



ENERGY STAR® Product Promotions: Smart Thermostats



Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency is pleased to share plans and materials for our second annual ENERGY STAR Smart Thermostat promotion. Smart thermostats are "the smart choice made simple" and the latest device for home energy savings since they deliver:

- Demonstrated Energy Savings
- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control

This year we are offering additional materials, which includes sales associate training one-pagers and more materials for the web, as well as more imagery featuring our growing pool of ENERGY STAR certified smart thermostat partner brands, including our flagship partners, Nest and Ecobee, as well as new partners Honeywell, Bryant, Carrier, EcoFactor, and LUX.



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We also plan to introduce an educational video about what sets ENERGY STAR smart thermostats apart from traditional smart thermostats and will make that available for partner use by summer.

Our first year promoting ENERGY STAR certified smart thermostats was very successful, tapping several media channels to get the word out, from online advertising to native article placements and social media. We also featured ENERGY STAR smart thermostats as part of our holiday promotion and partnered with [BobVila.com](#) along with other influencers. All told, our 2017 promotion generated more than 200 million impressions and 30,000+ page views during the promotional period.

This year's promotion will build upon the success from last year, but with more emphasis on working with our manufacturer and retail partners to leverage retail as the best way to reach consumers. We plan to launch in September with the following media mix:

- Online promotion of the ENERGY STAR smart thermostat video via Google Display Networks and YouTube—geo-targeted to markets with active partners.
- Boosted Facebook posts and video content—targeted to new home buyers and renovators.

- Working with top retailers of smart thermostats, such as Amazon, Best Buy, The Home Depot, and Lowe's to promote ENERGY STAR certified models at point-of-sale.
- Media partnerships with gadget influencers such as [Carley Knobloch](#) and more mass appeal influencers like [I Like Weylie](#).

We will also once again feature Smart Thermostats as part of our holiday promotion in November—[The Best Gifts Do Great Things](#)—given their popularity during the gift-giving season.

We are looking forward to working with you to increase the adoption of this great, new energy-saving technology and, as always, let us know how we can be of assistance as you plan your own marketing activities.

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov today.



This email was sent by:
EPA (Climate Protection Partnerships Division) - ENERGY STAR
1200 Pennsylvania Ave NW, Washington, DC, 20460 US