

# ENERGY STAR Consumer Marketing 2014 Successes and 2015 Vision

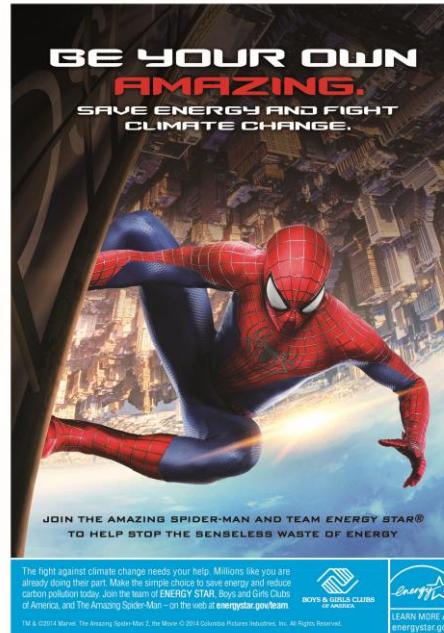
## The Power of Positive Energy



**THE POWER OF POSITIVE ENERGY**  
2014 ENERGY STAR® CHANGE THE WORLD TOUR

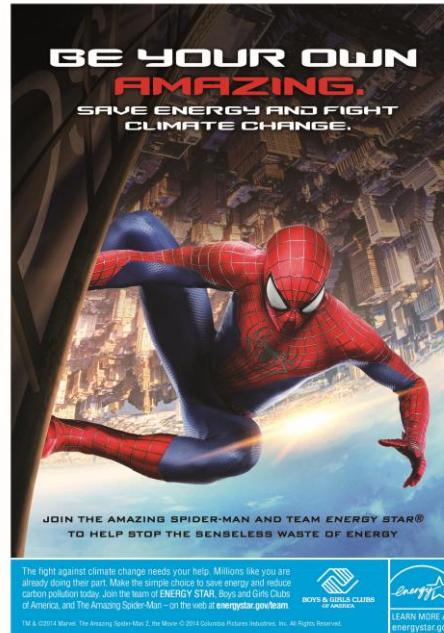


# Team ENERGY STAR





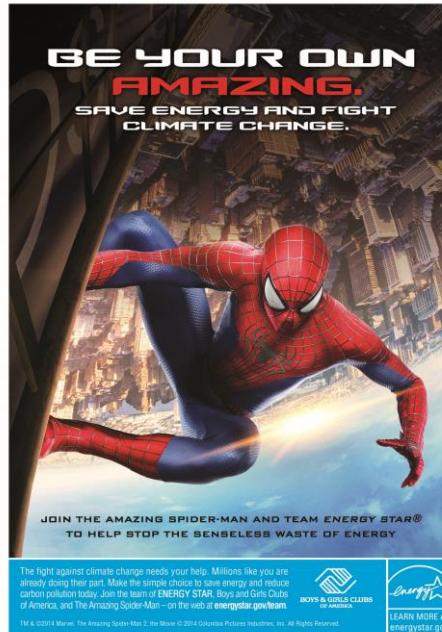
# Team ENERGY STAR



# CBSM

ENERGY STAR. The simple choice for energy efficiency.

# Team ENERGY STAR



# CBSM

## MY ENERGY STAR

Welcome to your personalized tool for saving energy with ENERGY STAR.

### START SAVING NOW FALL TIPS



Caulk and weather-strip around windows and doors



Choose ENERGY STAR certified light bulbs (Replace 1 bulb)



Install and properly set a programmable thermostat



GET STARTED

[SEE ALL WAYS TO SAVE >](#)



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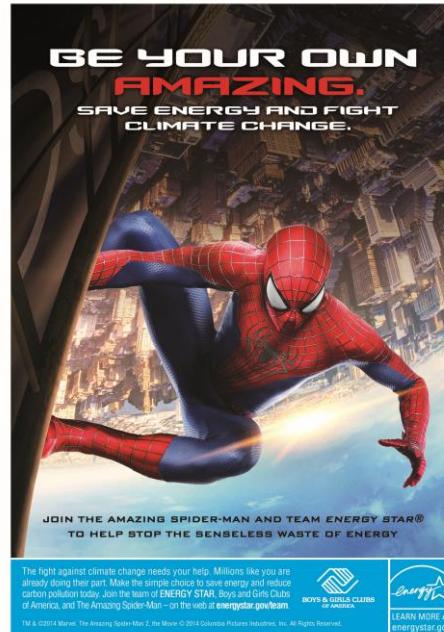


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# Team ENERGY STAR

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## 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.



# My ENERGY STAR

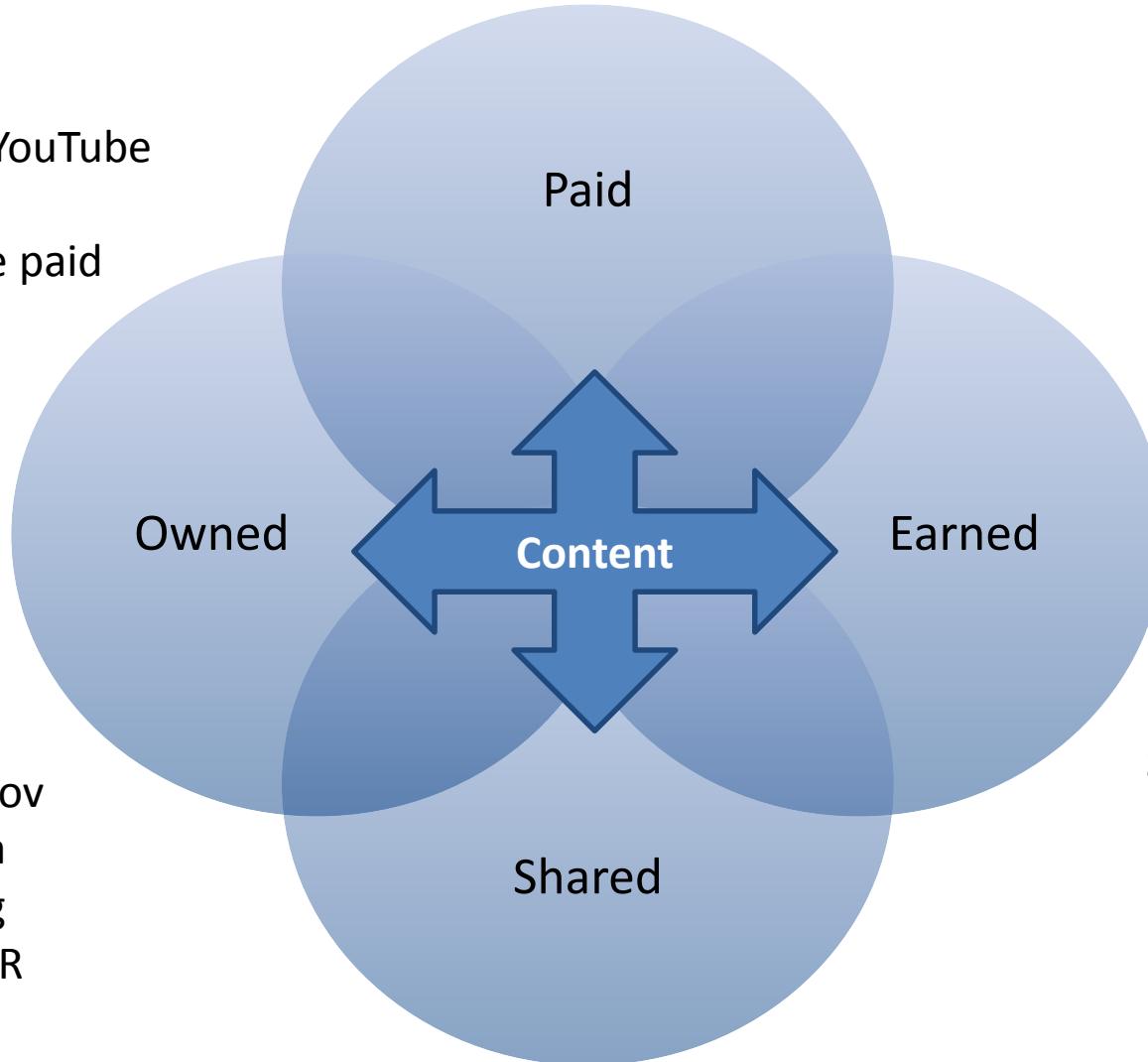


**Paid**

- Facebook / YouTube boosting
- Other online paid channels

**Earned**

- Traditional
- Online
- Bloggers



**Owned**

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

**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



## Owned

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

## Earned

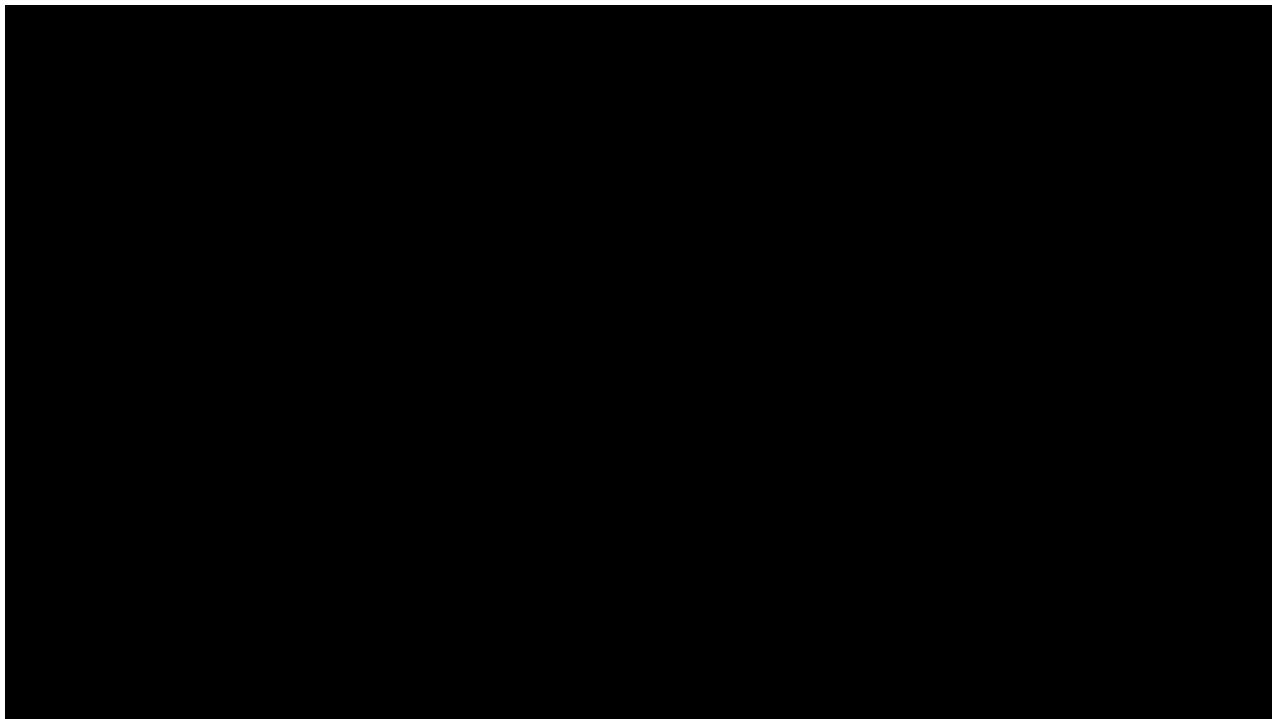
- Media pitching to main stream, green, and marketing and advertising traditional, online and blogs
  - ✓ New York Times
  - ✓ Environmental News Network
  - ✓ AdAge
  - ✓ More

## Shared

- Partner digital to promote video
- Twitter Party participation
- Facebook Tab



## Bad light makes Margaret a Zombie Gallery of Dim Bulbs Part 1



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# Team ENERGY STAR

## Product/Seasonal Integrated Media Promotions

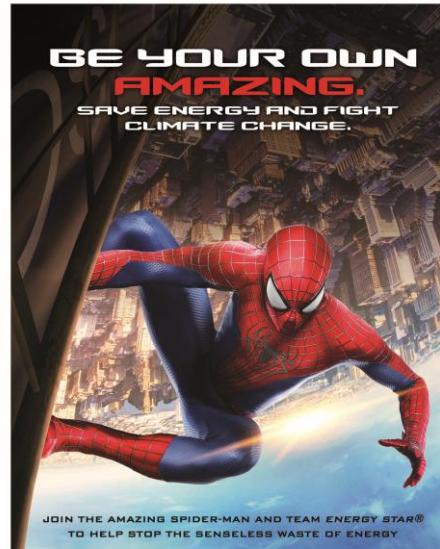
Keeping your cool when the season heats up

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### 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.



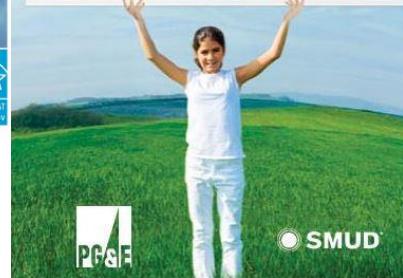
The fight against climate change needs your help. Millions like you are already doing their part. Make the simple choice to save energy and reduce carbon pollution today. Join the team of ENERGY STAR, Boys and Girls Clubs of America, and The Amazing Spider-Man - on the web at [energystar.gov/team](http://energystar.gov/team)



LEARN MORE AT [energystar.gov](http://energystar.gov)

# CBSM

The best of ENERGY STAR for energy savings and innovation. WHEN ONLY THE BEST WILL DO.



For more information on select rebates visit [energystar.gov/Sacramento](http://energystar.gov/Sacramento)

# Change The World Tour

# My ENERGY STAR®





# Vision for 2015

**JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.**

**THE PEOPLE:** Millions of ENERGY STARs across America.  
**THE ENERGY:** Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program.  
**THE POTENTIAL:** Saving energy reduces the greenhouse gases that cause climate change.  
**THE RESULTS:** Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$20 billion on utility bills.

From its beginnings 20 years ago, ENERGY STAR has grown to be one of the most successful energy conservation movements in history. Today, right in their own homes, millions of people across America are making a difference in the fight against climate change. Join the movement at [energystar.gov/changetheworld](http://energystar.gov/changetheworld).

## 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





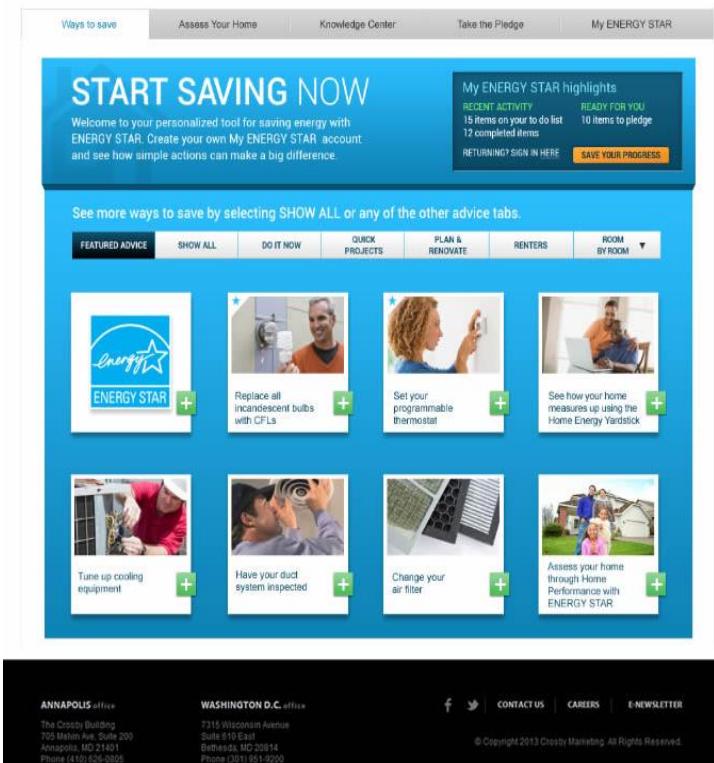
## Product / Seasonal Promotions

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Winterization	Grey	Light	Grey										
Holiday (Consumer Electronics)	Light	Grey	Light										
New ENERGY STAR Certified Dryers	Light	Light	Grey	Grey	Light								
ENERGY STAR Most Efficient	Light	Light	Grey	Grey	Grey	Light							
Refrigerator Early Replacement	Light	Light	Light	Light	Light	Grey	Grey	Light	Light	Light	Light	Light	Light
Cooling	Light	Grey	Grey	Light	Light	Light	Light						
Back to School/Team ENERGY STAR	Light	Grey	Grey	Light	Light								
Water Heater Promotion	Light	Grey	Grey	Light									
My ENERGY STAR Promotion	Light	Grey	Light										
2015 Change the World Tour	Light	Grey	Light										
Lighting	Light	Grey											



### Partner Message Here

Curabitur volutpat sagittis pulvinar. Suspendisse mattis vitae odio sit amet aliquam. Aliquam ornare dui consequat pellentesque laoreet. Nam eget congue libero. Aenean vehicula aliquam odio et vehicula.



## 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](mailto: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](http://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

ellen  
the ellen degeneres show



## 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

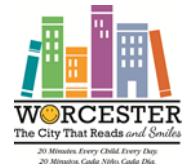


## Near-term Partner Opportunities

- 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

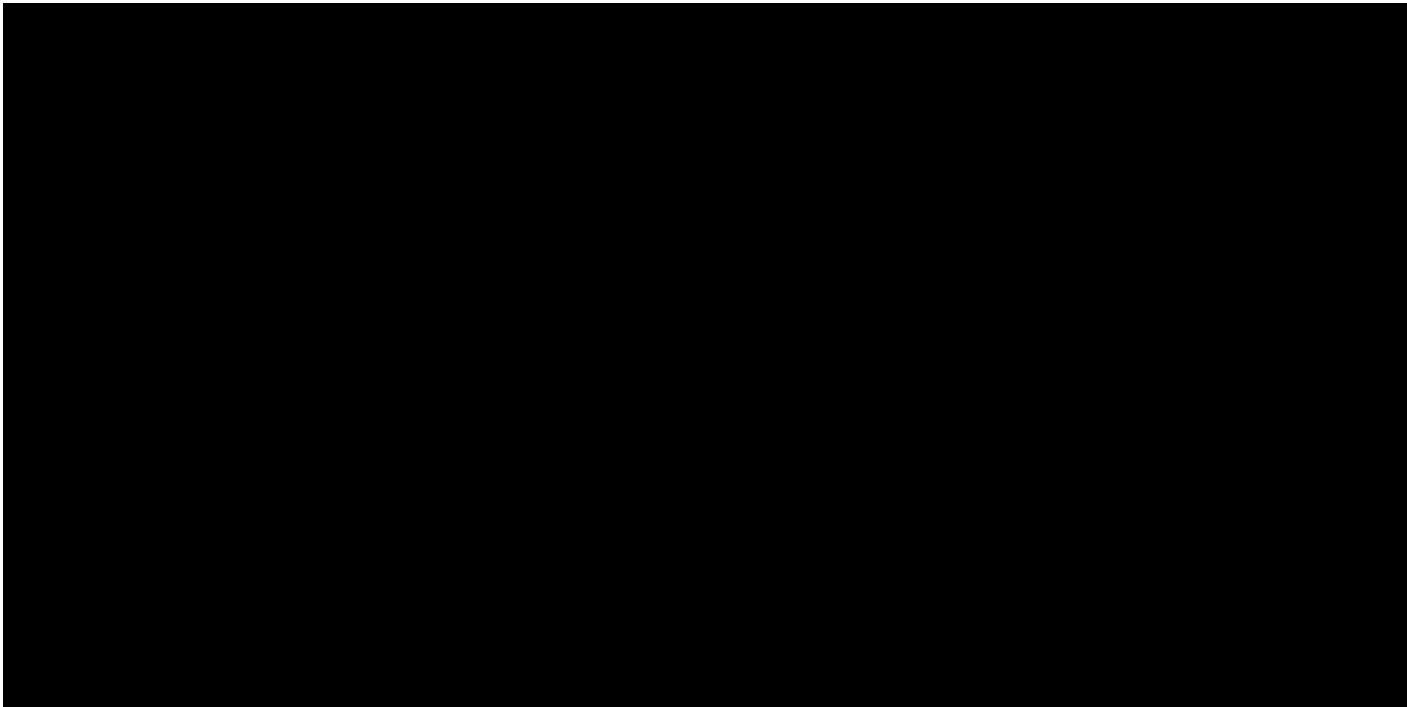


ENERGY STAR. The simple choice for energy efficiency.





## US EPA Administrator Gina McCarthy Recognizes ENERGY STAR Day





## Happy ENERGY STAR Day from the Change the World Tour





# #ESPositiveEnergy

