ENERGY STAR Residential Branch
New Partner Communications Materials & Web Content Refresh
Welcome,
ENERGY STAR Partners

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Get comfortable in an ENERGY STAR® certified new home.

The right choice, for today and tomorrow.

ENERGY STAR® certified new homes are designed and built to the all-encompassing energy efficiency standards set forth by the U.S. Environmental Protection Agency. ENERGY STAR® certified new homes provide year-round comfort, performance, and protection for your family and the environment.

Why choose an ENERGY STAR® certified new home?

1. **Energy Efficiency:**
   - **Lower Energy Bills:** ENERGY STAR® certified homes can save you up to 30% on your energy costs compared to a typical new home.
   - **Environmental Protection:** Reduces greenhouse gas emissions and helps protect the environment.

2. **Quality and Durability:**
   - **High Construction Standards:** ENERGY STAR® certified homes meet strict energy efficiency guidelines and are built to last, ensuring long-term durability and lower maintenance costs.
   - **Better Air Quality:** ENERGY STAR® certified homes provide better indoor air quality, reducing the risk of indoor air pollutants.

3. **Comfort and Performance:**
   - **Increased Comfort:** ENERGY STAR® certified homes are designed to provide year-round comfort, ensuring you and your family enjoy a comfortable living environment.
   - **Flexibility:** ENERGY STAR® certified homes offer flexibility in design, allowing homeowners to personalize their space according to their needs.

4. **Value and Resale:**
   - **Higher Resale Value:** ENERGY STAR® certified homes often command a premium in the real estate market, offering higher resale value and appeal to future buyers.
   - **Protection Against Energy-Related Disasters:** ENERGY STAR® certified homes are designed to be more resilient against energy-related disasters such as power outages and extreme weather conditions.

Learn more about ENERGY STAR® certified new homes at energystar.gov/newhomes or call the USA Thermal.

[Image of ENERGY STAR® certified new home with the EPA logo]
ENERGY STAR created a “kit” of digital ad and communications assets to support Partners in engaging customers for the Certified New Homes program. Materials created included:

- Catalog of digital ads for Partners based upon the updated messaging pillars and design strategies.
  - Multiple images and dimensions
  - Multilingual versions (Spanish)

- Seasonal social media post content

- Co-brandable postcard
Paid Media Campaign Results

The ENERGY STAR led media campaign launched in June and ran through August, and garnered impressive results:

- **14.3MM + Impressions**
- **109.9K Clicks**
- **73.7K Site Sessions**

**Responsive Display**, the top performing tactic, received the highest engagement with 75.5% of site sessions.
- Homeowners accounted for 41% of sessions.

**Paid Search** saw an impressive CTR of 9.34% - well above the industry benchmark of around 2%.

**Facebook** generated 2,687,857 impressions,
- 66% of impressions were men, with 25% being 65+.
- 30% of impressions were women 55+
MESA Access

My ENERGY STAR (MESA)

- You are accessing a U.S. Government information system, which includes: (1) this computer, (2) this computer network, (3) all computers connected to this network, and (4) all devices and storage media attached to this network or to a computer on this network. This information system is provided for U.S. Government-authorized use only.
- Unauthorized or improper use of this system may result in disciplinary action, and civil and criminal penalties.
- By using this information system, you understand and consent to the following:
My ENERGY STAR Account

If you don’t currently have access to MESA, please reach out to ENERGY STAR to be added as an authorized user. Send an email to:

- energystarhomes@energystar.gov and cc: Molly.Siebers@icf.com
Website Updates
Landing pages and internal program pages have been updated to reflect the new brand refresh with imagery and language that is consistent with the new media campaign and program materials.
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Partner Resources

Landing pages and internal program pages have been updated to reflect the new brand refresh with imagery and language that is consistent with the new media campaign and program materials.
Fall Partner Communications Kit
Fall Communications Kits for Partners

EPA is in the process of creating a fall version of the Partner Communications kit of digital ad and communications assets to support Partners in engaging customers for the ESCH program. Materials created included:

- **Variety of digital ads** for Partners based upon the updated messaging pillars and design strategies.
  - Multiple images and dimensions
  - Multilingual versions (Spanish)

- **Seasonal social media post content**

- **Co-brandable postcard**
Celebration Video
It’s Time to CELEBRATE!

We’re celebrating the major milestone of building over 2 million ENERGY STAR certified homes and counting. We’re excited about this major accomplishment by our partners.

But not only are we excited – every family in America that has made a choice to live in an ENERGY STAR certified home has something to celebrate, too. They’re creating a better future for their families and for their communities.

So join in the celebration!
ENERGY STAR DAY
October 26, 2021
• **Tuesday, October 26**

• Highlighting partner efforts to bring the benefits of energy efficiency to underserved communities

• EPA will be promoting these efforts across multiple media channels

**ENERGY STAR® Day Toolkit 2021**
Promotional Instructions, Messaging & Materials

[www.energystar.gov/newhomes/energy_star_day_toolkit_2021](http://www.energystar.gov/newhomes/energy_star_day_toolkit_2021)
We want to hear about what you’re doing to:

• Build ENERGY STAR certified affordable housing;
• Implement utility incentive programs focused on income-qualified audiences; or
• Implement or supporting pro-bono activities and community service events that benefit underserved communities.

If you have a story to tell about initiatives that you are undertaking to support energy efficiency for everyone, please send it to us (using 250 words or less), at energystarhomes@energystar.gov
Questions?

Montoro.marta@epa.gov or anna.booth@icf.com