



CLEAResult

Communicating ENERGY STAR[®] Benefits to Consumers – LED Focus

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Consumer Purchase Decisions

▲ Only option

- Do I want a 40, 60, 75 or 100 watt bulb?



Then came the CFL

- Different wattages available
- New color temperatures
- Dimmable option
- Instant or delayed brightness



Next, the LED

- Many more choices of shapes, colors, dimming, wattages and prices



Retailers have Different Formats in Bay

▲ The Home Depot layout

- Bays are set according to bulb type:
 - LED
 - CFL
 - Halogen
 - Incandescent
 - Fluorescent
 - Specialty bulbs



▲ Lowe's layout

- Bays are set according to bulb usage:
 - General purpose
 - Recessed
 - Globe
 - Outdoor



All bulb types are in the same bay

▲ How can we help the confused consumer?

- Utility Program “Must Haves” that will help:
 - Frequent proper site visits to retail locations
 - In-store point of purchase materials designed on ways to highlight program SKUs
 - Retailer sales associate trainings led by Program Field Representatives
 - Consumer Outreach Demonstrations

How Can We Help the Consumer?

▲ Proper site visits

- Frequent site visits fosters positive relationships at store level
 - Increase opportunities to train store associates
 - High store associate turnover
 - Value of ENERGY STAR certified LEDs
 - Omnidirectional versus “Omni-ish” bulbs
 - Well- trained and educated associates can help guide the customer to make better choices
 - Benefits of an ENERGY STAR certified LED
 - Higher price than other bulbs
 - Stores are comfortable with the educational value of the program and not just incentives

Point of purchase

- Use in-store point of purchase material to highlight program's ENERGY STAR Certified SKUs
 - Focus on program label on signage
 - Easy for consumers to find the ENERGY STAR Certified LEDs that are included in the program



Consumer Outreach demonstrations

- Educate consumers - find the right ENERGY STAR certified LED bulb for their needs



Summary

- Frequent proper site visits foster positive relationships at store level
- In-store point of purchase material focus on ways to highlight program's SKUs
- Sales associate trainings
- Consumer outreach demonstrations

Connect with us.

Learn how CLEAResult can help you change the way you use energy.

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