

ENERGY STAR®

Smart Thermostats Marketing & Materials Plan





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SAVE FOR GOOD.

ENERGY STAR Smart Thermostats Promotion

Marketing Materials Overview

Welcome to the ENERGY STAR Smart Thermostat 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.





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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 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.



Link to [Smart Choice Identifier](#)



Link to [ENERGY STAR Benefits Identifier](#)



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Smart Thermostat Fact Sheet

- Use the Smart Thermostat Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified smart thermostats.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to [Smart Thermostat Fact Sheet](#)







Perfect Climate Inside and Out.

ENERGY STAR certified smart thermostats deliver demonstrated energy savings and reliable performance keeping you comfortable inside while protecting the environment outside. For the perfect climate all around, look for the ENERGY STAR label.

Get Convenience, Insight, and Control with ENERGY STAR
While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

When Choosing a Smart Thermostat, Look for the ENERGY STAR
Smart thermostats that earn the ENERGY STAR are third-party certified to:

1. Save energy based on field data collected from more than one thousand homes over an entire year.
2. Quickly enter a low-power standby mode when inactive.
3. Track and report equipment use and temperature data to the homeowner

Save Money and Stay Comfortable in Your
Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill goes to heating and cooling. That's more than \$900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.



48%

Save Even More with Utility Rebates
Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/rebatefinder.

What is a Smart Thermostat?

A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.



Did You Know?

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas.



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Smart Thermostats Sample Social Media

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed. Check with your account manager to request a customizable version of the graphic to add your own smart thermostat product.

Link to [Social Media Posts](#)

Link to [Social Media Smart Thermostat Graphics](#)



Additional social images shown on the next two slides.



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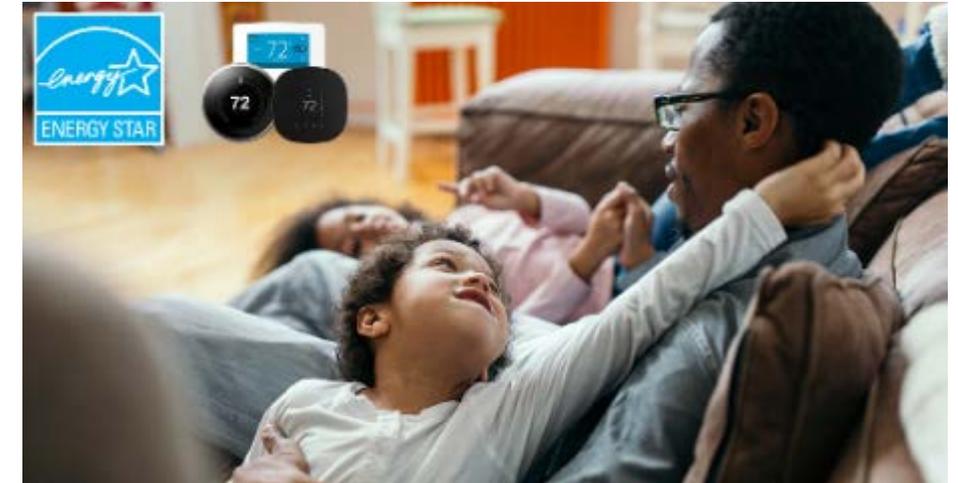
Smart Thermostats Sample Social Media





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Smart Thermostats Sample Social Media





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The Smart Choice: ENERGY STAR Smart Thermostats Infographic

- The Smart Choice Infographic can be integrated into your web pages to educate your audiences about the benefits of ENERGY STAR certified smart thermostats.

Link to [Smart Thermostat Infographic](#)

ENERGY STAR THE SMART CHOICE
Made Simple

ENERGY STAR SMART THERMOSTATS **70**

Smart thermostats that earn the ENERGY STAR label are independently certified to deliver reliable performance and energy savings.

FEATURES ENERGY STAR certified smart thermostats provide convenience, insight, and control. Features include the ability to:

- Learn user preferences, provide an easy and available schedule that adjusts to energy-saving temperatures when you're asleep or away.
- Provide home energy use data that you can track and manage.
- Give you control of home heating and cooling patterns through your smartphone.

CERTIFIED ENERGY STAR smart thermostats are third-party certified to do the following:

- Track and report equipment usage and temperature data to the consumer.
- Daily receive temperature settings from other members.
- Save energy based on historic data collected from over one thousand homes over an entire year.

SAVINGS ENERGY STAR certified smart thermostats enhance comfort and energy savings.

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to:

- 56** TRILLIONS kWh saved annually
- 740** MGD of water saved annually
- 13** BILLION POUNDS of CO₂ saved annually

Save Even More with Utility Rebates: Rebates or other energy programs in your area may offer rebates on ENERGY STAR certified smart thermostats.

In addition, some energy consumers with smart thermostats can participate in utility programs that support renewable power for everyday use, and earn financial incentives to do so.

Look for ENERGY STAR certified smart thermostats when you shop. For local rebates and energy-saving tips, visit [www.energystar.gov](#).

- Decreased Energy Savings
- Reliable Performance
- Environmental Benefits
- Convenience, Insight, and Control

The Simple Choice for Energy Efficiency. ENERGY STAR smart thermostats are independently certified to deliver reliable performance and energy savings. They also provide convenience, insight, and control. Features include the ability to learn user preferences, provide an easy and available schedule that adjusts to energy-saving temperatures when you're asleep or away, provide home energy use data that you can track and manage, and give you control of home heating and cooling patterns through your smartphone.





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Ask the Expert: How to Stay Warm When the Weather Cools Down

- 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](#)



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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.