

Designing Marketing and Implementing Effective SSL Programs

2009 ENERGY STAR Lighting Partner Meeting
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D&R International

DOE SSL Program Overview



- Program established to help consumers identify quality product
- Criteria development and roll out of qualifying product paced to prevent consumer disappointment

Barriers to Adoption of LEDs



- High initial cost
- Poor products and exaggerated manufacturer claims
- Consumer misunderstandings and misconceptions

The Case for EEPS Programs



- Education
- Promote ENERGY STAR qualified products
- Energy savings

Current Product Categories



- **Residential**

- Portable desk lamps
- Recessed, surface and pendant-mounted downlights
- Ceiling-mounted luminaires with diffusers
- Cove lighting
- Surface-mounted luminaires with directional heads
- Outdoor wall mounted porch lights
- Outdoor step lights
- Outdoor pathway lights
- Outdoor pole/arm-mounted decorative luminaires

- **Non-Residential**

- Recessed, surface and pendant-mounted downlights
- Under-cabinet shelf mounted task lights
- Portable desk lamps
- Wall wash luminaires
- Bollards

ENERGY STAR Offers



- Platform for communication
- Technical assistance
 - Quality product identification
- Tools and resources

Web Content



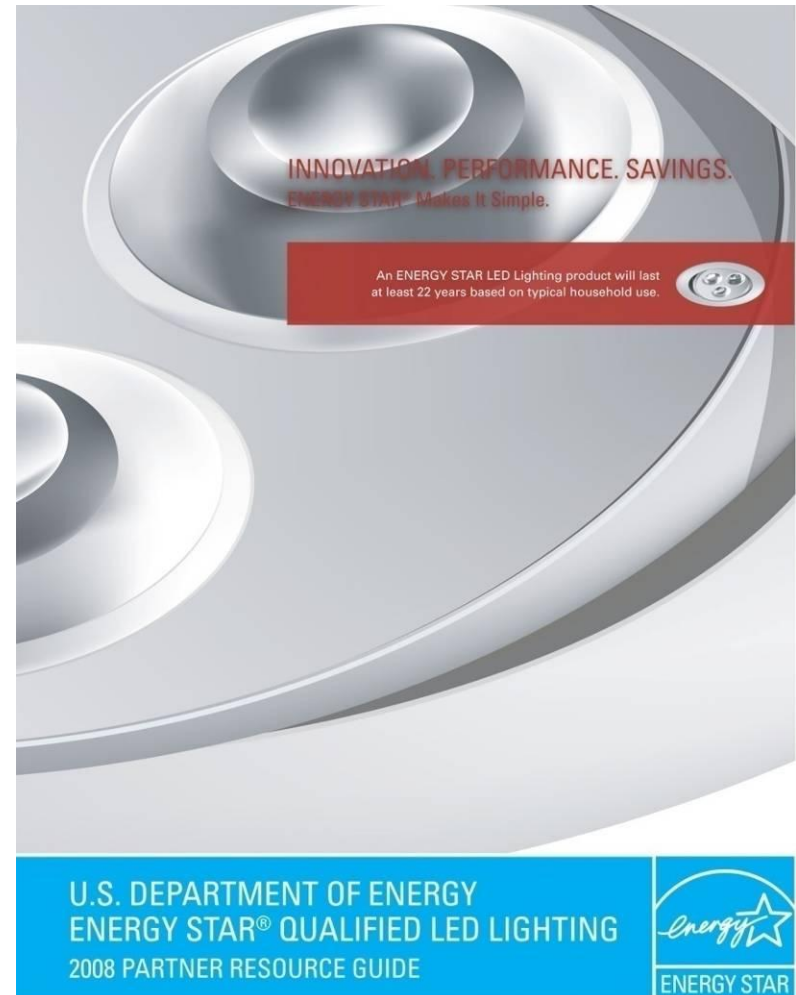
The screenshot shows the ENERGY STAR website's "Residential LED Lighting" page for consumers. The header includes the ENERGY STAR logo, a banner with the text "BUY PRODUCTS THAT MAKE A DIFFERENCE" and "U.S. Environmental Protection Agency • U.S. Department of Energy", and navigation links like "About ENERGY STAR", "News Room", "FAQs", and "Kids". A search bar is also present. The main content area is titled "Residential LED Lighting for Consumers" and includes a breadcrumb trail: "Home > Products > Lighting > Light Fixtures > Residential LED Lighting". It features a sidebar with a "Products" menu listing categories like Appliances, Heating & Cooling, Water Heaters, Home Electronics, Lighting, and Light Fixtures. The main text describes ENERGY STAR qualified LED lighting as a natural fit for renovation projects, highlighting energy savings and longer lifespan. It includes a small house icon and a "Why Choose ENERGY STAR Qualified LED Lighting?" section. A "Buyers Guide" section explains the types of LED lighting and what to know before buying. A "Learn About LEDs" section explains how LEDs work and why they are different from other lighting. An "LED FAQs" section offers a search for more answers about LEDs. A "Resources" sidebar on the right lists links for "Qualified Residential LED Lighting", "Excel", "Manufacturer List", "Why Choose ENERGY STAR", and "Buyers Guide". At the bottom, there are links to "Email This Page", "Products", "Home Improvement", "New Homes", "Buildings & Plants", "Partner Resources", "Kids", "Publications", "News Room", "FAQs", "Contact Us", "Privacy", "Site Index", "Recursos en Español", "PDF Viewer", "Excel Viewer", and logos for EPA Home and DOE Home.

- Product List
- Product Finder
- Rebate Finder
- FAQs
- Consumer Education Tools
- Savings Calculator (under development)

Partner Resource Guide



- Provides sample marketing messaging
- Contains graphs and tables;
 - customized to meet your needs
- Compares LEDs to other light sources



Sample Info Graphics

Did you know?

You need 40 incandescents or 6 CFLs to match the lifespan of 1 LED!



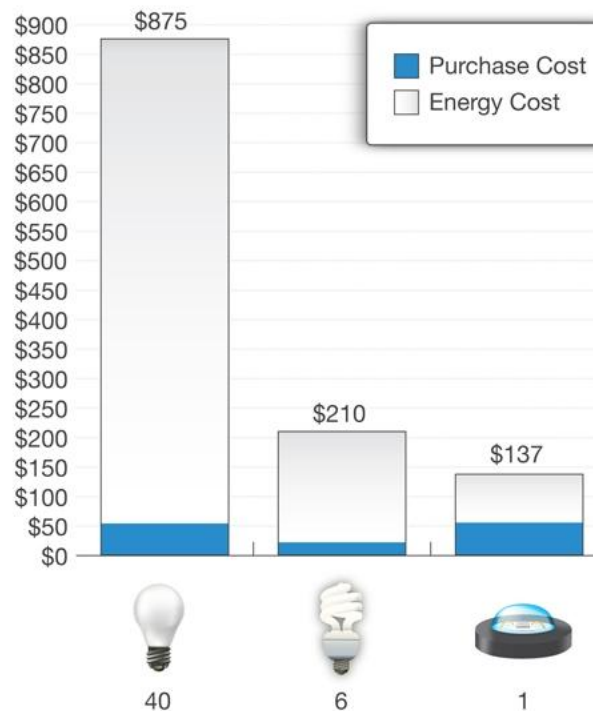
Incandescent
Light Bulbs

CFLs

LED

Save BIG with LEDs...

LEDs use 10-12 times less energy than incandescent bulbs!



Substituting 1 LED for 40 incandescent bulbs can save you **\$738³**

EEPS Program Design



- General Guidelines
 - Maintain quality by only providing incentives for ENERGY STAR qualified products
 - Clearly communicate benefits of LEDs to customers