ENERGY STAR® Appliance Promotion

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October 4, 2004
2004 Appliance Promotion

- April 15 - July 15
- Marketing and outreach activities around a common ENERGY STAR theme
- Supported manufacturer and retailer efforts in cooperative programs
Participating Partners

- 118 utility and program sponsors
- 18 appliance manufacturers
- 4 national retailers
- Thousands of independent retailers
Results and Savings

- Over 41,000 ENERGY STAR qualified appliances purchased (to date)
- Over 15,000 appliances recycled

Savings
- 102 billion Btu/year
- 20 million kWh/year
- 330,000 therms/year
- 250 million gallons water/year
- $2.5 million/year in customer utility bill savings
Promotion Components

- Appliance Recycling
- Individual Partner Activities
- Partner Support
- ENERGY STAR Rewards
Appliance Recycling Working Group

- 13 appliance recycling activities
- 15,428 old, inefficient appliances removed and recycled
- 5,999 ENERGY STAR qualified replacements purchased
Individual Partner Activities

- Utility/Regional Sponsor driven campaigns:
  - Rebates/incentives
  - Marketing

- Manufacturer/Retailer driven ENERGY STAR campaigns:
  - Whirlpool
  - KitchenAid
  - Sears
Partner Support

- Online savings calculators
- Marketing materials
- Market research
- Hispanic outreach
ENERGY STAR Rewards

On behalf of the Collaborative:

Bobbi Fey,
Wisconsin Energy Conservation Corporation
2005 ENERGY STAR
Appliance Promotion
Concept Overview

• April 15 – July 15
• Open promotional concept supporting all partner activities
• Definitive call-to-action
• Strong messaging
• Consistent look and feel for partners wanting to use promotional materials
Campaign Goals

• Maximize energy savings and ENERGY STAR brand awareness through coordinated activities
• Significantly increase the amount and size of appliance recycling programs
• Provide a framework in which all partners have the ability to drive their own ENERGY STAR themed campaigns
Appliance Promotion Development

Evolution

- 2003 and 2004 Promotions helped coordinate partner efforts and combine resources
- Collaborative efforts provided powerful incentive for manufacturers and retailers to promote ENERGY STAR qualified clothes washers
- In 2004, DOE has consulted with various partners and stakeholders to discuss future efforts
- Manufacturers and retailers driving their own ENERGY STAR themed campaigns is the next step in expanding the size and scope of the Appliance Promotion
Manufacturer/Retailer-Driven Campaigns

Opportunity

- The experts in producing and marketing appliances drive campaigns that allow for utility investment
- ENERGY STAR themed campaigns that can be executed nationally rather than regionally
- Manufacturers and retailers able to promote ENERGY STAR qualified appliances in a way that allows for market place differentiation
- Manufacturer/retailer-driven campaigns outside of Appliance Promotion timeframe will also be supported by DOE.
Opportunities for 2005 Appliance Promotion

Along with general partner support, DOE will assist partners in leveraging the following opportunities:

- Appliance Recycling
- Kitchen Remodeling
- Earth Day
- Hispanic Outreach
Appliance Recycling

- Build on success of 2004
- Continue to work with the Appliance Recycling Working Group
- Support partner efforts with marketing materials and activity coordination
Kitchen Remodeling

- 7.3% increase in home remodeling in 2003 (Harvard University)
- Homes owners spent $130.4 billion on remodeling their homes in 2003 (Harvard University)
- Opportunity to promote ENERGY STAR qualified dishwashers and refrigerators
Earth Day – April 22

- Leverage Earth Day awareness by promoting ENERGY STAR qualified appliances
- Ideal time to launch products or ENERGY STAR related activities as part of the 2005 Appliance promotion
Hispanic Outreach

Opportunity:

• By 2007, projected purchasing power of $926 billion (University of GA)

• Low awareness of ENERGY STAR in emerging markets and disconnect in traditional markets (Hispanic Radio Network)

• Opportunity to coordinate activities and marketing efforts specifically targeting Hispanic consumers
Next Steps

- **Breakout Sessions** – Manufacturers and retailers will present thoughts and ideas for 2005
- **Partner Conference Call** – Solicit partner feedback on current appliance promotion materials and listen to suggestions for new materials or support
- **Appliance Promotion Concept** – DOE will work with partners in October to develop a call-to-action and messaging
- **Partner Coordination** – D&R account managers available to help partners develop and communicate opportunities
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