



NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

ENERGY STAR PRODUCTS PARTNER MEETING 2014
“HELLO, I’D LIKE A SOUNDBAR”:
UNDERSTANDING THE ELECTRONICS CONSUMER

SUE COAKLEY
EXECUTIVE DIRECTOR, NEEP
October 27, 2014

ABOUT NEEP



MISSION

Accelerate energy efficiency in homes, buildings and industry in the Northeast - Mid-Atlantic region.

VISION

The region wholly embraces energy efficiency policies and solutions as a cornerstone of a sustainable energy policy, a vibrant economy, and a healthy environment for people to live and work in.

APPROACH

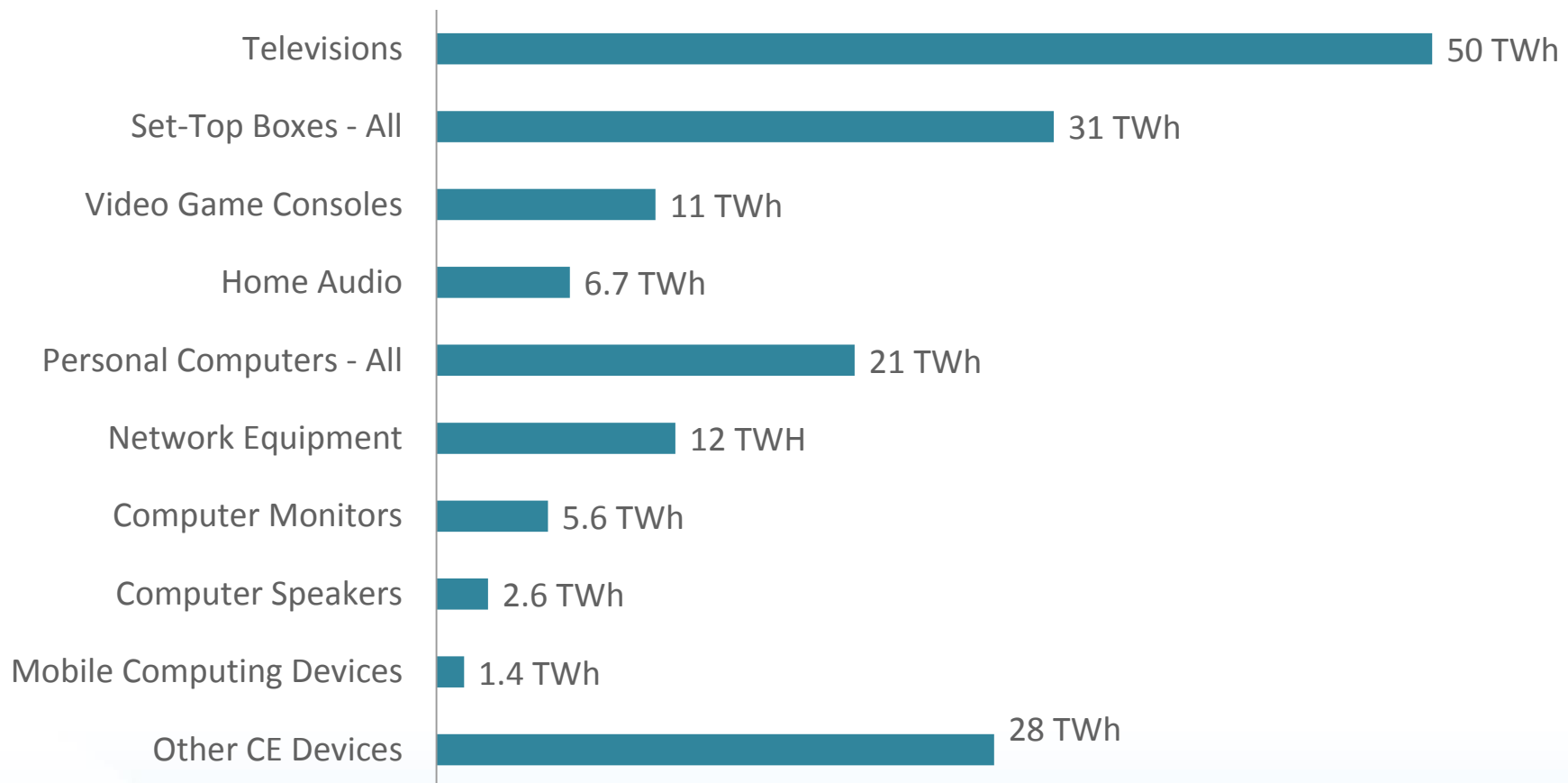
NEEP brings key stakeholders together with expertise and leveraged resources to innovate and apply best practices across the region.

Serving the Northeast & Mid-Atlantic states since 1996

CONSUMER ELECTRONICS: A MAJOR AND GROWING AREA OF HOME ELECTRIC USE



2013 US Residential CE Electricity Consumption by Category
169 TWh - 3.8 Billion Devices



Energy Consumption of Consumer Electronics in U.S. Homes 2013: Final Report to the Consumer Electronics Association - June 2014, Bryan Urban, Victoria Shmakova, Brian Lim, Kurt Roth, Fraunhofer USA Center for Sustainable Energy Systems

THREE KEY CHALLENGES TO DRIVE INCREASED ENERGY EFFICIENCY



1. Many Devices with Small Incremental Savings
2. Rapid Product Introduction
3. Sophisticated Consumer Shopping Habits

CONSUMERS USE MULTIPLE CHANNELS TO IDENTIFY, SELECT AND PURCHASE CONSUMER ELECTRONICS



For **30%** of electronics customers, digital is the most influential touch point for having a brand in their initial consideration set

Consideration

49% of customers check online to see if the store has an item available

Evaluation

Purchase

31% of customers buy online, but pick up the items in the store

Loyalty

Amazon Prime members use Amazon for more than **50%** of their online purchases

Experience

23% of consumers post a comment or review on the retailer's Facebook page





CONSUMER ELECTRONICS SHOPPERS LOOK FOR:

#1 Quality

#2 Features

#3 Size

#4 Price

#5 Efficiency



NEXT GENERATION PROGRAM FEATURES TO MEET THE CONSUMER ELECTRONICS CHALLENGE



- **SHOPPING:** Provide a dynamic, real time marketplace of efficiency options available through multiple channels
- **EXPLORING:** Give consumers the information they need to compare and find efficient product options that meet their needs
- **SELECTING:** Use closed loop marketing and targeted incentives to drive and reward energy efficiency
- **PURCHASING:** Make it easy for shoppers to locate and purchase products with instant rewards
- **SUPPORTING:** Follow-up to assess satisfaction and suggest other efficient products
- **DOCUMENTING:** Use data analytics to document real time market baselines



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More Info -

Mass Save and the experts at TopTen USA have partnered to help you choose energy-saving products.



Find top efficient products
Search, filter & compare the most energy efficient models.



Find energy efficiency rebates
Lower your energy bill and save even more with rebates.



TopSeller

Know what's popular
We analyze sales and user reviews from leading retailers.

SUPPORTED BY



Choose a product category and start saving now.



Refrigerators



Gas Water Heaters
Electric Water Heaters



Clothes Washers



Televisions



SHOPPING: PROVIDE A DYNAMIC, VIRTUAL MARKET PLACE



evisions/

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Top Ranked Energy Efficient Televisions. Shop from 204 models.

TopTen USA analyzes all ENERGY STAR qualified televisions to find the top ten energy-savers among the hundreds of available models. Each television is compared to every other model the same size to find the energy efficiency winners. Using the controls you can narrow down the ranking to find the right tv for you. The TrueCost of the model, which includes the energy you will use, is shown for 5 years. [Click for personal settings](#)

[MORE FILTERS](#) 204 Televisions

CLICK TO SORT

Model/Popularity	Screen Size	Energy Efficiency	Energy Cost	Purchase Price	TrueCost ?
Sony KDL55W800B  BestSeller ★★★★★	 55 <small>INCHES (DIAGONAL)</small>	 Most Efficient 2014 <small>ENERGY STAR www.energystar.gov</small>	\$42	+ \$1,098	= \$1,140 TRUECOST
			OVER 5 YEARS	4 Offers	
Sony KDL55W700B  BestSeller ★★★★★	 55 <small>INCHES (DIAGONAL)</small>	 Most Efficient 2014 <small>ENERGY STAR www.energystar.gov</small>	\$42	+ \$1,000	= \$1,042 TRUECOST
			OVER 5 YEARS	1 Offer	
LG 47LB5800  BestSeller ★★★★★	 46 <small>INCHES (DIAGONAL)</small>		\$36	+ \$576	= \$612 TRUECOST
			OVER 5 YEARS	2 Offers	

EXPLORING: PROVIDE THE INFO SHOPPERS WANT



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Televisions Energy Efficiency Rankings

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Sony KDL55W800B Television

The Sony KDL55W800B is an energy efficient 16:9 LED television with a screen size of 55 inches and a resolution of 1080.0 p.


from \$1,098 ▾

Summary TrueCost Energy Efficiency Rebates Local Stores Price EcoView Features Popularity

Highly efficient and very popular.



↓ price of \$1,098 is trending down



\$1,140
TRUECOST

is your TrueCost (purchase + energy) over 5 years using US Average rates.

★★★★★ from 31 user reviews. It's a best-selling product.

These are some similar models we also like:

EXPLORING: MAKE PRODUCT FEATURES EASY TO REVIEW



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Discover your Savings

Sony KDL55W800B from \$1,098 | TrueCost: \$1,157 | ★★★★★ from 33 reviews

Features. The Sony KDL55W800B is an energy efficient 16:9 LED television with a screen size of 55 inches and a resolution of 1080.0 p.

Flat Panel Type	LED	Media Card Slot	No
Screen Size	55"	Watts/Channel	10
Vertical Resolution	1080.0 p	Speakers	2
Screen Refresh Rate	120Hz	Speaker Output Power	20W
Smart Capable	Yes	V-Chip	Yes
Instant Content	Skype, Twitter, PlayStation Now	Mount Bracket/VESA Pattern	300mm x 300mm
Product Height (with stand)	30"	Aspect Ratio	16:9
Product Height (without stand)	28-2/5"	PC Inputs	4
Product Depth (with stand)	7-5/7"	RF Antenna Input	1
Product Depth (without stand)	2-1/2"	Audio Outputs	2
DLNA	Yes	Speaker Location	Down-firing
HDMI Inputs	4	Language Options	English, French, Spanish
USB Port	Yes	Sleep Timer	Yes
USB Input	Yes	Headphone Jacks	Yes
Component Video Inputs	1	Simulated Surround	Yes
Composite Inputs	2	Ethernet Port	Yes
		3D-Ready	Yes

EXLPORING: ESTIMATE THE TOTAL COST TO PURCHASE & OPERATE



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Sony KDL55W800B from \$1,098 TrueCost: \$1,157 ★★★★★ from 33 reviews

TrueCost. How much do you spend on the Sony KDL55W800B.

Your electricity rate: **Rate: 16.06¢**

$$\begin{matrix} \$59 & + & \$1,098 & = & \$1,157 \\ \text{Energy Cost} & & \text{Purchase Price} & & \text{TRUECOST} \end{matrix}$$

Show cost for: 5 years

Use per day: 5 hours

The TrueCost for the Sony KDL55W800B is the total amount of money you are committing when buying this television. By adding the lifetime energy cost to it's purchase price you can see what you really will be spending.

Energy Efficiency. This Sony is a highly efficient television.

The Sony KDL55W800B is one of the most energy-saving televisions in its class. TopTen USA ranks televisions by comparing the energy consumption of each model to that of all other models its class and grouping the efficiency winners into popular categories.



EXPLORING: LET THEM KNOW WHAT OTHERS ARE SAYING



The screenshot displays the TopTen USA website interface. At the top, there is a navigation bar with the 'top ten USA' logo, a search bar, and buttons for 'Browse Products', 'More Info', and 'Discover your Savings'. Below the navigation bar, the product 'Sony KDL55W800B' is featured, showing its price from \$1,098 to a TrueCost of \$1,157, and a 4.7-star rating from 33 reviews. The main content area highlights the product's popularity, stating it is a Top80 best-selling television with a 4.7-star rating. A secondary text block explains that the product's popularity is tracked based on sales data and customer reviews from online retail sites. The footer contains a navigation menu, social media links for Twitter and Facebook, an ENERGY STAR PARTNER logo, and a statement about the use of Enervee energy-efficiency data. Copyright information for 2014 TopTen USA and Enervee Corporation is also present.

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Sony KDL55W800B from **\$1,098** | TrueCost: **\$1,157** | **★★★★★** from 33 reviews

Popularity. The Sony KDL55W800B is a Top80 best selling television and has a combined user rating of 4.7 stars out of 5 from 33 reviews.

The Sony television is a highly popular product. We track product popularity daily based on sales data and customer reviews from multiple leading online retail sites.

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Using our own team of experts and product-specific methodologies, and drawing data from ENERGY STAR®, TopTen identifies the ten most efficient ENERGY STAR products in each of the categories we cover.

TopTen USA is using the Enervee® energy-efficiency data & marketing platform to capture, analyze and present all the latest appliances and electronics products.

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EXPLORING: EDUCATE SHOPPERS TO MAKE GREEN CHOICES






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Sony KDL55W800B from \$1,098 | TrueCost: \$1,157 | ★★★★★ from 33 reviews

EcoView. The Sony KDL55W800B produces 648 lbs of CO₂ over 5 years.

Based on the electricity consumption of 370 kWh provided by New Hampshire Average with a carbon intensity of 1,753 pounds of CO₂ per megawatt hour of electricity generated. You can [personalize](#) this EcoView by selecting your power company and usage in the [TrueCost](#) section.

If all 35.0 million Televisions sold in the US this year were the Sony KDL55W800B, we would save (versus the current average TV over 5 years):

		
20.4 Billion Tons of CO ₂	\$1.9 Billion Electricity Cost	947,650 Homes' Electricity Use



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Settings

Profile: Matthias Kurwig


Legal Name Matthias Kurwig
Email mkurwig@me.com
Street Address 310 Washington Blvd, Unit 705, Marina Del Rey, CA 90292

Submitted Claims

Claim ID	123456789	Lifetime Consumption	316 kWh
Category	Televisions	Lifetime Savings	277 kWh (over baseline)
Utility	Enervee Electric	Incentive	\$20.00
Merchant	Best Buy #109	Incentive/kWh	\$0.07
Date	08-27-2014		View Payments
Product	LG 47LB5800		
Status	Fulfilled		



WELCOME TO BEST BUY #109
LOS ANGELES, CA 90064
(310)268-9198
Keep Hour receipt!
Val #:000109-188599-201339-547415-577123-027
0109 006 0984 08/20/14 15:42 00816080
3734003 47LB5800 579.99
LG 47LB5800 SMART 60HZ LED TV
120.00 SALE DISCOUNT
ITEM TAX 52.20
6715995 CA RECYCLE 5.00 N
CA RECYCLE TIER 3
SUBTOTAL 584.99
SALES TAX AMOUNT 52.20
TOTAL 637.19
XXXXXXXXXXXX2001 AMEX 637.19
MATTHIAS H KURWIG
APPROVAL 606228
OTHER SAVINGS: 120.00
TOTAL SAVINGS: 120.00
14-day return period on Phones and Carrier Connectable Devices for all customers.
15-day return period on almost everything else.
Except where prohibited, a valid receipt and ID is required for all returns.
ID info may be stored in a secure, encrypted database used for tracking returns and exchanges.
Returned items missing packaging or accessories are subject to a missing item deduction.
For return promise details and a complete list of exceptions, ask for a policy flyer or go to www.BestBuy.com>Returns.
To learn about our privacy practices please visit www.BestBuy.com/privacy.



SELECTING:
OFFER AN
INSTANT
REWARD:
CASH
OR
POINTS

SELECTING: USE CLOSED-LOOP MARKETING TO KEEP EFFICIENT PRODUCT OPTIONS ON TOP



CLOSED-LOOP PROGRAMS



Google™

Online Ad

Energy Efficiency Rebates



Compare energy savings of the latest refrigerators and save up to \$500 on your utility bill.

Claim Now ▶

enervue Utilities

nationalgrid

Energy Efficient Refrigerators. Shop from 647 models.

This National Grid Rebate for Refrigerators is available to qualified customers per program restrictions that we connect into an energy efficiency rating from 0 to 100 (based on the Energy Star website). You will receive a rebate based on the energy rating of the refrigerator you purchase. Rebates are shown for 10 years. Click for program restrictions.

Model	Capacity	Energy Efficiency	Energy Cost	Purchase Price	Rebate
Energy Efficient Refrigerator	26.7	100	\$867	\$2,063	\$2,881
Energy Efficient Refrigerator	26.7	100	\$867	\$1,973	\$2,791
Energy Efficient Refrigerator	26.7	100	\$867	\$1,973	\$2,791
Energy Efficient Refrigerator	23.8	99	\$900	\$1,050	\$1,901
Energy Efficient Refrigerator	23.8	99	\$900	\$1,050	\$1,901
Energy Efficient Refrigerator	23.8	99	\$900	\$1,000	\$1,851
Energy Efficient Refrigerator	25.0	96	\$855	\$1,679	\$2,465
Energy Efficient Refrigerator	25.5	88	\$923	\$1,395	\$2,268
Energy Efficient Refrigerator	25.5	88	\$923	\$1,350	\$2,223
Energy Efficient Refrigerator	25.5	88	\$923	\$1,350	\$2,223

nationalgrid

3 Easy Steps to claiming your \$50 incentive for the Electrolux E127821L5S refrigerator.

1. Link to your National Grid account and add or update your payment information.
2. Purchase your refrigerator when it's most convenient for you. The rebate amount will be credited to your account.
3. Send us your receipt when it's most convenient for you. We'll process your rebate and credit it to your account.

Not 100% sure what model to choose? Here are some highly efficient refrigerators with similar capacity.

Energy Efficient Refrigerator	23.8	99	\$1,000
Energy Efficient Refrigerator	25.0	96	\$1,679
Energy Efficient Refrigerator	25.5	88	\$1,395



Confirmation



Green Button

PURCHASING: HELP SHOPPERS FIND A DEAL



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Sony KDL55W800B from **\$1,098** TrueCost: **\$1,140** ★★★★★ from 31 reviews

Price. Today's lowest purchase price of **\$1,098** is 7% lower than last week's lowest price for the Sony KDL55W800B.

The Sony KDL55W800B currently has 4 offers at online retailers. Today's lowest price for a new Sony KDL55W800B is **\$1,098**.

	Free Shipping	\$1,500	Visit Store
	Free Shipping	\$1,298	Visit Store
	Free Shipping	\$1,500	Visit Store
	Free Shipping	\$1,098	Visit Store

as of Oct. 9, 2014, 3:42 a.m. - Offers from BestBuy, eBay Commerce Network

EcoView. The Sony KDL55W800B produces 541 lbs of CO₂ over 5 years.

PURCHASING: MAKE IT EASY TO FIND



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Discover your Savings

Sony KDL55W800B from \$1,098

TrueCost: \$1,140

★★★★★ from 31 reviews

Local Stores. Find retail stores at your location that carry Televisions.

Where are you?

02492

Home Depot - W Roxbury

1213 Vfw Parkway
West Roxbury, MA 2132

[\(617\) 327-5000](tel:6173275000)

Sears - DEDHAM MALL

290 Providence Hwy
Dedham, MA 2026

[\(781\) 320-5125](tel:7813205125)

Lowes - DEDHAM, MA

306 PROVIDENCE HIGHWAY
DEDHAM, MA 2026

[\(781\) 355-3780](tel:7813553780)

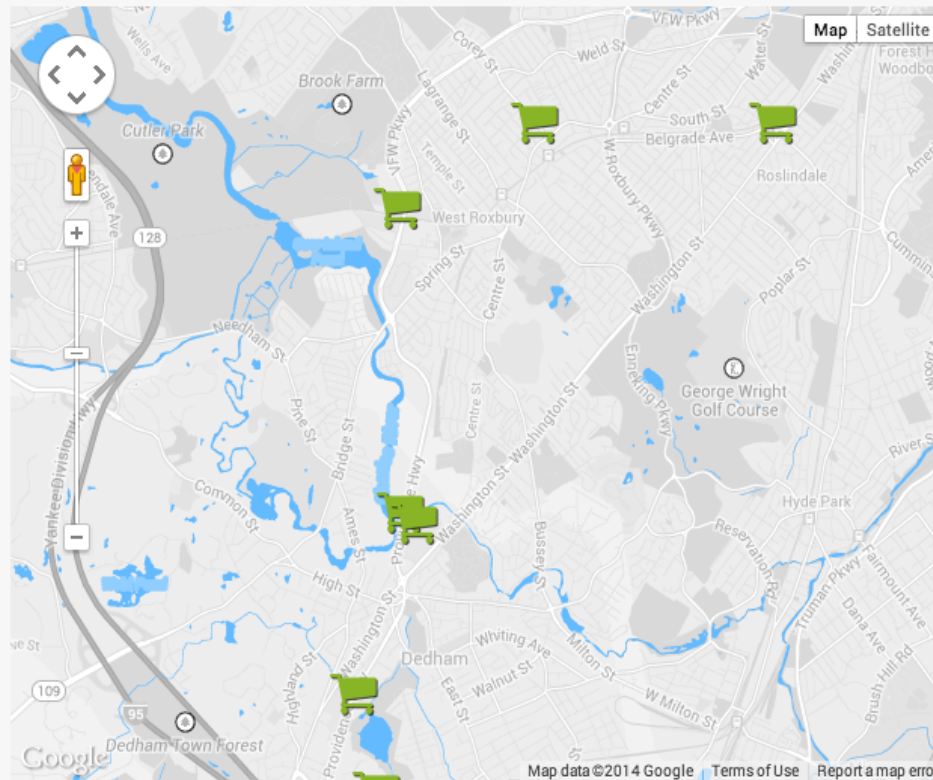
Best Buy - Dedham

700 Providence Hwy
Dedham, MA 2026

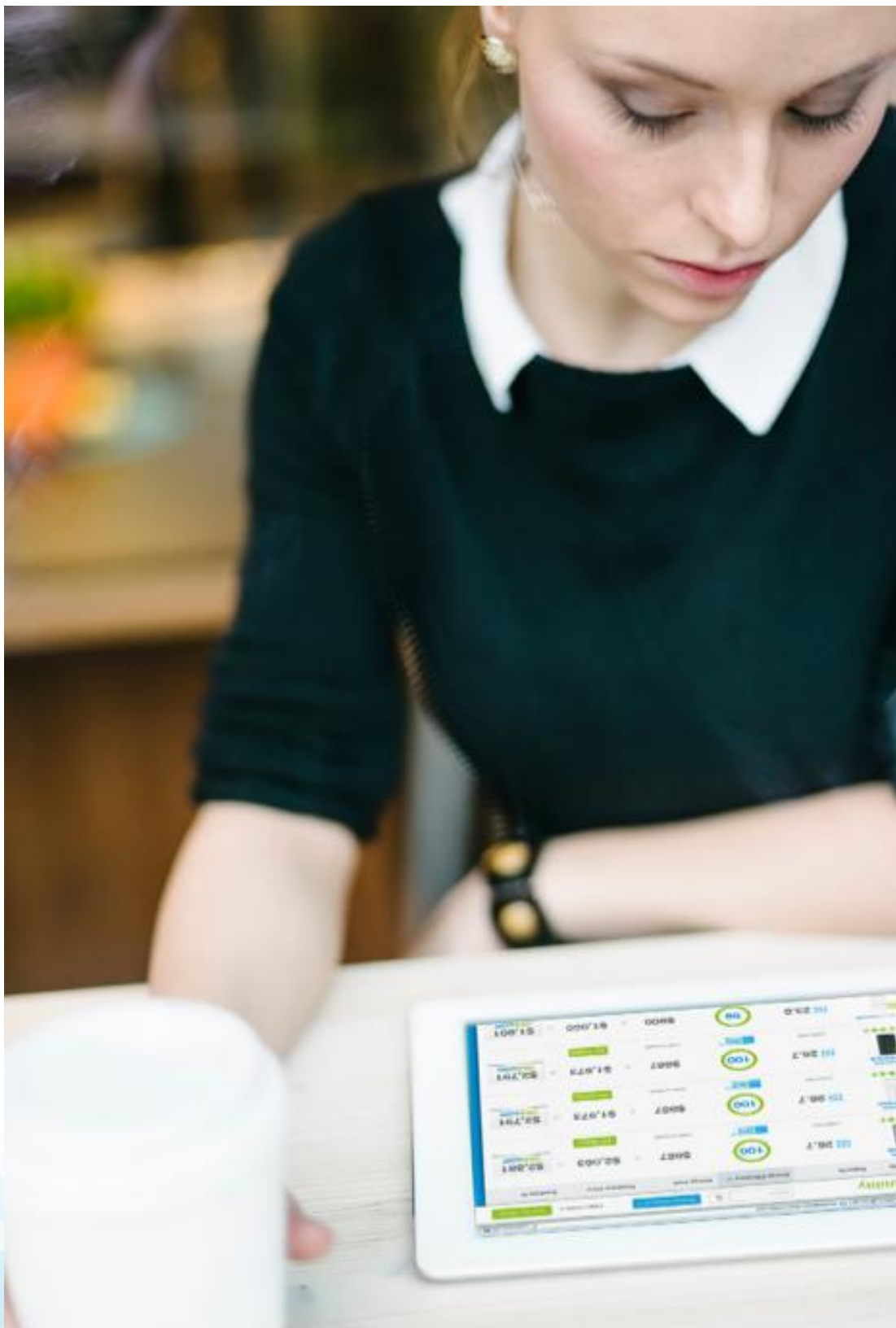
[\(781\) 461-6768](tel:7814616768)

Blue Hills Appliance

1898 Centre St

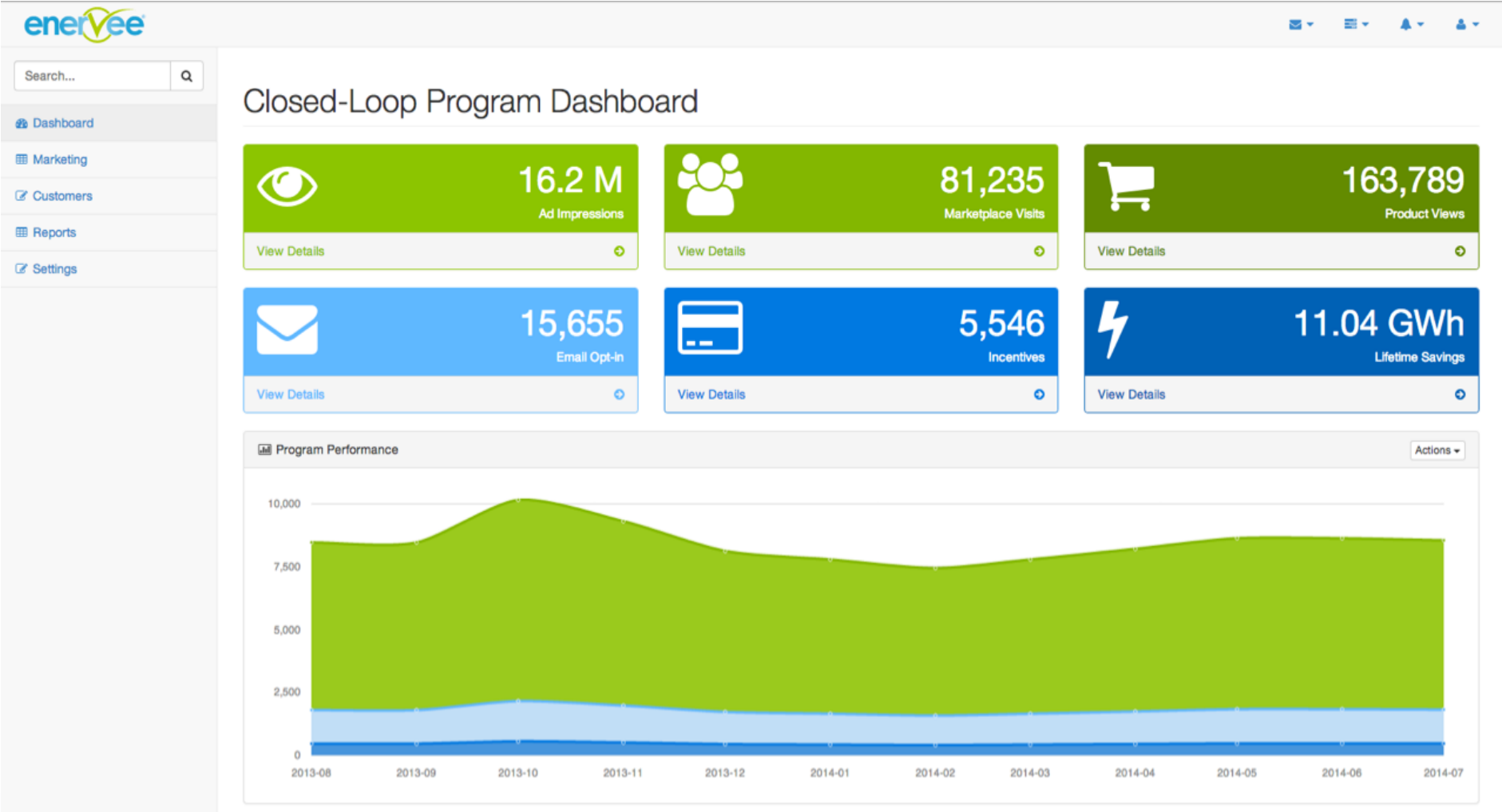


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**SUPPORTING:
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CUSTOMERS'
FEEDBACK
AND
OFFER THEM
MORE
EFFICIENCY
OPTIONS**

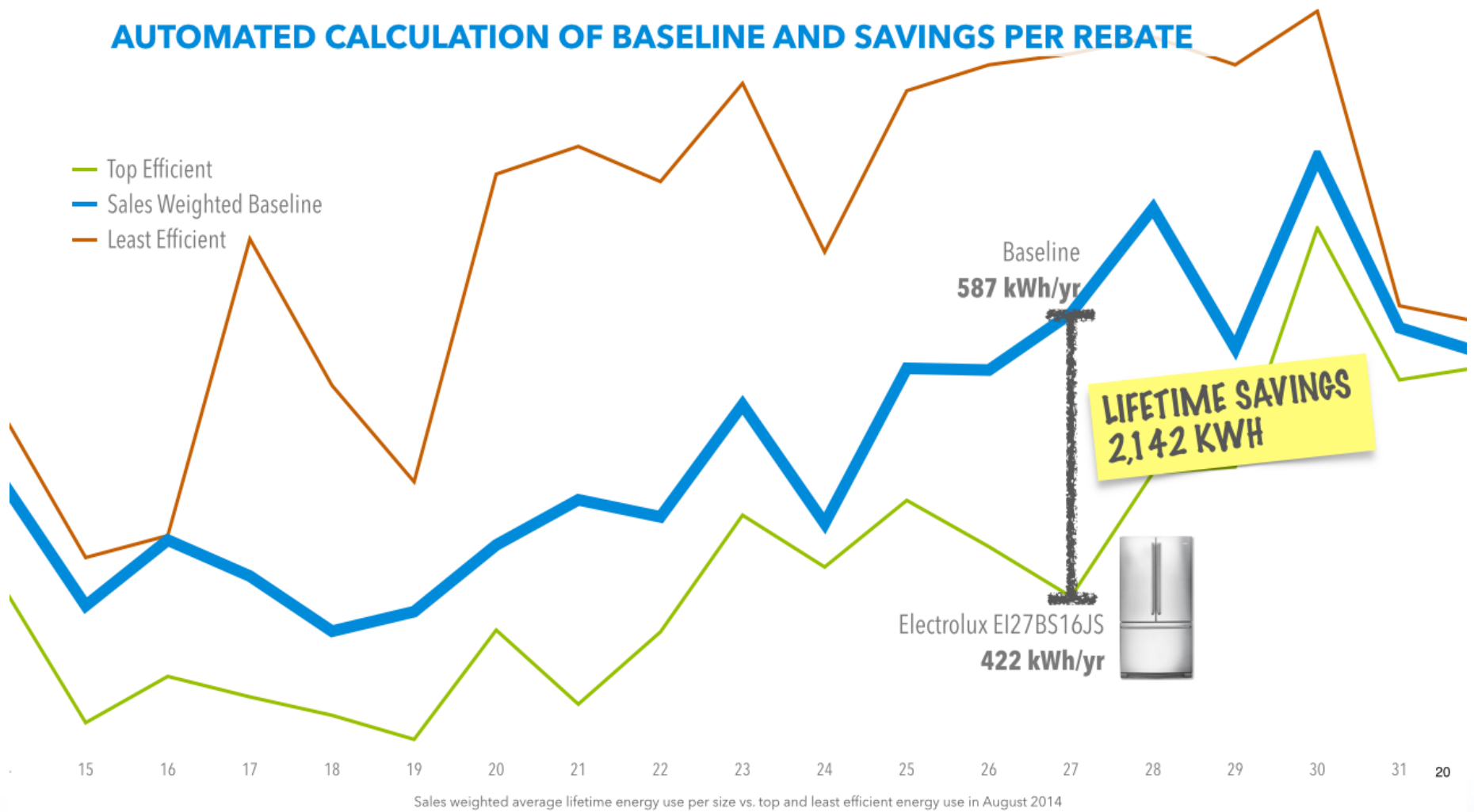
DOCUMENTING: GET THE INFORMATION YOU NEED FOR PROGRAM EVALUATION



DOCUMENTING: GET THE REAL-TIME BASELINE



AUTOMATED CALCULATION OF BASELINE AND SAVINGS PER REBATE





THANK YOU

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