



## ENERGY STAR® Product Promotion: Water Heaters 2020



Dear ENERGY STAR Partners,

The Environmental Protection Agency Materials (EPA) is excited to announce plans for the ENERGY STAR water heater promotion in late September featuring heat pump water heaters. We have messaging and materials now available at [www.energystar.gov/marketing\\_materials](http://www.energystar.gov/marketing_materials) and through our comprehensive "Marketing & Materials Plan" PowerPoint deck, which provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

*In 2019, water heater digital media delivered 166% more clicks and 56% more views than planned due to high interaction rates that lead to lower costs than planned = \$.30 CPC*

LIKE HOT SHOWERS?

Meet the ENERGY STAR® certified Heat Pump Water Heater.

SAVE TODAY!

GET REBATES >>>

ENERGY STAR

We had such a successful ad campaign on Google Display Networks (GDN) last year that we are bringing it back in 2020. **This year's focus will be on the savings trifecta—the reinstated \$300 federal tax credit, added to already big rebates across the country, and energy savings—to increase demand and get more consumers than ever asking for ENERGY STAR certified water**

**heaters.** New materials include sample digital ads and web buttons promoting the hottest savings ever to optimize the impact of our collective promotional activities.



Specifically, we are interested in working jointly with manufacturers and retailers on digital advertising and point-of-sale (online and bricks and mortar) materials that scream the deal, we will drive consumers to the ENERGY STAR Water Heater Product Finder and connect them to both rebates and local qualified installers to best facilitate adoption. We also had success with paid search last year. Recognizing that more bids on terms drive up the price, we are also interested in coordinating on this part of the mix to share learnings and optimize collective efforts.

For consumers who need more education, we offer the [ENERGY STAR Water Heater Replacement Guide](#) that walks them through installation considerations to determine whether a heat pump water heater is right for them. It also includes access to certified product lists, rebates, and qualified installers across the country.

### WATER HEATER PROMOTION

**Goal:** Increase consumer demand.

- Get consumers to ask for ENERGY STAR.
- Leverage trifecta of savings: tax credits, rebates, energy savings; plus, symptoms for upgrade.
- Drive traffic to Water Heater Product Finder to connect consumers to rebates and receptive installers.

**Media Mix/Targets:**

- Focus on Google Display Networks with supplemental social advertising.
- Target DIY, Home Improvement and Home Renovation audience; skew male, higher income, age ranges 24 to 55 and markets with old electric water heaters and active utility programs with \$350+ rebates.

**Timing:** End of September/early October

Also new this year, we have an Ask the Expert blog featuring the warning signs for early replacement in addition to our full suite of fact sheets, infographics, web buttons, and more to help you promote your programs. All of these materials are available free for download now.

[Get Materials](#)

As always, we look forward to working with you and coordinating your efforts with ours so together we can really move the needle this year on demand for ENERGY STAR certified water heaters. Please contact Jill Vohr ([vohr.jill@epa.gov](mailto:vohr.jill@epa.gov)) or Nate Jutras ([jutras.nathaniel@epa.gov](mailto:jutras.nathaniel@epa.gov)) if you are interested in discussing opportunities or have any questions. Thank you.

The ENERGY STAR Communications and Marketing Team