ENERGY STAR®

Lighting Marketing & Materials Plan
Welcome to the ENERGY STAR Lighting 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.
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!

• Updated design to include Lighting Facts – Made to look like the bulb package

Link to ENERGY STAR Choose a Light Guide
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.
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
ENERGY STAR Marks & Identifiers: LED Bulbs

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

ONLY ENERGY STAR® LED BULBS ARE CERTIFIED TO DELIVER:
ENERGY STAR Marks & Identifiers: LED Fixtures “Lighting”

- Highest Quality Performance
- Just the Right Brightness & Color
- Big Energy Savings – Lasts 20+ Years!
- A Better Planet
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 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 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 – 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 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
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
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
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
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 will continue to be added throughout 2021!
- 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
Light the Moment Seasonal Social Media – New Fall and Winter Images

Link to New Images for 2020
Light the Moment Seasonal Social Media – New Fall and Winter Images
Light the Moment Seasonal Social Media: Fall

![Images of people with Energy Star logos]

That moment when... she finds her passion.
That moment when... it's so hard to let go of summer.
That moment when... you're more nervous than she is.
That moment when... touchdown!
That moment when... the best "treat" is having a friend to share it with.
That moment when... monsters make the best neighbors.
That moment when... you realize that Halloween is not just for kids.
That moment when... you try to sneak one last piece.
That moment when... we come together to thank those who serve.
That moment when... you realize that you're most thankful for family.
That moment when... you made it just like mom used to.

Link to Fall Social Media Images
Light the Moment Seasonal Social Media: Winter

That moment when... the spirit of the holiday literally lights up the room.

That moment when... holiday lighting becomes more than just a decoration.

That moment when... feeling good on the inside makes for the best bedtime snack.

That moment when... reindeer meets raindeer.

That moment when... you capture magic.

That moment when... you get exactly what was on your list.

That moment when... you honor your heritage.

That moment when... it truly is a happy new year.

That moment when... your New Year has the perfect beginning.

That moment when... the weather outside doesn't matter.

That moment when... the magic of Mardi Gras begins.

That moment when... love is the main ingredient.

That moment when... you find that perfect date.

Link to Winter Social Media Images
Light the Moment Seasonal Social Media: Spring

Link to Spring Social Media Images
Light the Moment Seasonal Social Media: Summer

Link to Summer Social Media Images
Light the Moment Seasonal Social Media: Year Round

- That moment when... you really were surprised.
- That moment when... a kiss is everything.
- That moment when... you meet your new best friend.
- That moment when... you can tell she has your smile.
- That moment when... Grandpa’s the star!
- That moment when... anything is possible.
- That moment when... your favorite team gets a new fan.
- That moment when... it’s time for a makeover.
- That moment when... you need a break from playtime.
- That moment when... you know exactly why you said “I do.”
- That moment when... you’re cleared to go back outside.
- That moment when... a Baker is born.
- That moment when... your new house becomes your home.
- That moment when... it sounds better on a flute.
- That moment when... sleep is out of the question.
- That moment when... inspiration strikes.
- That moment when... actions speak louder than words.
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
Light the Moment LED Bulb Posters – Co-Brandable
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”x36.”

Link to Co-brandable LED Fixture Posters
Light the Moment LED Fixture Posters – Co-Brandable
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”x36”.

Link to Seasonal Moments Collage Poster
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”x48”.

Link to [Generic and Customizable Flyer](#)

Link to [Social Frame Poster](#)
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
Partner Engagement Examples

Online Promotion in Marketplace

Light Your Summer Nights

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

Shop LED Bulbs

Pepco Website

Lighting Discounts

Overview

Make the Switch to ENERGY STAR® Certified Lighting and Save

Get instant, award-winning discounts when you buy select ENERGY STAR® certified lighting and appliances

Save up to 33% on Select ENERGY STAR® Certified LED Bulbs

Lasts, a long-lasting change, are to supply building technology with profusion, the energy savings of a lifetime savings. ENERGY STAR certified LED last twice as long as traditional incandescent and save about 75% to 80% energy by that amount lighting. They also use less energy and last longer than other energy-efficient bulbs.

Over time, LED bulbs can save you up to $150 per year. Because they're compact, they're ideal for use in areas with limited space.

Save 46% on Select ENERGY STAR® Certified Luminaires

With ENERGY STAR certified luminaires, you'll make interior surfaces, from imported building materials to commercial and industrial products, more efficient. ENERGY STAR certified products are designed to use less energy and last longer than conventional fixtures, including a variety of design styles and lighting sensations.

Light your moments with ENERGY STAR

Make your home beauty by adding energy-efficient products. ENERGY STAR qualified lighting products and equipment offer long-lasting, efficient, and environmentally friendly solutions. Find out more.

Shop Hue Lighting
Partner Engagement Examples

Social Media Promotion

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.gov/6011GTZ7u

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.

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

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

#EnergyEfficiency #PhilipsHue #HalloweenDecorating
#SmartHome #SmartLighting

SALE
Scary Good Deals on Halloween-Ready Lights

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

Like
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.