



# **ENERGY STAR**

## **2012 Campaign Feedback Session**

**Presenters: Melissa Klein, EPA and Julie Colehour, C+C**

**2011 ENERGY STAR Products Partner Meeting**



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

# Agenda

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- Introductions
- Background
- Feedback
  - Behaviors
  - CBSM
  - Measurement
  - Partnerships
  - Other Feedback
- Wrap up/next steps



# Background



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

# 2010 Partner Feedback



- What you Told Us:
  - Want a national campaign to help leverage your local efforts
    - » Change the World, Start with ENERGY STAR
  - Current pledge was too complicated
    - » Pledge simplified on website
  - Wanted a customizable pledge
    - » Customizable pledge option created for Partners
  - Wanted ways to track and re-engage with customers over time
    - » Started asking for permission from pledge takers to share information with pledge drivers; can supply to Partners on request
  - Want to be able to give customers that come in through the national campaign access to current/local offers
    - » Rebate finder on energstar.gov
  - Liked the structure that came with the Change a Light campaign
    - » Ramped up in 2011, more coming in 2012

# 2011 Campaign



A screenshot of the ENERGY STAR website in a Windows Internet Explorer browser. The page features a navigation bar with links for "Products", "Home Improvement", "New Homes", "Buildings &amp; Plants", and "Partner Resources". A central banner reads "CHANGE THE WORLD. START WITH ENERGY STAR." and "U.S. Environmental Protection Agency". Below this, a large green banner titled "MAKE A CHANGE WITH ENERGY STAR" displays the following statistics: "Join with ENERGY STAR and 2,853,010 individuals who are taking action to protect the climate." and "TAKE ACTION NOW". To the right, it states "TOGETHER, WE'VE ACCOMPLISHED: \$793,107,376 in energy savings, 10,243,261,274 Lbs greenhouse gases eliminated, and 6,008,157,595 kilowatt hours of electricity saved." Below the main banner, there are two sections: "BE AN ENERGY STAR VIDEO CHALLENGE" featuring a video titled "Celebs on the Environment" and "SEE ENERGY STARS ACROSS AMERICA" with a map of the United States and a "SELECT STATE" dropdown menu. The browser's taskbar at the bottom shows several open applications including "Mail - Inbox - IBM Lot...", "Facebook - Windows...", "(153 unread) - brittn...", "Take the ENERGY ST...", "2012 Campaign Plann...", and "Campaign 101 for Ac...".

- Kicked off Earth Day; culminated in October
- Updated ENERGY STAR Pledge
  - 492 pledge drivers and 55,000 pledges
- ENERGY STARS Across America
  - 795 events submitted
  - 70 partners participated
  - Events from coast to coast

# 2011 Campaign



- Be an ENERGY STAR Video Challenge
- Media outreach and events
- Paid online media
  - Weather.com
  - USAToday.com
- Social media
  - Blogathon
  - Facebook
  - Twitter party



# Campaign Resources for Partners



- Event Booth
  - Interactive, free exhibit
- Seasonal Outreach
  - Earth Day, Energy Awareness Month
- Event Toolkit
  - Turn-key events
  - ENERGY STAR messaging with customizable materials
- Free ENERGY STAR materials
  - [www.energystar.gov/publications](http://www.energystar.gov/publications)
- Consumer & Pledge Driver Newsletters
  - Receive fun tips and program updates from ENERGY STAR to help constituents, employees, or customers save money

# 2012 Campaign Objectives



- Enhance current campaign to build on its strengths and add additional elements to more effectively accomplish:
  - Partner engagement
  - Consumer behavioral change
  - Measurement



**CHANGE THE WORLD.  
START WITH ENERGY STAR.®**

# A Community Based Social Marketing Approach

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- Community Based Social Marketing: A Proven Approach
  - *A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual OR Influencing behaviors for good*
    - Focus on changing behaviors
    - True social marketing requires measurable behavior-change outcomes
    - CBSM used for years in public health campaigns. Science just being tapped for energy efficiency



# CBSM Approach

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1. Behavior selection
  - End-state, non-divisible
2. Barriers and benefits
3. Behavior change tools
  - Commitments, social norms, prompts, incentives
4. Pilot test
5. Implement and evaluate

# 2012 Campaign

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- Create an ENERGY STAR-branded community-based social marketing (CBSM) campaign platform that partners can tap into to change residential energy-use behavior
  - Work with our partners to develop customized CBSM platform that includes:
    - Behavioral focus
    - CBSM implementation
    - Measurement
- Work with a select few on pilots with a deeper dive on measurement of behavior change
- Offer up national umbrella elements that all participating partners can leverage

# Customized Pledge

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- ENERGY STAR Pledge in support of CBSM
  - Behaves as commitment and prompt for action
  - Preferably focused on one lead action as gateway to further actions
  - Specifically tailored one-on-one to your campaigns
- How it works
  - You tell us what your plans are and we provide the tailored platform
    - If your focus is clothes washer, we customize our pledge to support that
    - Customized marketing tools that are easy to find and use
    - Help in facilitating incentives from other partners for consumer action specific to your promotions

# ENERGY STARs Across America



- Comprehensive support for your campaigns
  - CBSM 101 and hands-on support
    - CBSM toolkit
    - Booth, interactive elements, materials, give-aways
  - Outreach/recognition
    - Paid and earned media
      - Press release, newsletter, social media