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ENERGY STAR Appliance Partner Meeting Northwest Clothes Washer Programs Best of the Best

Teri Duncan
September 28, 2006

With support from:





NW Alliance Clothes Washer Program Objectives



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- Maintain NW leadership role in ENERGY STAR market share
- Increase market share of washers with MEF 1.8 or higher within ENERGY STAR
- Increase consumers and retailers awareness of premium efficiency washers

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NW Alliance Efficiency Tiers Strategy



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- In 2004, NW Alliance focused on high efficiency clothes washers while supporting ENERGY STAR platform
- Provided utilities with framework to tier clothes washer rebates according to efficiency levels
- All utilities participating in 2004 DYS followed the tier model set for the promotion

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NEEA Efficiency Tiers Strategy

- Worked with BPA to tier CW credits for utilities
- Additional support provided by NW Alliance:
 - Provided an analysis to utilities demonstrating the benefits of moving beyond a flat incentive level
 - Created marketing tools for educating customers
 - Supported utility efforts at retail

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Program Approach



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- Increase overall ENERGY STAR brand awareness and and product sales through:
 - Field support and training
 - Highly visible in-store POP and outreach events
 - Participation in nationally coordinated promotions
 - Regional promotions and marketing

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ENERGY STAR is good. Best of the Best is better.

- The core message is always that ENERGY STAR is good, but you can step up and buy premium efficiency, or the **best of the best**.



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Best of the Best

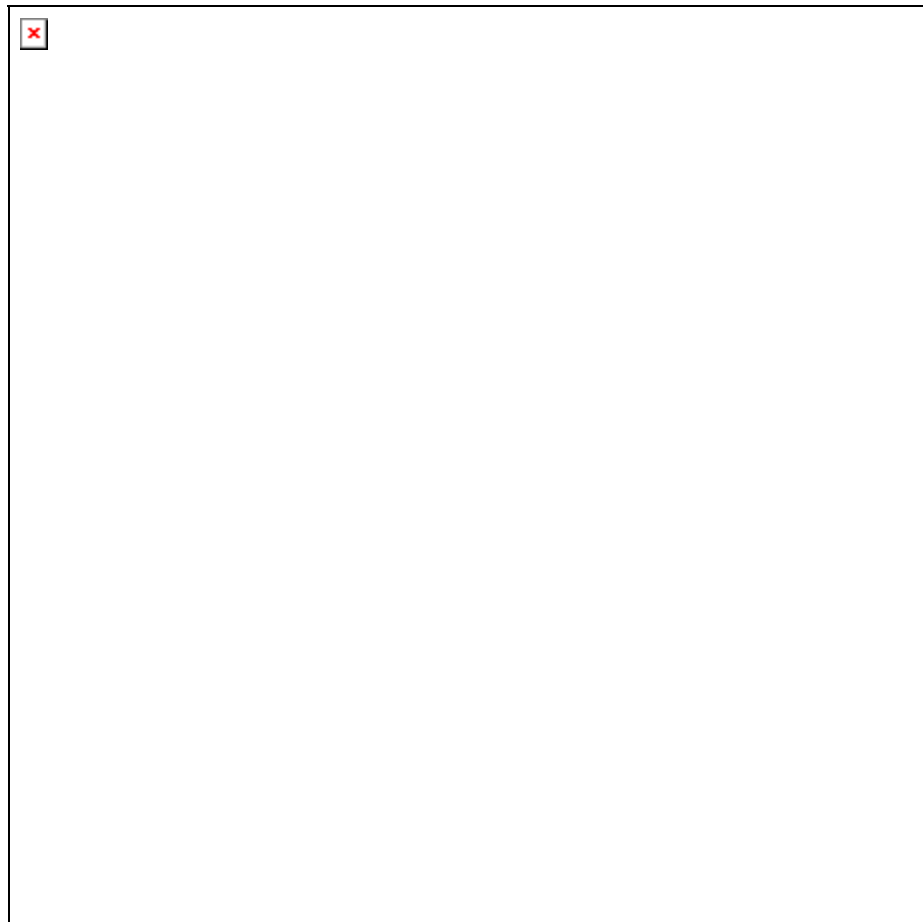


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- Mark washers that meet MEF 1.8 or higher
- Strengthen sales associates knowledge of the benefits through training



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Retail Sales Training



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- Up-selling and the second price tag
 - High efficiency is less costly choice over the long run, as energy and water savings, even without rebates
- Explaining MEF as powerful sales tool
 - Objective measure of efficiency, regardless of capacity
 - Allows comparison of different brands and models

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Field Services

- Support for retailers key to success
- Over 600 appliance retail partners
- Regular site visit rotation every 6 weeks
- Field visits include
 - POP placement
 - Retail staff trainings
 - Program updates
 - Utility rebate information and/or forms

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Smart Savings Guide



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- Platform for rebates on energy efficient products
- ENERGY STAR appliances featured with focus on clothes washers marked with “**Best of the Best**” label at retail
- Educational messaging about benefits compared to conventional products
- Each incentive offer is customized for participating retailer or manufacturer

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Smart Savings Guide Delivery Methods

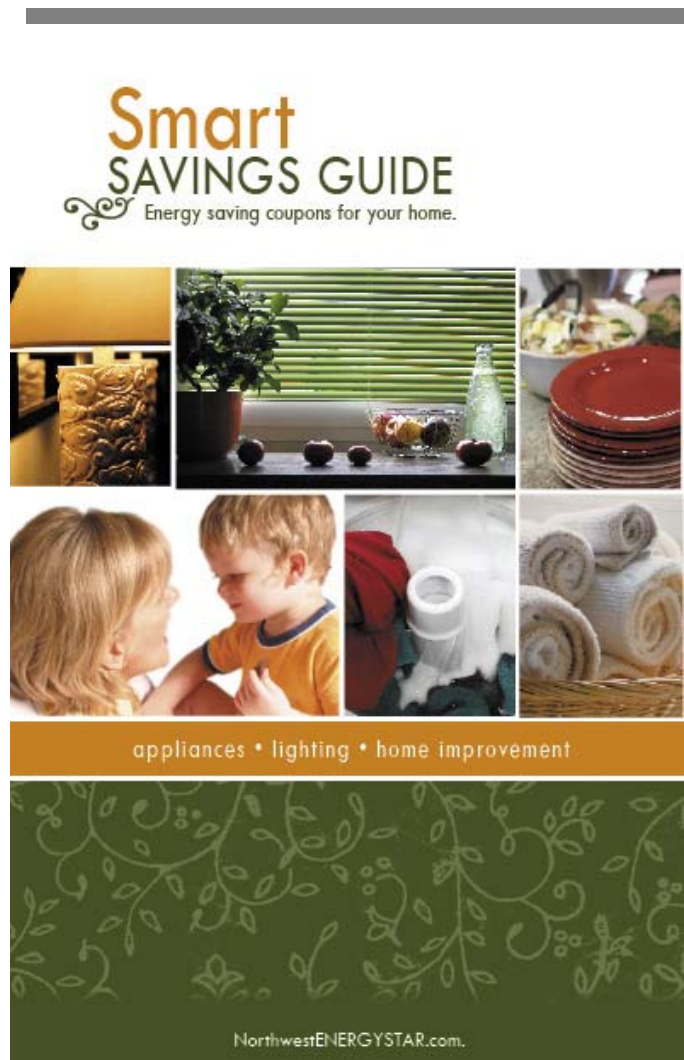
- Online Version
 - Downloadable coupons
- Printed Version
 - Customized printed versions by request



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Smart Savings Guide Marketing



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- Marketed by utilities through templates provided
 - Bill stuffers
 - Web-links from utility site to NorthwestENERGYSTAR.com
 - Newsletters
 - Press releases
 - Printed coupon book, customized with utility logo and desired messaging

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Smart Savings Guide Data Collection



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- Participating manufacturers process their own mail-in coupons
- Manufacturers have agreed to provide sales data by product and retailer
- Website tracking of number of hits to the promotional pages, which pages were viewed, and how many coupons downloaded

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Tiered Programs: Energy Trust of Oregon Puget Sound Energy



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- Two major utilities representing over 60% of the customers in the region
- Adopted strong incentive programs driving efficiency tiers
- Represent a major effort in the region to influence market on higher clothes washer tiers

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Incentive Analysis

Energy Trust Incentives 2005

MEF	1.8 to 1.99	2.0 & up
2005	56%	44%

PSE Incentives 2004-2006

MEF	1.42 - 1.79	1.8 & up	1.8 - 1.99	2.0 & up
2004	48.71%	51.29%	-	-
2005	25.20%	74.80%	-	-
2006	-	-	48.93%	51.07%

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PSE & Cascade Water Earth Day Partnership Promotion



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- Cascade Water Alliance and PSE's commitment to environmental stewardship using **Earth Day** as a promotional partnership opportunity
- Goal to increase rebates April through May 2006
- Achieve cost effective water and energy savings
- 173 retailers, 36 shared retailers
- Customers eligible for a combined \$200 incentive
- 23% average increase in sales due to promotion

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Earth Day Joint Marketing

- Bill Stuffers
- Newsletters
- Web page & ads
- Permission-based email
- Retailer Mailer
- Retail POP

**Increased
CLOTHES WASHER REBATES**

Limited
time offer
April 1 - May 31,
2006

CELEBRATE EARTH DAY April 22nd

Puget Sound Energy electric customers and Cascade Water Alliance customers are eligible for up to **\$200** in combined rebates on the purchase of a premium efficiency ENERGY STAR® qualified clothes washer.

SAVE WATER ENERGY & MONEY!	\$150	Increased rebate for Cascade Water Alliance residential customers on a clothes washer with a waterfactor of 5.0 or lower.
	+ 50	Rebate for PSE residential electric customers on an ENERGY STAR qualified clothes washer with an NEF of 1.8 or higher.
	\$200	in combined rebates!

For information on appliance rebates please call 1-800-562-1482 or visit www.cascadewater.org www.pse.com

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Earth Day Marketing



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THE RIGHT THING TO DO FOR THE EARTH
CAN BE THE RIGHT THING FOR YOUR POCKETBOOK TOO!

\$150 + \$50 = \$200

An increase of \$50 to Cascade Water Alliance residential customers when buying a clothes washer with a water factor of 5.0 and below.

To residential electric customers of Puget Sound Energy when buying a clothes washer with an MEF of 1.8 or above.

To eligible customers when a qualifying machine is purchased between April 1 and May 31, 2006.

Premium efficiency ENERGY STAR qualified clothes washers with an MEF of 1.8 or above use 50% less water and 67% less energy. Now that's something to celebrate!

CASCADE WATER ALLIANCE

PSE PUGET SOUND ENERGY

April 1 - May 31, 2006
INCREASED CLOTHES WASHER REBATES
SAVE ENERGY, WATER & MONEY!

CELEBRATE EARTH DAY
April 22nd

Puget Sound Energy electric customers and Cascade Water Alliance customers are eligible for up to **\$200** in combined rebates on the purchase of a premium efficiency **ENERGY STAR** qualified clothes washer.

First step, send completed form with your bill or mention this bill insert to an Energy Advisor at 1-800-562-1482.

CHANGE FOR THE BETTER WITH ENERGY STAR

PSE PUGET SOUND ENERGY

CASCADE WATER ALLIANCE

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CHANGE FOR THE BETTER WITH ENERGY STAR

For promotion details, call a PSE Energy Advisor at 1-800-562-1482 or click here for more information.

PSE PUGET SOUND ENERGY

CASCADE WATER ALLIANCE

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Energy Trust of Oregon

- Savings with a Spin Clothes Washing Incentive
 - MEF 1.8 or higher, launched on February 1, 2005 and continued into 2006
 - Designed to move the market towards adoption of more efficient clothes washers
 - Led the region with this approach, reinforcing NW Alliance goals towards increasing market share of premium efficiency units and influencing national standard-setting



Energy Trust - Marketing



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Energy Trust 2007 Program



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- Energy Trust will step up to the next level of efficiency, pushing Oregon consumers to exceed the minimum ENERGY STAR standard
- Increase incentive to \$85 on qualified models at MEF 2.0 or higher
 - Capitalize on the strong sales of ENERGY STAR clothes washers in Oregon
 - Increase market share for most efficient models with MEF 2.0 or higher
 - Drive consumers to purchase the highest-efficiency models allows Energy Trust to maximize savings

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Conclusion

- Great success boosting sales of high-efficiency clothes washers through NW Alliance tiered rebate strategy
 - Buy-in by retailers
 - Reinforced by utility programs
 - Increased market share of MEF 1.8 and above

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