



WISCONSIN'S PARTICIPATION IN FLIP YOUR FRIDGE CAMPAIGN

Jessica Wagner

OVERVIEW

- Wisconsin offers \$40 incentive for pickup of working fridge or freezer
- Earned media efforts
- Home Depot
- Social media
- Results
- Time & Costs

APPLIANCE RECYCLING PROGRAM OVERVIEW

- JACO Environmental – Program Implementer
- Pick up working fridges and freezers 10-30 cu ft.
- \$40 incentive per unit/\$80 max per year



EARNED MEDIA

- Developed intensive earned media outreach plan in three major metros – Green Bay, Madison & Milwaukee
- Press kit developed
 - Press release
 - Graphics
 - Ad
 - Flyer

Flip Your Fridge to ENERGY STAR® and save up to \$150 in energy costs! Focus on Energy will pick up and recycle your old fridge or freezer and you'll get \$40. To find out how:

focusonenergy.com/appliance
855.398.5226

.....Saving Energy and Money for Wisconsin.....

 **focus on energy™**
Partnering with Wisconsin utilities

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SAVING ENERGY AND MONEY FOR WISCONSIN

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EARNED MEDIA HITS

Newspaper/Print

- 39 weeklies
- 11 dailies

TV/Radio

- 2 radio interviews
- 3 TV interviews

WEAU-TV (Eau Claire): <http://www.weau.com/home/headlines/Recycle-a-fridge-or-freezer-with-Focus-on-Energy-299220841.html>

Post-Crescent (Appleton): <http://www.postcrescent.com/story/money/2015/04/20/incentive-offered-replace-fridges-freezers/26097031/>

WI Radio Network (statewide): <http://www.wrn.com/2015/04/earth-day-spring-cleaning-helps-environment/>

Fox 6 (Milwaukee): <http://fox6now.com/2015/04/24/flip-your-fridge-program-encourages-people-to-recycle-outdated-refrigerators/>

NBC 15 (Madison): <http://www.nbc15.com/home/headlines/Focus-on-Energy-encouraging-refrigerator-recycling-303729601.html>

The Northwestern (Oshkosh): <http://www.thenorthwestern.com/story/news/local/2015/05/16/flip-fridge-campaign-encourages-recycling-fridgefreezer/27441567/>

HOME DEPOT

- Signage and tear pads placed in every Home Depot in Wisconsin (courtesy of our Retail Lighting program's coordination)
- Used templates created by ENERGY STAR
- 27 stores in WI



FLIP YOUR FRIDGE
REPLACE AND RECYCLE ENERGY STAR

Cool for You. Cool for the Planet.
energystar.gov/FlipYourFridge

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SOCIAL MEDIA

- Facebook

- 10 posts
- 340 likes
- 42 shares
- 19,242 people reached



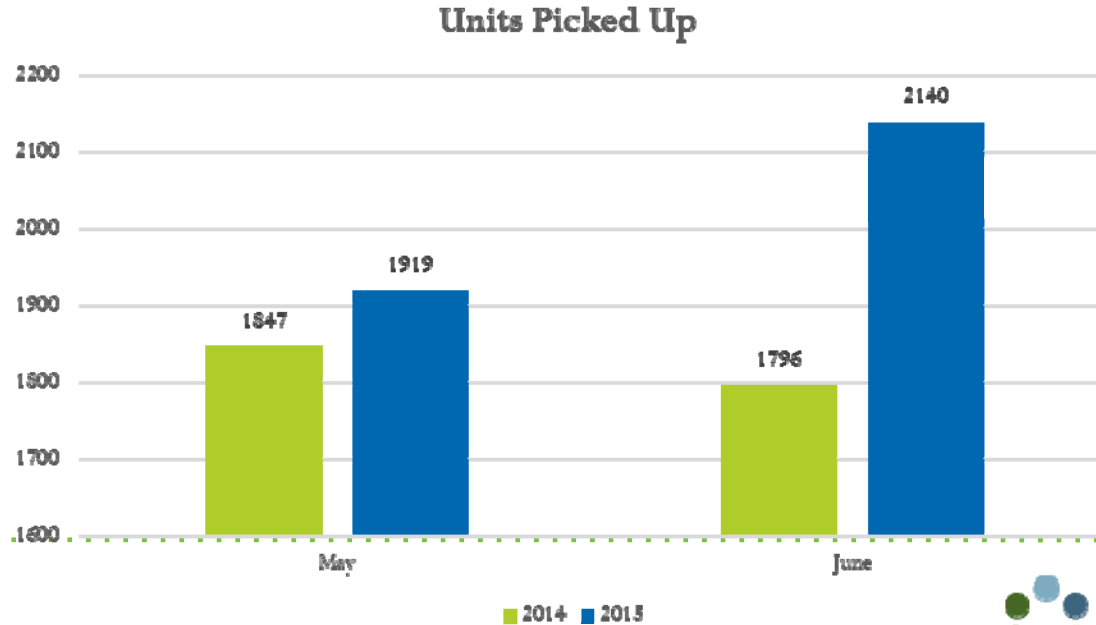
- Twitter

- 10 tweets
- 8 retweets
- 5 favorites
- 5,903 organic impressions



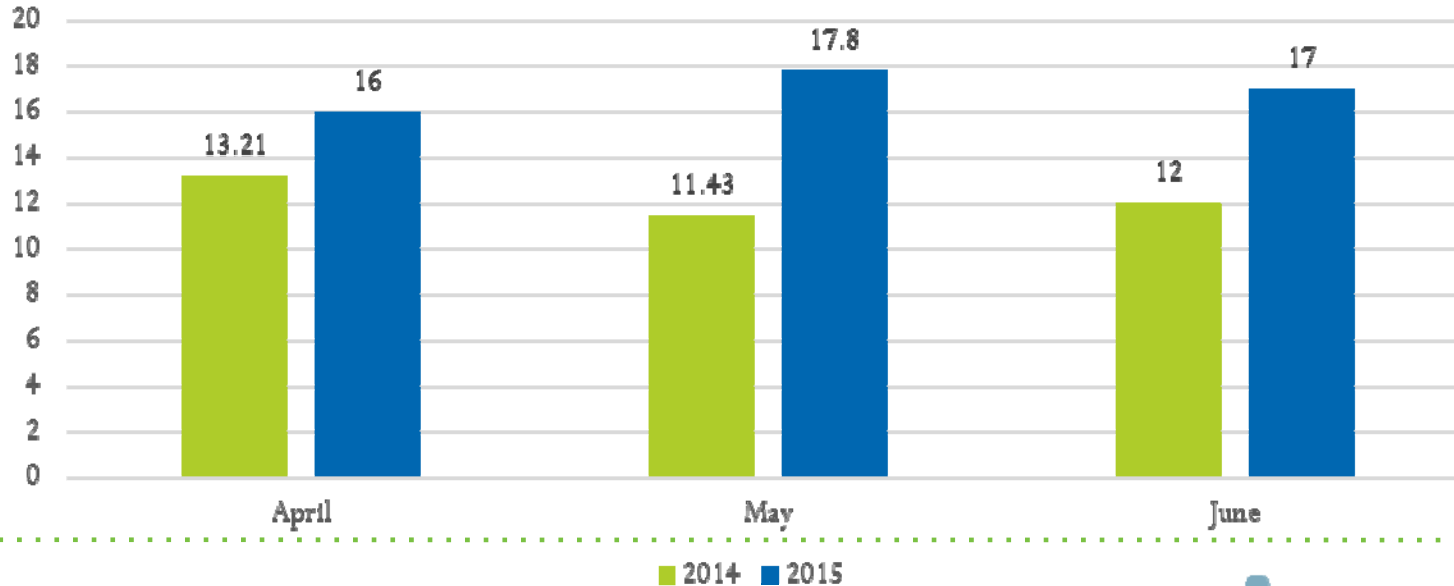
RESULTS: CALL VOLUME INCREASE

- Increased call volume by 3x from week prior to campaign starting
- Scheduled orders and units picked up increased for May and June over 2014



RESULTS: HOW HEARD = RETAILER

- In asking customers how they heard about the program, the amount that answered 'retailer' increased over the previous year.



TIME & COSTS

- Printing costs for Home Depot signage: \$58
- Marketing implementation: 80 hours
 - Planning
 - Writing
 - Graphic design
 - Printing/Home Depot coordination
 - Social media development/implementation
 - Radio and TV interviews
- Earned media/press outreach: 25 hours
 - Planning
 - Creating press kit
 - Reaching out to newspapers and magazines
 - Reaching out to TV

QUESTIONS?

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