



ENERGY STAR® Brand Journey 2014 & Beyond

Kristinn Leonhart

ENERGY STAR Brand Manager

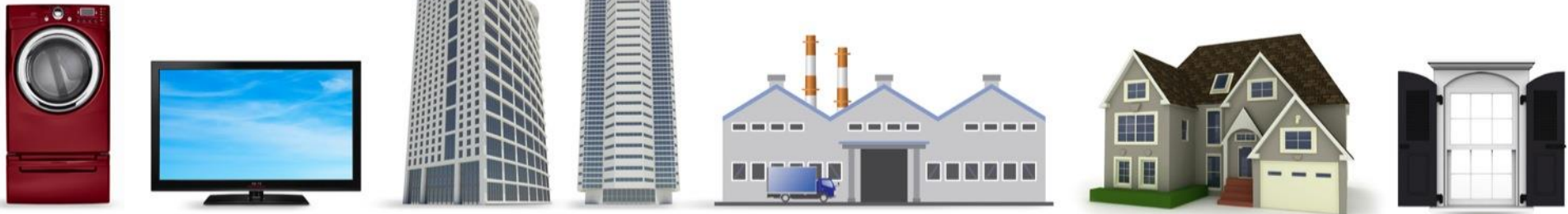
U.S. Environmental Protection Agency

Products Partner Meeting: October 2014



For more than **20 years**, EPA's ENERGY STAR program has identified the most energy-efficient **products, buildings, plants, and new homes** – all based on the latest government-backed standards.

Today, every ENERGY STAR label is verified by a rigorous third-party certification process.



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

70

**Product
Categories**



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

**Buildings
and Plants
Across**

24
Industries



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

**NEW
HOMES
Across the Nation**



ENERGY STAR. The simple choice for energy efficiency.



Reducing
the complexity
of energy
efficiency to a
simple choice.





ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At **energystar.gov**:





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At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more





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At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes' efficiency





ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes' efficiency
- Businesses can find tools and resources to help unlock greater energy performance



More than **6,400,000**
website visitors each year



Every single day,
consumers choose
ENERGY STAR
products more than

800,000 times



16,000

businesses and public sector organizations partner with **ENERGY STAR**



More than **23,000** **buildings and plants**
have earned the label



More than **1,500,000** **new homes**
have been certified



Awareness
now exceeds

85%

and preference
is growing



ENERGY STAR. The simple choice for energy efficiency.



To date,
the **ENERGY STAR**
program has:





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the **ENERGY STAR**
program has:

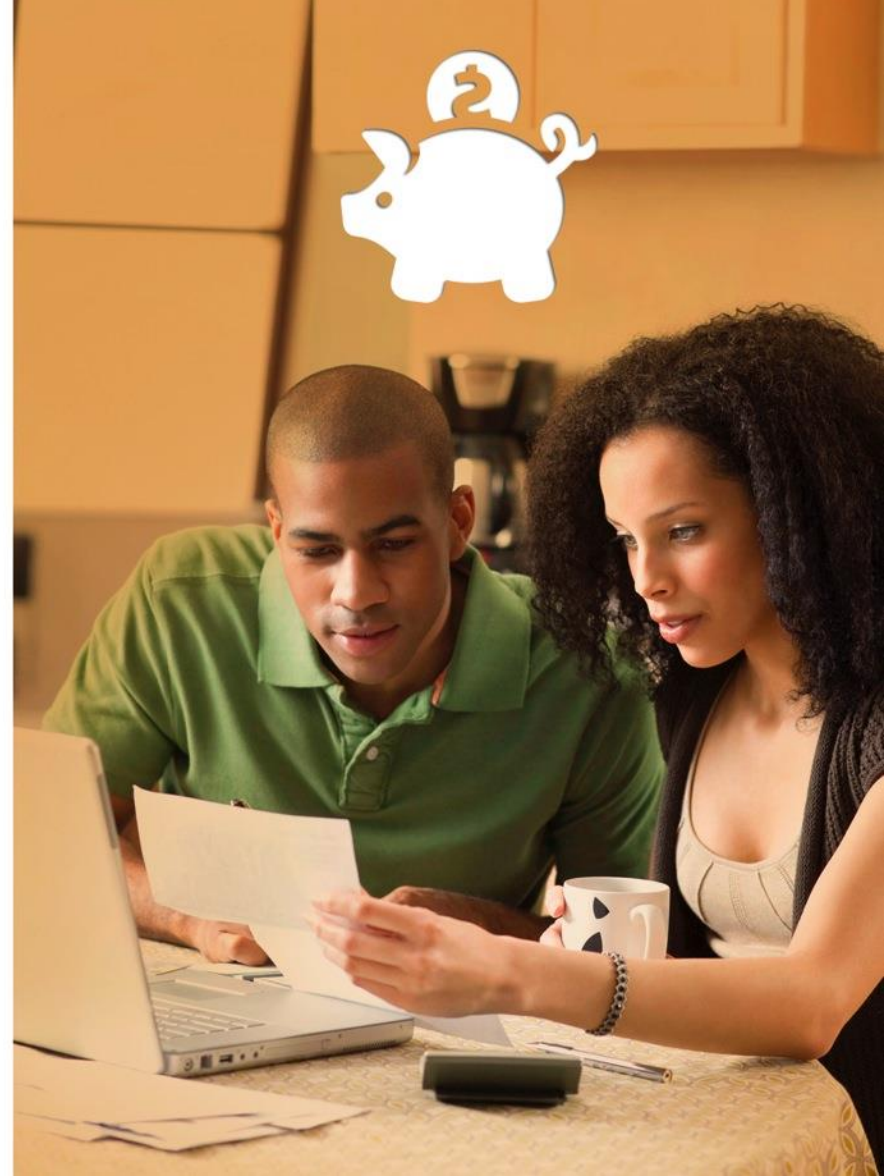
- Prevented 2 billion metric tons of greenhouse gas emissions





To date,
the **ENERGY STAR**
program has:

- Prevented 2 billion metric tons of greenhouse gas emissions
- Saved \$300 billion on utility bills



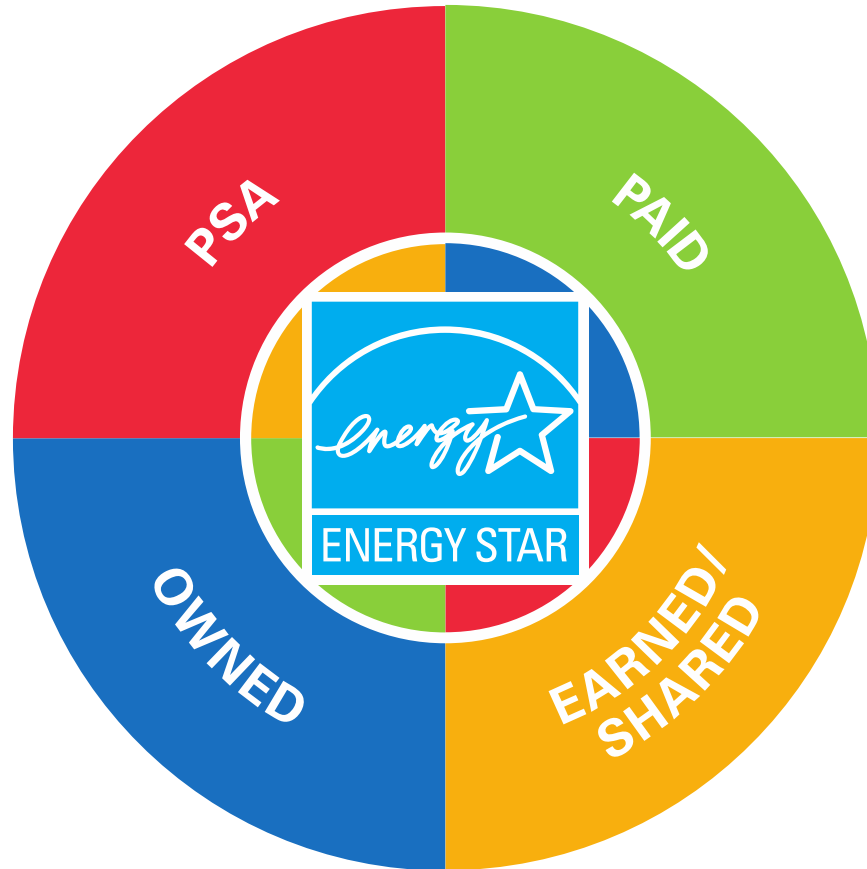
To date,
the **ENERGY STAR**
program has:

- Prevented 2 billion metric tons of greenhouse gas emissions
- Saved \$300 billion on utility bills
- Provided more than \$9 billion in societal benefits thanks to reduced damages from climate change.





Daily Brand Relevance





ENERGY STAR in the Media

- 142,000 mentions of ENERGY STAR in print, broadcast, and online outlets in 2013.
- Accounting for \$41 million in publicity value.

Does it pay to buy... energy-efficient appliances?

- Woman's Day article, October 2013. Circulation: 3.4 million.
- "There's no doubt that energy-efficient appliances are good for the planet—they use less power and lower greenhouse gas emissions."
- "Look for the Energy Star label (the government-backed symbol for energy efficiency)."
- "Visit energystar.gov/DIME to browse a database of consumer programs available across the U.S."
- "Bottom Line: Replace any appliance that's 15 years or older with the most efficient model you can afford. If you have a newer model, wait until it breaks, then go energy-efficient."





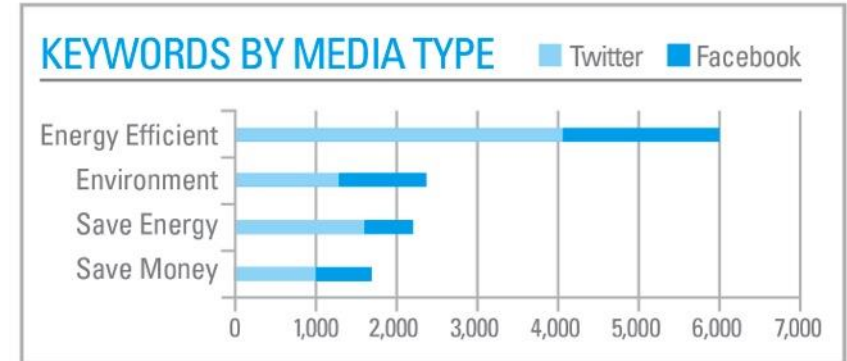
ENERGY STAR in the Media

- More than 228,000 mentions of ENERGY STAR on Twitter and Facebook in 2013

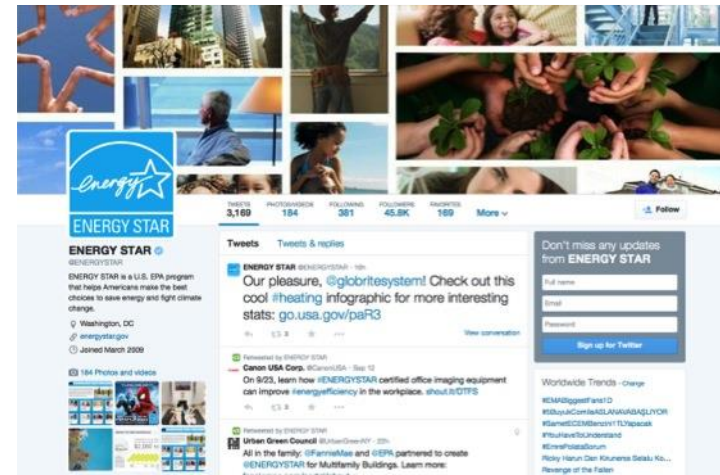
Facebook



Engagement



Twitter





Today: National Brand PSA



**TWO
CLIMATE
DEFENDERS
CAUGHT
NAPPING**

This is the front line of one of the most successful energy conservation movements in history. For the past 20 years, simply by saving energy with EPA's ENERGY STAR® program, people across America have come together to reduce the greenhouse gases that cause climate change. The results are amazing—more than 1.8 billion metric tons of greenhouse gas emissions prevented and over \$230 billion saved on utility bills. Real results in the face of the real challenge of climate change. Join the movement at energystar.gov.





Today: Telling Our Story

BE YOUR OWN AMAZING.
SAVE ENERGY AND FIGHT CLIMATE CHANGE.

JOIN THE AMAZING SPIDER-MAN AND TEAM ENERGY STAR TO HELP STOP THE SENSELESS WASTE OF ENERGY

The fight against climate change needs your help. Millions like you are already doing their part. Make the simple choice to save energy and reduce carbon pollution today. Join the team of ENERGY STAR. Boys & Girls Clubs of America and the Amazing Spider-Man™ on the web at energystar.gov/team

BOYS & GIRLS CLUBS OF AMERICA

LEARN ENERGY

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"This label sealed the deal on our new home."

NAME: Jesse and Melissa Gallo
HOUSING TYPE: Efficient, comfortable, and ENERGY STAR® certified.
THEIR SAVINGS: More than \$600 off their energy bills and more than 11,000 lbs. of greenhouse gases each year.

EPA's blue ENERGY STAR label on the Gallos' new home means a lot. It means their home was designed and built to standards of quality and durability well beyond most others on the market today. It also means that they will save energy and reduce the greenhouse gases that cause climate change for years to come. Visit energystar.gov.

ENERGY STAR

"We saved enough energy to bring a new middle school off the drawing board."

Loudoun County Public Schools Superintendent Dr. Edgar R. Haines

NAME: Loudoun County
IMPROVED ENERGY PER ENERGY STAR® score
SAVINGS: More than \$4 million in greenhouse
RESULTS: Energy saved their newest middle

When Loudoun County Public Schools partnered with ENERGY STAR, the idea was to cut energy costs so the savings could go to a better use. In nineteen years, it savings equaled the cost of building a new middle school. Today, that school is a reality and the energy they're saving reduces greenhouse gas emissions that cause climate change. Put ENERGY STAR to work for you at energystar.gov.

JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STARs across America.
THE IMPACT: Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program.
THE PERSPECTIVE: Saving energy reduces the greenhouse gases that cause climate change.
THE RESULTS: Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$20 billion on utility bills.

From its beginnings 20 years ago, ENERGY STAR has grown to be one of the most successful energy conservation movements in history. Today, right in their own homes, millions of people across America are making a difference in the fight against climate change. Join the movement at energystar.gov/changedtheworld.

ENERGY STAR

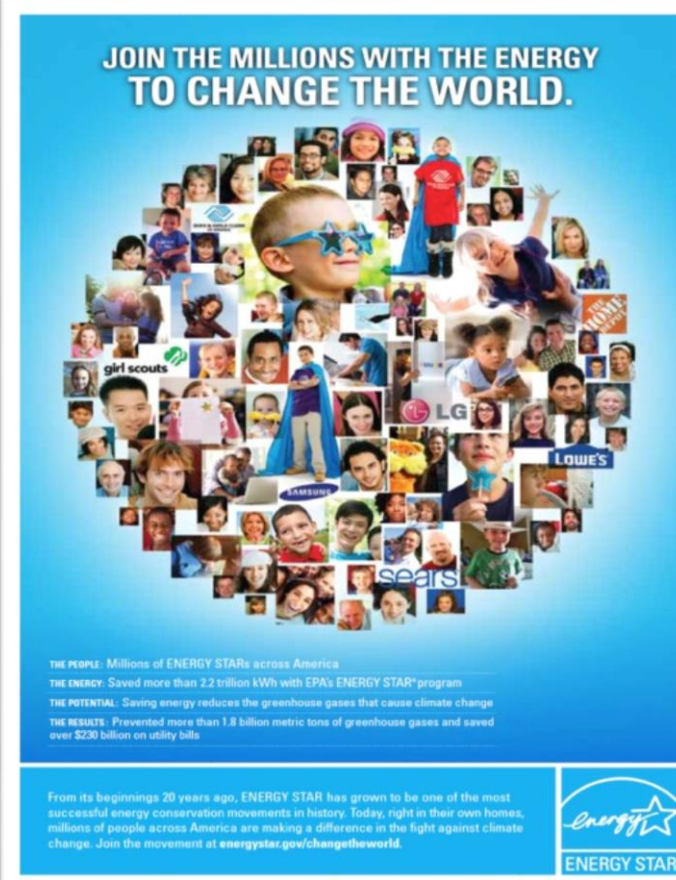


Today: Targeted Placements



Today: Reaching Women


- *First for Women*
June 2014
- Circulation: 1,500,000
- Value: \$31,750



JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STARs across America
THE ENERGY: Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program
THE POTENTIAL: Saving energy reduces the greenhouse gases that cause climate change
THE RESULTS: Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$230 billion on utility bills

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Your favorites gluten-free
EAT FAST EAT CLEAN RECIPES

First for women June 23, 2014 Fat-burning treats!

Breeze through life's **STRESS TESTS**
SUSAN LUCO shares the surprise tension tamers that leave her looking & feeling amazing at 47

YOU, 30 LBS SLIMMER in 30 days!
The inexpensive food formula that's sweeping Hollywood + why 2 top doctors do it themselves!

Dr. Joel Fuhrman Dr. Mark Hyman

Happy 4th of July!



Today: Reaching Fans

- *Sports Illustrated*
August 2013
- Circulation: 3,174,888
- Value: \$396,600

JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STARs across America

THE ENERGY: Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program

THE POTENTIAL: Saving energy reduces the greenhouse gases that cause climate change

THE RESULTS: Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$230 billion on utility bills

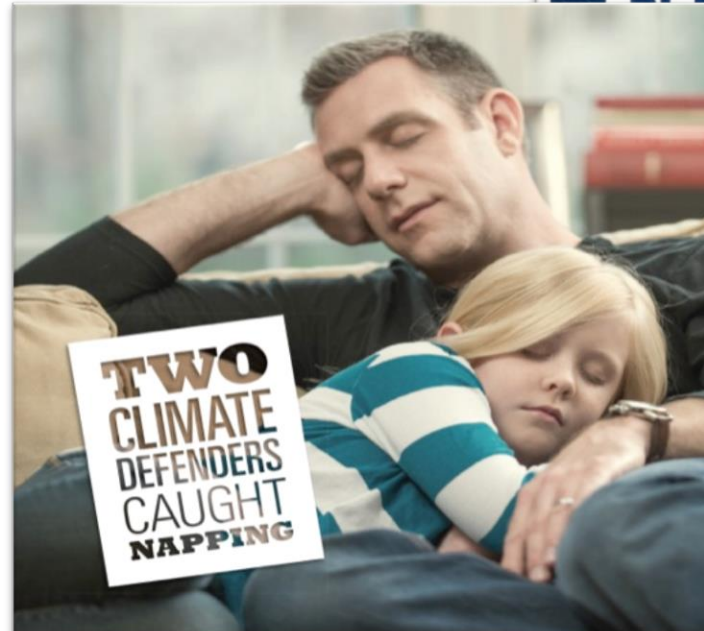
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Today: Reaching Business

- *Forbes* June 2013
- Circulation: 925,051
- Value: \$142,520



This is the front line of one of the most successful energy conservation movements in history. For the past 20 years, simply by saving energy with EPA's ENERGY STAR® program, people across America have come together to reduce the greenhouse gases that cause climate change. The results are amazing — more than 1.8 billion metric tons of greenhouse gas emissions prevented and over \$230 billion saved on utility bills. Real results in the face of the real challenge of climate change. Join the movement at energystar.gov.





Today: Reaching Business

- *Money* July 2014
- Circulation: 1,908,000
- Value: \$84,180

"This label sealed the deal on our new home."

NAME: Jesse and Melissa Gallo

THEIR DREAM HOME: Efficient, comfortable, and ENERGY STAR® certified

THEIR SAVINGS: More than \$550 off their energy bills and more than 11,000 lbs. of greenhouse gases each year

EPA's blue ENERGY STAR label on the Gallos' new home means a lot. It means their home was designed and built to standards of quality and durability well beyond most others on the market today. It also means that they will save energy and reduce the greenhouse gases that cause climate change for years to come. Visit energystar.gov.

BEST CELLPHONE PLANS P. 62

Money

RETIREMENT MOVE

YOU MUST GET RIGHT

STARTS ON P. 44



Today: Reaching Hispanics

- *Latina* August 2013
- Circulation: 504,783
- Value: \$44,948

“This label sealed the deal on our new home.”

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Latina
THE ROOTS ISSUE
50
WAYS TO CONNECT TO YOUR CULTURE
THE TEJANO FAMILY WITH 500-YEAR-OLD AMERICAN ROOTS
MEET OUR NEW ADVICE COLUMNIST
PG. 32
READ BEFORE YOU JUDGE
EVELYN LOZADA MADE A DECISION TO CHANGE

energy
ENERGY STAR



Today: Reaching Homeowners

- *Beautiful Kitchens & Baths* Summer 2014
- Circulation: 245,000
- Value: \$102,846

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THEIR DREAM HOME: Efficient, comfortable, and ENERGY STAR® certified

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Better Homes and Gardens Special Interest **Better Homes** 15.

Beautiful KITCHENS & BATHS

20 Trends That Are Here To Stay

How to Choose and Use Marble p. 116

Colorless Color: Bold Without Regrets p. 118



Today: Value for Our Partners

- Nearly 128 million total impressions generated over the past three years
- Total Advertising Value: \$9.6 million





ENERGY STAR Brand Refresh



A Refreshed Brand Positioning:

ENERGY STAR is the simple choice for energy efficiency.

Passionate Human Energy





Expansive Visual Energy





Fresh Color Energy

	Pantone Color Bridge
	CYAN
	CMYK 100/0/0/0
	RGB 32/187/237

	Pantone Color Bridge
	421 CP
	CMYK 13/8/11/26
	RGB 170/174/173

	Pantone Color Bridge
	361 CP
	CMYK 77/0/100/0
	RGB 44/179/74

	Pantone Color Bridge
	375 CP
	CMYK 46/0/90/0
	RGB 149/201/79

	Pantone Color Bridge
	107 CP
	CMYK 0/0/92/0
	RGB 255/242/31

	Pantone Color Bridge
	185 CP
	CMYK 0/93/79/0
	RGB 238/56/62

	Pantone Color Bridge
	152 CP
	CMYK 0/66/100/0
	RGB 243/119/32

	Pantone Color Bridge
	1235 CP
	CMYK 0/31/99/0
	RGB 252/182/25

	Pantone Color Bridge
	246 CP
	CMYK 31/88/0/0
	RGB 177/67/152

	Pantone Color Bridge
	300 CP
	CMYK 99/50/0/0
	RGB 0/113/187

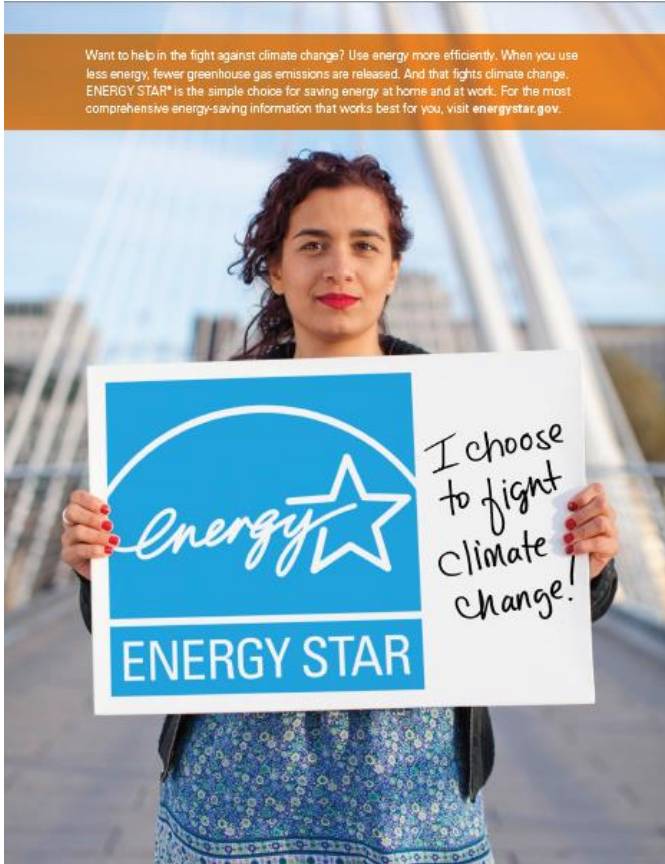
	Pantone Color Bridge
	3262 CP
	CMYK 76/0/38/0
	RGB 0/184/176

ENERGY STAR. The simple choice for energy efficiency.

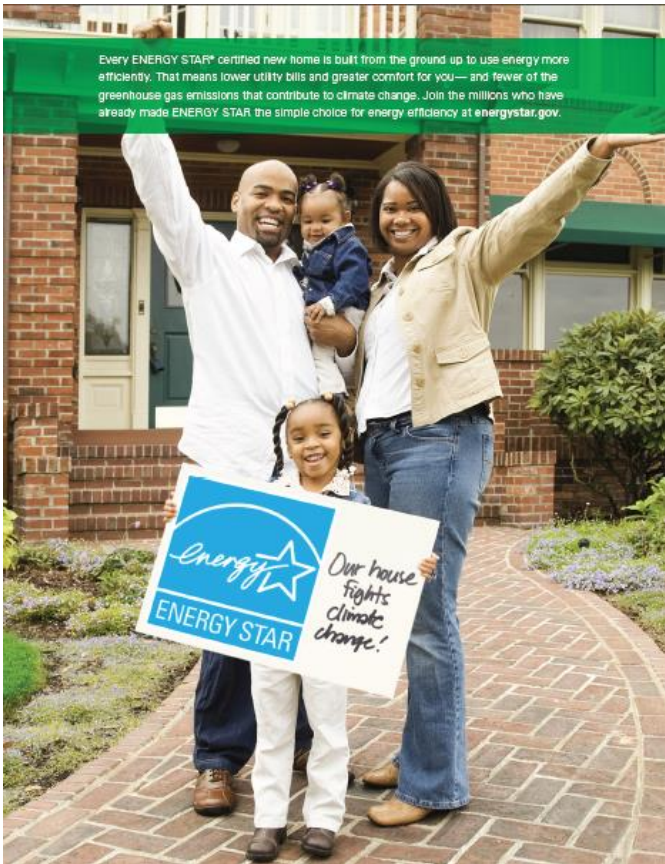


The new ENERGY STAR Brand Print PSA Series

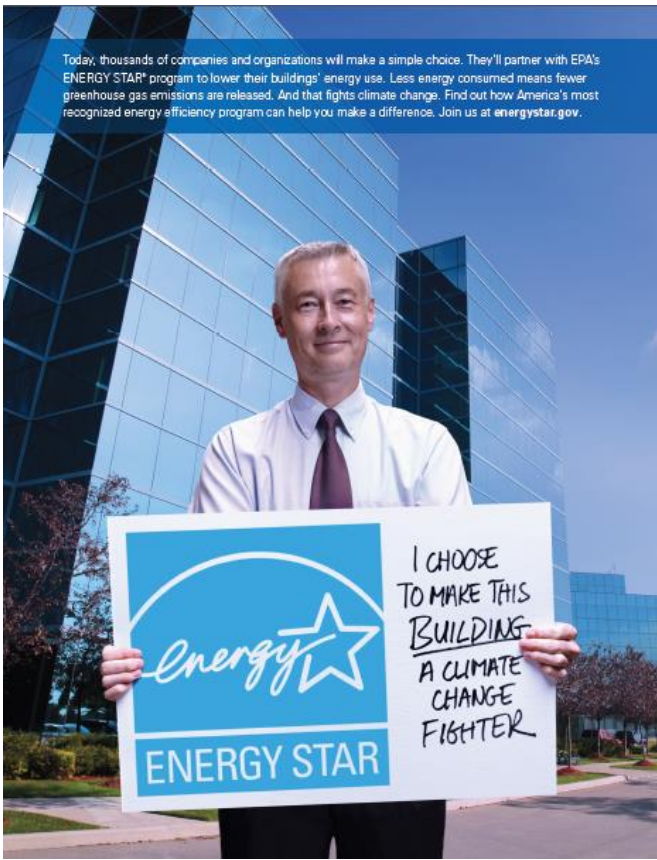
Want to help in the fight against climate change? Use energy more efficiently. When you use less energy, fewer greenhouse gas emissions are released. And that fights climate change. ENERGY STAR® is the simple choice for saving energy at home and at work. For the most comprehensive energy-saving information that works best for you, visit energystar.gov.



Every ENERGY STAR® certified new home is built from the ground up to use energy more efficiently. That means lower utility bills and greater comfort for you — and fewer of the greenhouse gas emissions that contribute to climate change. Join the millions who have already made ENERGY STAR the simple choice for energy efficiency at energystar.gov.



Today, thousands of companies and organizations will make a simple choice. They'll partner with EPA's ENERGY STAR® program to lower their buildings' energy use. Less energy consumed means fewer greenhouse gas emissions are released. And that fights climate change. Find out how America's most recognized energy efficiency program can help you make a difference. Join us at energystar.gov.





ENERGY STAR

Each little blue label is a positive badge that says you're doing something good



you've made the right choice



to protect the environment
and fight climate change.



ENERGY STAR. The simple choice for energy efficiency.



I CHOOSE
TO MAKE
A DIFFERENCE
IN THE FIGHT
AGAINST
CLIMATE
CHANGE



Thank you ENERGY STAR Partners!



Kristinn Leonhart
ENERGY STAR Brand Manager

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