



ENERGY STAR® Product Promotions: Laundry



Dear ENERGY STAR Partners,

The second annual ENERGY STAR Laundry Made Better campaign is gearing up for its launch, May 30, with even more promotional assets to support your outreach around energy-efficient clothes washers and dryers. Given the success of last year's promotion, we are maintaining the focus on dads doing laundry—starting now with a BobVila.com promotional article coupled with a Kenmore-sponsored chance to win a laundry pair, just in time for Father's Day!

For the May 30 launch, we will be advertising online, featuring a dad before, and after, ENERGY STAR laundry changes his life. We will also be working with an influencer vlogger who will showcase the many benefits of doing laundry with a laundry pair that has earned the ENERGY STAR.

Online advertisements will be placed through Facebook and Google Display Networks, which have delivered thousands of clicks to energystar.gov where participating partners are featured. Our influencer will supplement that traffic by driving even more hits among his base of hundreds of thousands of followers. Together, we are anticipating an even stronger impact than last year where the combination of influencer outreach through *Motherly* and *Fatherly* delivered more than 4 million impressions among our target audience.

Partners can take advantage of the new media assets that will be coming soon in addition to our existing suite of [laundry promotion materials](#). These include Laundry Made Better promotional messaging, imagery and building blocks, social media messaging (now including [messages to get the word out about the BobVila.com giveaway](#)), digital assets (such as infographics, web buttons, and widgets), as well as retail fact sheets and co-brandable signage templates.

2017 Laundry Promotion

Motherly: ENERGY STAR worked with influencer [Motherly](#) to engage millennial families and educate them about the energy- and cost-saving benefits of ENERGY STAR broadly, and laundry appliances specifically, with promotions resulting in more than 1 million total impressions.

Fatherly: ENERGY STAR worked with influencer [Fatherly](#) to leverage their strong following among millennial parents with content featuring fathers doing laundry and benefits of ENERGY STAR. The campaign resulted in over 3 million total impressions.



The following was produced in partnership with the Environmental Protection Agency's ENERGY STAR program. Clothes washers and dryers that have earned the ENERGY STAR mean laundry better—for your clothes, for you, for your family, and for the environment.

One of the major shifts in modern parenthood is fathers spending more time with their kids at home. Now that they're home, data shows that they're doing more housework. In a 2011 survey, **61 percent of millennial fathers said they're the primary laundry doer** in their household. A more recent [Wall Street Journal](#) report and survey by consumer research firm Mintel found that 60 percent of men ages 25 to 34 do their own laundry. For men aged 18 to 34, specifically, that number was 57 percent—a 23 percent increase from only three years prior. This is an encouraging trend and not solely because many of the previous non-laundry doers were almost certainly busy or because sharing chores is only fair. As it turns out, there are real and unexpected benefits to putting energy into your home life.

Let's start with the one that should appeal most to men: that doing housework appeals to women. Research led by Dr. John Gottman at the University of Washington found that wives were more sexually attracted to their mates the more they helped with domestic chores like doing laundry. Whether it was the stress reduction or affirmation of love and caring that did it remained to be determined, though the husbands polled weren't too concerned with the need for further research. The bottom line: when men do more housework, relationships improve.



Get Materials

Thanks to the many of you who are participating in the 2018 Laundry Made Better promotion. To date, we have 12 energy efficiency program sponsors involved, representing over 12 million households!

- Sacramento Municipal Utility District (SMUD)
- SoCalGas
- ComEd
- Mass Save (Cape Light Compact, Eversource, National Grid, Unitil)
- NHSaves (Eversource, Liberty Utilities, New Hampshire Electric Cooperative, Inc., Unitil)
- Seattle City Light

There is still time to join us and benefit from enhanced customer engagement around the value of ENERGY STAR certified clothes washers and dryers and the call-to-action to make your laundry better with ENERGY STAR. If you are interested in participating, but not yet on our list, please contact us by May 25th.

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:

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