ENERGY STAR Consumer Marketing
2014 Successes and 2015 Vision

The Power of Positive Energy
Team ENERGY STAR

BE YOUR OWN AMAZING.
SAVE ENERGY AND FIGHT CLIMATE CHANGE.

JOIN THE AMAZING SPIDER-MAN AND TEAM ENERGY STAR TO HELP STOP THE SENSELESS WASTE OF ENERGY.
Team ENERGY STAR

CBSM
Team ENERGY STAR

CBSM

My ENERGY STAR®
Team ENERGY STAR

Product/Seasonal Integrated Media Promotions

Keeping your cool when the season heats up

When temperatures go up, your utility bills can still stay low. With help from ENERGY STAR, discover the best ways to keep your cool, tame those bills, and help fight climate change. The secret is to keep your cooling system from working too hard.
**Paid**
- Facebook / YouTube boosting
- Other online paid channels

**Owned**
- Energystar.gov
- Social media
- Current Blog
- ENERGY STAR Newsletter

**Earned**
- Traditional
- Online
- Bloggers

**Shared**
- Partner social
- Partner online
- Partner digital
- Other
Paid
- You Tube TrueView Pay-Per-View
- Tremor Video Network’s Pre-Roll Extended Play
- Facebook Boosted Posts
- Sponsored Blog Posts
  - Big Green Purse
  - MommyShorts

Earned
- Media pitching to mainstream, green, and marketing and advertising traditional, online and blogs
  - New York Times
  - Environmental News Network
  - AdAge
  - More

Owned
- Energystar.gov/LED
- #NoMoreDimBulbs
- 2 lighting-themed Pinterest boards
- Twitter party
- Consumer Newsletter

Shared
- Partner digital to promote video
- Twitter Party participation
- Facebook Tab
Bad light makes Margaret a Zombie
Gallery of Dim Bulbs Part 1
Team ENERGY STAR

The “Bright” Choice: an ENERGY STAR Bulb

LED lighting can deliver outstanding energy efficiency. But LED bulbs are not all the same when it comes to performance. To get the energy efficiency and performance you expect, always look for the ENERGY STAR label. LED bulbs that earn the label are independently certified to ensure they deliver on brightness and color, and shine light where you want it.

Change The World Tour
Vision for 2015
Continuing to drive behavior change with 3 main areas of focus:

1. Strategic product promotions combined with traditional seasonal pushes
   - Includes ongoing support for ENERGY STAR Most Efficient
2. Further developing ENERGY STAR consumer engagement platforms for partners to leverage
3. More opportunities to showcase partners and engage consumers in the Power of Positive Energy through community service
Major Outreach Initiatives for 2015

• Product / Seasonal Integrated Media Promotions
  – Winterization / heating
  – Holiday (consumer electronics)
  – NEW ENERGY STAR certified Dryers
  – Refrigerator early replacement
  – Cooling
  – Water Heater promotion (TBD)
  – Lighting

• ENERGY STAR Most Efficient
  – Additional spot markets

• Back to School / Team ENERGY STAR
  – Boys and Girls Clubs partnership

• My ENERGY STAR consumer promotion

• 2015 ENERGY STAR Change the World Tour
# Product / Seasonal Promotions

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Why should I Consider My ENERGY STAR?

- iFrame makes it easy to drive consumers to your web page and connect them to your brand for energy-saving advice and incentives
  - Pick the products / actions you want to promote
  - iFrame sits within your web page branding / navigation
- Already a Pledge Driver? You already have access to My ENERGY STAR and might as well get your iFrame
- Let us drive our traffic to your offerings and have access to customer interests, behavior, etc.; but only if you sign up with us
- Everything is a service we provide as part of your partnership with us – it’s free
- Contact your account manager or changetheworld@energystar.gov to get started
Replace Your Old Fridge Campaign

3-Layer Strategic Approach

• **Channel Partners**
  – Select very specific media channels that best reach target audiences of new home buyers and empty nesters
    • Paid niche channels
    • Partner channels, e.g. retailers
  – Work with channel partners to deploy outreach tactics that effectively engage audiences and encourage replacement

• **National Awareness-Building Overlay**
  – Establish a BIG media partnership promotion that generates broad appeal and builds national momentum around early replacement among all audiences

• **Leverage owned and shared media to support strategy**
  – Find products, rebates and other offers at energystar.gov
  – Engage partners for mutual benefit
FLIP THIS FRIDGE Contest

• Generate excitement around early replacement while also connecting the ENERGY STAR brand with personal benefit and doing good through high-profile media outlet that appeals to general audiences
  – Work with media outlet to host FLIP THIS FRIDGE contest, whereby individuals nominate friend / family / other for new refrigerator
    • Hey @EllenShow @EnergyStar, my aunt @JaneDoe has the oldest fridge I’ve ever seen! Help her out with a new one please! #FlipThisFridge
Replace Your Old Fridge Campaign

Partner Engagement

• Utilities
  – Work with retailers to promote ENERGY STAR rebates, recycling incentives and/or combined incentives

• Retailers
  – Utilize retailer-owned customer segmented (new home buyers, empty nesters) channels to promote offers
  – Utilize other channels, as available, to promote contest

• Manufacturers
  – Opportunity for product placements
  – Promote contest through available channels
Near-term Partner Opportunities

- Holiday Twitter Party 11/19
- Dryers
- ENERGY STAR Most Efficient spot-market promotions 2015
- Appliance early replacement
- 2015 ENERGY STAR Change the World Tour
  - My ENERGY STAR integration and big consumer push
US EPA Administrator Gina McCarthy Recognizes ENERGY STAR Day
Happy ENERGY STAR Day from the Change the World Tour
#ESPPositiveEnergy