

ENERGY STAR® 2020 Lighting Marketing & Materials Plan





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ENERGY STAR Lighting Promotion

2020 Marketing Materials Overview

Welcome to the ENERGY STAR Lighting promotion. The following slides provide a high-level description of EPA's 2020 promotional plans as well as a detailed 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.





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Lighting

- Goal: Encourage consumers to switch out their old inefficient bulbs with new ENERGY STAR certified bulbs, now including specialty and new retrofit downlights.
 - Continue to leverage aspirational light the moment messaging to engage consumers. “Now you can light the moment throughout your home with an ENERGY STAR certified lighting style perfect for every room.”
- Media Mix
 - Social optimized for clicks and views (Facebook and Instagram)
 - YouTube pre-roll
- Targets: Markets with active utility programs/buydowns at retail; continue LMI for bulbs and extend to general audiences for specialty and fixtures.
- Timing: End of October/Early November
- Landing page for the campaign: www.energystar.gov/lightthemoment
- Partner engagement: integrate ENERGY STAR and Light the Moment graphics in customer-facing materials. Link to Choose A Light Guide.





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Choose A Light Guide

- Finding the right light bulb just got a whole lot easier with the new and improved [ENERGY STAR Choose a Light Guide](#).
- Offering consumers a simple path to picking the right light for every room and occasion, users follow simple steps to address three important bulb characteristics: shape, color, and brightness.
- The tool is mobile-friendly, so consumers can identify their desired bulb quickly and on-the-go!
- **NEW IN 2020:** updated design to include Lighting Facts
 - Made to look like the bulb package

CHOOSE A LIGHT GUIDE

1. Choose the shape
2. Choose the color
3. Choose brightness
4. Get your results

Your choices will look like this on the bulb package:

Lighting Facts Per Bulb

Brightness: 450 lumens
Based on 40W equivalence selected

Estimate Yearly Energy Cost: \$4.10
Based on 3hrs/day, 11c/hWh
Cost depends on rates and use

Life: 14 years
Base on 3 hrs/day

Lighting Appearance Selected: Amber White (2200K - 2500K)

Warm ↓ Cool

Amber Light (2200K-2500K) | Soft White (2700K) | Warm White (3000K) | Cool White (3500K-4100K) | Daylight (5000K-6000K)

Bulb Type Selected: Standard Shape (A19)

Energy Used: 6 watt (40 watt equivalent)

BACK | START OVER | FIND YOUR BULB HERE

Link to [ENERGY STAR Choose a Light Guide](#)





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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 lighting. Partners can also use the “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified lighting with the “Protect the Planet” tagline.



Link to [ENERGY STAR Benefits Identifier](#)



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ENERGY STAR Marks & Identifiers

- ENERGY STAR also offers several Light the Moment “logo lock-ups,” including options with the new “enjoy savings” benefits messaging and specific options for both bulbs and fixtures (see page 7 and 8).



Link to [Light the Moment Logo Lock-ups](#)



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ENERGY STAR Marks & Identifiers: LED Bulbs



**ONLY ENERGY STAR®
LED BULBS**
ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Lasts 13+ Years!
- ✓ A Better Planet



**ONLY ENERGY STAR®
LED BULBS**
ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
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ENERGY STAR Marks & Identifiers: LED Fixtures “Lighting”



**ONLY ENERGY STAR®
LIGHTING**
IS CERTIFIED TO DELIVER:

- Highest Quality Performance
- Just the Right Brightness & Color
- Big Energy Savings – Lasts 20+ Years!
- A Better Planet



**ONLY ENERGY STAR®
LIGHTING**
IS CERTIFIED TO DELIVER:

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Lighting Promotion Messaging

- The lighting 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 LED bulbs and fixtures.
- Also includes new messaging about recessed downlights and savings for specialty bulbs.

Link to [Light the Moment Key Messaging](#)

Light the Moment with ENERGY STAR®

2020 Key Messages

General Messaging
Make the most of every life moment by lighting them with ENERGY STAR certified lighting. Only LED bulbs and fixtures that earn the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment. Now there's a perfect light for every room of your home, including specialty bulbs and downlight fixtures, so you can light every moment wherever they happen and enjoy the savings.

Light every moment throughout your home with ENERGY STAR certified lighting. Only LED bulbs and fixtures that have earned the ENERGY STAR deliver:

- **Quality:** Whatever the moment, there's an ENERGY STAR certified LED light perfect for maximizing the impact.
- **Light Distribution:** ENERGY STAR certified LED bulbs and fixtures light the small, intimate moments AND the big, busy ones.
- **Long-Life:** Lasting over 13 years, ENERGY STAR certified lighting will be there for all of your special moments wherever they happen.
- **A Better Planet:** Protecting the climate for future generations so we can continue to experience special moments for years to come.

Supporting Campaign Messaging:

- Whatever and wherever the life moment, there's an ENERGY STAR certified lighting product that will help make it perfect, with the quality performance, savings, and environmental protection you desire.
- Only ENERGY STAR certified LED bulbs and fixtures are certified to deliver:
 - Highest quality performance
 - Just the right brightness and color
 - Big energy savings—Last 13+ Years!
 - A Better Planet
- Use the ENERGY STAR Choose a Light Guide to find the perfect bulb shape, color, and brightness to light the moment in every room of your home. www.energystar.gov/choosealight.
- If every American home replaced just one light bulb with one that has earned the ENERGY STAR, we would prevent more than 7 billion pounds of greenhouse gas emissions per year, equivalent to the emissions from approximately 675,000 cars.
- Purchasing ENERGY STAR certified LED lighting is the simple choice for consumers who want to save energy, save money, and protect the climate.

General Lighting Messaging

- It's simple: look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs and fixtures with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.

Light the Moment with ENERGY STAR®

certified LED bulbs and fixtures come in all shapes, sizes, and styles to fit every room of your home. They include everything from general purpose bulbs, to cabinet lighting, recessed cans, outdoor lighting, and even ceiling fans. Wherever the moment, there is an ENERGY STAR certified light to help you light the moment.

certified lighting is available in a variety of shades of light, allowing you to create the perfect mood for your space. Available shades range from a soft, warm glow to a bright, cool light. Choose the right color temperature to match your style and the needs of your space. Available shades range from a soft, warm glow to a bright, cool light. Choose the right color temperature to match your style and the needs of your space. Available shades range from a soft, warm glow to a bright, cool light. Choose the right color temperature to match your style and the needs of your space.

CHOOSING THE RIGHT COLOR

<p>2700K</p> <p>Warm White</p> <p>Perfect for living and dining rooms</p>	<p>3000K</p> <p>Warm White, Cool White</p> <p>Good for bedrooms and bathrooms</p>	<p>4100K</p> <p>Bright White</p> <p>Good for reading</p>
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ENERGY STAR certified LED bulbs and fixtures are dimmable. Make sure to look for the ENERGY STAR label on the package and install dimmer switches that are compatible with the bulbs or fixtures you choose. Some ENERGY STAR certified LED bulbs and fixtures that have earned the label feature motion sensors that shut them off during the day.

As Americans are changing the way Americans light their homes, and ENERGY STAR is leading the transition. Only lighting products that have earned the ENERGY STAR label are certified to deliver the quality and energy savings you expect at an affordable price.

Savings

- ENERGY STAR certified LED bulbs use up to 90% less energy than standard bulbs and last 15 times longer.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.





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Light the Moment Factsheet

- Use the Light the Moment Factsheet to engage your customers and educate them about how to shop for ENERGY STAR certified bulbs.
- The fact sheet is ready to download and customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to [Light the Moment Factsheet](#)

LIGHT the MOMENT WITH ENERGY STAR

Table/Floor Lamp Lighting

General Purpose Lighting Bathroom Lighting Kitchen Lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings—Lasts 13+ Years!
- ✓ A Better Planet

Partner Messaging
Put Your Logo Here

Not sure what type of LED bulb is the right one for your moment?

Follow the steps below or visit our easy-to-use Choose A Light tool and we'll help you find it.



energystar.gov/choosealight

STEP 1: CHOOSE THE SHAPE

ENERGY STAR certified LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more.

	BULB TYPES				
TABLE OR FLOOR LAMPS	STANDARD				
PENDANT FIXTURES	STANDARD	GLUE	MINI	CANDLE	
CEILING FIXTURES	STANDARD	CANDLE			
CEILING DIMS	STANDARD	CANDLE			
WALL SCONES	STANDARD	GLUE	CANDLE		
RECESSED CANS	MINI	SPOT	FLUO		
ACCENT LIGHTING	MINI	SPOT			

STEP 4: CHOOSE THE BRIGHTNESS

Use this chart to determine how many lumens you need to match the brightness of your old standard bulbs.

Standard Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

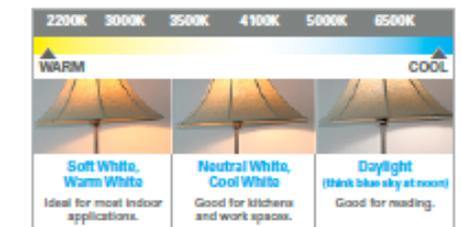
STEP 2: FIND YOUR BULB

Go to the lighting aisle and look for the ENERGY STAR label. Remember, only LED bulbs that have earned the ENERGY STAR have been independently tested to assure that they will save energy and perform as promised.



STEP 3: CHOOSE THE COLOR

Light color matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.



STEP 5: CHECK THE PACKAGE

Make sure you're getting the bulb you want by reviewing the Lighting Facts label that shows key bulb details such as brightness, life, light appearance (or color), and energy used.

Lighting Facts Per Bulb	
Brightness	850 lumens
Estimated Yearly Energy Cost	\$0.24
Life	22 years
Light Appearance	Warm
Energy Used	7 watts





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Light the Moment Factsheet - Spanish

- Use the Light the Moment Factsheet to engage your customers and educate them about how to shop for ENERGY STAR certified bulbs.
- The fact sheet is ready to download and customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to [Light the Moment Factsheet](#)

LIGHT the MOMENT WITH ENERGY STAR

Iluminación de lámpara de mesa/piso

Iluminación de uso general

Iluminación de baño

Iluminación de cocina

ENERGY STAR

SOLO LAS BOMBILLAS LED CERTIFICADAS POR ENERGY STAR ESTÁN CERTIFICADAS CON LAS SIGUIENTES CUALIDADES

- ✓ Desempeño de la mejor calidad
- ✓ El brillo y color justo
- ✓ Grandes ahorros en energía, ¡duran más de 13 años!
- ✓ Mejoras para el planeta

Partner Messaging

Put Your Logo Here

¿No está seguro de qué tipo de bombilla LED es la correcta?

Siga los siguientes pasos o visite nuestra herramienta Choose A Light (Elija su luz) que es fácil de usar y le ayudará a encontrar la bombilla correcta.

energystar.gov/choosealight
(sitio en Inglés)

PASO 1: ELIJA LA FORMA DE LA BOMBILLA

Las bombillas LED certificadas por ENERGY STAR están disponibles en diferentes formas y tamaños y sirven para cualquier aplicación. Incluyen empotrados, luces para rieles, lámparas de mesa y más.

	TIPOS DE BOMBILLAS			
LÁMPARAS DE MESA O DE PISO				
LÁMPARAS COLGANTES				
LÁMPARAS DE TETO				
VENTILADORES DE TETO				
APLIQUES DE PARED				
LÁMPARAS EMPOTRADAS				
ILUMINACIÓN DE ASIENTO				

PASO 2: ENCUENTRE SU BOMBILLA

Diríjase a la sección de iluminación y busque la etiqueta de ENERGY STAR. Recuerde, solamente las bombillas que han obtenido el certificado de ENERGY STAR han sido evaluadas de forma independiente para asegurar que rendirán el desempeño y ahorro de energía prometidos.

PASO 3: ELIJA EL COLOR

El color de la luz corresponde a una temperatura en la escala Kelvin (K). Un menor K significa una luz más cálida, amarillenta; mientras que un mayor K significa una luz más fría, azulada.

2200K 3000K 3500K 4100K 5000K 6500K

▲ CALIDA ▲ FRÍA

PASO 4: ELIJA EL BRILLO

Use esta tabla para determinar la cantidad de lúmenes que necesita para igualar el brillo de sus bombillas viejas estándar.

Bombillas estándar (Vatios)	Brillo de las bombillas ENERGY STAR (Lúmenes mínimos)
40	450
60	800
75	1,100
100	1,600
150	2,600

PASO 5: REVISE EL EMPAQUE

Asegúrese de obtener la bombilla que desea al revisar la etiqueta con información de iluminación que muestra los detalles claves de la bombilla como la luminosidad, vida útil, apariencia de la luz (o color) y la energía consumida.

Lighting Facts Per Bulb

Brightness 550 lumens

Estimated Yearly Energy Cost \$0.84
Based on 3hr/day, 11kWh
Cost depends on rates and use.

Life Based on 3hr/day 22 years

Light Appearance Warm ————— Cool
3000K

Energy Used 7 watts





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Light the Moment – Recessed Downlights Factsheet

- Use the Recessed Downlights Factsheet to raise awareness about the features and benefits of ENERGY STAR certified LED recessed downlights.

Link to [Recessed Downlights Factsheet](#)

LIGHT the MOMENT

WITH ENERGY STAR

Upgrade Your Lighting with ENERGY STAR Certified Recessed Downlights

Recessed downlights bring a fresh and functional appeal to many home projects – make sure you choose wisely to save energy, save money and help protect the climate. Now you can brighten all the moments throughout your home with an ENERGY STAR certified light perfect for every room.

Only models that have earned the ENERGY STAR label are independently certified to deliver:

✓ Highest quality performance

✓ Big energy savings

✓ Just the right brightness and color

✓ A better planet

Choose the Right Recessed Lighting Kit for Your Project

ENERGY STAR certified kits make it simple to upgrade existing recessed fixtures or install new ones.

Upgrade existing recessed downlights to optimize energy savings and performance

Do you already have recessed downlights? Instead of just switching out the bulb, choosing a recessed light kit is a design-grade addition to your home that saves more energy and offers several additional benefits. Retrofit kits upgrade existing downlights by replacing the old bulb and trim with an ENERGY STAR certified LED light that screws into the existing housing, like a bulb. Advantages include:

- **DIY Simplicity:** Upgrade your downlight without replacing or modifying the fixture inside the ceiling. Less hassle, less cost, no electrician needed; it is as simple as changing a bulb.
- **Compatibility:** Retrofit kits make it easier to find a compatible light. Rather than choosing from a variety of bulb shapes and sizes, look for the diameter that matches your existing fixture.

Choose ENERGY STAR certified recessed fixture kits for new downlights

ENERGY STAR certified LED downlight kits simplify the process of installing new recessed downlights. Advantages include:

- **Simplified installation:** These “canless” kits do away with the need for traditional housing, reducing the number of steps for installation and making it easier to do through a small ceiling opening.
- **Flexible placement:** These lightweight, all-in-one kits work in spaces traditional recessed downlight do not. Slim versions fit in spaces with less than 2 inches of clearance above the ceiling. Because they are lightweight, they do not need to align with ceiling joists and can even work with drop ceilings.

Benefits of ENERGY STAR Certified LED Recessed Downlight Kits

Whether you are installing new recessed downlights or replacing existing ones in your home, there are plenty of reasons to choose a kit that has earned the ENERGY STAR label:

Savings: The lights in these kits are designed specifically for downlight applications and provide optimal energy efficiency for this use. ENERGY STAR certified kits use up to 90% less energy than standard downlights, which means that each fixture can save you more than \$90 over its lifetime.

Light Quality: ENERGY STAR kits are independently certified to provide evenly spread light and meet the highest performance standards.

Attractiveness: These sleek downlights can elevate the look of any room in your home. Their low-profile complements most interior styles and means there is no fixture hanging down from the ceiling. Plus, with ENERGY STAR certified recessed light kits, the trim and LED light are one piece, providing the cleanest possible look and no view of a bulb inside the can.

Long Lasting: Recessed downlights that earn the ENERGY STAR label are tested to ensure they have a lifetime of at least 25,000 hours—that’s 25 times longer than a traditional

light bulb. With average use, you should not have to worry about replacing them for more than 20 years.

Dimming Capabilities. Many of these kits are dimmable when paired with a compatible dimmer switch and dim down to at least 20% of light output. ENERGY STAR certified kits provide dimming capability and compatibility information right on the package.

Light Color. ENERGY STAR certified recessed downlight kits are available in a range of colors from warm amber light to blue daylight (e.g., 2700K for soft, warm shades and 4100K+ for whiter, crisper shades). Many of these downlights allow you to set your preferred light color during installation. Some models are color tunable, allowing you to adjust the color of the lights using a smart device.

💡 If every American home replaced their five most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, we would save more than \$5 billion each year in energy costs and prevent greenhouse gas emissions equivalent to the emissions from more than 5 million cars.

Visit [ENERGY STAR certified LED lighting](#) to learn more.

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Light the Moment Web Buttons

- Use these buttons to drive customers to EPA's Light Bulb Product Finder. The Product Finder highlights Featured Deals and buying guidance to help customers choose the right bulb.
- Add it to your website and link to www.energystar.gov/lightthemoment

Link to [Light the Moment Web Buttons](http://www.energystar.gov/lightthemoment)





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Light the Moment Video

- Make the most of your moments by lighting them with energy efficient ENERGY STAR certified LED bulbs! Use this engaging video featuring real, everyday moments to educate your customers about the benefits of ENERGY STAR certified lighting.
- Share the video on social media or embed it on your website.

Link to [Light the Moment Video](#)

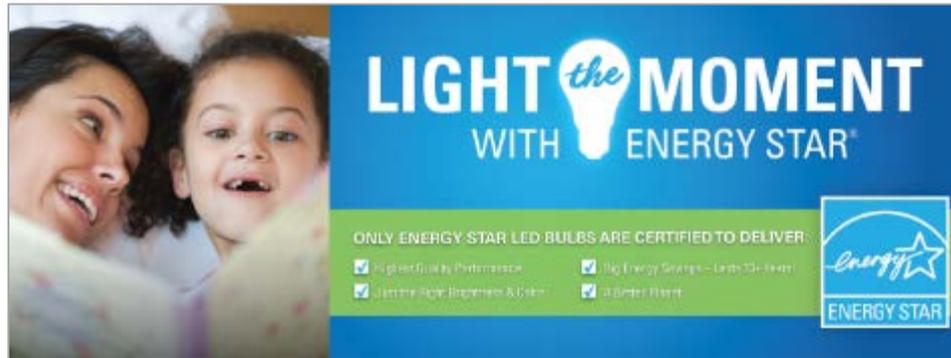




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Light the Moment Signage Examples: LED Bulbs

- Create your own Light the Moment in-store signage or packaging. The following are examples for integrating Light the Moment messaging and imagery into your materials.



Pallet Design

Link to [Sample Bulb Signage Creative](#)





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Light the Moment Signage Examples: LED Fixtures

- Create your own Light the Moment in-store signage or packaging. The following are examples for integrating Light the Moment messaging and imagery into your materials.



Link to [Sample Fixture Signage Creative](#)





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Light the Moment Year-Round & Seasonal Social Media – NEW IMAGES ADDED!

- Use our Light the Moment social graphics featuring everyday moments made brighter with ENERGY STAR certified lighting both during the campaign as well as throughout the year with general and year-round seasonal sample social media.
- The following slides show all the options available to promote Light the Moment throughout the year. Download the full set of graphics to use on Facebook, Twitter, or your other social media platforms.
 - *New images added for 2020!*
- Sample social media posts include messaging that you can use as-is or customize as needed.

Link to [Social Media Graphics](#)

Link to [Social Media Posts](#)



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Light the Moment Seasonal Social Media – New Fall and Winter Images for 2020!



Link to [New Images for 2020](#)





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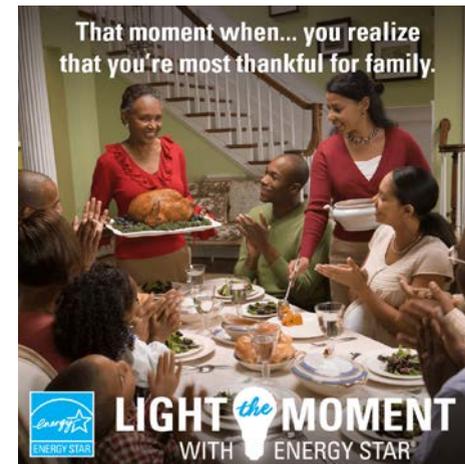
Light the Moment Seasonal Social Media – New Fall and Winter Images for 2020!





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Light the Moment Seasonal Social Media: Fall



Link to [Fall Social Media Images](#)



SAVE TODAY. SAVE TOMORROW.
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Light the Moment Seasonal Social Media: Winter



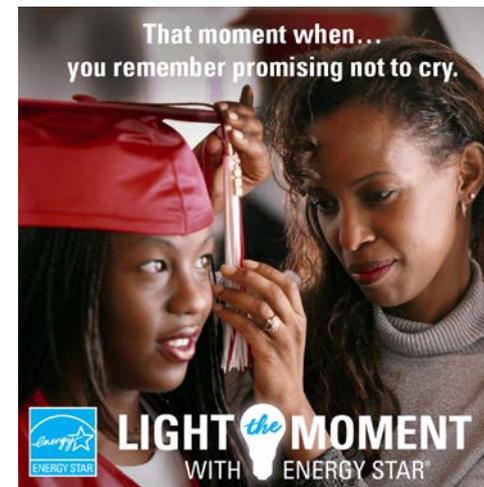
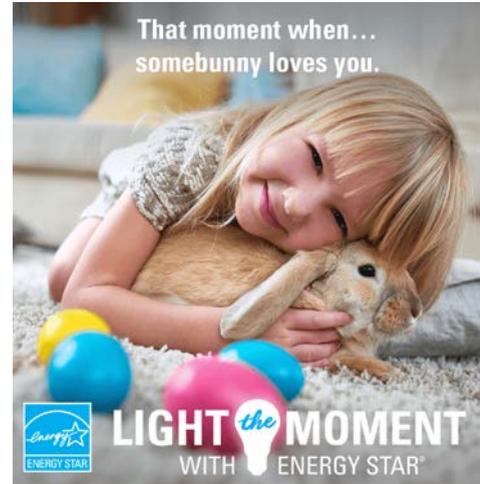
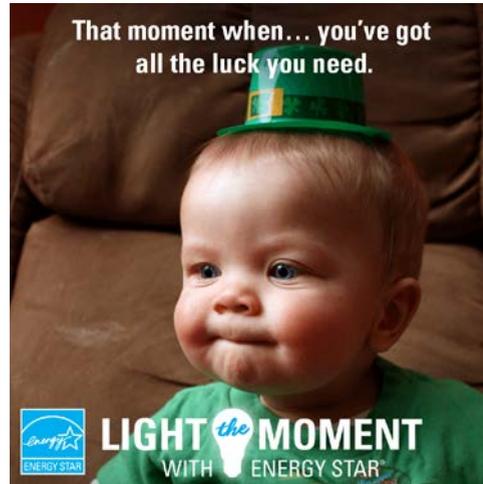
Link to [Winter Social Media Images](#)





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Light the Moment Seasonal Social Media: Spring

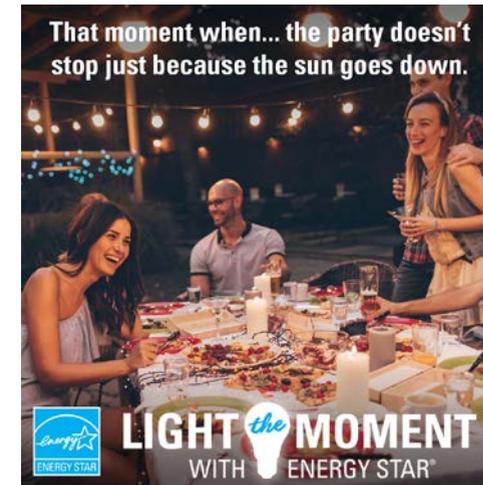
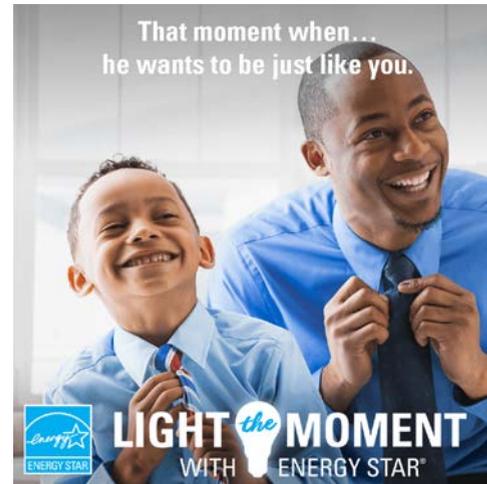


Link to [Spring Social Media Images](#)



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Light the Moment Seasonal Social Media: Summer



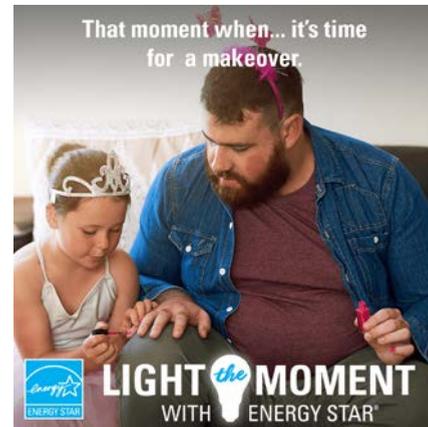
Link to [Summer Social Media Images](#)



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Light the Moment Seasonal Social Media: Year Round

Link to [Year-Round Social Media Images](#)



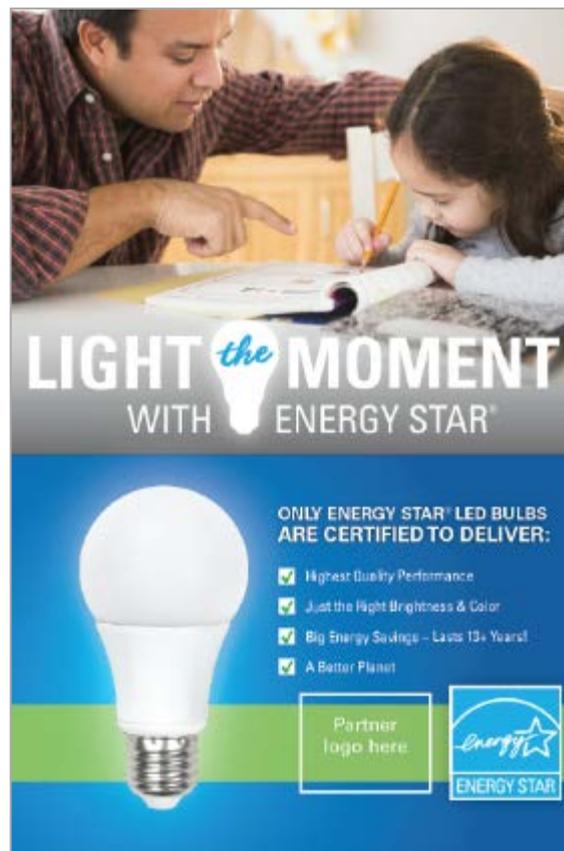


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Light the Moment LED Bulb Posters – Co-Brandable

- Co-brandable posters to be used in-store or at events. Posters are designed to be printed at 24"x36."

Link to [Co-brandable Lighting Posters](#)





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Light the Moment LED Bulb Posters – Co-Brandable



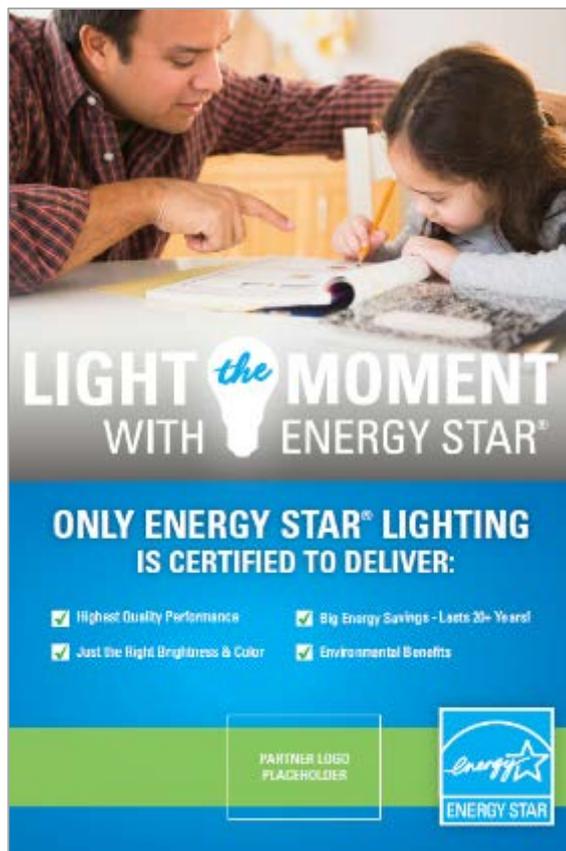


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Light the Moment LED Fixture Posters – Co-Brandable

- Co-brandable posters to be used in-store or at events. Posters are designed to be printed at 24" x 36."

Link to [Co-brandable LED Fixture Posters](#)





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Light the Moment LED Fixture Posters – Co-Brandable





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Other Event Materials

- Featuring creative from the popular seasonal social media graphics, this poster is ready to be customized with your logo. Designed to be printed 24" x 36".

Link to [Seasonal Moments Collage Poster](#)





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Other Event Materials

- **Social Activation Flyers** – ideas for engaging on social media or hosting a Light the Moment social media contest.
- **Social Frame Poster** – at an event, visitors can pose in the sign for photos that you can use in your promotional efforts and/or for customer social sharing. You can customize the sign with your social media account name and profile picture. Size is 30.5" x 48".

Link to [Generic Flyer](#)

Link to [Customizable Flyer](#)

Link to [Social Frame Poster](#)

ENERGY STAR LIGHT the MOMENT WITH ENERGY STAR®

SHARE YOUR BEST MOMENTS ON SOCIAL MEDIA!

The best moments deserve ENERGY STAR certified LED lighting. Save energy and protect the environment by lighting your special moments with ENERGY STAR and sharing photos of these moments—whether big or small—on social media with the hashtag #LightTheMoment.

Whatever the life moment, there's an ENERGY STAR certified LED lighting product that will help make it perfect, with the quality performance, savings, and environmental protection you desire.

Participation Guidelines*:

1. If sharing on Twitter or Instagram, just use the hashtag #LightTheMoment.
2. If sharing on Facebook, include #LightTheMoment, tag @ENERGYSTAR, and make sure the post is Public.
3. Example caption: "I'm saving energy and protecting the environment by lighting my moments with @ENERGYSTAR certified lighting #LightTheMoment"

DID YOU KNOW?

- ✓ ENERGY STAR certified LED bulbs use up to 90% less energy than incandescent bulbs, and last 15 times longer.
- ✓ Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.
- ✓ If every American home replaced a light bulb with one that has earned the ENERGY STAR, we would prevent more than 7 billion pounds of greenhouse gas emissions per year, equivalent to the emissions from about 675,000 cars.

*Disclaimer: By submission of photos for this promotion, you authorize the U.S. Environmental Protection Agency (EPA) and the ENERGY STAR program to use these photos for any lawful purpose. Additionally, you release and hold harmless EPA and its partners from any responsibility or liability in printing, and make any right in copyright or other intellectual property related to the use of any submitted photo.

ENERGY STAR LIGHT the MOMENT WITH ENERGY STAR®

SHARE YOUR BEST MOMENTS FOR A CHANCE TO WIN!

The best moments deserve ENERGY STAR certified LED lighting. Save energy and protect the environment by lighting your special moments with ENERGY STAR and sharing photos of these moments—whether big or small—on social media with the hashtag #LightTheMoment.

[If partner is hosting a contest, add info here]

Whatever the life moment, there's an ENERGY STAR LED lighting product that will help make it perfect, with the quality performance, savings, and environmental protection you desire.

Guidelines for contest entry*:

1. If sharing on Twitter or Instagram, just use the hashtag #LightTheMoment and tag @Partner.
2. If sharing on Facebook, include #LightTheMoment, tag @ENERGYSTAR and @Partner, and make sure the post is Public.
3. Example caption: "I'm saving energy and protecting the environment by lighting my moments with @ENERGYSTAR certified lighting! #LightTheMoment"

[Partner hosted contest details can be added here]

DID YOU KNOW?

- ✓ ENERGY STAR certified LED bulbs use up to 90% less energy than incandescent bulbs, and last 15 times longer.
- ✓ Only bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.
- ✓ If every American home replaced a light bulb with one that has earned the ENERGY STAR, we would prevent more than 7 billion pounds of greenhouse gas emissions per year, equivalent to the emissions from about 675,000 cars.

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Social frame "commitment" sign





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Light the Moment Image Library

- This deck features the imagery EPA ENERGY STAR is leveraging as part of the Light the Moment promotion. You can use the images as provided in materials or social media graphics. If you'd like to purchase the images for your own use and customization, see the image library with direct links to the stock photos.

Link to [Image Library](#)



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Partner Engagement Examples

Online Promotion in Marketplace

Georgia Power Marketplace

Search (keywords,etc) Programs Support Cart 0

What's New? Wi-Fi Thermostats Lighting Smart Home Water Saving Advanced Power Strips EV Chargers

Light Your Summer Nights

Easy upgrades you feel good about. Save instantly on bulbs that give you lasting savings and memories.

Shop LED Bulbs

LIGHT the MOMENT WITH ENERGY STAR

SRP MARKETPLACE

On Sale Smart Thermostats Lighting Water Savings Products Advanced Power Strips Smart Home Air Filters TV Chargers

LIGHT the MOMENT WITH ENERGY STAR

Scary Good Deals on Halloween-Ready Lights

Flicker your lights from your phone. Or, turn them purple.

Shop Hue Lighting

SALE

Pepco Website

pepco An Exelon Company

Outage Pay Bill

My Account Outages Ways to Save Smart Energy

Energy Assessments +

Rebates & Discounts -

Lighting Discounts -

How to Participate

Learn More

Lighting Participating Retailers

Appliance Rebates +

ENERGY STAR® New Homes Program

Heating & Cooling +

Recycling +

Smart Thermostat Savings +

Lighting Discounts

Overview [Find a Retailer](#)

Make the Switch to ENERGY STAR® Certified Lighting and Save

Get instant, in-store discounts when you buy select ENERGY STAR certified lighting at participating retailers.

Save up to \$3 on Select ENERGY STAR Certified LED Bulbs

LEDs, or light emitting diodes, are a rapidly evolving technology that produces light in a whole new way. ENERGY STAR certified LEDs last a minimum of 25,000 hours, or 22 years based on 3 hours of use per day, and use about 70-90% less energy than incandescent lighting.* They also are durable, versatile and come with a 3-year warranty.

Not sure which LED bulb to choose? Let Pepco help you [Find the Right Light](#).

Save \$8 on Select ENERGY STAR Certified LED Fixtures

With ENERGY STAR certified light fixtures, you'll enjoy energy cost savings, less frequent bulb replacements and they come with a manufacturer-backed warranty of at least 3 years.* Certified fixtures come in many decorative styles and offer convenient features, including automatic daylight shutoff and motion sensors.

*Source: energystar.gov

LIGHT the MOMENT WITH ENERGY STAR

[Get an Appliance Rebate](#)

[Recycle Your Old Appliance](#)

WAYS TO SAVE TIPS

Light your moments with ENERGY STAR

Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about \$15 billion in annual energy costs and prevent 17 billion pounds of annual greenhouse gas emissions. Your moments. Your world. Both deserve the best.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Partner Engagement Examples

Social Media Promotion

Entergy Arkansas @EntergyArk

ENERGY STAR® certified LED bulbs last longer and save energy. Check out Entergy's Point of Purchase Solutions Program to find out how you can get them for less. #LightTheMoment enter.gy/6012GTZ7u



8:59 AM - Jul 12, 2020 - Sprinklr

Oncor @oncor

Get big savings for all of life's little moments with @ENERGYSTAR certified LEDs. Instant in-store discounts and energy-efficient performance saves you money at checkout and at home.

Start saving at takealoadofftexas.com.



3:00 PM - Dec 16, 2019 - Sprinklr Publishing

CenterPoint Energy @energyinsights

Rockin' around the Christmas tree, let the Christmas spirit ring - and make the most of every family moment including all the reindeer games with @ENERGYSTAR certified LED bulbs. They'll light your precious holiday moments while saving energy and money. #LightTheMoment



4:00 PM - Dec 24, 2019 - Grade Engage

Georgia Power @GeorgiaPower

Setting up spooky lights for #Halloween? Make them energy efficient to #SaveEnergy while you scare! 🎃👻 Visit georgiapowermarketplace.com today!

#EnergyEfficiency #PhilipsHue #HalloweenDecorating #SmartHome #SmartLighting



11:00 AM - Oct 22, 2019 - Twitter Web App

1 Like





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

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.