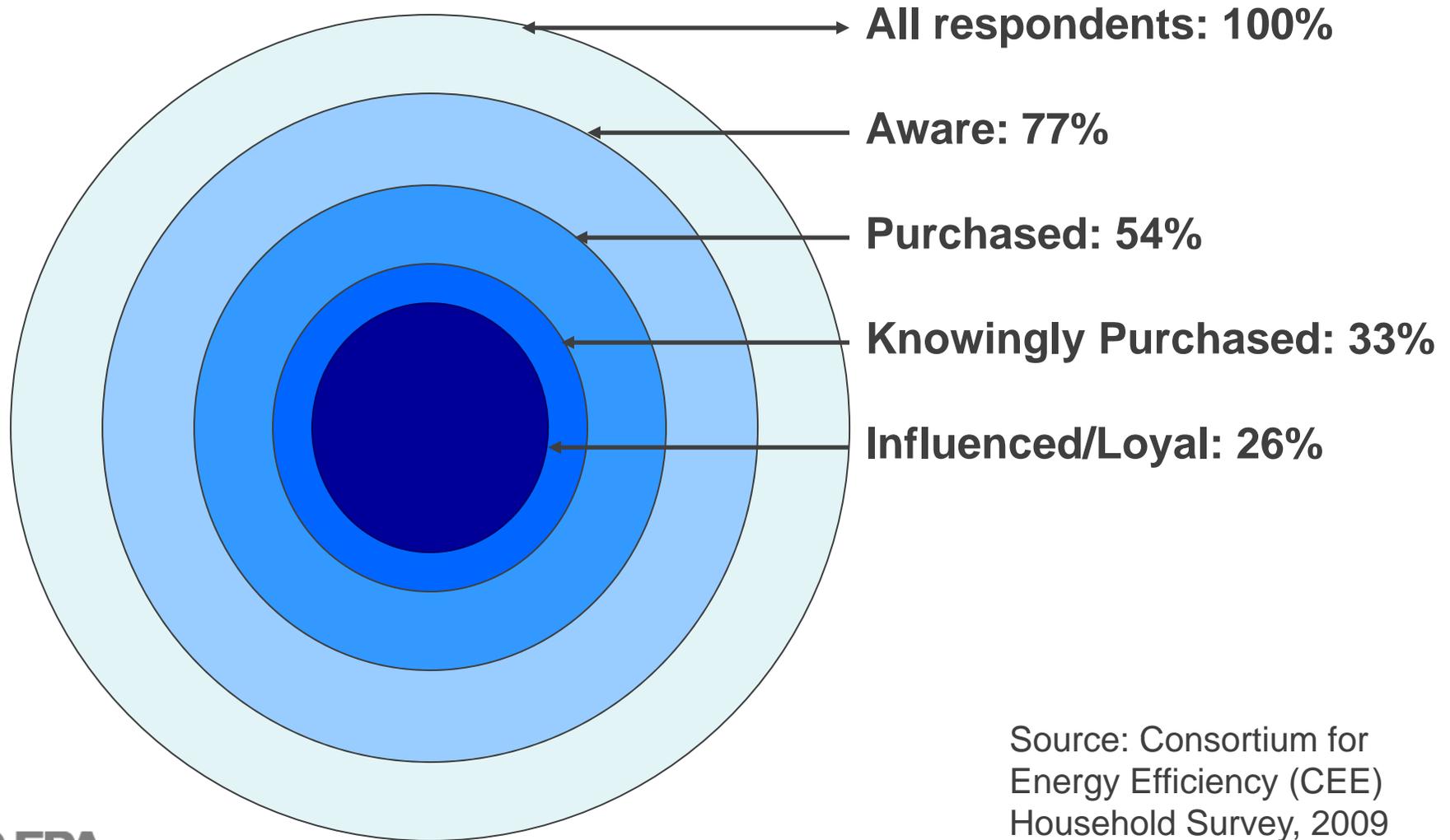
# Sources Seen/Heard



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

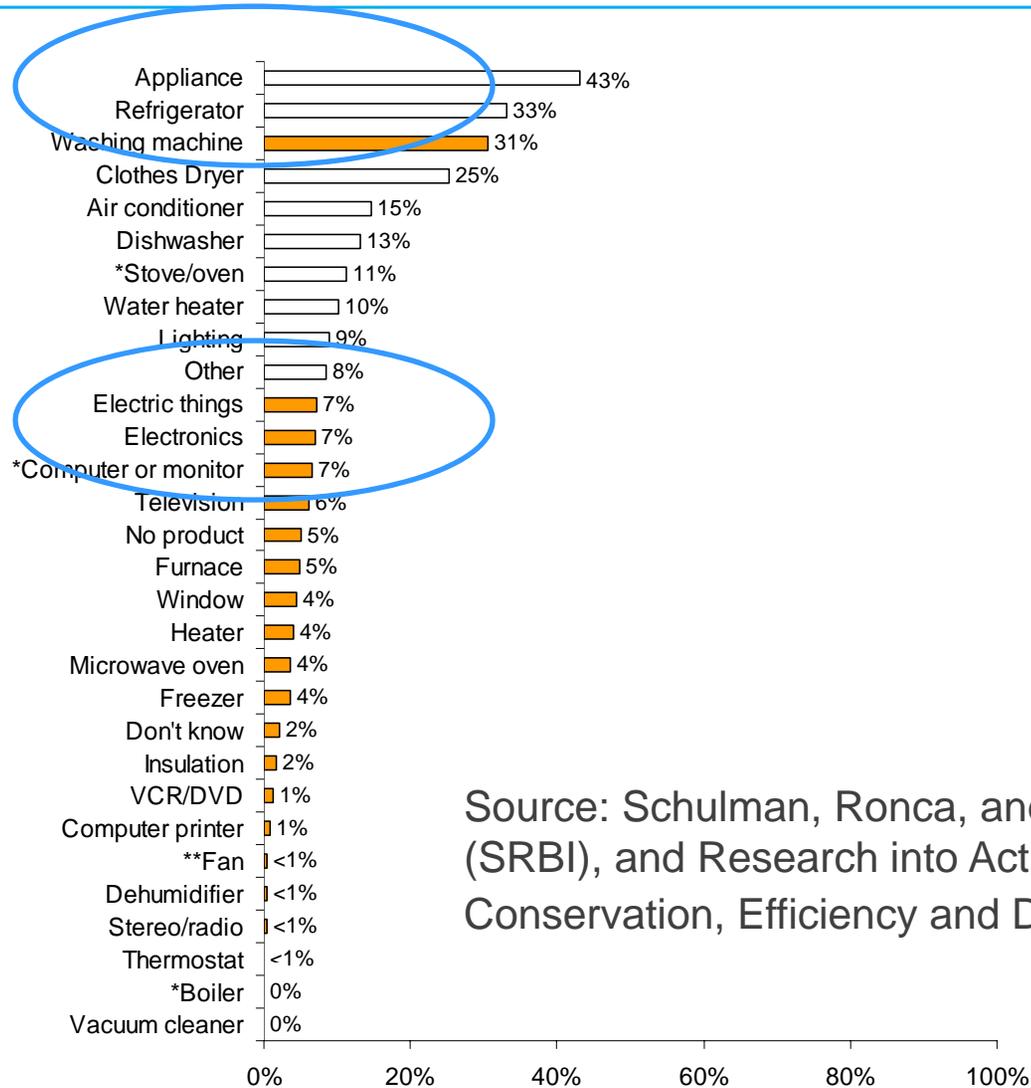
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- 89% of consumers say that energy efficiency will be a factor in choosing their next televisions
- 57% of consumers say that environmental friendly attributes will factor into their next CE purchase decisions
  - Opportunity: better associate energy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

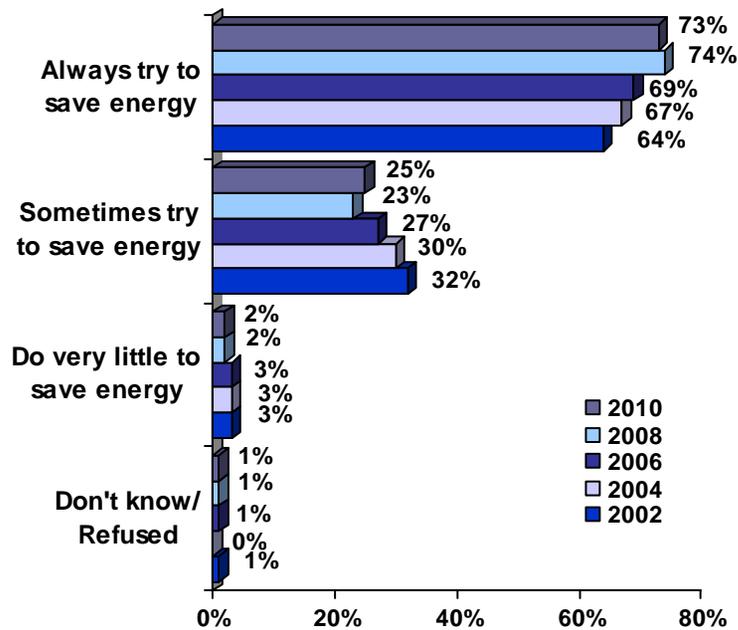


Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.

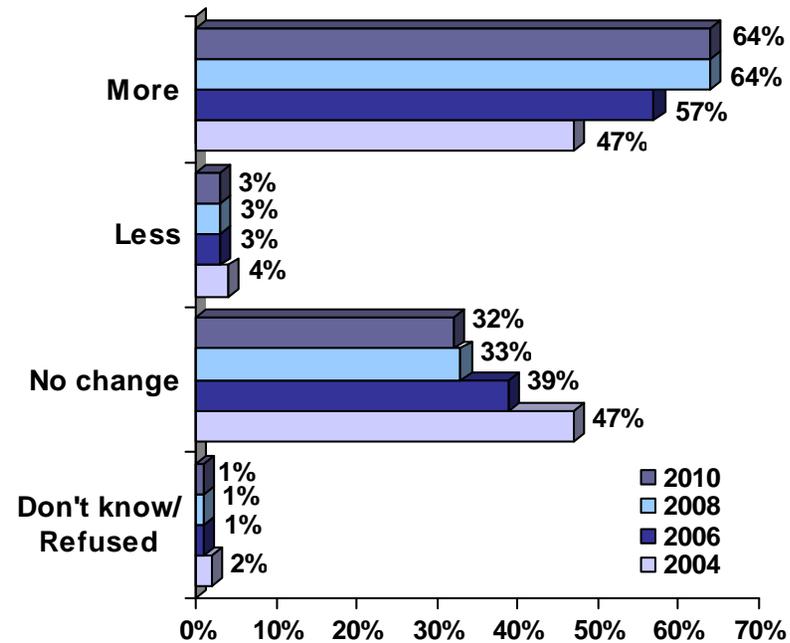
# Behavioral Opportunities: Practices



## Approach to Saving Energy



## Change in Approach to Saving Energy



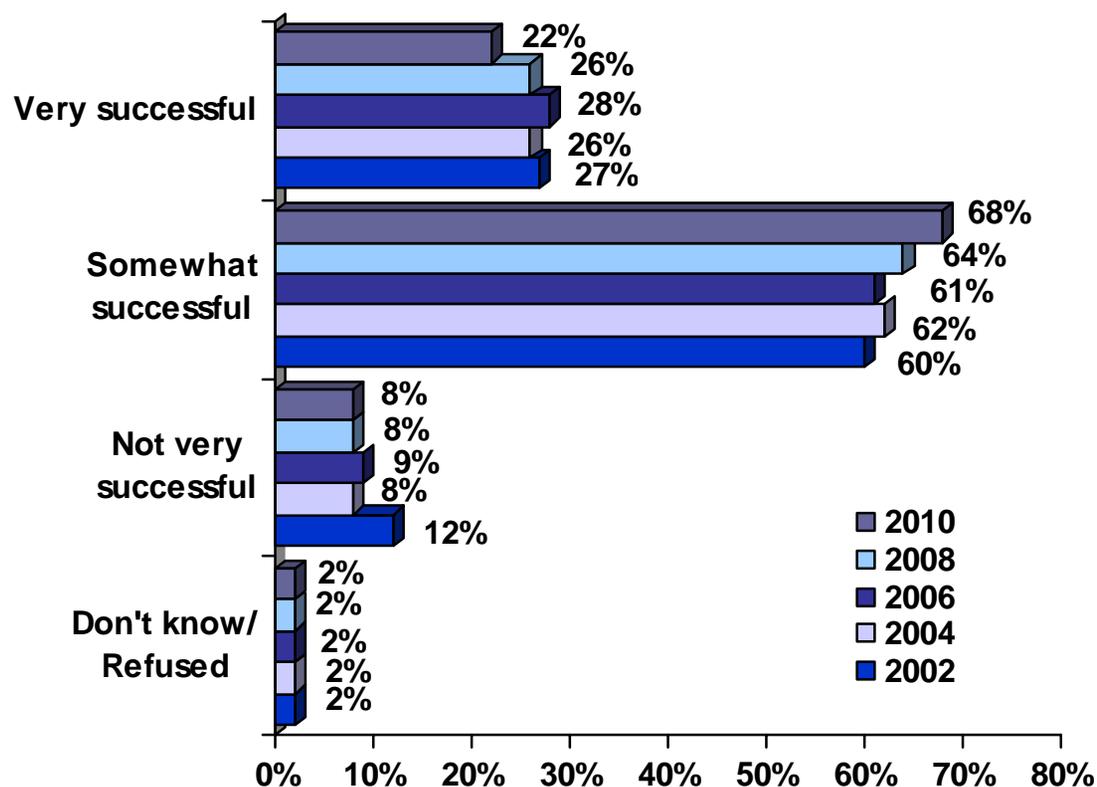
Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.



# 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

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- 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

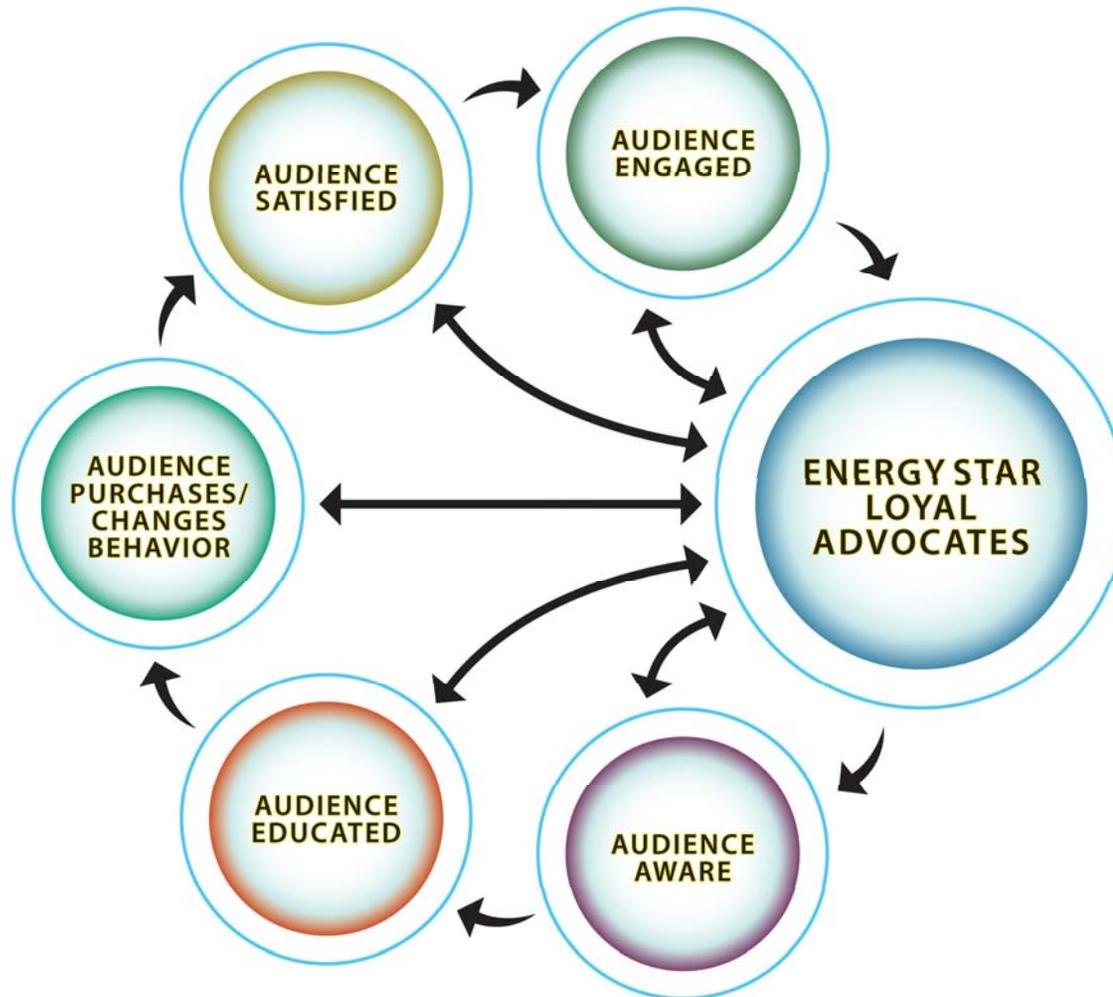
# Focus for 2011



- 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!

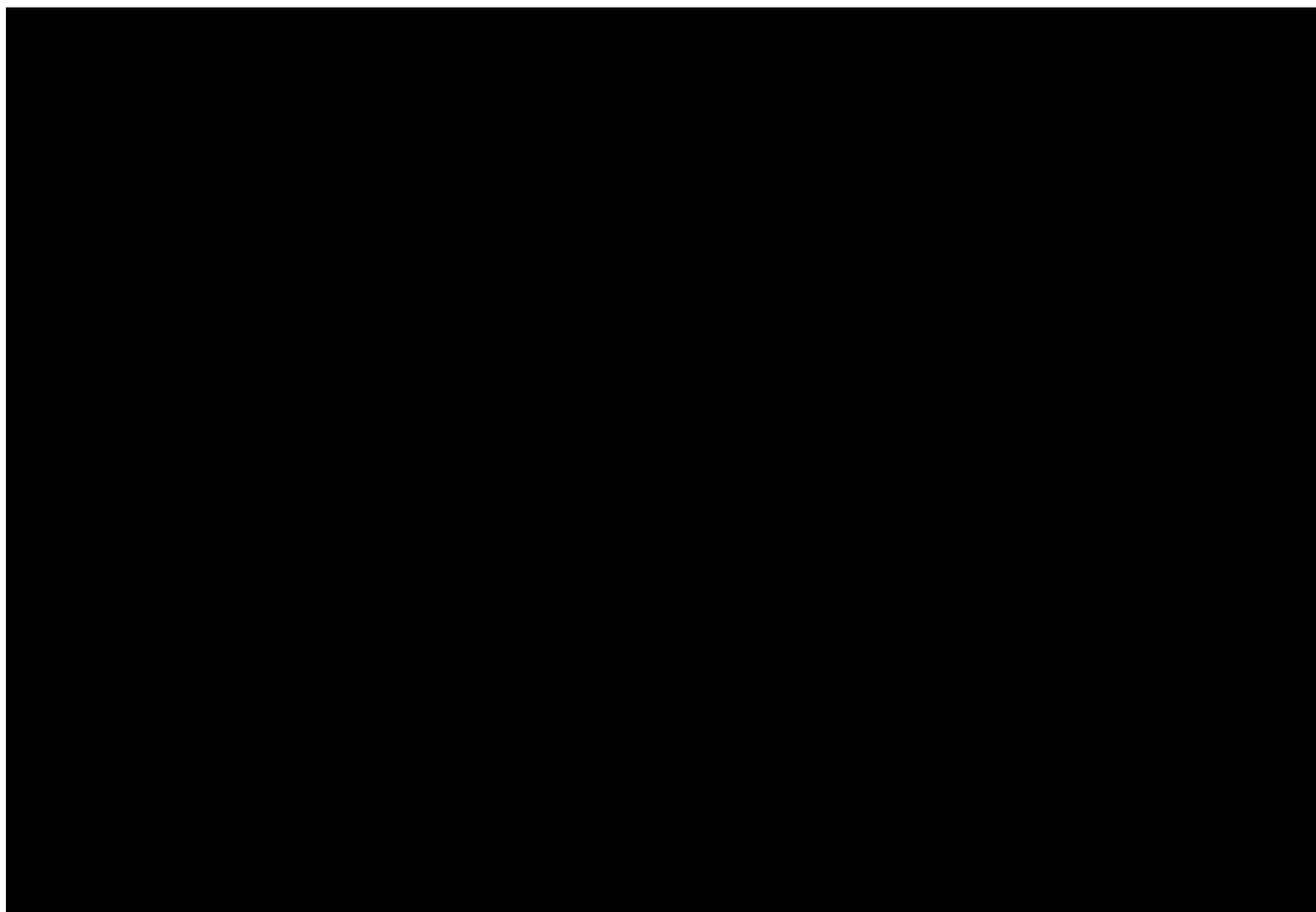


# Let's Get Social!



- 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!

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- 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

The screenshot displays the eMission game interface. At the top, there are navigation tabs for 'Play', 'Invite', 'Friends', and 'Gifts'. The player's current state is 'DROUGHT', with a description: 'It has not rained for months! You are in drought!'. The player's level is 8, and their CO<sub>2</sub> emissions are 50 lb. The game is set in a coastal environment with various wildlife and plants. The bottom of the screen features a 'MISSIONS' section with six energy-saving tasks, each with a cost in coins and a progress indicator:

Mission	Cost	Progress
ENERGY STAR VENDING MACHINE	400	0/100%
WASH CLOTHES COLD	400	0/100%
CFL UPGRADE	200	0/100%
UNPLUG ELECTRONICS	300	0/100%
SEAL LEAKY DUCTS	200	0/100%
SET YOUR THERMOSTAT	300	0/100%



[http://www.hakuwalefiles.com/clients/emission/scene\\_test2b.swf](http://www.hakuwalefiles.com/clients/emission/scene_test2b.swf)