ENERGY STAR®
HVAC Marketing & Materials Plan

[Image of a father and child laughing]
Welcome to the ENERGY STAR HVAC promotion. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access. Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.
ENERGY STAR Marks & Identifiers

• Including the ENERGY STAR mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.

• Partners should always use the certification mark when referencing ENERGY STAR certified products. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified products with the “Cool for You & the Planet” tagline.

[Link to ENERGY STAR Benefits Identifier]
HVAC Key Messaging

• The HVAC promotion key messaging document includes educational content and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of:
  – ENERGY STAR certified HVAC equipment
  – HVAC maintenance

Link to HVAC Key Messaging
Heating & Cooling Guide Web Buttons

• Buttons to highlight and link to the ENERGY STAR Heating & Cooling Guide. This interactive guide can help consumers navigate an HVAC equipment upgrade. They can:
  – Learn the symptoms
  – Find purchase and installation guidance
  – Use the savings calculator


Link to HVAC Guide web buttons
Air Source Heat Pump Fact Sheet

- Use the Air Source Heat Pump fact sheet to engage your customers this heating season and educate them on the energy-saving benefits of the technology.
- The fact sheet is ready to download and print as-is or customize to incorporate your logo.

Link to Air Source Heat Pump Fact Sheet
Mini Split Heat Pump Fact Sheet

• Use the Mini Split Heat Pump fact sheet to engage your customers and educate them on the energy-saving benefits of the technology.

• The fact sheet is ready to download and print as-is or customize to incorporate your logo.

Link to Mini Split Heat Pump Fact Sheet
HVAC Sample Social Media

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed.

Link to Social Media Posts

Link to Social Media HVAC Graphics
Ask the Expert: How to Stay Warm and Save Money

- As the days and nights get cooler here, now is the perfect time to get your home ready for the coldest months of the year. Let ENERGY STAR show you how to save energy, save money, and protect the environment all winter long. Use this fun video to engage your customers and educate about top heating tips and the benefits of asking for ENERGY STAR.

- Share the video on social media or embed it on your website!

Link to Ask the Expert Heating Video
Questions & Additional Information

If you have questions or would like to request creative files for customization, please reach out to your ENERGY STAR account manager.

• Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.

• If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.