



# The ENERGY STAR<sup>®</sup> Brand

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Part of the  
2013 ENERGY STAR Products Partner Meeting  
Webinar Series



Learn more at [energystar.gov](http://energystar.gov)



# Overview



**ENERGY STAR – *the* symbol of superior energy efficiency**

- **Building a Successful Brand**
- **ENERGY STAR Today**
- **The Future**



# Building a Successful Brand



“Who Dared  
Imagine?”

(play video)

# Building: Who Dared Imagine

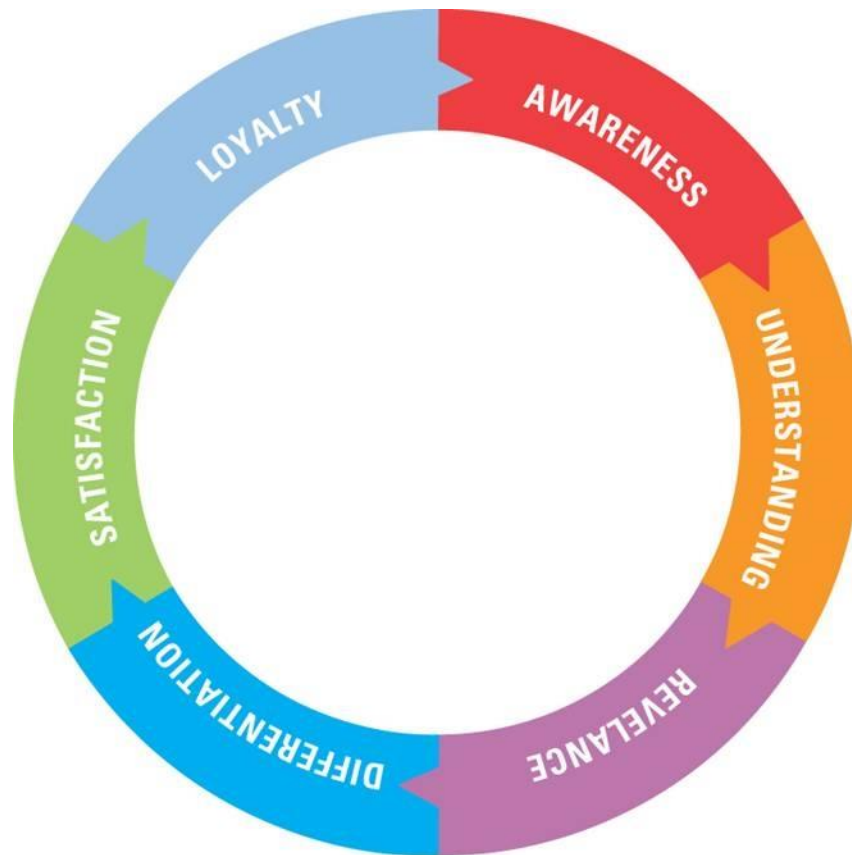
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- Who Dared Imagine 20 years ago?
- 15 years ago?
- 10 years ago?
- 5 years ago?
- 1 year ago?



# Building: The Brand Continuum



Managing ENERGY STAR on the brand continuum



# Building: Loyal Customers

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People must trust the ENERGY STAR brand before they can become loyal customers.

We establish this trust by staying true to the program goals of energy savings and environmental protection.

And through our partners delivering on this promise to consumers.

# Building: Loyal Customers



We protect the brand's integrity through a number of activities, including:

- Monitoring use of the registered name and trademark.
- Issuing a new *Brand Book* (formerly known as the *Identity Guidelines*) to ensure proper use of the logo.
- Ensuring 3<sup>rd</sup> party certification.
- Assessing consumer experiences with, and perceptions of, ENERGY STAR when shopping
- Updating stringency of specifications as needed to ensure that the label continues to deliver value in the marketplace
- Tracking ENERGY STAR in traditional and social media

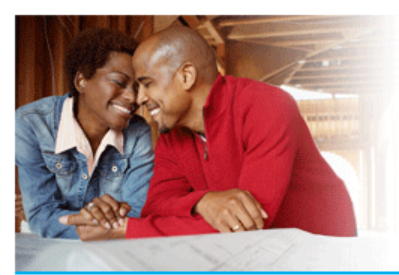
# Building: Results

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\$24 billion





# ENERGY STAR Today



But we've only just begun.

ENERGY STAR will remain committed to partners like you, will continue brand awareness initiatives, and will continue to protect program integrity, while evolving our marketing and communication campaigns with the times.

# Today: PSAs

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## Creating Impact & Deepening Understanding Through National Print PSAs

# 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](http://energystar.gov).



# Today: Telling Our Story



## JOIN THE EPIC FIGHT TO PROTECT THE CLIMATE

With the help of the Boys & Girls Clubs of America through School Family Nights® millions of young people are learning how to save energy. Learn how you can help your family save energy and reduce greenhouse gas pollution by joining the team of characters from EPIC today. Visit [energystar.gov](http://energystar.gov)

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

Lauderdale County Public Schools Superintendent Dr. Edgar B. Harris

NAME: Lauderdale County Public Schools  
THEIR DREAM HOME: Efficient, comfortable, and ENERGY STAR® certified.  
THEIR SAVINGS: More than \$500 off their energy bills and more than 11,000 lbs. of greenhouse gases each year.

RESULTS: ENERGY STAR certified their newest middle school.

When Lauderdale 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, their savings covered 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](http://energystar.gov).

## "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 \$500 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 is beyond most others on the market today. It also means less energy and less greenhouse gases that cause climate change. Visit [energystar.gov](http://energystar.gov).

## JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STAR® users 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 \$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/changetheworld](http://energystar.gov/changetheworld).



# Today: Targeted Placements



# Today: Reaching Women

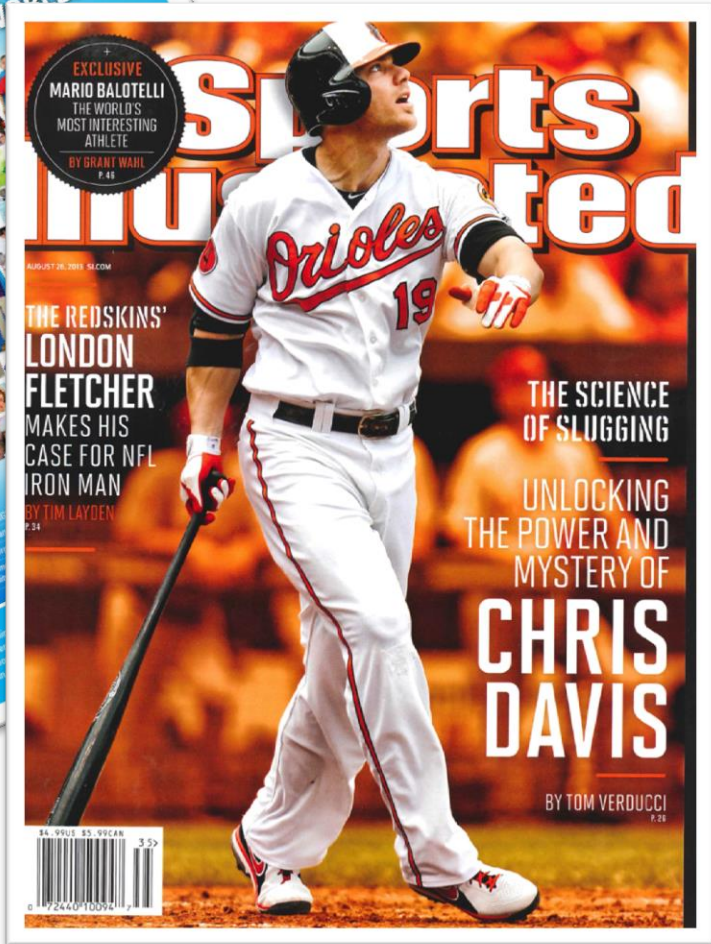


*First for Women*  
September 2013

Circulation: 1,205,876  
Value: \$72,435



# Today: Reaching Fans

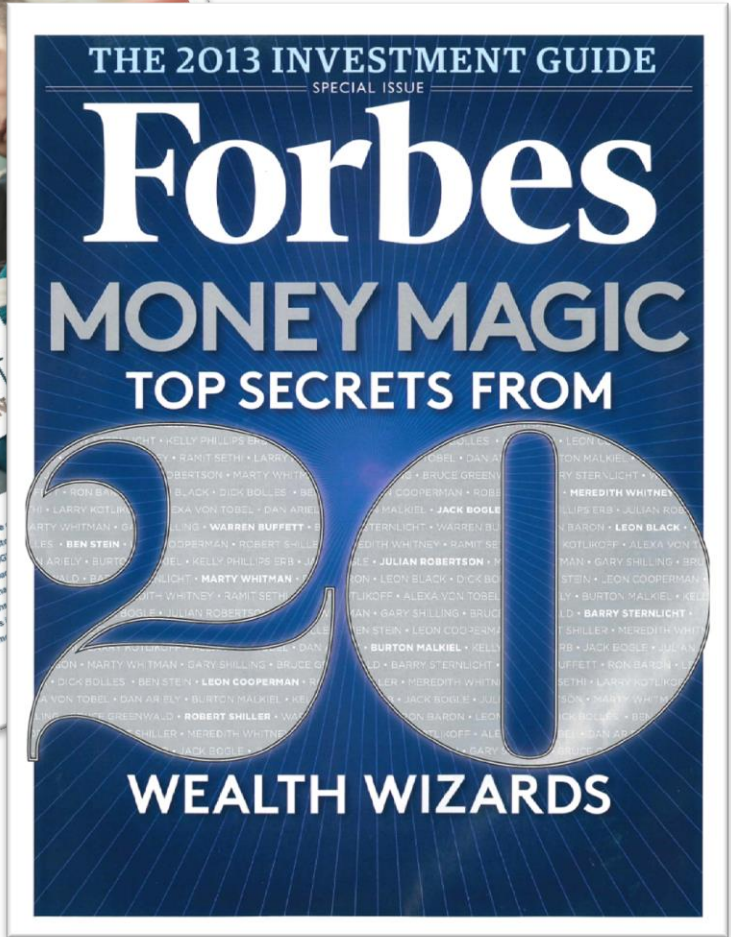


*Sports Illustrated*  
August 2013

Circulation: 3,174,888  
Value: \$396,600



# Today: Reaching Business



*Forbes*  
June 2013

Circulation: 925,051  
Value: \$142,520





# Today: Reaching Business



*Fortune*  
July 2013

Circulation: 841,380  
Value: \$148,400



# Today: Reaching Hispanics



*Latina*  
August 2013

Circulation: 504,783  
Value: \$44,948



# Today: Value for Our Partners



Nearly 100 million total impressions generated over the past three years

Total Advertising Value: \$7.7 million



# Today: Value for Our Partners



*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](http://energystar.gov/DIME) to browse a database of consumer programs available across the U.S.”



# Today: Overall Media Value

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**128,000 mentions** of ENERGY STAR  
in  
print, broadcast and online outlets in  
2012

Accounting for **\$54 million** in publicity  
value



Today: [energystar.gov](https://energystar.gov)



# The New Face of [energystar.gov](https://energystar.gov)

# Today: Before & After



Before



ENERGY STAR

U.S. ENVIRONMENTAL PROTECTION AGENCY

## EPA's Top 25 Cities

with the Most ENERGY STAR Certified Buildings

See results

SEARCH

### PRODUCTS

Explore Products >  
Find ENERGY STAR Products  
How a Product Earns the Label  
Save Energy at Home  
Join Our Movement  
Store Locator  
Rebate Finder

### HOME IMPROVEMENT

Explore Home Improvement >  
Common Home Problems  
Assess Your Home  
Air Seal & Insulate  
Heat & Cool Efficiently  
Home Performance with ENERGY STAR For Contractors  
Get Customized Recommendations

### BUILDINGS & PLANTS

Explore Buildings & Plants >  
Find Certified Buildings & Plants  
Models of Success  
Guidelines for Energy Management  
Tools & Resources Library  
Expert Help  
Commercial Building Design

### NEW HOMES

The little label with a big message. Better is better.

Explore Certified New Homes >  
Find an ENERGY STAR Builder  
Find Home Energy Rater Partners  
Find Incentives for ENERGY STAR New Homes  
ENERGY STAR New Home Features  
Benefits for Homeowners  
For Residential Professionals

### CELEBRATING 20 Years of ENERGY STAR

### 1040 Tax Credits for Energy Efficiency

### Most Efficient 2013

### Cool Your World with ENERGY STAR @home

### ENERGY STAR in Affordable Housing

### Recycling with ENERGY STAR

### GO TO PARTNER RESOURCES

Headlines

EPA and DOE Recognize 2013 ENERGY STAR Partners of the Year

EPA Announces Cities in the US with the Most ENERGY STAR Buildings

Register Now! March 16 Deadline for ENERGY STAR Awards Ceremony

ENERGY STAR PARTNER UPDATE: Pool Pumps Earn ENERGY STAR Certification

More Headlines >

Login

Username:

Password:

Sign In Forgot password?

Follow us

Facebook Twitter YouTube Blog

Share

Share / Save

EPA Home EPA Search DOE Home DOE Search



# Today: Before & After



Before

After






# Today: Priority Site Features



7

1

2

3

4

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6

6

8

ENERGY STAR

ENERGY EFFICIENT products

ENERGY SAVINGS at home

ENERGY EFFICIENT new homes

ENERGY STRATEGIES FOR buildings & plants

ABOUT ENERGY STAR

PARTNER RESOURCES

SEARCH

Who's Competing Near You?

2013 ENERGY STAR National Building Competition launches with 3,200 competitors nationwide.

SEE THE COMPETITORS

EPA United States Environmental Protection Agency

ENERGY STAR is a U.S. Environmental Protection Agency voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency. Learn more about ENERGY STAR.

Basic information on climate change, greenhouse gas emissions, and climate change science.

See Climate Change

ENERGY EFFICIENCY

FOR YOUR HOME

FOR YOUR BUSINESS

LOG IN TO ENERGY STAR

View and manage information about your organization's ENERGY STAR participation and contacts; access all of your password-protected tools or resources.

username

password

FORGOT PASSWORD?

SIGN IN

PARTNER RESOURCES

Featured Partner

Partner of the Year Award

TCP received recognition for making ENERGY STAR the center of the product promotion and employee engagement strategy. Learn More

Quick Links

All Partner Resources

Product Requirements

Program Requirements

Publications

Meetings

Partner Announcements

- NEW ENERGY STAR Trainings!
- SAVE THE DATE! 2013 Products Partner Meeting

BECOME A PARTNER

MORE PARTNER RESOURCES

NEWS

- EPA Kicks Off Fourth Annual ENERGY STAR National Building Competition
- ENERGY STAR UPDATE: 2013 Emerging Technology Award
- New ENERGY STAR Portfolio Manager Benchmarking Tool Debuts
- ENERGY STAR UPDATE: Cooling Tips for Every Budget
- EPA Strengthens ENERGY STAR Requirements for Refrigerators and Freezers

MORE HEADLINES

What's Your Score?

Home Energy Yardstick

Assess the energy efficiency of your home and see how it measures up.

Product Finder

Tax Credits

Find an ENERGY STAR Builder

Heating and Cooling Tips

How can we help you?

Improve your home's comfort and efficiency

Buy an energy-efficient new home

Heat and cool your home efficiently

Learn about Home Performance with ENERGY STAR

Find the most efficient technology

Use your TV more efficiently

Find energy efficient power tools

Seasonal Links

Home Improvement FAQs

HVAC Maintenance Tips

Climate Change

Efficient Heating

Water Heaters

TOOLS & INITIATIVES

SET YOUR PROGRAMMABLE THERMOSTAT

Learn how to set your thermostat for savings.

LOW CARBON IT CAMPAIGN

Tip and tools to reduce energy consumed by IT equipment in your organization.

SAVE AT HOME WITH ENERGY STAR

A home improvement expert takes you through a real home to learn energy-saving tips.

ENERGY STAR SOCIAL MEDIA

NEXT-GENERATION ENERGY EFFICIENT TV TECHNOLOGY IS HERE

By John Taylor from football season moving into high gear, lots of us are thinking about the ultimate TV... Learn More

The ENERGY STAR Current

Follow us on Facebook

Connect with us

ENERGY STAR

21,953

Facebook

Twitter

LinkedIn

YouTube

Most Viewed

Federal Tax Credits for Energy Efficiency

Portfolio Manager Login

All ENERGY STAR Labeled Buildings & Plants

Find ENERGY STAR Products

About ENERGY STAR Products

Properly Sized Room Air Conditioners

Home Advisor

Rebate Finder



# Today: Site-wide Navigation



The screenshot shows the Energy Star website's navigation menu. At the top, there are several tabs: "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", "ENERGY STRATEGIES FOR buildings & plants", "ABOUT ENERGY STAR", and "PARTNER RESOURCES". Below these tabs, the "ENERGY EFFICIENT products" section is expanded, showing a sidebar with "Who's Near You" and "2013 ENERGY STAR Competition" information, and a main content area with the heading "energy efficient products". The main content area includes a paragraph about ENERGY STAR products, a "Learn about ENERGY STAR Products" link, and three sub-sections: "ENERGY STAR Products", "Tax Credits", and "Ask an Expert". To the right, there are "Quick Links" for "Where does my money go?", "Set and Save with ENERGY STAR", "Product Finder", "Rebate Finder", and "Store Locator". At the bottom, there are tabs for "ENERGY EFFICIENCY", "FOR YOUR HOME", and "FOR YOUR BUSINESS", along with a "LOG IN TO ENERGY STAR" section.

ENERGY EFFICIENT products

ENERGY SAVINGS at home

ENERGY EFFICIENT new homes

ENERGY STRATEGIES FOR buildings & plants

ABOUT ENERGY STAR

PARTNER RESOURCES

energy efficient products

ENERGY STAR products are independently certified to save energy without sacrificing features or functionality. Saving energy helps prevent climate change. Look for the ENERGY STAR label to save money on your energy bills and help protect our environment.

Learn about ENERGY STAR Products

Save Energy at Home

Take the Pledge

Learn about Climate Change

ENERGY STAR Products

Tax Credits

Ask an Expert

Heat and Cool Efficiently

How can we help you?

How can I make my home entertainment center more energy efficient?

What should I know about LED lights?

I'd like to know about power management.

How can I reduce hot water use in my home?

Quick Links

Where does my money go?

Set and Save with ENERGY STAR

Product Finder

Rebate Finder

Store Locator

LOG IN TO ENERGY STAR

View and manage information about your organization's ENERGY

username

# Today: Outcomes

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- 1. Steady increase in traffic.**
- 2. More users stay on site.**
- 3. Reinforced energystar.gov as the premier online resource for energy saving information and tips.**
- 4. Created a platform for delivering fresh content.**



# Today: Social Media



## ENERGY STAR's Approach to Social Media

1. Give back
2. Participate
3. Have fun

# Today: Facebook & Twitter



- More than 40k Twitter followers
- More than 22,000 Facebook likes



Energy Star shared a link.  
August 29

Got plans for the kids this holiday weekend? It's the last weekend to participate in the EPIC Team ENERGY STAR Drive. Join us by signing up for Team ENERGY STAR here!  
[www.energystar.gov/team](http://www.energystar.gov/team)



**Team ENERGY STAR!**  
[www.energystar.gov](http://www.energystar.gov)

Join the team today!

Like · Comment · Share 4

2 people like this.

  
**Joined Facebook**  
September 17, 2009

# Today: Photo and Video Contests



Video and photo contests encourage families to join Team ENERGY STAR, share their energy-savings stories, and offer cross-promotion opportunities with high-profile media, blogger, entertainment, non-profit, manufacturer, and retailer partners.



A colorful promotional banner for Energy Star Kids. The top left features the Energy Star logo. The top center shows a group of four children smiling. The top right has a pink box with the text "WHAT'S THE WORD? RECYCLABLE" and a green box with "FUN FACTS: The typical household spends more than \$1,900 a year on energy bills." The middle section has a purple background with a globe and the text "HELP! YOUR PLANET NEEDS YOU! FIND OUT WHY!" with a green arrow pointing right. The right side has a yellow background with the text "YOU CAN MAKE BIG CHANGES! FIND OUT HOW!" with a green arrow pointing right. The bottom section features a blue background with the text "Join the LORAX" and a green arrow pointing left, and a green arrow pointing right.

# Today: Twitter and Facebook Parties



- ENERGY STAR hosts Twitter and Facebook parties to increase engagement and conversation around specific events and topics.
- A Twitter Party in June yielded:
  - More than 1,100 tweets using #TeamENERGYSTAR from 135 unique Twitter handles
  - 750,000 unique impressions and 2.5 million total impressions.
  - 101 followers on the day of the party

A screenshot of a Twitter thread showing several tweets from the #TeamENERGYSTAR party. The tweets are from Coupon Tammy, J Gulich, Cape Light Compact, LaDeja McIntyre, and Philips Lighting, all promoting the party and encouraging support for energy-saving efforts.

**Coupon Tammy** @CouponTammy 3h  
RT Please!! Vote for me **#TeamENERGYSTAR** EPIC Player  
Support my efforts to save energy! [go.usa.gov/jX4A](http://go.usa.gov/jX4A)  
[energystar.gov/team](http://energystar.gov/team)  
Expand

**J Gulich** @jsg1818 8h  
RT to vote me as **#TeamENERGYSTAR** Most EPIC Player.  
Support my effort to save energy, money and protect the climate!  
[go.usa.gov/jX4A](http://go.usa.gov/jX4A)  
Expand

**Coupon Tammy** @CouponTammy 16h  
Rt Please! Vote for me! **#Help #TeamENERGYSTAR** EPIC  
Player Support my efforts to save energy! [go.usa.gov/jX4A](http://go.usa.gov/jX4A)  
[energystar.gov/team](http://energystar.gov/team)  
Expand

**Cape Light Compact** @CapeLightEnergy 31 Aug  
**#TeamENERGYSTAR** is a great way for families to get  
involved and learn about **#energyefficiency**. Sign up today:  
[go.usa.gov/jX4A](http://go.usa.gov/jX4A)  
Expand

**LaDeja McIntyre** @LaDejaLm 31 Aug  
Just entered for epic the movie feeling good  
**#TeamENERGYSTAR !!!!!**  
Expand

**Philips Lighting** @PhilipsLight 29 Aug  
If every American replaced 1 bulb with an **@EnergyStar** bulb,  
we'd prevent 9BN lbs of greenhouse gas emissions per year  
**#TeamENERGYSTAR**  
Expand

# Today: Do 1 Thing ENERGY STAR



- Launched for ENERGY STAR Day as a call to action
- 3-month call-to-action asking consumers to “Do 1 Thing ENERGY STAR” to fight climate change and improve energy efficiency.
- We are sending weekly tips to consumers through social media, with an emphasis on fun, simple, and sharable ideas.







# The Future

# Future: GHG Emissions

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The end result of a successful ENERGY STAR program is a reduction in the GHG emissions that contribute to climate change.

- To date, we have saved more than 1.8 BILLION metric tons of GHG emissions.


But we can do even more in the next 20 years.

# Future: Partner Input

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- We'll continue to protect the core of the program while also expanding ENERGY STAR to be the go-to resource for energy efficiency.
- As we set our goals ever higher, as we refine the vision of the ENERGY STAR brand, we'll be looking to you.



If you have any questions or feedback  
after today,  
please contact me at:  
[leonhart.kristinn@epa.gov](mailto:leonhart.kristinn@epa.gov),  
(202) 343-9062.