



ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers

October 14, 2015



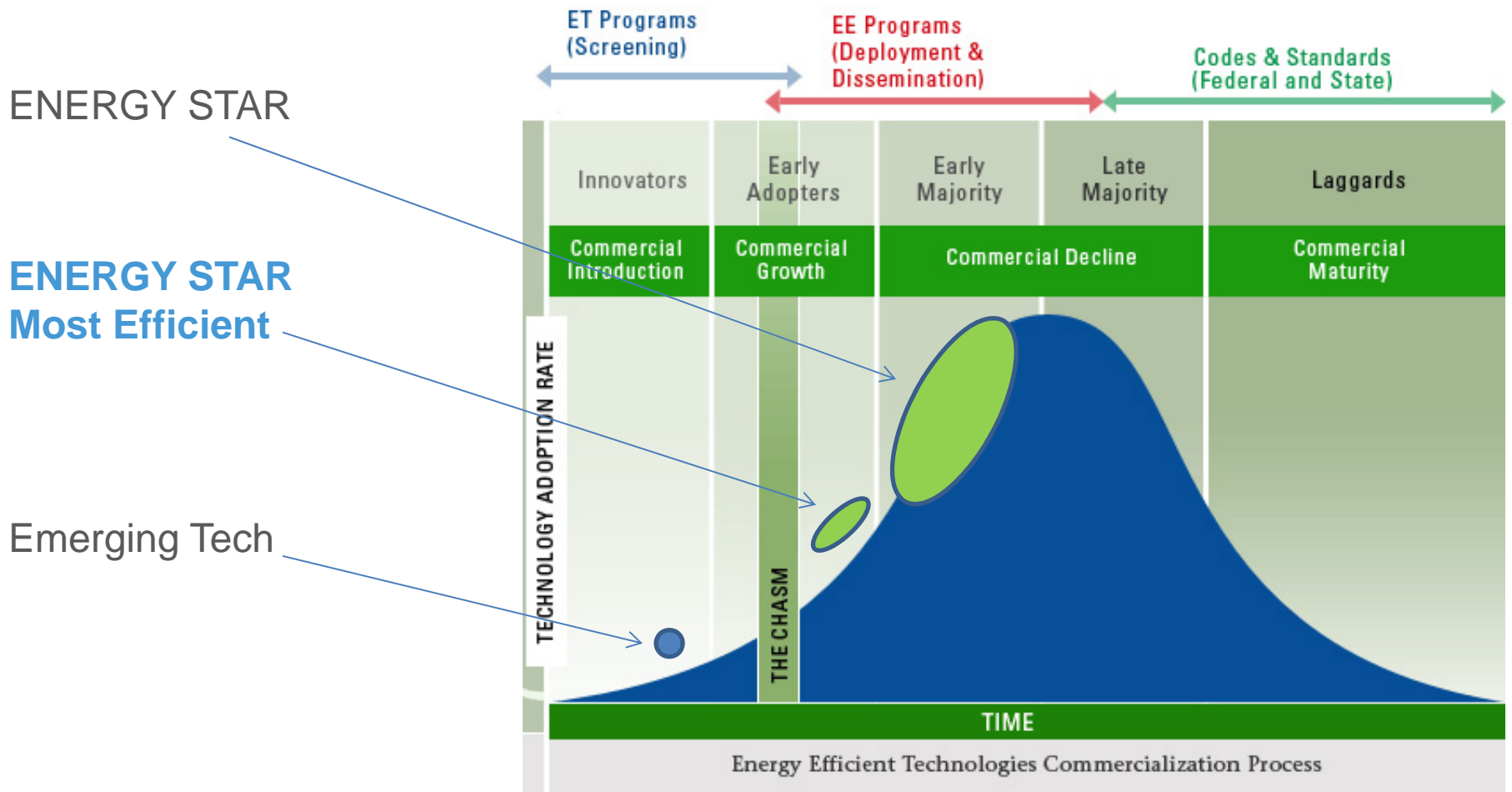


ENERGY STAR Most Efficient

- An extension of the **trusted** ENERGY STAR brand.
- Recognizing the **most efficient** products among those that qualify for the ENERGY STAR in a given year.
- Represents the **“best of the best”** in energy efficient products.
- Interest is growing
 - In 2015, **more than 40 energy efficiency program sponsors** serving **26 million residential customers** featured ENERGY STAR Most Efficient 2015.
 - Up dramatically from around 15 in 2014.



ENERGY STAR Most Efficient





This session is brought to you by

P



Give P's a Chance!

- **P**roduct
- **P**eople
- **P**lace
- **P**romotion

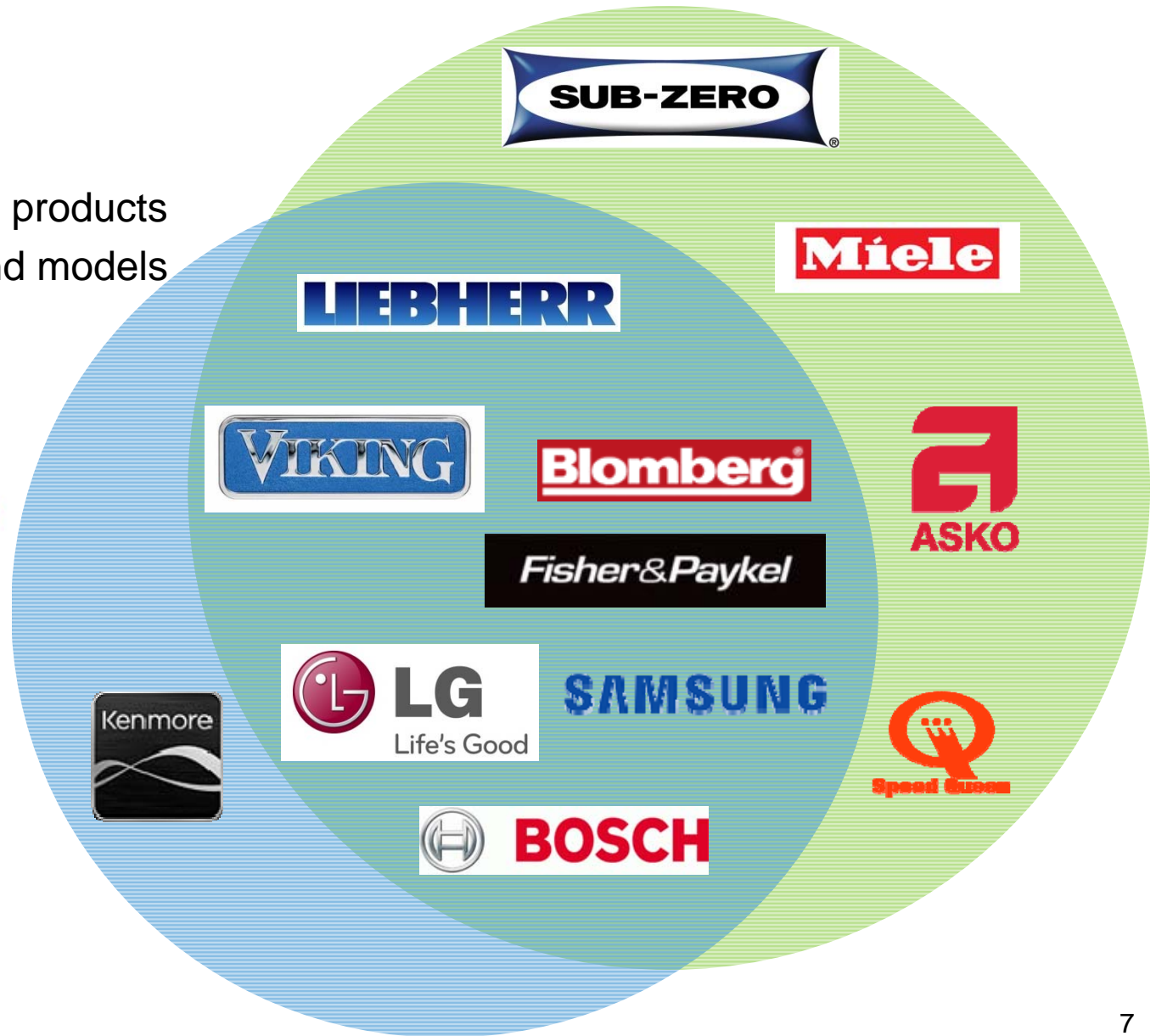


- **P**roduct
- People
- Place
- Promotion



Product

- Popular brands and products
- Specialty brands and models

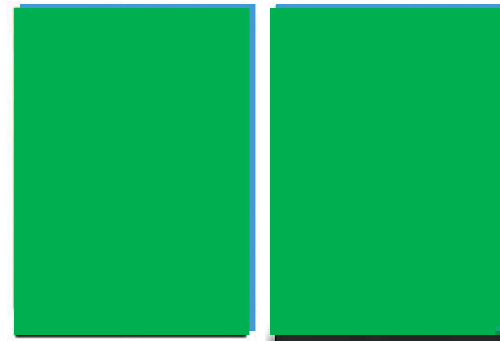
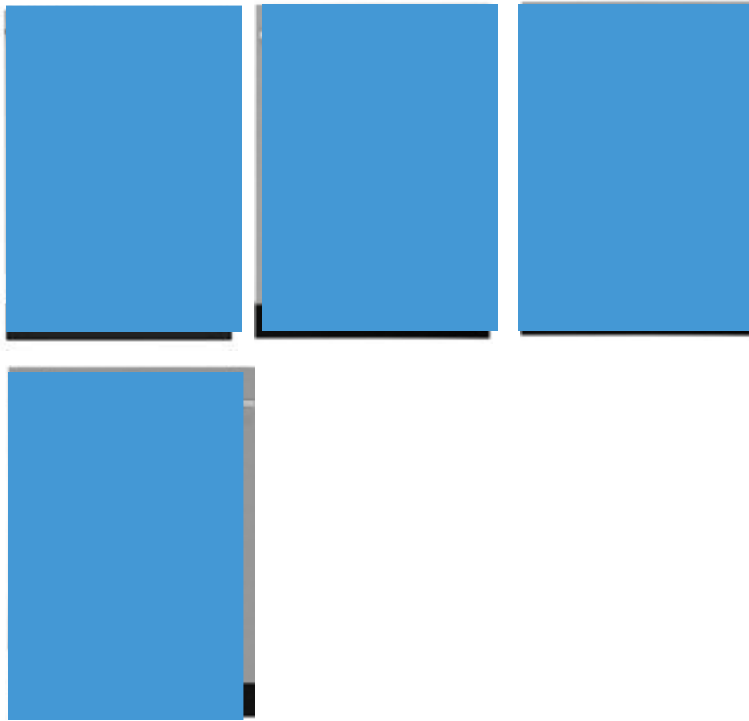




Dishwasher Models Are Available at Independent Retailers

Blomberg

VIKING *



*Must be an authorized Viking dealer



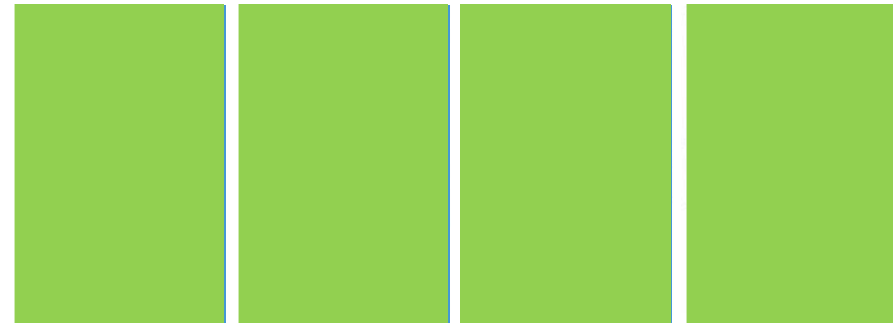
Refrigerator Models Are Available at Independent Retailers



BOSCH



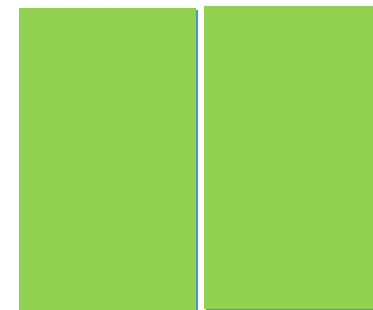
LIEBHERR



SAMSUNG

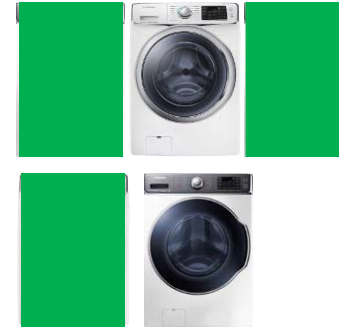


Fisher & Paykel





Clothes Washer Models Are Available at Independent Retailers





- Product
- **People**
- Place
- Promotion



People: Customers

Super Greenie

Female

Ages 30-50

High income

Educated

Health conscious,
active

Frequent users of social
media platforms, online
searches.



Independent App. Retailer

Majority over 30

Shopped by appliance
shoppers with average HHI of
\$100,000+

4 year degree and above

Healthy lifestyle

Value and shop at local stores

Heavy social media use

Research purchase online



People: Independent Retailers

- Local owners
- Trained and tenured staff
- Provide consistency on the sales floor
- Deep product knowledge and selling expertise

“...it’s hard to beat your neighborhood mom and pop retailer if you want attentive, knowledgeable salespeople...”

Best Places to Buy Appliances; *Consumer Reports*, July 2014



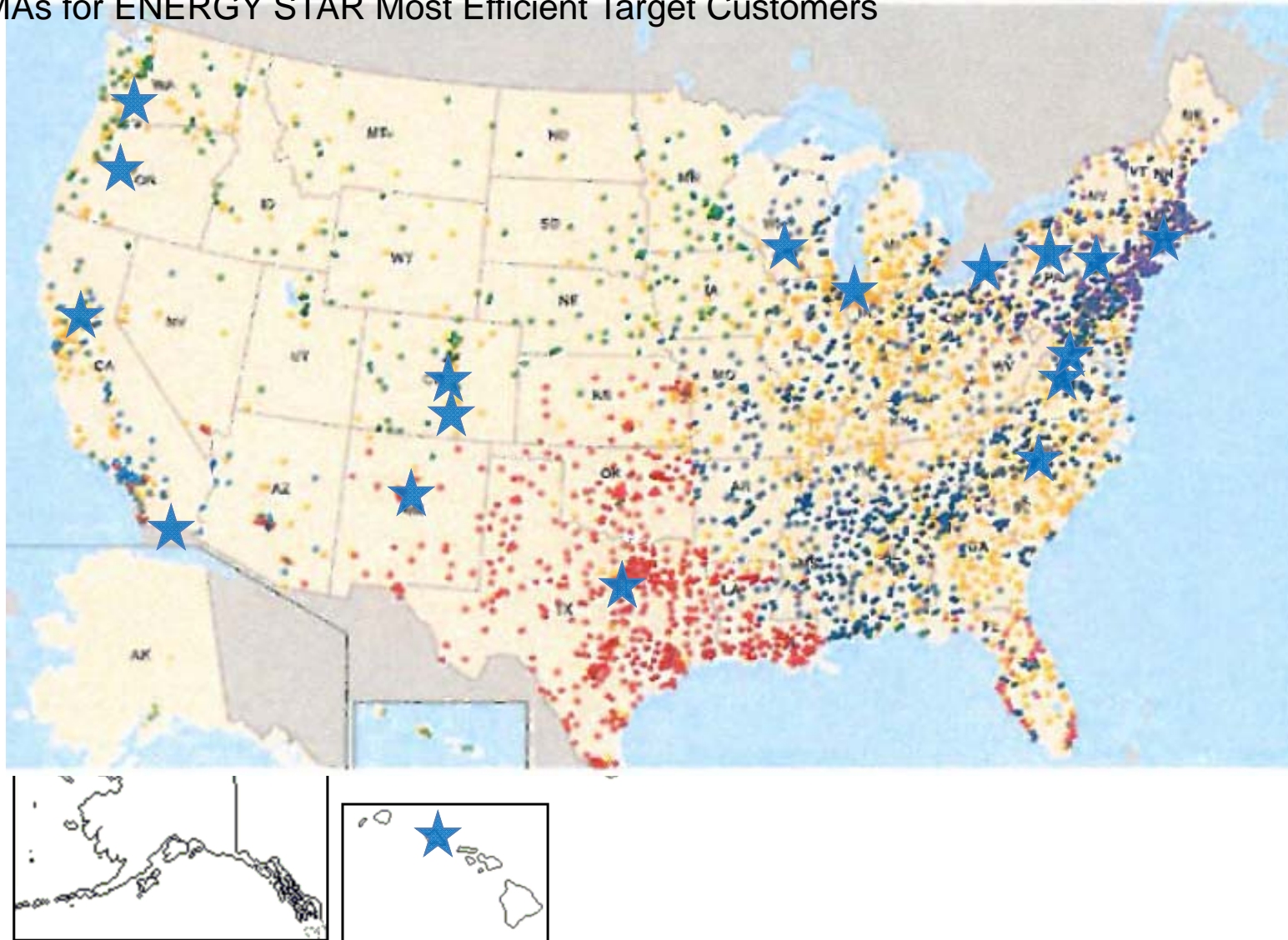


- Product
- People
- **Place**
- Promotion



Place

Top DMAs for ENERGY STAR Most Efficient Target Customers



Slide 15

JKW4

ROSE: This map will show denisty of Independent retailers in these markets. Detailed analysi being completed by next week.

Jason Warner, 9/3/2015



- Product
- People
- Place
- **Promotion**

ENERGY STAR. The simple choice for energy efficiency.



Promotion

- Flexibility to work with a utility on promotions
- Local focus
- In-store
 - Signage
 - Displays and stocking
 - In-store video
- External
 - Print/news paper ads
 - Digital
 - Member Website
 - Banner ads

The collage includes several promotional flyers and advertisements:

- Top Left:** A flyer for Frigidaire appliances with the heading "TOP FEATURES" and images of a washing machine and dryer. It lists features like "BrightLight™ Built-In Protection" and "Steam Removal System".
- Top Right:** A flyer for "HANSBARGER HOME SOLUTIONS" featuring "Smarter Savings with ENERGY STAR" and a list of appliances including refrigerators, freezers, and washers.
- Middle Left:** A large "INDEPENDENCE DAY SAVINGS!" flyer for Sears, featuring various appliances with price tags and a "SUPER SAVERS!" section. It also mentions "FINANCING AVAILABLE!"
- Middle Right:** A vertical stack of Frigidaire promotional cards, including "BUY BOTH & SAVE \$309" for a washer and dryer set, and "DRESS UP YOUR LAUNDRY ROOM" for a matching set.
- Bottom Left:** A "VETERANS' DAY SAVINGS" banner with the text "EVENT DATES: Nov. 5 - Nov. 19" and "FINANCING AVAILABLE!".
- Bottom Center:** A "Bray & Scarff" flyer for a "TAX-FREE HOLIDAY" from October 10th-13th, featuring a woman and child in a kitchen. It offers a "\$2000 REBATE" and "\$99 Rebate" on qualifying appliances.
- Bottom Right:** A "Columbus Day SALE" flyer for Sears, featuring a woman and child, and listing various appliances with prices like \$649, \$539, and \$399.





ENERGY STAR Most Efficient 2016 Communications Messaging and Activities

- Geo-targeted, customer segmented media campaign
- NEW! More Markets
- NEW! Timing in coordination with your efforts
- Favor markets with EEPS ENERGY STAR Most Efficient programs
 - Consumer Marketing Toolkit in development





And last but not least...

Partnership



Thank you
&
Safe travels!