



## ENERGY STAR® Product Promotions: Flip Your Fridge



Dear ENERGY STAR Partners,

The ENERGY STAR Flip Your Fridge promotion is set to launch on April 20<sup>th</sup>, right ahead of Earth Day!

We are excited about the mix of media we have assembled in support of this promotion. It includes influencer outreach with [iLikeWeylie](#) and, new this year, outreach to Spanish speaking consumers through ads on Google Display Networks. These ads are supported by a custom internet landing page and educational material – all in Spanish.



Plus, we are including a special push on ENERGY STAR Most Efficient recognized refrigerators to round out the promotion. Here are the details for 2018:

- **Working with influencer partner, *iLikeWeylie*, to create video blog promoting Flip Your Fridge and Earth Day targeting new home buyer audiences.**
  - Weylie just bought a new home and is stocking it with many ENERGY STAR certified products, including a new refrigerator.
  - LG is also working with Weylie on an ENERGY STAR refrigerator giveaway to enhance the impact!
- **Targeted outreach to cost-conscious / Spanish speaking consumers.** Supplementing existing outreach to new home buyers and empty nesters with outreach to both cost-conscious and Spanish speaking audiences as well as ENERGY STAR Most Efficient audiences.
  - Developing 30-second digital ads in English and Spanish focused on money-saving benefits, including rebates
    - Promote via Google Display Networks and YouTube pre-roll
- **Outreach focused on ENERGY STAR Most Efficient Refrigerators.**
  - Running geo-targeted ads targeting green-leaning audiences.
    - Promote via Facebook carousel ads

All of these efforts will be driving traffic to the [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge) promotional page, where participating partners are featured.

Thanks to the many of you who are participating in the 2018 Flip Your Fridge campaign. To date, we have 18 energy efficiency program sponsors involved representing nearly 10 million households!

- Burbank Water & Power
- Sacramento Municipal Utility District (SMUD)
- Turlock Irrigation District
- Hawai'i Energy
- ComEd
- Mass Save (Cape Light Compact, Eversource, National Grid, Unitil)
- NHSaves (Eversource, Liberty Utilities, New Hampshire Electric Cooperative, Inc., Unitil)
- AEP Ohio
- UGI Utilities
- Appalachian Power (VA & WV)

Do not miss this chance to benefit from enhanced consumer engagement around the value of ENERGY STAR certified refrigerators and the call-to-action to recycle your old refrigerator and replace it with a new ENERGY STAR certified refrigerator.

Last year's promotion was a huge success, with elements including:

- An article placed with [BobVila.com](http://BobVila.com) coupled with a Kenmore-sponsored giveaway also on [BobVila.com](http://BobVila.com) resulting in a total of 1.6 million impressions.
- Paid promotions via the Google Display Network netting 340,000 impressions and thousands of clicks to the promotional page.
- 2,570 articles in local papers placed through NAPS with a readership of more than 600,000.
- 37,500 views of the ENERGY STAR promotional web page over the course of the promotion.

We hope you will join us for another great year of flipping fridges! Please contact us by April 18<sup>th</sup> if you are interested in participating.

The ENERGY STAR Communications Team



Have you added Ways to Save Tips to your website? A new web service for partners, it provides an ongoing stream of ENERGY STAR branded, energy-saving tips. Get started at [energystar.gov/waystosavetips](http://energystar.gov/waystosavetips).

Get Started

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](http://www.energystar.gov) today.



This email was sent by:

EPA (Climate Protection Partnerships Division) - ENERGY STAR  
1200 Pennsylvania Ave NW, Washington, DC, 20460 US