



**National Lighting Partner Meeting  
March 1-3, 2006**

**SYNOPSIS OF MAJOR PLENARY THEMES**

# High Priority Market Challenges



- Lack of awareness
- Product availability (fixtures)
- Negative perceptions
- Product price (fixtures)

# Other Key Themes



- Core product benefits are long life (convenience) and cost savings
- Need for more mid-range product
- Need for dimmable products
- Influence new construction decision-makers
  - Distributors, electricians, builders, showrooms
- Need for “show and tell”
- Need for more market data
- Price pressure from national retailers
- Price balanced with quality

# Addressing the Challenges: What's Already Being Done?



- **Building Awareness**
  - Creative displays
  - Change-a-Light
- **Overcoming Negative Perceptions**
  - Promotions targeting high-quality products
  - Quality assurance efforts
  - In-store product demonstrations
- **Simplifying Program Design**
  - Flexible RFPs/cooperative marketing
  - Collaborative program development
  - Best practices/lessons learned

# Addressing the Challenges: Proposed Solutions



- Awareness, Negative Perceptions
  - Sustaining awareness efforts year-round
  - Training/education in sales channels
  - Ties into Change-a-Light
  - Product demonstrations
- Availability
  - Manufacturer efforts
  - Demonstrate demand, profit potential
- Program Design
  - Manufacturer-driven programs (not retailer)
- Price
  - Increase volume of sales
  - Achieve market balance of price/quality

# Next Steps: Suggestions



- Partner task force: sustained awareness-building
- Collaborative approaches to program design
- Market research to support data needs
- Target appropriate distribution channels for new construction and major renovation