



## ENERGY STAR® Product Promotions: Room Air Conditioners



Dear ENERGY STAR Partners,

The ENERGY STAR Cool Choice for Room AC promotion is set to launch on May 4<sup>th</sup> to beat the heat of the cooling season!

Given the success of last year's promotion, we are bringing back the effective 30-second online ads. Once again, we will be placing them on Google Display Networks to target consumers identified as the best candidates for room air conditioners. These ads include one in Spanish and are all supported by [companion materials](#) in English and Spanish, including promotional web pages, infographics, and fact sheets.

This year, we will broaden our list of geo-targets to include all markets with active ENERGY STAR Room AC programs. We also plan to go into markets ahead of expected heat waves to increase the relevance of, and thus response to, our message.

We plan to supplement the 30-second ads with articles promoting cooling tips that highlight a broad set of recommendations for saving energy in the cooling season, including with ENERGY STAR certified room air conditioners. The articles will be placed through press syndicate services, including Brandpoint and NAPS, that have garnered millions of impressions with past efforts.

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

Thanks to the many of you who are participating in the 2018 Cool Choice for Room AC promotion. To date, we have 14 energy efficiency program sponsors involved representing nearly 9 million households!

- Burbank Water & Power
- Turlock Irrigation District
- Hawai'i Energy
- Con Edison Company
- ComEd
- Mass Save (Cape Light Compact, Eversource, National Grid, Unitil)
- NHSaves (Eversource, Liberty Utilities, New Hampshire Electric Cooperative, Inc, Unitil)
- UGI Utilities

### 2017 Room AC Promotion Highlights

- 30-second ads targeting Spanish-speaking and lower-income audiences served more than 1.8 million times to consumers in 3 markets – Boston, Chicago, and New York (Bronx and Queens) and generated 42,000 clicks to [energystar.gov/roomac](http://energystar.gov/roomac).
- 2,640 news article placements through NAPS with estimated readership of 1.8 million.

Do not miss this chance to benefit from enhanced consumer engagement around the value of ENERGY STAR certified room air conditioners and the call-to-action to make the cool choice with ENERGY STAR.

We hope you will join us for another great year of cooling with ENERGY STAR! If you are interested in participating, but not yet on our list, please contact us by May 2<sup>nd</sup>.

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:

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