



ENERGY STAR

Change a Light, Change the World Campaign

*A challenge to every American to help
change the world, one light – one
energy-saving step – at a time*

A Successful Year!



- Congratulations – together, we made 2005 the most successful campaign yet
 - Engaged key audiences
 - Generated broad awareness
 - Enjoyed unprecedented partner support
 - Reached new heights in breadth of product and sales

A Successful Year!



- Oprah
- Costco Connections
- Marie Claire

A Successful Year!



- CNN Headline News
- CNN en Espanol

*"Right now, the Environmental Protection Agency and the Department of Energy are kicking off a program called **"ENERGY STAR Change a Light Day."** They're encouraging Americans to **buy energy-efficient lights.**"*

-- CNN Headline News, Oct. 5, '05

A Successful Year!



- Wall Street Journal
- USA Today
- Newsweek
- Hundreds more...

*"Something as simple as switching to...**Energy Star light bulbs**, which last up to 10 times longer than regular bulbs and **use one third the energy**, can trim \$25 per bulb from your electric bill."*

-- Newsweek / Oct. 5, '05

*"In the latest of a series of recent steps...to encourage conservation, the Energy Department and EPA on Wednesday touted the advantages of shifting to more energy-efficient light bulbs, **marking Wednesday as "Energy Star Change a Light Day."***

*-- Wall Street Journal,
Oct. 7, '05*

A Successful Year!



- Rhymes with Orange – when a nat'lly syndicated comic strip features your campaign, have you *arrived*?



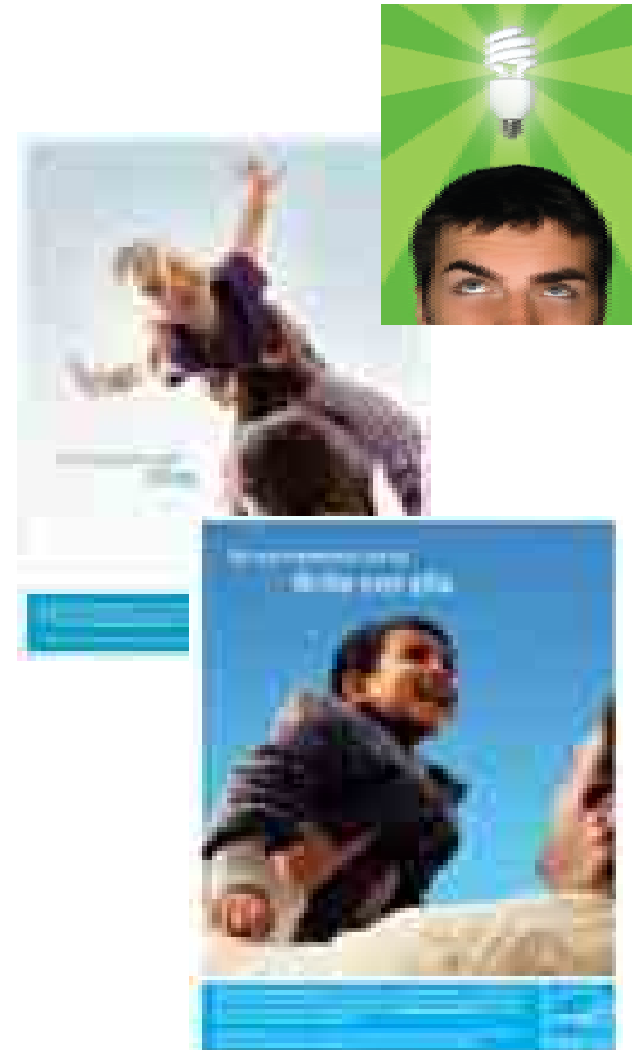
*“There’s now a campaign to get everyone in America to **change one light bulb to an energy-saving bulb.**”*

- Rhymes with Orange, Oct. 12, '05

A Great Partnership



- ENERGY STAR set stage with aspirational call to action
 - Print PSA Campaign
 - Pick-up from major national publications resulting in over \$306,000 media value and over 5.2 million impressions
 - Go-card initiative reached college market
 - Top performing go-card



A Great Partnership



- ENERGY STAR Change a Light Day kicked off with events
 - EPA Administrator and 30+ Governors
 - 100+ events nationwide
- Pledge launched
 - More than 70,000 sign on
- Exceptional media coverage
 - Nearly 100 million earned impressions!
 - Local and National Coverage
- Unprecedented support from governmental leaders and C&I organizations



A Great Partnership



Utah's Governor Huntsman signs ENERGY STAR Change a Light Day Proclamation at Local School

Kentucky's First Lady Fletcher signs Proclamation and Attends Event



A Great Partnership



- Partners closed the sale with motivational offers and exciting promotions
 - More support than ever
 - Unique partnerships emerged
 - » 300 participating organizations
 - New, engaging tactics
 - 5 partner promotions offered, featured online
 - ~ 40 CAL participants linked to the CAL Pledge page
 - Extensive local partner-generated coverage
 - Initial impression: market share is growing
 - Complete data still not available

A Great Partnership



More than 72,000



CAL 2006



- 2006 promises greater success as we build upon momentum to:
 - Raise awareness and engage consumers
 - Build consumer demand
 - Foster a movement which is sustainable over the long term

CAL 2006



- ENERGY STAR Change a Light Day, **October 4th** this year, continues as consumer/ media focal point with promotions running during October and November
- The Pledge continues as campaign centerpiece – the unifying platform
- Drive pledges and thus sales and uptake of ENERGY STAR qualified lighting in households across America
 - In-store and ex-store promotions that tie back to Pledge and/or drive to store
- Americans will be driven to Pledge at energystar.gov/changealight through:
 1. Public Service Advertising
 2. Media relations
 3. Extensive coalition activation
 - A network of partners, schools, congregations, and like-minded organizations which will promote the Pledge to its members and constituents

CAL 2006: What's New with the Pledge



- More interactive, with benefits for more stakeholders
 - Provide Americans, your customers, a way to participate in a 'movement' to save energy, money and help environment
 - View your impact, forward to a friend
 - Direct customers to participating retailers and zip code-based special offers to help them fulfill their Pledge
 - Web links drive customers to partner sites for more information/ fulfillment
 - Create an on-line community of participants
 - Vehicle for consumers to share their story, see who else 'cares' and is doing the right thing
 - Offer an opt-in email newsletter or reminder service to re-engage Pledge-takers
 - Remind people of other (i.e. seasonal) opportunities to save
 - Reward customers for taking the Pledge with downloadable incentives, which identify them as part of the movement
 - e.g. decals or certificates

Benefits to Partners



- Leverage the campaign platform to achieve business objectives
 - Drive traffic to your Web sites or stores
 - Meet/exceed sales or kWh savings goals
 - Increase customer loyalty by demonstrating your value to help them save energy and help our environment
 - Expand customer base by tapping into socially motivated consumers
 - Energy conscious, environmentally conscious, brand loyal
 - Enhance reputation for stewardship



Key Partner Opportunities

Leverage the Pledge – Drive It!



1. Host the Pledge on your site or link
 - Drive consumers to your own website or to ours to learn about saving energy with ENERGY STAR qualified lighting and other products
2. Promote the Pledge in-store and ex-store
 - Advertise in existing vehicles such as POP, circulars, in-store radio, ex-store radio, at events, etc.
3. Attract and reward customers by offering a special incentive when take the Pledge
 - Special offers will be featured on energystar.gov
4. Build repeat purchases by continuing dialogue throughout year
 - Create your own or tie in to our opt-in newsletter, to continue to promote ENERGY STAR qualified lighting and other products throughout the year

Examples from Many 2005 Leaders

1. Host or Link to the Site



2. Promote: Advertising



- Northeast ENERGY STAR Lighting & Appliance Initiative hosted 2005 CAL Pledge and promoted via outdoor advertising campaign
 - Major metro transit advertising
 - Commuter Rail & Subway Car Cards, Street Posters, Bus Queens
 - Creative drove consumers to CAL Pledge
 - Hosted on EEPs' web-site
 - Generated 70 Million Impressions during October



2. Promote: Cause Marketing



- Acme Markets CAL'05 Promo:
 - For each CFL sold, Acme donated \$1 to one of three local environmental organizations
 - Communicated through:
 - Monthly “Big Book of Values”
 - Weekly circular
 - Targeted marketing piece
 - Store/door window posters
 - Drove 400% sales increase during October



2. Promote: In-store



- The Home Depot together with TCP
 - Promoted Pledge through Web, End-Cap Displays
 - Reinforced special pricing in circular



2. Promote: Events



- The Home Depot and EEPs partnered to do fun, interactive educational events with Radio Disney events
 - Promoted all qualified lighting
 - Paper pledges collected
 - Directly touched nearly 2 million consumers



NEEP Sponsors
advertise Pledge thru
Radio Disney / THD
events

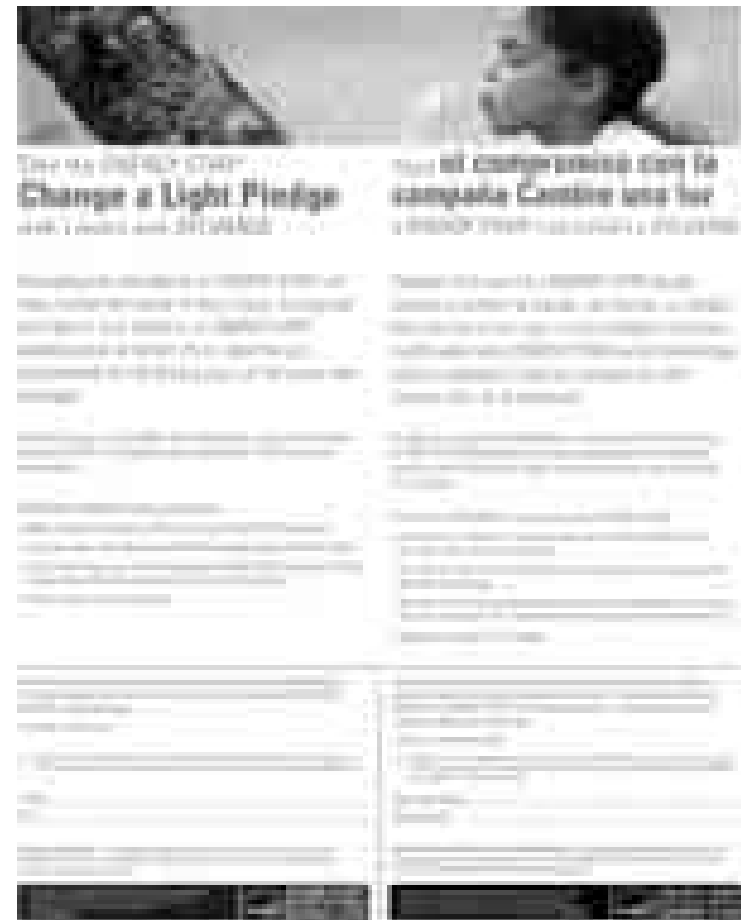
NJ Clean Energy Program
and Radio Disney at The
Home Depot



2. Promote: Events



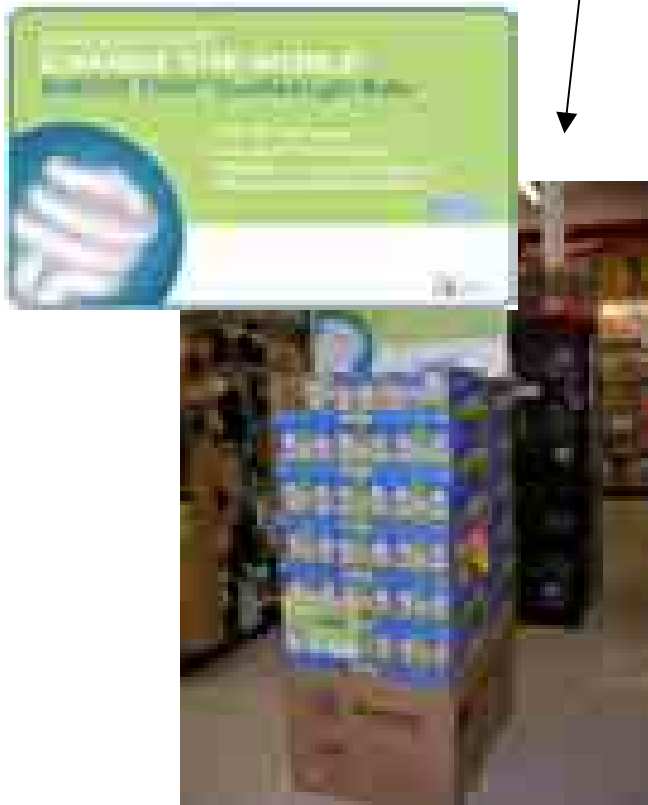
- Lowe's together with Sylvania used Pledge during Energy Awareness Month in-store events
- Promoted via radio, Web, direct mail, etc.
- (Sylvania promoted Pledge to Employees)



2. Promote Regionally



Northwest Energy Efficiency Alliance at Fred Myer Stores



Wisconsin Focus on Energy online and at stores across Midwest



NYSERDA promotes campaign in New York



3. Attract and Reward Customers: Special Offer



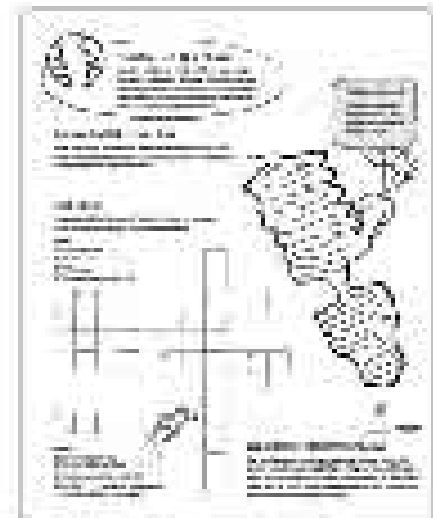
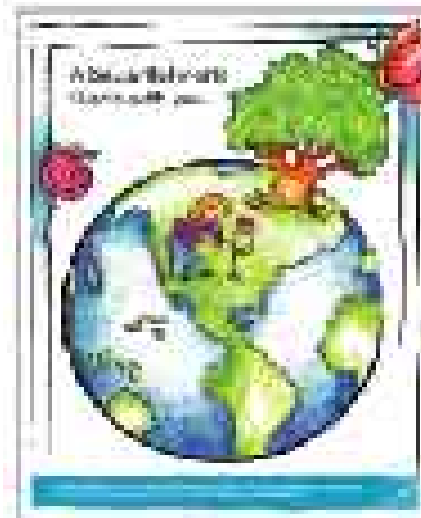
- GE offered a buy-one, get one free coupon
- Progress Lighting and Seagull Lighting offered 20% off qualified fixtures



3. Attract and Reward Customers: Event Giveaways



- National Grid
 - Distributed “stress stars” and EPA’s Kids coloring sheet (available through Partner Resource Pages) at local events to extend CAL and EEP brand awareness
- Other ideas:
 - Iron-ons
 - Window decals
 - Certificates



4. Build Repeat Purchases



- Examples: Lowe's e-newsletter and National Grid's postcard campaign
- Additional Ideas:
 - Include thank you messaging as a box insert within product packaging to congratulate and reward consumers for doing something good
 - Use to market more qualified product types in-store
 - Send a 'thank you' bill stuffer
 - Let customers know what a difference they're making collectively to save energy, invite more action
 - Hold their attention: Continue dialogue throughout the year (or let us help!)
 - Create an opt-in direct mail or e-newsletter to continue to promote ENERGY STAR qualified lighting and other products throughout the year



Be a Pledge Driver (Formally)!



- New metric for you and new stakeholders
- Organizations:
 - Sign up online with target number of pledges
 - Receive promotional materials to engage your organization
 - Check online to track your progress against your goal
 - Receive PR materials to publicize your achievement
- Remember, employees are customers, too
- ENERGY STAR takes responsibility as key Pledge Driver *Driver*



ENERGY STAR Partner Support

Leverage Support Materials



- ENERGY STAR offers a broad range of support to help you activate your campaign
 - All POP templates, graphic building blocks, media kit materials available online from Partner Web Pages
 - ENERGY STAR messaging and educational content
 - How to save energy, starting with lighting
 - Picking/placing the right bulb or fixture
 - Energy and the environment – Americans increasingly concerned about energy resources and climate change
 - Your ENERGY STAR account reps can help provide additional support for developing POP, displays, demos, muzak, brochures, etc.
- Add your name to the CAL'06 List of Participating Organizations and access all materials from energystar.gov/nationalcampaigns, under CAL

Example



Feit Electric Customizes
'Dangler'



Leverage & Learn From Each Other



- Online EEPS RFP Search Tool (launching soon)
- EEPS monthly calls
 - Opportunity here for manuf./retail partners?
 - EEPS can contact Wendy to be added
- Revamped partner pages
 - View Partner Highlights from 2005 (add your example!)
 - Add event plans (and non-proprietary info.) to 2006 Partner Activity Page

Conclusions

Rationale



- '05 results prove market's ready to create a sustainable CAL movement
 - Partner support is *integral* to this success, past and future
 - Pledge is ready-made campaign tie-in
- As campaign evolves, new and exciting opportunities for partner participation emerge
 - New ways to achieve your business goals
- We look forward to working with you!

Contacts



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