Spreading the Message
Leveraging national campaigns

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Spreading the Message
Leveraging national campaigns

- Program Goals
- Why piggyback on the national programs
- Examples of promotions
- Results
Program Goals

• Increase consumer awareness AND understanding of the ENERGY STAR label
  • Currently in WI 71% of those who purchase CFLs are aware of and understand the ENERGY STAR logo compared to just 40% of non CFL purchasers

• Achieve cost effective energy savings (kWh)

• Engage manufacturers and retailers – leverage their participation in programs
  • Increase in types of retailers participating in the program
  • Increase in retailer participation in cooperative advertising
  • Manufacturer and retailer investment in the program
Piggybacking on National Campaigns

- Provides a foundation on which partners can build a local campaign
- Provide a unifying call to action
- Helps build a consistent consumer experience with ENERGY STAR
- Brings manufacturers and retailers into the promotion
- Allow partners to tailor activities and promotional tactics to fit local markets/business interests and sponsor identity

proving the value of energy efficiency
National Campaigns

Sample Creative:

- [Image of a girl holding a beach ball with text: cool your world with ENERGY STAR]
- [Image of children running with text: Spring into a World of Savings 2005 ENERGY STAR® APPLIANCE CAMPAIGN]
- [Image of a house with text: A GUIDE TO ENERGY-EFFICIENT COOLING AND HEATING]

CHANGE A LIGHT, CHANGE THE WORLD proving the value of energy efficiency
WECC Campaigns

Sample Creative:

The answer to saving energy is right before your eyes.

You've spotted a STAR.
An ENERGY STAR qualified appliance.

SAVINGS WITH A TWIST

$2 CASH BACK PER BULB

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ENERGY STAR national campaigns in 2004

- Double your savings – Appliance promotion
- Cool your World
- Change a Light Change the World
- Holiday Electronics – with a holiday lighting component
Change a Light Change the World

• WECC has participated since 2000, there has been a regionally coordinated Midwest campaign since 2001 including WI, MN, IL, KY, OH, MO and IN.

• National messaging/materials used during past Change a Light campaigns
  • 2004 – Change five message
  • 2003 – Steve Thomas Change out
  • 2002 – Change theme
  • All year – PR template including releases, key messaging, savings numbers, logos, images

• Using national materials allowed consistent messaging across the region and a common theme that all sponsors could come to agreement on.
Change a Light Change the World

Results:
- In Wisconsin 1,000,000 CFLs were sold during the 2004 Change a Light campaign and almost 1,300,000 during the 2003 campaign. Regionally 1,500,000 sold in 2003 and 1,300,000 in 2004
- In Wisconsin $250,000 invested in consumer outreach and advertising resulting in over 2 million consumer impressions through the Change Five campaign

Tactics:
- Media campaign using the WI-based Olympians, The Hamm twins
- Public Relations campaign that included the “Change Five Challenge” through in-store materials, bulb sale events, and statewide radio, print, and TV media (19 different TV news reports on one single day across the state)
National Campaigns = Value to Programs

- **More Focus:** Provide motivation to focus on targeted products, during a specific time of the year

- **More Attention:** Allow partners to get more attention from manufacturers/retailers and in many cases leverage more support for programs

- **More Resources:** Help bring other people’s money to the table (manufacturers, retailers, other EEPS, U.S. EPA/DOE)

- **More Impact:** Allow partners to coalesce efforts at same time and on same products for more impact in the market

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