



# LIGHTING EVERYONE'S MOMENTS

## With ENERGY STAR Certified Lighting



Jill Vohr, EPA

September 7, 2018

## Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- Paid promotion of the Light the Moment video in October and April resulted in more than **3.3 million impressions**, with nearly **445,000 video views** on YouTube and **162,000 views** on Facebook.





## Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- Engaged social media influencers to spread the word
  - Ingrid Michaelson, Katie Herzig (singer and co-songwriters of Light Me Up)
  - Ilikewylie, MommyShorts, Engineer Your Space, Mommy Shorts, Big Green Purse

**Ilikewylie** with ENERGY STAR.  
October 24 · Paid · 🌐

2 years ago, I worked with ENERGY STAR to show you guys how I save energy in my apartment. Today, I'm proud of celebrate ENERGY STAR Day and share an important message about saving energy! We should all be lighting our moments with ENERGY STAR certified LED bulbs. Just ONE bulb can make a big difference for the planet and our lives.  
[#LightTheMoment](#)



55K Views

Search for people, places and things

Like Follow Share ...

**Ingrid Michaelson**  
October 24 at 4:23pm · 🌐

Proud to celebrate ENERGY STAR Day and share an important message about saving energy. We should all be lighting our moments with ENERGY STAR certified LED bulbs. Just one bulb can make a big difference for the planet and our lives. [#LightTheMoment](#)

**Light the Moment with ENERGY STAR**  
Make the most your moments by lighting them with ENERGY STAR certified LED bulbs. They last longer, save energy, and...  
YOUTUBE.COM

Like Comment Share

Zekhetheloh Kitso, Lauren S. Henry and 1.1K others



## Lighting Promotion: ENERGY STAR Day 2017 – Earth Day 2018

- ENERGY STAR Day 2017 social “flash mob” with our partners to show how ENERGY STAR connects with people’s lives and makes it better!
  - More than 130 shares of the Light the Moment video on ENERGY STAR Day generating more than 11,000 organic views on Facebook and Twitter.

**HanesBrands**  
October 24 · 🌐

Everyone can be an ENERGY STAR partner! Celebrate ENERGY STAR Day by joining us in the effort to save energy & protect our environment. #LightTheMoment

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**Eversource CT**  
October 24 · 🌐

Today is ENERGY STAR Day! 💡👨👩👧👦 How about swapping out an old incandescent bulb for a spiffy new LED? Remember, each incandescent bulb you replace with an Energy Star-certified light bulb will save you about \$10 in energy costs each year! #LightTheMoment

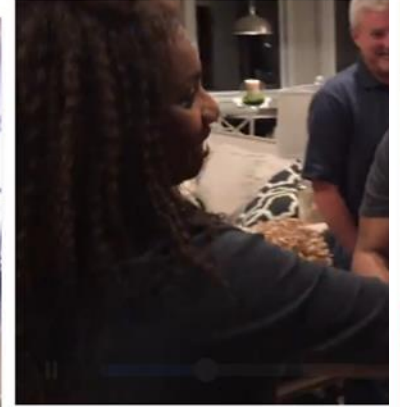


813 Views

**Hillsborough County, Florida Government**  
October 24 · 🌐

Hillsborough County's 11 ENERGY STAR just a few ways we're going green — an county-wide efforts have been recognize Protection Agency and help save more us to #LightTheMoment for taxpayers th more.

Learn more about our energy efficiency #MyHillsborough



195 Views

**1000Bulbs.com**  
October 24 · 🌐

Save energy and protect the planet, for a lifetime of precious moments. Make ENERGY STAR part of your life on ENERGY STAR Day and every day. Begin with ENERGY STAR rated lighting from 1000Bulbs.com! #LightTheMoment



294 Views

**Efficiency Vermont**  
October 24 · 🌐

Happy #ENERGYSTAR Day! Save energy and protect the planet, for a lifetime of precious moments. Make ENERGY STAR part of your life on

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**MaxLite**  
October 24 · 🌐

Save energy and protect the planet, for a lifetime of precious moments. Make @ENERGY STAR part of your life on ENERGY STAR Day and every day. #LightTheMoment



66 Views



## Lighting Promotion 2018: Lighting Everyone's Moments

- Supplement Light the Moment with targeted outreach that provides the energy-saving benefits of ENERGY STAR certified lighting to those consumers that need it most!
  - Focus on low-income demographic.
  - Inform messaging and creative based on customer segmentation data.
  - Geo-target to markets where low-cost ENERGY STAR certified bulbs are available.
    - Buy-downs
    - Rebates
    - Other – LET US KNOW!
  - Promotion runs October 1<sup>st</sup> through the end of daylight savings on November 4<sup>th</sup>.

Household Income	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,000	\$100,000 to \$119,999	\$120,000 to \$139,999	\$140,000 or more
<b>Most or All Incandescent</b> (number of housing units, millions)	7.7	9.1	5.9	4.8	2.5	2.2	1.2	3.1
<b>Most or All Incandescent</b> (percent of "Most or All Incandescent" answers)	21%	25%	16%	13%	7%	6%	3%	9%

**Takeaway: 46% of all households with 'Most or All Incandescent' lighting earn \$39,999 or below. National average household income is approximately \$53,000. – 2015 RECS**

ENERGY STAR. The simple choice for energy efficiency.



# Bettering Blues



Children in Household:  
1-4



High School Diploma/Some College



Mostly Renters



HH Income:  
< \$40K



Neighborhood:  
Suburban, Second City, Rural, Major City, Small Town

**18-54**

Age Range



Mostly Unemployed



Single or Divorced



Ethnicity: Black, Hispanic and Caucasian



Total Customer Count: 12,063,963 of 123,914,051

## **BETTERING BLUES**

# **Using the Data to Reach “Kayla”**

### **Messaging**

- Investing in the future, bettering yourself and life for your child
- Getting the most out of your paycheck, making your money go further
- Informational and direct – what are the benefits?

### **Visual Cues**

- Young, ethnically diverse singles or couples
- Urban environment or campus

### **Media**

- Digital media
  - Social media: Facebook, Instagram
  - Mobile display ads
- POP: Wal-Mart & Kmart







**BETTERING BLUES**  
**Using the Data to Reach “Kayla”**

Google Display Network





## BETTERING BLUES

# An In Depth Look at Reaching “Kayla”

Retail	
Behavior	Index
Consumer electronics: Stores shopped past 12 months - Kmart	152
Consumer electronics: Stores bought past 12 months - Walmart	139
Hardware/paint/lawn/garden: Stores shopped past 12 months - Kmart	124
Items/services HHLD plans to buy in next 12 months - Major appliance	106
Media Channels	
Social networking sites - hours spent in an average day 5 hours or more	185
No. of text messages sent Quintile 1st Quintile (heaviest)	127
Internet sites visited/apps used past 30 days Snapchat	123
Internet sites visited/apps used past 30 days YouTube	111
Internet sites visited/apps used past 30 days Spotify	109
Internet sites visited/apps used past 30 days Instagram	107
Internet sites visited/apps used past 30 days Facebook	101
TV Quintile 5th Quintile (lightest)	109
Radio Quintile 1st Quintile (heaviest)	104

### Key Takeaways

- Segment is an **avid social media user**, spending several hours a day on Snapchat, Facebook, and Instagram
- **Mobile devices** are used as the primary method of communication
- Based on shopping and purchasing behaviors we know this audience frequents **Walmart and Kmart**
- Audience indexes as an above average radio listener, and significantly **below average TV viewer**, however they frequently use mobile devices to watch cable TV programming



## Messaging Considerations

- Cost is a driving factor in purchasing decisions, so messaging must address that barrier.
- With less disposable income, this audience is calculated and risk-averse when it comes to spending, often weighing the total cost of a product/service rather than the cost of a single item.
- VALUE is also paramount, so bundling cost savings with other benefits (longevity, quality, energy and environmental savings) will show the total ROI to our savvy shopper and will maximize creative impact.
- Messaging should be informative and direct, using a clear call to action to find cost-effective, high-quality lighting – driving right to purchase.
- While cost savings leads, this audience is also motivated by and values environmental protection, preserving the planet for future generations and other lifestyle benefits associated with ENERGY STAR brand.

ENERGY STAR. The simple choice for energy efficiency.

A window-style advertisement with a blue background. At the top center is a white globe icon. Surrounding the globe are several green dollar signs (\$). Below the globe, the text "Saving money for years and protecting the planet?" is written in white. At the bottom, the word "BONUS." is written in large, bold, white capital letters.

Saving money  
for years and  
protecting the  
planet?  
**BONUS.**

